

## **Abstract**

- Title:** adidas and Nike Brand Stores Quality Comparison through the Eyes of Customers
- Objectives:** Mystery Shopping is the instrument used to inspect the quality of adidas and Nike branded stores through the eyes of customers. Subsequently, the selected stores are compared and potential enhancements are proposed.
- Methods:** Mystery Shopping – questionnaire focused on retail.
- Results:** In terms of exterior, as well as interior, the Nike stores are ahead of the ones of adidas as the American brand has always been well-known for trying to initiate positive visual perception. On the contrary, adidas has provided better service quality demonstrated by modesty and higher selling effort from sales assistants towards customers. Also, adidas sellers have been more settled and disciplined. Additionally, adidas stores have worked more properly in terms of overall functioning. When comparing the stores of both brands with those in other world cities (Amsterdam, Berlin, Glasgow, London, New York, Tokyo), Prague stays behind. It has to fill the gap in the assortment and in the stores equipment, as well as in the service provided by sellers.
- Keywords:** Marketing mix, retail, Mystery Shopping, adidas, Nike.