

Abstract

Title: The Decision-making process of floorball players when purchasing floorball equipment

Objectives: The main goal of this bachelor thesis is to obtain corresponding information about floorball equipment customers through research. Describe their behavior on the Czech market, what influences them and what their decision-making process is, and then provide recommendations for improving the business of selling floorball equipment.

Methods: The work uses the method of quantitative research, specifically electronic questioning. The questionnaire in his electronic form was shared on social networks, Facebook and Instagram, and was sent to e-mail boxes of floorball club representatives, who distributed the questionnaire among their members, as members of the Czech league form the primary target group.

Results: Research results, Floorball player's decision making process, when buying floorball equipment, tell us about Czech market redistribution of floorball brands, informing us about financial investments that customers invest in floorball and especially when these investments they are able to make. The results outline the reality of the floorball market. We are more able to determine the market potential. The obtained information can significantly help floorball brands and retail chains who provide these brands to end customers.

Keywords: floorball, decision making, equipment