

Abstract

Title: Marketing Research of the Skechers Brand Value Perception

Objectives: The aim of this study is to determine, with the use of the marketing research, how the (Skechers) brand is perceived by athletes; and then, based on the research results, to propose measures for increasing brand awareness, its popularity and marketability.

Methods: Methods used in the work were following: marketing research in the form of an electronic survey (quantitative method, primary), method of data collection and their analysis (secondary)

Results: From the results of the research we can conclude that the products made by Skechers are perceived by the users as affordable, comfortable and resistant. As far as their assets are concerned, we can list a quality of their products and used special technology. However, the company doesn't seem to be perceived neither as extraordinary, unexpendable nor fashionable.

Keywords: brand, perceived value, marketing research