

## **Abstract**

To tackle various environmental issues, many of which stem from unsustainable consumer behavior, policymakers make an effort to transition toward a circular economy. One of the initiatives in the Czech Republic includes a reduction in single-use plastic waste. An example of this waste category are plastic bottles used for beverage packaging. Consequently, this thesis aims to uncover the determinants of bottled water consumption in the Czech Republic, as a similar study does not appear to exist in this context. Data (n=3 411) used for the analysis are obtained from a survey “TAČR Kohoutková”. Methods used include estimation by Generalized Ordered Logit and Multinomial Logit. Results uncover socio-demographic characteristics, taste, health reasons, constructs from the Theory of Planned Behavior, and habits as predictors of bottled water consumption. It was found that highly educated people and those with a strong habit of drinking tap water are less likely to consume bottled water. The main consumers of this product appear to be those who negatively perceive tap water taste and healthiness, or positively perceive such characteristics of bottled water. On contrary, there is not enough evidence for identifying a relationship between environmental values and bottled water intake.