

Abstract

- Title:** Marketing research of ASICS brand image
- Objectives:** The objective of the inquiry is to identify the image of the ASICS brand by view of Czech consumers of products associated with running. The aim is to find out how is ASICS brand perceived by runners, what is brand awareness among Czech consumers of running products, knowledge of the brand and experience with ASICS brand. Then, to make suggestion that could improve ASICS brand image in the Czech market.
- Methods:** The marketing research used in this survey is in the form of an electronic questionnaire. It is quantitative structured marketing research.
- Results:** The inquiry results show that the awareness of ASICS brand is highest among brands specialized in running. However, ASICS is third, following Adidas and Nike. ASICS brand is associated with words like shoes, running, quality, comfort, sport and technology. 87% of respondents know ASICS brand. ASICS is perceived as a credible, successful, and important on market with running equipment; modern, and favorite. In the front of view of product is brand founded as a brand, offering new technology product with good-looking design, high quality product and purely sporty product. However, on the Czech market ASICS has weak propagation. Only 13% could connect ASICS with some athlete, team or sport event. The suggestion for improving its image is focused primarily on sponsorship.
- Keywords:** brand identity, brand perception, questionnaire, running