ABSTRACT

This work for a Bachelor’s Degree deals with the issue of influencing customers when shopping for food.

There are many factors that affect a customer by food shopping.

The theoretical section both systematically organizes and interprets factors which the customers encounter most often.

The practical section of the work expands upon the themes introduced in the theoretical part which verify influencing factors within the Czech population.

The partial goal is to assess the influence on buying unscheduled food.

The aim of this work was also to find out whether the unintended food products can be considered healthy and to look at the attitude of the Czech population towards the disposal of food products.

In the practical section research has been carried out by using a questionnaire.

The result shows the Czech population buys food products excessively that they mistakenly think are healthy. According to the research the waste and disposal of food seem to be a frequent phenomenon.

Key words: influence, factor, shopping, food products, food waste

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