

ABSTRACT

Title: Marketing Research of Customer Satisfaction in chosen company with sports equipment and fashion

Objectives: Thesis "Marketing Research of Customer Satisfaction in chosen company with sports equipment and fashion" is in its final form a helpful source of information, which expands knowledge of marketing department in company HERVIS Sport a móda s. r. o. about its customers.

Its aim is to reach information about satisfaction of Hervis's customers in three various countries of Czech Republic, which could marketing department use and include to its plans to improve current situation.

Methods: The study is based on theoretical knowledge related to the selected topic. To obtain information about customer satisfaction was used quantitative marketing research. Results of the individual questions of questionnaire are shown in the graphs common for all stores. Chosen questions that are not only asked about Hervis in general, but the answers to them depend directly on which store the respondent visits, are also graphically captured separately. Based on its analysis were developed conclusions and suggestions for this company.

Results: The results of this research showed that the customers are rather satisfied or satisfied with almost all aspects of the questionnaire. There has been also created the space for the improvement of various aspects, which are included in the recommendations for Hervis.

Keywords: marketing, sports assortment, quality, price, availability, questionnaire