

Abstract

Title: The Benefits of football match for spectators

Objectives: The main aim of this diploma thesis is to describe and analyze the football match as a product that is offered to direct spectators at AC Sparta Prague stadium in the season 2010/2011 and then using marketing research determine their satisfaction with the benefits that football match brings them.

Methods: In this thesis there was used three methods: the observation method, interview and the method of written questioning. Observation method was used to collect information during home matches of football club AC Sparta Prague, interview was used at the meeting with experts from the club and the method of written questioning was used to implement the questionnaire survey.

Results: The results of the marketing research showed that spectators are satisfied with the benefits that club offers them and they don't see any major drawbacks. Nevertheless, the thesis attempts to outline some recommendations which should lead to improved spectators' comfort at the stadium and higher match attendance.

Keywords: benefits of football match, AC Sparta Prague, sport product, marketing research