

# ABSTRACT

**Title:** Influence of sport celebrities on customer purchasing preferences in cycling

**Objectives:** The aim of this work is to find influence of sport celebrities on customer purchase.

**Methods:** In this work we used pictures (photographs) of celebrities from the field of cycling. It was a comparison of customer ratings of two photos each time, one with bicycle only and the second one with the bicycle and the celebrity. The difference in the scales should express how much and if cycling celebrities influence customers' purchasing preferences.

**Results:** We have found that sports celebrities really do influence customer shopping preferences. The degree of influence varies from celebrity to celebrity. However, there are many other factors that influence customer behaviour. More in the Results chapter.

**Keywords:** influence, celebrities, cycling, customer, consumer