

Abstract

Title: Fans' perception of the brand equity of the HC Sparta Praha

Objectives: The primary aim of this thesis is to find out how the fans of HC Sparta Prague perceive the equity of this brand. The research will be conducted on the basis of quantitative research, which will be carried out specifically by means of electronic questioning.

Methods: The thesis itself is based on theoretical knowledge related to the given topic, specifically the topic of brand equity, and to determine the perception of the brand value of HC Sparta Praha is used marketing research based on quantitative method of questioning, specifically electronic questioning.

Results: The results of the research show that the fans of HC Sparta Prague are overwhelmingly men, a large part of whom have supported the club for more than 10 years. This group of fans is very loyal to the club, which is reflected in their frequent attendance at HC Sparta Praha home games, the purchase of merchandising items, and last but not least, the fact that being a fan of HC Sparta Praha is the most important reason for them to attend HC Sparta Praha home games. On the other hand, according to the results, the biggest current problem of HC Sparta Prague seems to be building its new younger fan base.

Key words: brand equity, image, loyalty, merchandising, customer, fan