

Abstract

Title: HC Slavia Praha ice hockey benefits

Objectives: The aim of this paper is to identify and describe individual benefits of product ice hockey match HC Slavia Praha. There is also the aim to find out viewers satisfaction with partial benefits that come out from observing the home match of HC Slavia Praha. The accumulated data is used to create recommendation which might help to increase satisfaction and viewers audience as well.

Methods: Marketing research that was used to find out viewers satisfaction with partial benefits of HC Slavia product was realized via quantitative method. Data was collected by observing as well as questioning. Techniques of personal, written, and electronical questioning of a great deal of respondents were used to reach satisfying amount of data that showed viewers satisfaction with partial benefits of matches.

Results: It was found out from collected data that HC Slavia Praha home match viewers are mostly satisfied. For viewers, the most important part of a match is sport performance as well as atmosphere on the stadium. Accompanying program is also the important part. Based on the data from the research, there were specific suggestions and recommendations for increasing viewers satisfaction made. The recommendations were mostly about food, viewers' comfort, and stadium facilities.

Keywords: HC Slavia Praha, sport marketing, marketing mix, marketing research, ice hockey match benefits, viewers satisfaction, ice hockey