

### **Abstract (in English):**

The diploma thesis deals with the issue of local foods and analyses factors influencing the purchasing behavior of Czech consumers. The theoretical part focuses on the problems related to the **definition of local food**, relying on the **three domains of proximity taxonomy** as proposed by Eriksen (2013). It further examines the reasons of **increased interest** in local production, which include anti-globalization trends, environmental issues and other value changes in society. Significant foreign and Czech research of local production and Czech consumer behavior is presented. At the end of the theoretical part, selected theories suitable for explaining the purchasing behavior of local foods as well giving insight into the theoretical foundation and research of this thesis are described. This is primarily the *Alphabet Theory* (Zepeda & Deal, 2009), which is based on earlier theories of *Value-Belief-Norm Theory* (Stern et al., 1999) and *Attitude-Behavior-Context Theory* (Guagnano et al., 1995).

The **empirical part** builds on the theoretical basis and provides an analysis of the Czech consumer based on **qualitative semi-structured interviews** as well as a **quantitative survey** representative of Czech population aged 18 to 65 years in terms of selected sociodemographic characteristics. They give insight primarily into what the concept of local food means for Czech consumers, how they perceive organic foods differently, and what factors affect the frequency of local food purchases. The thesis concludes that the concept of local food is perceived by Czech consumers as **regional** or as food from family's or friends' **gardens**. Comparison with organic food also provides convincing evidence that local foods are perceived as **fresh** and **savory** more often than organic food, while organic food's perception is connected more to aspects related to environmental issues. Purchasing behaviors are significantly affected by certain **demographic indicators** (age, income, economic status) and **socio-psychological aspects** (pro-environmental attitudes associated with personal norms, contextual influences and interest in food origin).

The conclusion provides answers to the research questions and explains the connection between the theoretical and analytical parts of the thesis.