

Annotation:

This thesis deals with the subject of consumer behaviour. The main objective of the work is to analyze the behaviour of the Czech consumers on the market for sports goods based on my own research. The first part, theoretical one, defines the basic terms – marketing, consumer behaviour and market segmentation. The other chapters are focused on the research itself. The survey has been based on information from 305 informants written samples. The results of the research are shown in the graphs and the main points are finally summarizes in the conclusion

Keywords: consumer behaviour, questionnaire, market segmentation.