

Abstract

Title: Perception of social media by fans of czech first football league clubs

Objectives: The objective of this thesis is to find out how fans perceive the communication of Czech football clubs on social media.

Methods: The main method used in the research was electronic survey conducted on social media networks. Also an analysis of the current communication was conducted using secondary data in order to put the subsequent interpretation into context.

Results: The data obtained from the questionnaire provided a general view of how fans perceive marketing communication on social networks of Czech football clubs. The distribution of socio-demographic features corresponds to the reality on social networks and therefore it was possible to draw generally valid conclusions. The research showed that a significant proportion of fans follow several clubs at the same time. It also confirmed that all types of outlets have a large audience and therefore it is important to stay with them. Networks have a big influence on a fan's relationship with a club and also on their purchasing decisions. It was possible to draw general recommendations that could lead to a deeper future bond with fans, boosting ticket sales and merchandising and increasing followers on the most visited platforms Facebook, Instagram and YouTube.

Keywords: Social Media, Football, Marketing communication, fans, followers