

Abstrakt práce

1. Téma práce : **Environmentally responsible consumer behavior**

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3. Ročník a odbor štúdia: 2 Ing.; 3 Bc.

4. Konzultant/vedúci práce: Ing. Daniela Zajková

5. Obsah (rozsah 25 riadkov)

a) cieľ riešenia – The main goal of our research was to investigate extent of environmentally responsible consumer behavior within Slovak and Czech consumers. Our partial aims were, firstly, to define environmentally responsible consumer behavior, secondly, to search the degree of environmental responsibility in particular phases of consumer behavior, especially in purchase and post-purchase phase, thirdly, to find out the importance of environmental aspect in buying of chosen products and determine factors influencing purchase decision-making of consumers. Finally we examined gender and education as the determinants of environmentally responsible buying behavior within Slovak and Czech consumers.

b) obsah riešenia - For the purpose of our research, we used quantitative method, namely questioning. The main tool of this method was online questionnaire placed on the internet. The output of the research is the investigation, whether the Slovak and Czech respondents behave environmentally friendly in their consumer behavior, or not. If yes, we searched into which degree and in which phases of consumer behavior they are friendly to the environment the most.

c) dosiahnuté výsledky –

1. We found out that, in general, young Slovak as well as Czech consumers tend to be environmentally responsible in their consumer behavior in all searched products (food, cosmetics and electronics), however mostly in post-purchase phase.
2. There is no correlation between consumers age, education, nor nationality and their tendency to behave environmentally responsibly
3. The most significant decisive determinat is the price, but also recommendations of relatives and better accessibility of green products are important for consumers.

6. Kľúčové slová (3-5 slov) -

Environmentally responsible purchase, Consumer behavior, Purchase motivations, Slovak purchase behavior, Czech purchase behavior,