Abstract

Title:
Marketing research of the image of the brand Reebok among people doing CrossFit

Annotation:
The main objective of the bachelor thesis is to find out what the image of the Reebok brand is like using marketing research. The terms brand and image are explained in the first part of the thesis which include theoretical basis from various literary and electronic sources. The methodology section describes marketing research and its process. The analytical part presents the Reebok brand and CrossFit as sport and brand, the research itself and its results. The last part of the thesis provides suggestions and recommendations for improving the image of the Reebok brand based on the research.

Keywords:
Image, brand, marketing research, questionnaire, Reebok, CrossFit