

Abstract

Title: Image of the Craft brand in the Czech Republic compared to Norway from the students' point of view

Objectives: The thesis focuses on the problem of image identification of the Craft sport brand, which produces functional athletic wear in both the Czech Republic and Norway. The aim of the paper is to compare the image of this brand based on the results of marketing research as well as suggest possible solutions which may lead to improvement of the Craft brand image at the Czech and Norwegian market.

Methods: The research sample is selected from students with positive attitudes towards sport in the Czech Republic and Norway, which in turn draws in potential customers at the sport clothing market. Respondents were asked to fill out an on-line questionnaire, in which they expressed their opinions.

Results: The research showed that image of the Craft brand is positive in both countries. The customers appreciate primarily good quality for convenient price. Image is better in the Czech Republic compared to Norway.

Keywords

Image, brand, Craft, marketing research