

Abstract

Title: **Marketing research of motivation to attendance of fans FK Dukla Praha on matches.**

Objectives: The main target of this thesis is to reveal the cause of low attendance at local matches of FC Dukla Praha, based on marketing research.

Methods: Marketing research consists of qualitative methods. For acquiring the necessary data, methods of electronic questionnaire, personal enquiry and interview were used. FC Dukla Praha fans inquiry was conducted by a method of electronic questionnaire on server Vypĺnto.cz. During FC Dukla Praha fans motivation factor measurement, a part of Al-Thibiti (2004) questionnaire was used. The people enquiry was conducted by a method of personal enquiry. The interview was conducted as an in-depth individual talk supervised by Ing. Vladimír Šmíro, marketing manager. The statistics analysis was implemented for the gained data interpretation.

Results: The results of this research revealed many reasons that lead to descending number of the audience of FC Dukla Praha matches. The most serious ones are unsuitable terms and times of the matches, the whole generation of FC Dukla Praha fans outflow, unsuitable premises, quality of performances and difficult access to the pitch/stadium. The club received sufficient information and at present, they try to remedy this negative status.

Keywords: motivation, fan, audience, football, attendance, marketing research, interview, motivation factors, sports club