

Analysis of the significance of the brand of sports shoes by processing large textual contents

Sara Slamić Tarade, Dijana Vuković

Zagreb University of Applied Sciences, Croatia

[https://doi.org/10.35609/gcbssproceeding.2023.1\(156\)](https://doi.org/10.35609/gcbssproceeding.2023.1(156))

ABSTRACT

The paper will deal with the analysis of the significance or value of sports footwear brands. The main elements of the brand, such as identity, image and equity, i.e. brand value, will be highlighted. They will be described as traditional models that are related to brand equity and used marketing methods in the development and valuation of the brand. The process of effective brand building will be emphasized as one of the important conditions for positioning a company on the market through building customer loyalty and increasing the value of products or services. In particular, the importance of brand management will be highlighted with the aim of creating a strong brand that can inspire customer loyalty, generate higher profits and provide a sustainable competitive advantage. Effective brand management involves a series of activities such as creating a brand identity, positioning the brand in the market, ensuring consistency in brand messaging, and leveraging brand equity to drive growth and profitability.

Keywords: brand, brand, NLP method, text analysis, sports shoes