

Abstract:

This bachelor thesis examines how customers perceive the position of second hand stores with their own brand on the Czech market. As this is a relatively new segment of shops, the work also largely focuses on how the second hand market originated and why it is growing so fast. Among other things, it deals with the change in customers' shopping behaviour, which is one of the reasons. This work aims to find out how second hand stores with their own brand stand in comparison with chain stores and second hand stores without their own brand. Part of the work is also the design of a pyramid of the second hand market, which divides second hand brands into segments designed according to the pyramid of brands by author Harriet Posner. The research was conducted by a questionnaire survey. In analysing the answers of the respondents in the practical part, theoretical knowledge was used and based on the results, the findings and conclusions that emerge from the research were expressed in the conclusion.