

Annotation (abstract)

The thesis deals with motivations for hedonistic type of shopping with a focus on their measurement by using a multidimensional scale designed and validated by Mark J. Arnold and Kristy E. Reynolds in 2003. This tool contains six constructs for which the author examined their transferability to the local environment of Czech consumers. The aim of the thesis was to convert the scale into the Czech language and into the context of the Czech consumers and their shopping behavior. There were analyzed cognitive interviews, which were focused on the understanding of the statements on the scale and their adjustment for the following questionnaire survey. This was conducted on a representative sample of the Czech internet population.

Furthermore, statistical analysis was carried out with the focus on reliability and validity of the translated scale. Although the research does not primarily aim at creating a typology of shoppers or describing in detail the characteristics of Czech consumers, the results of the analysis indicate that Czech population's thinking about shopping is quite like of consumers in collectivist societies. At the end of the thesis, the final and modified scale is introduced containing five constructs instead of the original six. This instrument has been shown to be transferable to the Czech environment, with some items not comprehensible to the Czech shoppers or belonging into a different construct than was originally intended. Moreover, there are introduced some possible ways how to follow up this research.