

Abstract

Title: Marketing research of Umbro brand value on the football equipment market.

Objectives: The main objective of this thesis is to find out how football equipment consumers perceive the value of the Umbro brand. Another objectives included identifying the position of the Umbro brand in comparison to other brands, to determine its strengths and weaknesses and suggest measures that could lead to increasing the brand's value in the consumers' eyes.

Methods: This thesis uses the method of quantitative research. First, it was necessary to collect primary data for this research. Electroning questioning was used to collect such data. The selection of the respondents was done by partially influenced selection. The sample size was defined to at least eighty respondents.

Results: The research showed that 78% of respondents have personal experience with football equipment of Umbro brand. It was also found out that product quality and functionality were the two top rated criteria of Umbro products. This criteria were also among the two most important when it came to customers' preference when buying football equipment. According to respondents, the Umbro brand lacks propagation, as a part of them cannot recall any form of propagation of the Umbro brand.

Keywords: marketing research, brand, brand value, football equipment, Umbro