

Abstract

Title: Generation Z and sports brands

Objectives: Main goal of the diploma thesis is to find out brand importance in decision-making process of generation Z living in capital city of Prague using group interviews.

Methods: The qualitative method was used in the diploma via group interviews. Scenario of the group interviews was based on literature search.

Audio record was taken during the interview which was used with notes to analyzing the data. Summary protocol method was used to rewrite data from audio record.

Results: For generation Z living in the capital city of Prague, the brand plays its role in the buying decision-making process in all its phases in the purchase of sporting goods.

Generation Z living in capital city of Prague got good relationship with sporting brands. They are willing to pay more money for branded goods and they are loyal to brands.

Keywords: generation Z, brand, sports brand, consumer, consumer behavior, buyer decision process