

ABSTRACT

Title: Influence of sport celebrities on customer purchasing preferences in cycling

Objectives: The main objective of this thesis is to investigate the difference in the purchasing preferences of customers between the use and non-use of a sports celebrity in bicycle marketing communication

Methods: In this work, pictures (photographs) of celebrities from the field of cycling are used. A questionnaire survey was used to compare customer ratings of pairs of photographs, one of a bicycle only and the other of a bicycle with a celebrity. The differences in ratings should express if and how much influence bicycle celebrities have on customers' purchasing preferences.

Results: The research conducted shows that sports celebrities do indeed influence customer shopping preferences. An evaluation of the responses of all 103 respondents shows that this is a statistically significant difference. The results vary from celebrity to celebrity, but there are many other factors that influence customer behaviour.

Keywords: influence, celebrities, cycling, customer, consumer