

## **Abstract**

**Title:** The perception of VAR technology by fans of Prague first league football teams

**Objectives:** The aim of this Bachelor thesis is to find out, by means of marketing research, how fans of Prague's first league football teams perceive the current functioning of VAR technology in the football environment.

**Methods:** In this thesis quantitative methods of data collection were used. It was a survey. The questionnaire was published electronically. The results were captured using graphs and tables.

**Results:** Based on the information obtained from the respondents, it became clear that the vast majority of respondents perceived VAR technology positively. However, they have objections to the current functioning.

**Keywords:** Opinions, football league, fans, VAR, public relations, feedback

