

Abstract

Presented diploma thesis deals with a problematic of shopping and nutritional habits in the Czech society. Its primary aims are to identify the shopping characteristics of Czech consumers, to find out whether the consumers are interested in a healthy lifestyle, if they pursue and consume organic (bio) food, and most importantly, what are the motivation factors of the consumers for shopping in general. The secondary aim is a comparison of the presented survey and the foreign FRL (Food Related Lifestyle) concept which served as an inspiration of the analytical part of this thesis. The research section of the thesis is characterized as a pilot survey for which the method of quantitative research by questionnaire survey was chosen. The previously determined hypotheses are verified by the crosstabs and by the cluster analysis method. The main parameter of the study is the healthy lifestyle which is confronted with particular aspects of the FRL concept and also compared to the identified consumer segments. On the general level, the main contribution of the presented diploma thesis is the introduction of the FRL concept, which allows to create a typology of consumers on which is possible to build some effective measures to streamline the eating habits of the general population.

Keywords: food related lifestyle (FRL), consumer segmentation, eating habits, shopping habits, food, healthy lifestyle