

Abstract

Title: Customer behavior and brand preferences in a snowboard shop

Objectives: The main aim of this thesis is to find out what are customers during their purchase of winter sports clothes and equipment influenced by and what are their decisions based on. Another task is revealing what brands in the Snowboardel shop belong to the most known and preferred ones.

Methods: In this thesis there is used the method of interrogation and the method of analysis. The interrogative method was used to collect the information essential for the research. Afterwards were these information analysed to find out the internal relations and its causes.

Results: The research revealed that customers are during their purchase mainly influenced by the quality, design and price of the winter sports products. They also usually think their purchase thoroughly out. Among brands the big and well-known world snowboarding brands are usually most known and preferred.

Keywords: Customer behavior, brand, winter sports equipment, customer preferences