

## **Abstract**

**Title:** Marketing investigation of the consumer's behaviour of Czech footballers on the market with football shoes

**Objectives:** The main objective of this master thesis is a closer recognition of the consumer's behavior of the target group of Czech Footballers of all levels on the market with football shoes.

**Methods:** Methods electronical survey and Pearson Chi square test are used in this master thesis.

**Results:** The result of this master thesis are new findings in the area of the consumer's behaviour of Czech football players on the market with football shoes. These findings are summarized in the chapter conclusion and they result into recommendations for subjects that are active on the Czech market with football shoes.

**Key words:** football, sporting good, football shoes, marketing investigation, consumer's behaviour