

Abstract

This bachelor thesis is focused on a phenomenon of group-buying on daily deals websites, especially then on the factors leading to its popularity and the consumer position on the daily deals market. The topic is viewed from the user perspective, which the author tries to get to by way of a qualitative research. The author relies on the sociological theory of the consumer society in which she tries to find the roots of the successfully spreading of popularity of the discussed phenomenon. As well author draws on there the theoretical background for a topic of consumer position on the daily deals market. Causes of spreading out are researched by a force of an exploration of motivation factors leading users to buy there. On that account there are as well described the theoretical conceptions of motivation and needs in brief. Author conducted a series of semistructured interview in which she emphasised the meanings that the users attach to the particular action. The analytical part of thesis connects main causes of spreading out of phenomenon, theoretically grounded in the theories of consumer society, with a typical aspects of this rather new way of internet shopping and consequent consume. The second topic, the own consumer-user view on their position on this market, is discussed as well there.