Abstract

Title: Fan Cost Index in conditions of Fortuna:Liga.

Objectives: The main purpose of this bachelor thesis is to present Fan Cost Index of the Top Czech football league. Fan Cost Index indicates shopping routine of fans and base on that it is capable to calculate average spent of fans for one game.

Methods: An electronic questionnaire was used to collect data for Fan Cost Index. Data were analysed by using statistical functions of Microsoft Excel program that included calculations for each individual club.

Results: Acquired data showed following results. There are three members in an average group of fans visiting one game. This group buys in average 2x tickets, 1x season-ticket/number of home matches, 2x sausages, 2x soft drinks, 5x alcoholic drinks and 1x match program. These items represent Fan Cost Index of the Top Czech League.

Keywords: Demand, customer, football, utility, Fortuna:Liga