# Abstract

**Title:**  Research of image of selected Czech biathletes

**Objectives**: Main goal of this work based on marketing research is to analyse and evaluate image of  selected Czech biathletes via questionnaire survey for general public in period before and after the World Championship and to compare results.

**Methods:**  In this work is used quantitative method of electronic survey**.** Survey was designed based on scale of biathlete's image mark, which was translated by literal edited translation method.

Data collecting was ongoing in March in two phases, before and after the Biathlon World Championship 2019. For evaluation were used statistic methods and for compare results was used method of comparison.

**Results:**  The research result show that image is very subjective and it can be changed very fast. It can be changed based on performance of biathletes or based on different respondents' opinion.

From general point of view based on this work we can say that Marketa Davidova is reaching best image.

**Keywords:** brand, athlete's brand image, biathlon, marketing research, analysis, world championship