

## Abstract

The aim of the thesis is the contextual and procedural analysis of customers purchase behavior. Both analyses point out several internal and external factors, which play their role in customer's decision-making process. The result of the process is or it is not the purchase of a product. In theoretical part of the thesis is described customer's behavior at the purchase of both: standard products and also newly introduced product by which doesn't previous customer experience exist.

Research part is divided into two parts. First part is an analysis of factors, which influence purchase of a passenger car. Research identifies the factors, which play a role in the decision-making process and determines the importance of these factors. Analyses compares the response of the customers with anticipation of the importance of the factors done by salesmen. Salesman is an integral part of the customer's decision-making process and he influences it by his/her assumptions. The factors are set into context with Maslow's Hierarchy of needs. It is possible to identify statistically important differences in perception of measured parameters among customers of car producer Mercedes-Benz, customers of other producers in automotive segment and salesmen of Mercedes-Benz.

In the second part of the work are analyzed the differences in customer perception of advantages and disadvantages of an electric vehicle usage. Electric vehicle represents a completely new technology, which entries the marked. Theoretical background for this part of the theses is based on the theory "Crossing the chasm", which distinguishes and describes various customer groups according to their willingness to buy a new unproven technology. Based on questionnaire was confirmed the existence of the various customer groups, which differentiate from each other in the way they think about new technologies, nevertheless, the statistical important difference between customer's perception of electric vehicle itself was not confirmed.

The work brings an essential conclusion that the price-factors are often overestimated by salesman and preferred in sales process at the expense of other more important factors, which are of higher importance to the customers e.g., group of parameters which represent safety, personal experience with the product, sales and aftersales services, which are grounded in reliability and flawless performance. The same factors are taken into consideration by the electric vehicle customers. They also take in the consideration additional technically driven factors, which are specific for electro-mobility.

From the results of the research, it is obvious that electric technology still have not fulfilled its aspiration on bringing a new quality (into life, into production). There are essential differences between sales of the classical car and electric vehicle sales. Classical (combustion) vehicles has already its customers, producers work on gradual innovation. Electric vehicle is a disruptive innovation, which is in the phase

of addressing purchase willingness of their potential customers. It is necessary to develop new sales strategies and sales processes, which will fit to specific of electro-mobility. My research aims to give a theoretical background for development of such procedures and strategies.

Understanding of all factors, which influence the purchase behavior leads in final consequence to the higher satisfaction of customers and prosperity of producers.

### Key words

consumer behavior, customer, consumer, external influences, internal influences, decision process, purchase process, innovation, implementation