

Abstract

Title: Survey of purchasing behaviour and preferences of Czech ice hockey goalies on the ice hockey goalie equipment market

Objectives: The main objective of this work is to identify and describe the buying behaviour and preferences of Czech pure amateur hockey goalies on the hockey goalie gloves market. Other objectives were: to identify the factors that are crucial in the purchase of goalie gloves and that influence goalies the most, to find out the usual places of purchase of goalie gloves, the most used brands of goalie gloves among "hobby" goalies and the loyalty of these goalies to the brand of goalie gloves. The final objective is to identify the price sensitivity of "hobby" goalkeepers in their purchases.

Methods: In our thesis, we used a combination of quantitative and qualitative research methods. The quantitative method represented by a questionnaire survey was used to obtain a large amount of data (195 responses received in total), which was then compared with the responses of three interviews representing the qualitative method. The interviews were used to obtain more developed and accurate answers on the subject matter.

Results: The results of the questionnaires and interviews showed that hockey "hobby" goalies are most concerned about the functionality of the goalie gloves, and they most often buy goalie gloves on online bazaars. The most used brand is Bauer, which has less loyal customers than other brands. The "hobby" goalkeepers can partly be considered as price sensitive. More detailed results are listed in the Results section.

Keywords: consumer behaviour, sports product, ice hockey, goalie glove, marketing research