

## **Abstract**

### **Title:**

Sports celebrity influence on the behavioural intentions of students from secondary schools and universities in Prague

### **Objectives:**

The goal of my study is to determine the effect of sports celebrities on the behavioural intentions of students from secondary schools and universities in Prague.

### **Methods:**

The method of written questionnaire is selected for marketing research. The sampling unit is consisted of students from secondary schools and universities in Prague. The students were selected randomly.

### **Results:**

The results of research have not been clearly demonstrated that the sports celebrities have positive effect on the behavioural intentions of students from secondary schools and universities in Prague. The final information is organized in tables and graphs in result section.

### **Key words:**

Marketing, marketing communication, marketing research, behavioural intention, consumer, customer, sports celebrity.