

## **Abstract**

- Title:** The marketing research of personality of sports brand Nike.
- Objectives:** The aim of this bachelor thesis is to find out on base of marketing research what is the personality of sports brand Nike like. Then base on results of research to propose possible solutions, which could have influence for better quality of strategic management of brand Nike. The research will be directed at strength and weaknesses of the brand and how important these aspects are for customers.
- Methods:** For a collecting of primary data was used a method of written questioning with some characters of electronic questioning. The brand personality identification of sports brand Nike was based on the brand personality measurement method according to Jennifer Lynn Aaker (1997). The interpretation of obtained data was performed by their statistical analysis.
- Results:** The research results showed, that the brand personality of sports brand Nike can be described by characteristics original, cheerful, trendy, cool, young, imaginative, Up-to-date, independent, contemporary, successful, leader, confident and good-looking. On the contrary characteristics family-oriented, small-town and secure aren't typical for sports brand Nike.
- Keywords:** sports brand, personality, marketing research