

Abstract

This thesis is primarily focused on the issue of online sports betting, specifically on the factors that influence Czech adults to start betting on esports. Another focus of this work is identifying the characteristics of Czech esports bettors, non-bettors, esports players and video game players, as well as recognizing their differences. Lastly, this work focuses on the attitude of Czech adults towards esports and what are the distinguishing factors between video game players and esports bettors. Firstly, the work discusses concepts related to the research. Furthermore, the thesis contains information about the existing literature on the subject of odds betting and also focuses on foreign research conducted in the field of betting, specifically the characteristics of bettors and factors influencing bettors. Based on their findings, the main research questions were asked, and hypotheses were formulated. Due to the lack of existing literature on esports attitude and characteristics of esports actors, secondary research questions were asked based on educated guesswork based on many years of observation and experience with the topic. Data collection in the research of the bachelor's thesis was carried out using structured anonymous questionnaires and subsequent data analysis was done through SPSS.