Abstract

The thesis examines the potential effects of various socio-demographic determinants on consumer trends in the Czech market over the years 2009- 2019. We use data from the agency Median, s.r.o., which has been researching consumer behavior since 1993. This work analyzes dependent categorical variables that define potential consumer trends and represent answers of respondents or households. We utilized an ordinal logistic regression for the analysis, which we subsequently tested by Brant's test. Statistically significant results from the models are similar to the results in previous studies. Specifically, during the years 2009–2019, the interest in recycling increases, people tend to buy organic food more often, and spending on Czech products decreases slightly (especially in 2018 and 2019), and people tend to spend more money on vacation. For example, the bachelor thesis shows that women have a greater tendency to buy organic products and Czech food than men and, at the same time, recycle more often than men. Furthermore, new variables are examined in regards to observed trends. Such variables are the number of persons employed in the household and the ABCDE classification. Overall, the main contributions of this thesis are Czech consumer preferences and trends over eleven years and detailed consumer cross-comparison according to several socio-demographic determinants.