

Abstract

Title: Customers typology of Czech betting companies.

Objectives: The main objective of this research is to create a typology of current customers typology of Czech betting companies.

Methods: In order to obtain the results, marketing quantitative research was conducted in the form of both electronic and personal questioning. The basic set was all bettors in the Czech Republic and the sample was composed of 210 respondents. They were represented by customers who bet online through the computer and through the application, as well as those from physical bookmakers. The field ran for two weeks.

Results: The results of the research are presented in the analytical part of this work. They are a source of hypothesis validation and, for the synthetic part, in which, by means of mathematical-descriptive methods, the bookmakers were divided into three types, briefly named as Computers, Applications and Offices.

Keywords: Typology, customer, segmentace, betting companies, bets, lottery, marketing, marketing research