

## **Abstract**

**Title:** Research on the satisfaction of fans of a selected football club

**Objectives:** The aim of the bachelor's thesis is to find out the satisfaction and loyalty of the fans of the football club Sparta Prague, and then to divide the fans into segments according to age categories. The practical implication is then to find out what is important for these segments, so that the club can prevent their dissatisfaction, or to ensure their satisfaction.

**Methods:** Quantitative research through a questionnaire was used to obtain relevant data. The survey took place electronically.

**Results:** From the conducted research and its results, it appears that individual segments of the club have reserves in certain areas that can be used for improvement.

**Keywords:** sports marketing, quantitative research, surveying, loyalty, fan satisfaction