Abstract

Title: Research on purchasing behaviour of runners in choosing running shoes

Objectives: The main objective of this thesis is to identify and describe purchasing behaviour of runners in all the phases of choosing running shoes. Purchasing behaviour is therefore investigated in the phase before purchasing running shoes, when purchasing running shoes and after that as well.

Methods: An online survey method through a specialized website Click4survey has been used to obtain the resulting data. A questionnaire consisting of 26 questions, which helped to determine the results and to achieve the objectives of this thesis, was created on this website.

Results: Purchasing behavior of runners in choosing running shoes was described based on information obtained from the online questionnaire. Runners collect information mostly from the internet, they highlight the comfort of the running shoes and they belong rather to satisfied and loyal customers. The ascertained values have brought also other interesting findings and also have brought a new perspective on the issue of purchasing behavior and decision-making process of a very specific customer group, the runners.

Key words: running shoes, runners, purchasing behaviour, marketing research