

## **(Geo)demographic factors of consumers' behaviour**

### ***Abstract***

This master's thesis deals with the issue of consumers' behaviour on theoretical level with empirical measuring of customers' satisfaction related to the selected mobile operator. The object of survey is the consumer and the subject matter comprises his behaviour in consumption, resp. his behaviour after purchase. The aim of the analysis is to conduct a test of relations between variables, to search for statistically significant differences between average values assigned to the overall satisfaction among particular groups of consumers divided using (geo) demographic and social variables, to describe segments created with reference to the level of satisfaction and to define such factors, which contribute towards the resultant value of satisfaction declared by significant means. The data analysis is based on selection survey conducted in the year 2008, using the method of individual, and standardised, assisted questioning. The processing of data is implemented, one- or multi-dimensional statistics - testing of average values, dispersion analysis, correlation, regression and factor analyses. That resulted in the finding that there was a relation between the overall satisfaction and gender, age, education, marital status, employment, territory. The most significant factors affecting the resultant average value of satisfaction with the mobile operator comprise meeting customer's expectations and the actual proximity of result to the idea of "perfect" operator.

***Keywords:*** consumer, purchaser, satisfaction, differentiation, segmentation, marketing.