

## **Abstract**

**Title:** Marketing research on purchasing behaviour of athletes during Covid-19 pandemic

**Objectives:** The main objective of this bachelor thesis is to find out, how Covid-19 pandemic affected purchasing behaviour of athletes and their sports activity. It also analyses transfer of purchasing of sports products and transfer of sports activities to the online.

**Methods:** In this bachelor thesis is used a quantitative research method, specifically an electronic method of questioning. Based on its results are compared two periods: one year period before the beginning of illness Covid-19 in the Czech Republic and one year period after the beginning of illness Covid-19 in the Czech Republic.

**Results:** Based on the data obtained from the questionnaire survey, it was described how the purchasing behaviour and sports activity of the respondents changed due to the Covid-19 pandemic. Detailed results are described in the chapter called Results. The results of this bachelor thesis can help companies adapt their business to this new market situation.

**Keywords:** purchasing behaviour, athletes, sports products, pandemic, Covid-19, marketing research