

Abstract

Title: Research on the perception of Skechers brand product design viewed by generation Y

Goals: The main goal of the bachelor thesis is to find how generation Y perceives the sports shoes design of Skechers brand. To determine, which design factors are the most important during the selection of a sports shoes. An integral part of the thesis is to choose the most popular types of sports shoes, in the eyes of generation Y and also to find out how they perceive styles of those shoes and their thallus.

Methods: The practical part of this thesis, the marketing research, was conducted via electronic questionnaire, which was distributed using social networks and email. The main part of the questionnaire consists of pictures of Skechers shoes, and also of general questions asking respondents about their perception of sports shoes design.

Results: Results of the research will be used not only to evaluate how sports shoes design of the Skechers brand is perceived by generation Y but also ease the choice for specific Czech shoe selling companies when selecting from a new collection of products. The results in practical part are described, graphically illustrated and displayed via photographic presentation of the most preferred models. The choice of design elements was similar to the most favored choices of sports shoes models, thus defining the elements with the biggest power to influence the customer. The Skechers product was evaluated overall as average or above average.

Key words: product, design, generation Y, perception, shopping decision-making, Skechers, sports shoes