

Abstract

Title: Attendance at home matches of FK Dukla Praha

Objectives: The main objective of this thesis is to find ways of improving attendance at home matches of FK Dukla Praha based on data from marketing research. The goal of the thesis is designed in collaboration with FK Dukla Praha in a way that would provide them valuable data about their fans and their satisfaction with offered services.

Methods: The method used in this thesis is marketing research. Its main part was made up of electronic survey using a questionnaire created specifically for the purposes of this thesis. The survey was supplemented by a semi-structured interview with a member of marketing team of FK Dukla Praha.

Results: The results of this research revealed a few options that would lead to increase in attendance at home matches of FK Dukla Praha. Those options are mainly improving the services offered, adapting to fans and special offers.

Keywords: football, spectators, fans, stadium, market research