Diplomová práce

Bc. Pavlína Šprachtová

Vliv objektivních faktorů na rozhodování a nákupní chování spotřebitelů

The influence of objective factors in decision making and consumer behavior
Abstract

Based on professional literature research will be compile, description and definition of objective factors (e.g. demographics, social groups, culture etc.), which influenced consumers decision making and buying. Separate chapter will be focused on impact of social groups, too. Available research with topic of motivation and other aspects influencing consumer’s behavior will be analyzed and compared.

The empirical part will be targeted on objective factors which affect consumers decision making in situation of buying a car. Special space will be devoted impact of social groups.

The aim of that diploma thesis is to find out significance and impact of objective factors in consumer decision making and description and definition of social norm, which affect product or service given current lifestyle.

Keywords

c consumer behavior, buying decision making, objective factors, advertisement