

Abstract

Title: The popularity of handball among Prague university students

Objectives: The aim of this bachelor thesis is to find out the popularity of handball among the students of Prague universities. The content of the work is following and playing handball. It also focuses on awareness and knowledge of this sport and the general perception of the attractiveness of handball.

Methods: Necessary data for this research was collected by the method an electronic questioning. The main instrument of this method was a questionnaire created especially for purpose of the work. The theoretical part was completed by a study of academic literature.

Results: The results of research show how handball is popular among students of Prague universities. Research also found out the extent to which they play and watch handball and what they know about it. The last part found out what attributes of handball are popular and what attributes could improve its attractiveness.

Keywords: Popularity, handball, sport, marketing research, electronic questioning