

## **Abstract**

**Title:** Marketing research of Adidas brand value on the football equipment market

**Objectives:** The main objective of this thesis is to find out how football equipment consumers perceives the value of the Adidas brand, especially active players on the performance level. Another objective was to identify the position of the Adidas brand in comparison to competing brands, to determine its strengths and weaknesses and propose measures that would lead to increase its value from the customer's perspective.

**Methods:** The method of quantitative research was used in this work. It was necessary to collect primary data for this research, because there are no available secondary data for researched problem. Electronic questioning was used for data collection and selection of respondents was done by partialy influenced selection. Sample size was defined to at least one hundred respondents.

**Results:** The research brought generally very positive results for the Adidas brand. It was found out that almost 90% of respondents have personal experience with football equipment of Adidas brand. Together with Nike brand, Adidas was evaluated as the most popular brand of football equipment. It was also found out that the two most important criteria that respondents take into consideration when they are buying football equipment, are also top-rated criteria of Adidas brand. Although Adidas brand is perceived as an expensive one, respondents are willing to pay a higher price due to the high quality.

**Keywords:** marketing research, brand, brand value, football equipment, Adidas