

Analysis of Consumer's Attitudes to Czech Brands

Lucie Švehlová

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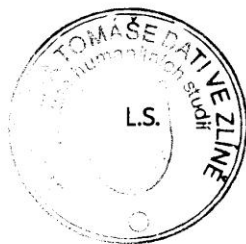
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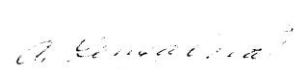
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ABSTRAKT

Cílem mé bakalářské práce je zjistit názory a postoje spotřebitelů na české značky. Práce je rozdělena na teoretickou a praktickou část. Teoretická část je souhrnem nejdůležitějších pojmů týkajících se značky a postojů k ní. V praktické části jsou pomocí dotazníkového šetření zkoumány názory spotřebitelů na české značky v potravinářském průmyslu. Tato část je zakončena doporučením, které by mělo vést ke zlepšení situace na českém trhu.

Klíčová slova: Značka, zákazník, výrobce, názor, postoj, výrobek

ABSTRACT

The aim of my bachelor thesis is to identify consumers' opinions and attitudes to Czech brands. Bachelor thesis is divided into theory and analysis. The theoretical part is a complex of the most important concepts dealing with a brand and attitudes to a brand. In the analytical part are investigated consumers' opinions on Czech brands in food industry by means of a questionnaire research. This part ends with recommendations which should lead to better situation on a Czech market.

Keywords: Brand, consumer, producer, opinion, attitude, and product

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INTRODUCTION

Brands are all around us. Everyone can meet with them anytime, while we are shopping, walking, travelling or watching television. Due to the reason that brands have become so important in our lives I decided to choose as my bachelor thesis Analysis of consumer's attitudes to Czech brands. My work concentrates on Czech food industry and its products, because foods make us live and for somebody the food is also pleasure because of which they live. Foods have accompanied us during our lives so we should pay attention to them and buy the best products available. It influences our health, our mood and our whole life. The best choice is to buy our national food which is also healthy, fresh and of a good quality.

I divided my bachelor thesis in two main parts. Theoretical part will describe the most important details about a history of a brand, definitions of a brand, types of brands and brand names, brand components and criteria for their creation, distinction between a brand and a product, significance of a brand for consumers and also for companies. Next section of theoretical part will describe attitudes in general, models of attitudes, their creation and change of them. I will try to highlight bases of brands, reasons for their usage and attitudes of consumers to brands.

Second part of my bachelor these is an analysis. I would like to gain opinions of normal people about their real attitude to Czech brands dealing with food and their products. Due to this reason I will create a questionnaire containing questions about consumer's attitudes to Czech brands and their products, experience with them, importance of Czech food for them, reasons for buying and not buying Czech foods. These results I would like to express via graphs added by comments. Next I would like to compare my own results with the results from Dema a.s. research about buying behaviour of Czech consumers. From the results I will be able to find real problems of Czech food and I will try to concentrate on them and to give advices to Czech companies dealing with food for better consumer's knowledge of their products and for better attitude of consumers to Czech food.

I. THEORY

1 WHAT IS A BRAND?

On this question every polled customer will answer in a different way and also opinions of experts can differ. According to Kapferer there could be two definitions from two different poles of a market: customers and brands. The former focuses on the relationship between customers and the brand, the latter focuses on earned money only. (Kapferer 2008, 4)

In a contemporary market the choice of a product is influenced by other factors than only a price. The purpose of a brand is a distinction of a product from concurrency to be a special on a market. (Světlik 2005, 109)

A brand should express main characteristics and main benefits of a product. A brand should have positive effects on consumer. (Pelsmacker, Geuens, and Bergh 2003, 60)

“A name, term, design, symbol, or any other feature that identifies one seller’s good or service as distinct from those of other sellers. The legal term for brand is trademark. A brand may identify one item, a family of items, or all items of that seller. If used for the firm as a whole, the preferred term is trade name.” (American Marketing Association 2011)

“A brand is a set of mental associations, held by the consumer, which add to the perceived value of a product or service.” (Kapferer 2008, 10)

Today brands stand not only for their functionality, but also for their emotive impact they have on consumers who also accept a brand image. Its impact is visible most in social and cultural area. Brands expanded nearly into every field of human life, to sports, science, travelling, art, literature and so on. (Olins 2009, 17)

It was normal that certain occupations used to wear their own uniforms which distinct them from the others such as soldiers, doctors and priests. Today people wear clothes which distinct them from the others by logos on them. (Olins 2009, 17)

1.1 History

In past products were sold without a brand name, its only distinctive factor was its price, so producers were forced to compete in a field of price only. (Světlik 2005, 109) A term brand was created for distinction of different brand products. Brands started to be used long time ago, on crock products in Old Greece, Rome and India. Products were sold in

special shops where products were made and sold, so people knew where to buy products of a good quality for a good price. (Keller 2008, 80)

In Middle Ages brands started to expand to other fields in order to differ good products from low-class ones. When colonization of America began, Europeans brought to America new practices in a brand use. (Keller 2008, 80)

Later brands were used only for propagation of products of basic needs for households such as soap, washing powder and so on. In that time a brand was a synonym of stable price, quality and quantity. (Olins 2009, 16)

1.2 Types of brands

There are three main types of brands.

- Manufacturing brands – created by manufactures and supported by financial and distribution marketing.
- Proper brands – they have no connection to manufacturing brands. They were created by wholesalers and retailers. Products of proper brands are usually cheaper and they make it possible to reach higher profits.
- Generic brands – they represent a specific category of products sold for the cheapest prices. (Pelsmacker, Geuens, and Bergh 2003, 60)

1.3 Brand names

- Brand names evoke in buyers sense of buying the best brand which can easily compete with other brands in the same field. There are three types of brand names:
- National brands usually carry a name of its manufacturer. Due to a high sum of money invested in to advertising, these brands are highly recognized and bought by consumers.
- Licensed brands are brands which bought rights to use national brand names on their products. This is very profitable business in these days which is commonly used by strong national brands.

- Private brands are created when a wholesaler or retailer has commissioned a brand name from a manufacturer. (Griffin 2002, 335)

1.4 Brand perspectives

The brand as a product

In many cases customers can define a brand when hearing a name of a brand and vice versa. In some cases are these two things so close that it is difficult to distinguish between them. In brand as a product relationship the most important parts are product scope and attributes, quality, uses, users and also origin of country. (Aaker 2002, 78-80)

“A strong link to a product class means that the brand will be recalled when a product class is cued.” (Aaker 2002, 80)

The brand as an organization

This brand-organizational relationship bases on organization attributes such as relationship. It is more difficult to say, if the organization innovates quickly enough. (Aaker 2002, 82-83)

The brand as a person

When a person is united with a certain brand it could mean certain advantage on market. People like when they can assign some personal characteristics to the brand they buy.

“Like a person, a brand can be perceived as being upscale, competent, impressive, trustworthy, fun, active, humorous, casual, formal, youthful, or intellectual.” (Aaker 2002, 83-84)

The brand as a symbol

Choice of a good symbol can make a brand more visible and memorable. When consumers see a symbol of a successful brand they can recognize it and unify it with that brand.

“If the symbols bring some metaphor to their meaning, the brand can reach emotional, functional or self-expressive benefits.” (Aaker 2002, 84-85)

1.5 Awareness of a brand

To make a brand successful it is necessary to force people to *recognize* and *recall* a brand.

- Recognition means that consumer is able to say if the brand is known for him in some way.
- Recall represents deeper knowing of a brand and its identification. (Příbová 2000, 29)

Recognition and recall can correlate together. According to Pelsmacker consumers are usually able to recognize a name more often than remember a brand name, but remembering of a name do not have to influence his choice of products. (Pelsmacker, Geuens, and Bergh 2003, 160)

1.6 Brand components

As a brand components are characterized information, visual or verbal, serving for identification of a product. Major brand components are:

Name

Logo

Representatives

Slogans

Jingles

Wrapping (Příbová 2000, 43)

1.6.1 Name

Choice of a good name is the most important and also the most difficult part in a process of creation of a brand. It is the most memorable part of a brand which is closely connected with a product. (Keller 2008, 211-218). A good name can work as an advertisement itself. (Healey 2008, 86)

The problem begins in creation of a name for a new company or new name for existing one; because“good“names have already been dismantled. To be global, a name of a brand

should be accurate, easily understandable and pronounced for the majority of nations. (Keller 2008, 211-218)

1.6.2 Logo

Logo as a visual interpretation of a brand is important in creation of awareness of a brand. As well as names logos have its long history. Logos can be composed of names simply or symbols only, but many brands choose something between, combinations of them. (Keller 2008, 223)

In contrast to names, in creation of logos it is not necessary to concentrate on pronunciation, they are easily recognized in many languages and they can be easier changed in shape and visual aspects. (Keller 2008, 223)

Managers tend to change logo to modernize it and to close it to modern times. Sometimes it has reverse effect so logos are recreated into their original, history reminding logos. (Keller 2008, 225)

1.6.3 Representatives

Representatives make a brand attractive and they draw attention. Usually there is a certain connection between qualities and qualities of a product they represent, which cause higher thrust in a brand. They can be interpreted as animated creatures or as live persons. Both represent people's qualities and characteristic which make them more people like. (Keller 2008, 226). It is important to modernize an appearance of representatives to fulfil demands of modern market. (Příbová 2000, 45)

1.6.4 Slogans

Slogans are short phrases used for creation of brands value. They often bring some persuasive information about a brand. Their role is to strengthen a brand and necessary differences among products. They appear in advertisements, but they could also be presented in packages of products. Slogans are more often liable to changes. (Keller 2008, 232-235). After some time they become presumed which can cause contra effect. (Příbová 2000, 45)

1.6.5 Jingles

Jingles are considered to be musical slogans created in a memorable and a funny way. They are created by easily recognizable and memorable series of tones or words, where the name of a brand is often repeated. They evoke feelings which cause higher feeling of fellowship with a brand. (Keller 2008, 237-239)

1.6.6 Package

Another important brand component is a package. It helps to connect products with identity of a brand, to draw attention, to bring utility. (Healey 2008, 106) As same as other brand components, package has its long – lasting history. (Keller 2008, 239) It has to fulfil a few objectives such as:

- Identification of a brand
- Say persuasive information
- Simplify transport
- Protection of a product
- It's stock-keeping
- Help in consummation of a product (Keller 2008, 239)

Very important is size of a package which can influence our choice of buying. (Keller 2008, 239)

Significance of a package is important in selling of a product; it is also one important part in marketing mix. It is important to choose a right conception of a product with use of material and design. (Světlik 2005, 117)

- Material - In our changing society and growing problems with nature and environment, brands have to adapt the use of materials to be more environmental friendly. Some brands prospect from this situation and choose for their products paper bags, glass or self- decomposed materials. (Světlik 2005, 117)
- Design of package - Design of package should be functional and esthetical. It should draw attention and force consumer to buy a product. Important is coloured co-ordination which is a contrast of colours and a choice of colours, a character font

which cause a text on a wrapping readable, expressive and suitable, visual style which includes lay-out of notices, pictures and also shapes of a product. (Healey 2008, 108)

1.7 Criteria

Commonly there are recognized six criteria for choosing brand components

- Easily remembered - Components such as a good name, logo or visual aspects make a product easily remembered and can cause a high consciousness about a brand.
- Meaningful - If the components are meaningful they will bring to a brand certain association with a brand identity due to information about a product category and a particular product attributes.
- Popular - Popularity does not have to relate to a product itself, but to a product components which cause a whole product popular.
- Accurate - Accuracy relate to a specification of a name. If a name is less concrete it could be easier to convert to another sector of a production, and if the name is without any connection to real thing it is easier to translate names of products to other languages.
- Adaptability - In today continual changing world adaptability is essential for every product. The most visible is change of logos and representatives.
- Protection – As the last criteria relates to protection against imitations and also against competition. (Keller 2008, 204-210)

1.8 Brand identity

Identity of a brand can cause success or non-success of a brand. Brand identity is what built strong associations in minds of consumers. For this serve a series of resources: *typical products, name, visual aspects, geographic and historical background, creator and also advertisement.* (Příbová 2000, 24)

Among brand identity characteristic belong:

- Physical characteristic which can be easily recognized
- Brand personality which add some personal characteristic to a brand

- Cultural value brings connection to a country of origin
- Brand values represent relationship between a brand and its characteristic
- Consumer who is idealized and offer characteristic for creation of brand's typical characteristic
- Self-image (Příbová 2000, 21)

To create a strong brand identity it is essential to connect a name, logo, representatives, slogans, design and wrapping together in a proper way. (Keller 2008, 245)

1.9 Brand vs. product

A brand is more than a product. It can be said that a product is a central part of a brand (Aaker 2002,67-69)A product is everything that can be sold on a market: a material, a product, service, shop, organization, place and even an idea.(Keller 2008, 33.) A product is that part of a brand because of which customers buy a product, such as a scope, attributes, quality and uses. Brand includes these characteristic, but in addition it includes brand users, country of origin, organizational associations, brand personality, symbols, brand-customer relationships, emotional benefits and self-expressive benefits.(Aaker 2002,67-69) Brand is a product, but due to these characteristics it creates something special which differ from similar products.(Keller 2008, 37)

1.10 Product

As a product is considered to be everything which can meet the needs of a consumer. (Příbová 2000, 19)When buying products consumers concentrate on product features and benefits.(Griffin 2002, 326). If these two correspond with consumers' needs, consumers are willing to pay more money for certain products.

Product is a tangible asset, idea or service which serves to fulfil consumers' needs and it can be exchanged on a market. A product is completed by series of components which extend choices of fulfilment of consumers' needs. Components could be wrapping, quality, style, service and so on. (Světlík 2005, 101)

According to Kotler there are five products levels:

- Utility – express reasons why consumers should buy a certain product
- Basic product – a concrete product which can fulfil consumer's needs
- Expected product – represents consumer's expectations about a product
- Extended product – which add something not expected to a product
- Potential product – is a future product which will be presented (Keller 2008, 34)

Consumer products

Classification of consumer products is based on their behaviour.

- Convenience goods and convenience services - which are liable to fast consumption which influence their small price and make it possible to shorten time of expenditure and effort.
- Shopping goods and shopping services - in which consumers behaviour change, consumers compare not only price, but also types of brands. This leads to higher price and consumers also concentrate on style, colour and other criteria.
- Speciality goods and speciality services - which bases on consumers' special needs of special products and which cause a high price of products. (Griffin 2002, 327)

1.11 Significance of a brand for a consumer

Brands were created for simplification of shopping for consumers. It is easier for consumers to choose among many types of similar products. (Kapferer 2008, 91) By choosing a brand people can gain identification with a brand, guarantee, they can save their time and energy, confidence of buying the best product available, which brings them satisfaction from their buying, and also feeling of having some image, which they can show to the others. (Kapferer 2008, 20)

The choice of products is influenced by three factors:

- Collective phenomenon in which the most important factor is awareness correlated with trust, good quality and so on.

- Collective representation which is shown by consumer experiences and their following interpretation of their experience, what is called a word of mouth.
- Collective belief which stands on personal success and fulfilment. (Kapferer 2008, 21-23)

1.11.1 The consumer behavior

To understand a significance of a brand for a consumer it is important to know and concentrate on influences on his consumer behaviour such as *psychological, personal, social* and *cultural influences*. These influences have an impact on a choice of a certain brand. Sometimes people feel so close to a certain brand that it is possible to speak about a *brand loyalty*.(Griffin 2002, 309)

It is also necessary to know consumer buying process for better understanding of significance of a brand. This process is based on exploring of four categories important for consumer:

- Problem/need recognition – this is the first step in consumer buying process. Consumers realize that they need or want something new.
- Information seeking - when handling with important need, consumers often seek for the best choices from many resources to fulfil their needs.
- Evaluation of alternatives - after information seeking process consumers compare chosen products to buy the best one in a process called evaluation of alternatives.
- Purchase decision – according to *rational* or *emotional* motives consumers will choose a concrete product .(Griffin 2002,309-310)

Consumers have to choose properly to avoid risks of buying. These risks could be *psychical, financial, social, psychological, time factor* and *a risk of functionality*. When buying known and verified brands these risks lower. (Keller 2008, 40)

1.12 Significance of a brand for a company

A brand stands for identification and also for protection of companies. If the brand is strong enough it can offer more than good products for the same price as competitor's

products. It can add certainty, guarantee and it can reduce a risk. (Kapferer 2008, 23-26) It creates a group of loyal customers who are a guarantee of a fixed production and who reduce possibility of changes in production. (Příbová 2000, 21) People will buy a strong brand products rather than products of the same quality without a strong name. This will bring profit to the brand and also satisfaction for consumers. (Kapferer 2008, 23-26)

Marketers are not the ones who direct the way people will buy the products, but they are consumers themselves. (Olins 2009, 17). For every company it is important to find a key consumer who the company would like to influence the most. It is important to differentiate consumers according to their attitude towards their life, interests, needs and socio-demographic perspectives. (Kapferer 2008, 397)

1.13 Trademark

Trademark is the most spread way for labelling products and services. Its usage is so wide that it can be placed on products and its propagation materials. Trademark should be created to be easily remembered, pronounced and it should be aesthetically acceptable. (Trademark 2011)

“Generally speaking, a trademark is a word, symbol, phrase or device which uniquely identifies a particular company or individual.” (WisegEEK 2011)

Trademark is created for distinction of products and services from concurrent products by its unique words, letters, numbers, and shape of a product and it have to be recorded in a trademark office. (Business center 2011)

According to law there are four types of trademark:

- Verbal – is made by word, words or a group of words which remained a word. It should be short and easily pronounced and also it has to be different than other verbal trademarks.
- Graphic – it portrays persons, animals, things, symbols or other motives. It has to be simple, easily recognisable and different than products of concurrency.
- Space – is made by plastic or three dimensional shapes of products itself or of product’s package.

- Combined – in this case trademark is a combination of some types of trademarks. This combination should be meaningful. Today the most spread is a combined trademark. (Trademark 2011)

Main function of a trademark is to protect brands against competitors and to make this brand more attractive for consumers. This function has four subgroups:

- Distinctive function – products are distinct on the market, they lose their anonymity and bring a name of its brand.
- Protecting function – it protects producers in a way that their brand will not be misused and offer a reassurance for consumers that in case they buy a product of a brand it will always be a product of the same brand.
- Promotion function – this function creates a space for effectiveness of the market, it cause that consumers will demand products.
- Competitive function – trademark is a tool for keeping position on a certain market and it serves for keeping and rising of quality. (Trademark 2011)

2 ATTITUDE

Attitude is an evaluative sight of a person to a specific object on which a person reacts in positive or negative way. Attitudes aim at satisfaction of personal needs and are developed in a process of behaviour. (Co je co 2011)

Attitudes are a complex collection conversant of evaluation of people, things and ideas. This is done in three dimensions:

- Emotional – composed of emotions and emotional reactions on an object
- Cognitive – this dimension includes ideas and recognitions
- Behavioural – inclination to behaviour (Vaculík 2006)

2.1 Attitudes to a brand

“A cognitive process involving positive or negative valences, feelings, or emotions. An attitude toward an object always involves a stirred-up state--a positive or negative feeling or motivational component. It is an interrelated system of cognition, feelings, and action tendencies.” (American Marketing Association 2011)

Attitude to a brand means complete evaluation of a brand by a consumer. (Příbová 2000, 33) Attitude originates if a consumers evaluate products of the same category according to their own evaluation. The more distinct is a brand from the others the more loyal consumers it has. (Pelsmacker, Geuens, and Bergh 2003, 161) Attitudes are considered to be visible from consumer's sayings and acts which means that consumer is satisfied with a certain brand, he buy this brand often and also recommend it to his friends. Attitude is learned inclination which cause positive or negative behaviour to a certain product. (Schiffman 2004, 252)

Attitudes are obtained by learning. Attitude to a brand originated from experience gained from self-experience, sayings and advertisements. Attitudes result from consumer behaviour and reflect positive or negative attitude to a product and influence consumer shopping behaviour. (Schiffman 2004, 252)

Attitudes are consider to be the same as consumer shopping behaviour, but shopping behaviour is influenced by situation, which can cause buying of different product than that

of positive attitude. Every situation can cause a choice of a different product. (Schiffman 2004, 253)

It is important to differentiate between five main types of consumers.

- Loyal consumer
- Consumer with a certain feelings to a brand
- Satisfied consumer who sometimes buy a product of a different brand
- Satisfied consumer who do not have to change a brand
- Disloyal consumer who choose a brand according different criteria, e.g. price. (Pelsmacker, Geuens, and Bergh 2003, 73)

It is necessary to create a strong brand with a big number of positive attitudes to a brand. If people have no notion about a brand, it is necessary to start with building, then keeping and supporting of a brand for creation of a strong base of loyal consumers who could help increase selling. (Pelsmacker, Geuens, and Bergh 2003, 161)

2.2 Models of attitudes

Models of attitudes were created by psychologist for better understanding of consumers' attitudes and for anticipation of their behaviour. In this section will be described some of important models according to book Consumer Behaviour. (Schiffman 2004, 255)

Three-part model

Attitudes are composed of three main components:

- Cognitive component – is a combination of personal experience and attitude gained from different kind of sources. They are cognition, knowledge and perception. According to this model certain behaviour leads to a certain kind of an effect.
- Emotive component – represents feelings and emotions of consumer, it could be measured by a system of popular and not popular products according to consumers' inner feelings. Emotive component supposes that consumer's attitude is influenced by his feelings in concrete situation of buying which in future will influence his shopping behaviour.

- Component of moral feelings - this last part of three-part model takes account of consumer's effort to buy a certain product by a series of acts according to his attitudes. (Schiffman 2004, 257)

Try our product theory

This theory is used in situations when it is not sure if consumer will buy products, but consumer has a need of consummation which could be influenced by two types of obstructions – personal and surrounding, and can avoid buying of a certain product. (Schiffman 2004, 261)

2.3 Creation of attitudes

Creation of attitude means change from no attitude to some attitude. Attitude is gained by learning and it expresses consumers' opinions on a certain thing. Customers usually buy products of a brand which is known for them from previous buying, by which they created positive attitude to a brand. Sometimes consumers have to choose a product from unknown brand which can influence them so much that consumers gained positive attitude on this product. (Schiffman 2004, 265)

When buying a product consumer creates attitudes according to information available, his own experience, and experience of his friends, family, marketing and advertisement.

- Own experience – is the most important way which can influence consumer's attitude. Brands try to gained positive attitudes by discounts and samplings. By this way consumer buys a product because of a good offer and if the product fulfil his needs, his attitude will change to a positive one and consumer starts to buy this concrete product.
- Experiences of others – people are influenced by the others from the beginning of their lives, first by their parents and siblings, then by friends and other people. Some of the attitudes are borrowed from them, others are considered to be unacceptable.
- Marketing – in today marketing it is better for some brands to aim at direct and niche marketing rather than to mass marketing. Brand managers carefully consider alternatives of products according to different criteria for each community of buyers, which can lead to positive effect for their products.

- Media – it is an important source of information which can also influence attitudes of consumers. Due to advertisement consumers can create a certain relationship with a brand even without previous experience. (Schiffman 2004, 266)

2.4 Change of attitude

Same as a creation of attitudes also changes of attitudes are learned during time, they are also influenced by personal experience, experience of the others and information available to consumers. Change of attitude is common so brand managers try to focus on these changes. Strong brands try to avoid attacks from competition which tries to change attitudes of consumers toward the strongest brands in the market. Due to this strong brands have to strengthen loyalty of their consumers. (Schiffman 2004, 268)

EPM model

There exist many models describing change of attitudes, but EPM model offer a global view. EPM model offer a traditional view concentrated on a reasonable way of creating an attitude and according to this attitude making a buying. (Schiffman 2004, 277)

According to this model consumers' attitudes could be changed by *central* and *peripheral* way.

- Central way concentrates on consumer's high motivation and high ability of products evaluation. In this case consumers try to be active in seeking and also try to analyse gained information.
- Peripheral way concentrates on consumer's low motivation and low ability of products evaluation. In this case consumers do not concentrate on information seeking and due to this they are influenced by other factors e.g. samplings, discount and so on. (Schiffman 2004, 277)

Cognitive dissonance theory

On contrary to traditional theories Cognitive dissonance theory can offer other explanation of changing attitudes. When consumer feels contradictory opinions about some product, is concerned dissonance which means that consumer starts to think about good qualities of products he did not choose. This situation, named after-buying dissonance, usually occurs after buying, which in mind of consumer was not the best one, which would

force him to change his previous attitudes. This dissonance has to be changed in mind of consumer who will be looking for information supporting his choice and consumer will argue for his choice of a product and also he will be avoiding competitor's advertisements. (Schiffman 2004, 279)

2.5 View on attitudes

There are two kinds of views on attitudes. First of them tells that attitude is a base of consumer behaviour and it could be completed by *attributes* and *benefits*.

- Attributes – are product characteristics which are perceived by a consumer. Attributes could be *bound to* a product which express product physical characteristics, or *freely connected* to a product. They are: price, imaginary consumer, feelings, experience and personality of a brand. (Příbová 2000, 33)
- Benefits – are connected with consumer's feelings about a brand benefit for consumers. There are three types of benefits: *functional benefits* which are connected with bound attributes, *symbolic attributes* which increase an image of a consumer by connection with freely connected attributes, and *benefits, experience* which could be associated with both groups and are based on feelings mainly.

(Příbová 2000, 33)

Second view on attitudes is based on Daniel Katz theory of attitudes in which he defined 4 main functions. Due to these functions consumers can fulfil their needs by finding proper functions they are looking for. These functions are:

- Utility function – attitudes on bases of awards and punishments
- Function expressing value – attitudes created for expressing personal values
- Function protecting ego – attitudes created for protection of individuals
- Knowledge function – attitudes created for fulfilment of needs for order structure and significance. (Keller 2008, 486)

2.6 Strength of attitudes

Strength of attitude can be measured according to time of reaction to evaluative questions. Attitudes created by experience are more open than that based on information only. (Keller 2008, 487)

II. ANALYSIS

3 CZECH MADE

For the beginning of a practical part of my bachelor thesis I would like to specify what is considered to be a Czech product. Czech products are marked by a symbol of Czech made which signalizes that those products or services have been controlled by an independent authority and they have recorded a quality of products or services which is comparable with other products or services accessible on Czech market. (Business info 2004).

Special case is marking of foods. Czech foodstuffs with a mark klasa show that consumers are buying healthy Czech foods with a good quality. This mark was created in 2003 and since then minister of agriculture has marked Czech food and agricultural products of a good quality. This mark of quality serves for better orientation among regional products and for comparison with other products of the same kind. Quality and structure of products with a mark klasa have been controlled by Czech food and agricultural inspection which can also stop the using of this mark. (Bussinessinfo 2008)

Till now this mark have gained 1340 products made by 234 Czech and Moravian producers. Products are divided into categories such as mill products, delicatessen, dairy products, fruits and vegetables, meat products, soft drinks, alcoholic beverages, deep frozen creams, fish products and other products. (Eklasa 2011)

In summer 2010 was possible to gain a mark of a regional product for the first time. From 943 candidates only 71 products passed through by a given criteria. (Finance 2010). This mark can use only products which raw materials are at minimum of 70% of Czech origin. Producers have to enter objective competition in which experts evaluate products from variety of aspects such as its originality, origin, materials, design, accessibility on market and many others. This logo is licensed for 4 years and it should offer regional products to as many consumers as possible. (České zemědělství 2010)

Since year 2011 Czech food market should have been enriched by a logo of Czech food or Czech product with a symbol of Czech flag. This mark should follow existing two marks, klasa and regional product. This logo should help to Czech agrarians who are not so financial supported as foreign ones. (Edizone 2011)

4 OWN RESEARCH

In this part I would like to describe my own research, to state reasons for its creation, to specify its creation, its parts, collecting data, and way of processing and also characteristic of respondents, and reasons for comparison of my own research with research done by Dema a.s..

4.1 Aim of research

The aim of a practical part of my bachelor thesis was to find out opinions and attitudes of Czech consumers about Czech brands and their products in the field of Czech food industry. My aim was to gain objective opinions about Czech brands dealing with food, qualities of Czech food, opinions about Czech food and also consumer's experience with Czech food. I prepared three questions about my respondents, about their age, education and current occupation and the last twenty questions were about Czech products, brands and consumer's experience with them.

The aim of my questionnaire was to gain responses from several groups of people older than 18, from groups with different education and current occupation.

To gain the most accurate data I decided to compare some of my questions with responses gained from Dema a.s. agency press release which made investigation on Czech food made in September 2010. (Dema a.s. 2010). At the end of my practical part I suppose some advices and recommendations for Czech brands in food industry to make their products more popular, visible and requested.

4.2 Creation of a questionnaire

For a practical part of my bachelor thesis I decided to use a form of a questionnaire due to which I would then easily process data gained. First of all I prepared a series of possible questions from which I made my final questionnaire. I tried to create simple questions, with clear responses with mainly closed responses for easy filling for respondents and also for possibility of percentage expressible results. Due to anonymity of a questionnaire and its simplicity people were willing to respond to all questions.

I have chosen 3 questions about respondents which according to me play a significant role in a consumer buying process which are questions about their age, reached education

and a current occupation. Another 20 questions I decided to concentrate on attitudes of consumers to Czech brands and their products, to their experience, to origin of Czech foodstuffs. According to results of my questionnaire I would like to suggest some recommendations for Czech companies and producers dealing with food.

4.3 Collection of data

For my research I have chosen series of questions completed in a questionnaire. To be the most objective as I could I put my questionnaire on a web page vypinto.cz and thanks to help of my friends and family I made research personally, in respondent houses, schools and works. Due to tendency to cover all groups of ages of respondents I had to choose also printed form of a questionnaire, because older people do not have such experience with computers and some do not have access to one. Graph no.1 shows that 55, 83% of respondents were from my own personal research and 44, 17% of respondents were from vypinto.cz web page. Total number of responding people was 283 which according to me is a sample which can have relatively a high value.

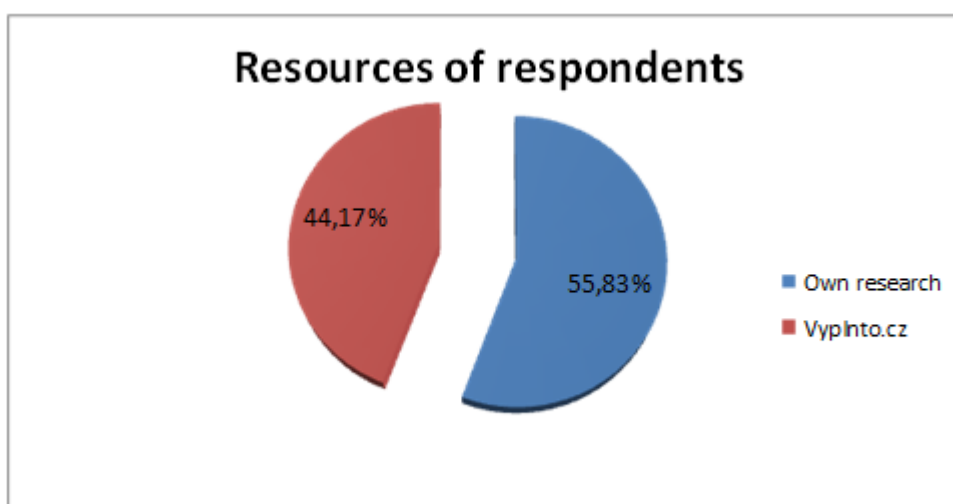


Figure 1: Resources of respondents

4.4 Processing of a questionnaire

I decide to choose for processing of my questionnaire computer program MS Excel. First I had to complete data from internet research and also from direct research. Due to possibility of MS Excel I used Makra for creation of a system of responses which then

could be counted and percentage expressed due to functions offered by MS Excel. From gained tablet I created 24 graphs. Four of them dealing with respondents were pie charts and the rest twenty were in form of column graphs. For better transparency of graphs I add legends and also percentage expressed values for each of results. Then I commented each graph according to results expressed in a corresponding graph.

4.5 Characteristic of respondents

I have chosen for my questionnaire 3 main aspects – Age of respondents, their education and current occupation.

Age of respondents

To make my research the most objective I tried to cover all groups of respondents older than 18. For this reason I separated respondents into 5 groups according to their age. As you can see on a graph no. 2 the major group represented people from 18 to 26 years which formed group which covered 58,3% of all respondents. Another two groups from 26 to 35 years and from 36 to 50 years had the same representation of respondents (13,07%). Next group represented people from 51 to 65 years which covered 11,66% of all respondents and I gained responses also from the last group of people which were in age 66 and older and their percentage expressible result was 3,89%.

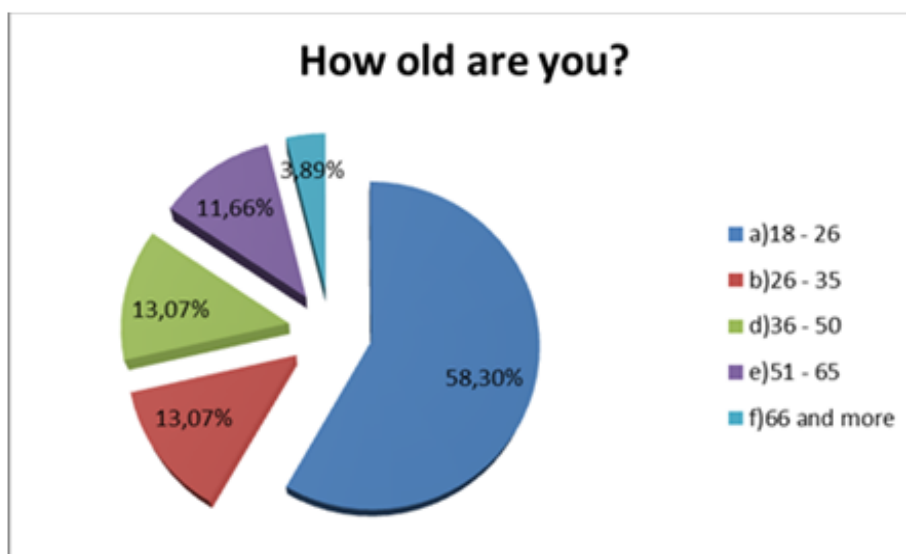


Figure 2: Age of respondents

Education of respondents

As a second criterion I have chosen reached education of respondents. For better objectivity I divided respondents into 5 groups. Graph no. 3 shows that the most represented group was a group of people with secondary education which covered 41,7% of all responses. The second most represented group with 20,14% involved skilled respondents. Next group formed respondents with university education which formed 18,73%. I also managed to find numerous groups of respondents with primary education reached; some of them still students, with 16,25%. The last group formed people with advanced vocational education which involved 3,18% of respondents.

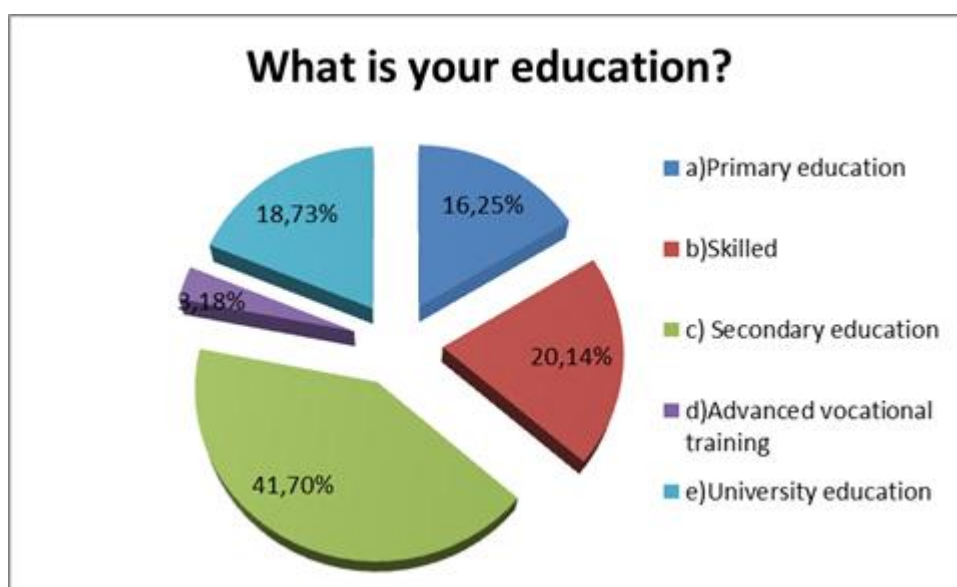


Figure 3: Education of respondents

Current occupation of respondents

As the last criterion I have chosen current occupation of respondents. According to me also occupation of respondents can influence their choice of products, especially foodstuffs, they often buy. In a Graph no. 4 is shown percentage division of respondents according to their current occupation. 48,76% formed students which was the most numerous group of respondents. Employers formed 31,8% and self-employers 6,01% which shows that nearly 38% of respondents were working people with incomes. Pensioners (also people with disability pensions) formed 8,48% and the last group of unemployed formed 4,95%.

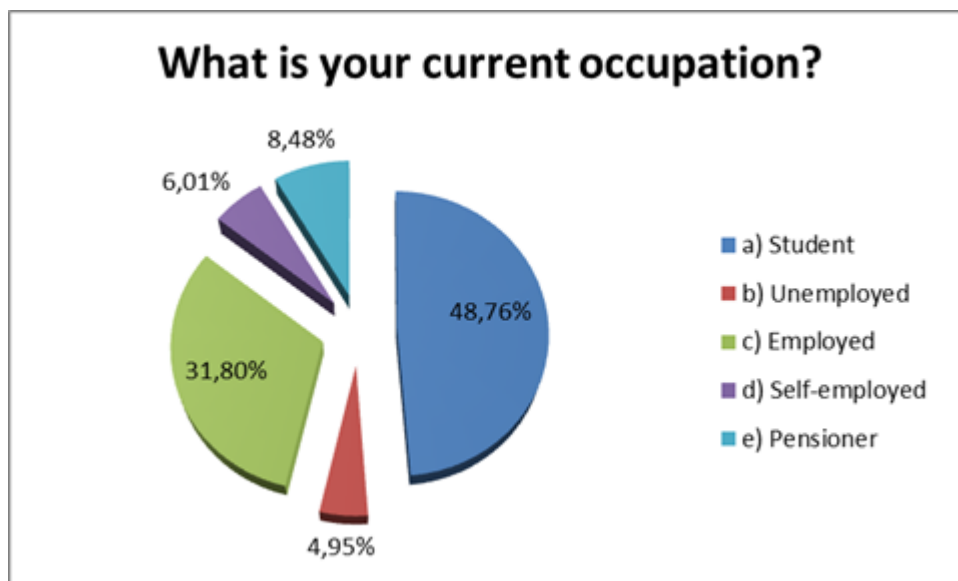


Figure 4: Current occupation

These graphs showed that on my research responded people of all ages, educations and occupations which granted objectivity of my research.

5 QUESTIONNAIRE

Question number 1: Is it important for you to buy Czech foodstuffs?

Responses for this question are shown on a Graph no. 5. First possible response, that buying Czech foodstuffs is very important, gained 15, 9%, second response, that it is important, gained 37, 46%. From this we can see that 53, 36% of respondents chose rather positive responds. Another response which expressed that it is not so important gained 38, 52% and the last response that buying of Czech foodstuffs is not important at all reached 8, 13%. From these results is obvious that 46, 64% of responses were negative. The result is that Czech buyers are divided into two opposite groups in question of importance of buying Czech foodstuffs. For half of them it is important to buy Czech foodstuffs, but for nearly the same group it is rather not important.

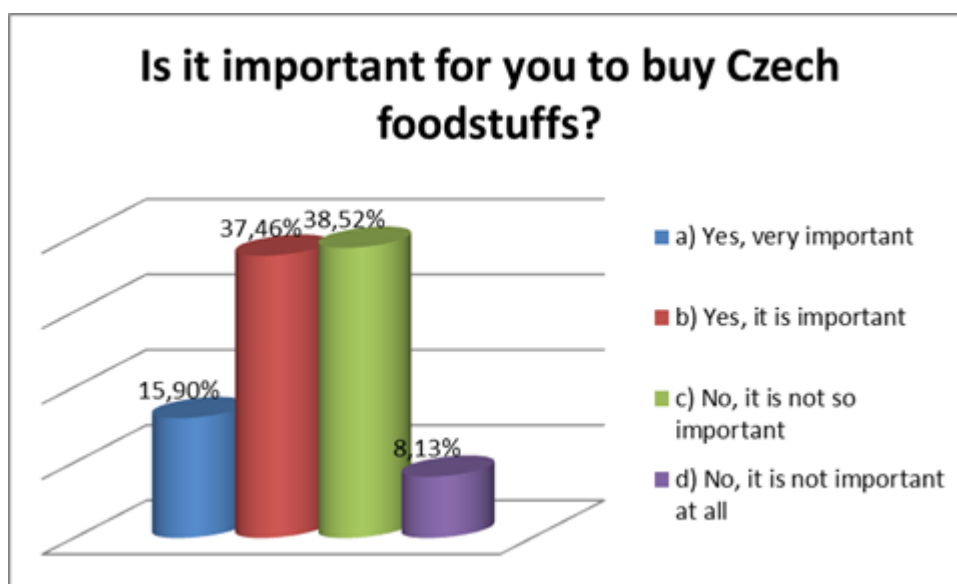


Figure 5: Czech foodstuffs

Question number 2: Is it important for you that Czech foodstuffs are really made in Czech Republic?

The Graph no. 6 shows that the major portion of responses with 38, 87% gained response Yes, it is important. Second one was response that it is very important with 28, 62%. This shows that 67, 49% of respondents agreed that Czech foodstuffs should be made in Czech Republic. Total number of negative responses was 32, 51% from which 24, 73% of respondents told that it is not so important for them and 7, 77% that it is not important at all.

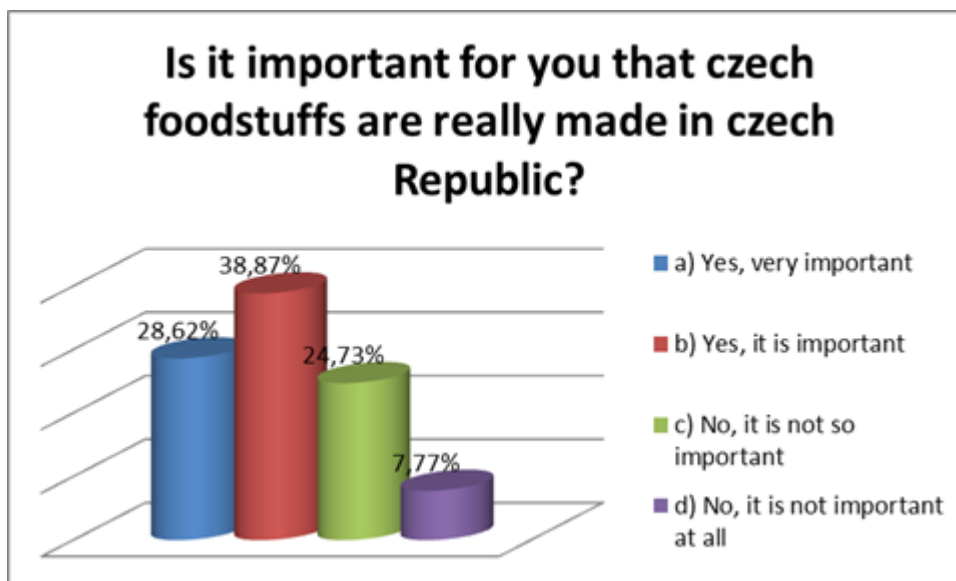


Figure 6: Czech Republic

Question number 3: Is it important for you that Czech foodstuffs are made of Czech raw materials?

On a graph no. 7 we can see that Czech origin of Czech foodstuff was very important for 44, 88% of respondents and for 25, 44% it was important. Positive responds covered 70, 32% in total. Negative responses formed 29, 68% from which for 22, 97% of respondents it was not so important and for 6, 71% it was not important at all. Result from this is that people care about origin of Czech foodstuffs and the origin is important for them.

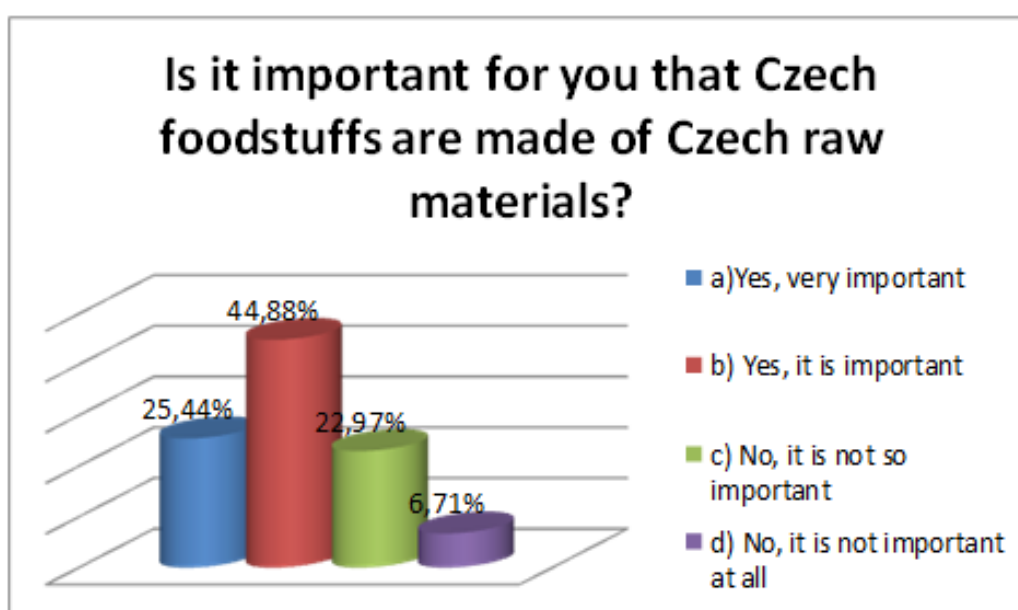


Figure 7: Czech raw materials

Question number 4: Is it important for you that Czech companies dealing with food are owned by Czech owners?

On a graph no. 8 is shown that for 38, 87% of all respondents it was not so important. For 30, 04% it was important, for 19, 43% it was very important and for 11, 66% it was not important at all. In comparison of negative and positive reactions we can see that 50, 53% agreed that this is important but nearly the same group of 49, 47% of respondent told that for them it is not important. We can see division of Czech consumers to two groups which differ in opinion about the importance of Czech owners for Czech food. According to one half the origins of owners do not have to be in Czech Republic, according to the second one Czech origin of owners is an important factor.

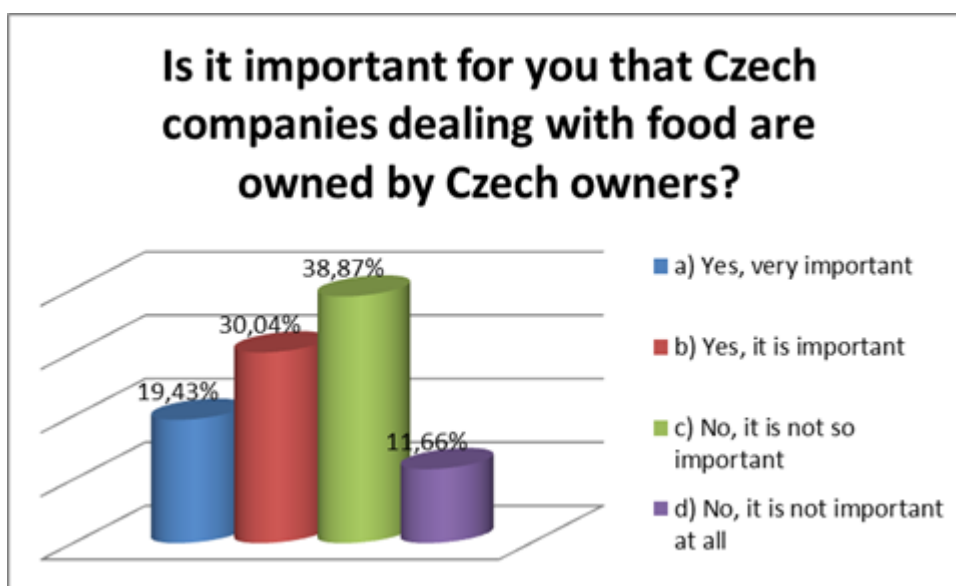


Figure 8: Czech owners

Question number 5: Is it important for you that Czech foodstuff have its tradition?

The importance of tradition of Czech foodstuffs is expressed in a graph no. 9. Two responds had nearly the same results. For 38, 52% of respondents it was important and for 35, 34% of respondents it was not so important. Absolutely positive response was from 18, 02% of respondents and absolutely negative from 8, 13% of respondents. In comparison of positive and negative responses prevailed positive responses with 56, 54%. Amount of negative responses were 43, 46%. The fact that for nearly half of respondents the origin is not important gives hopes to new Czech brands and new Czech products who would like to enter Czech food industry market.

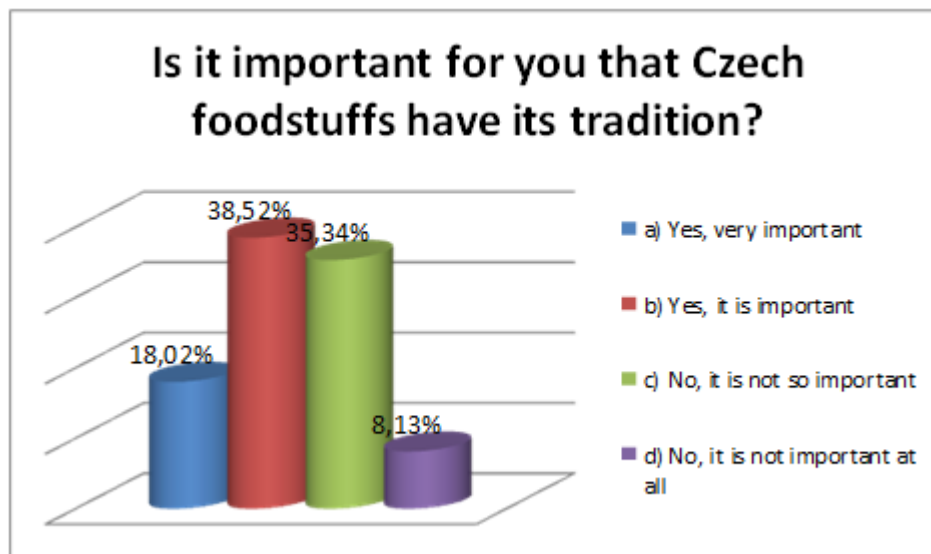


Figure 9: Czech tradition

Question number 6: Do you think that Czech foodstuffs are of better quality?

On a Graph no. 10 is visible the majority of responses that some of Czech foodstuffs are of better quality with 66, 78%. 16, 61% of respondents thought that Czech foodstuffs are really of better quality. These two responses can be considered to be a signal of a positive consumer attitude toward quality of Czech foodstuffs. 13, 43% of respondents did not know and only 3, 18% of respondents expressed their negative attitude toward Czech foodstuffs.

Result of this graph is that Czech foodstuffs are considered to be of a good quality by 83, 39% of respondents which is a good signal for Czech food industry.



Figure 10: Better quality

Question number 7: Do you think that Czech foodstuffs are more expensive?

Responses on this question represented in a graph no. 11 show that Czech foodstuffs are more expensive than people would like to. 61, 84% of respondents told that some of them are more expensive and 15, 19% of them expressed that they are really more expensive. In total 77, 03% of asked people were not satisfied with a price of Czech foodstuffs. 18, 37% of respondents did not know and 4, 59% of respondents thought that Czech foodstuffs are not more expensive.

The question of price is very important factor influencing choice of a food. For some it is the only important factor. From these results is obvious that due to the high price of Czech foods, some consumers would buy rather foreign ones which are cheaper.

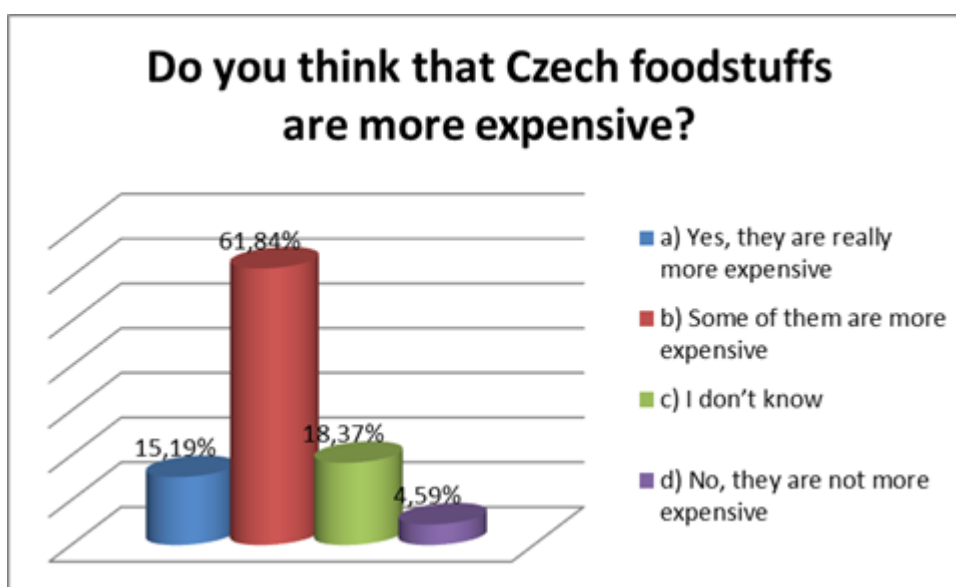


Figure 11: More expensive

Question number 8: Which of Czech foodstuffs do you buy most often?

On a graph no. 12 is visible that 42,40% of respondents most often buy dairy products, 30,74% of respondents buy meat and 13,43% of them buy milk. This is a signal that Czech industry is able to offer milk, dairy products and meat which is requested by consumers most. Low numbers gained responses vegetable with 8, 83% and fruits with 4, 59% of responses. This can be caused by a fact that Czech market is full of foreign fruits and also that people have a chance to grow vegetables and fruits on their own small gardens

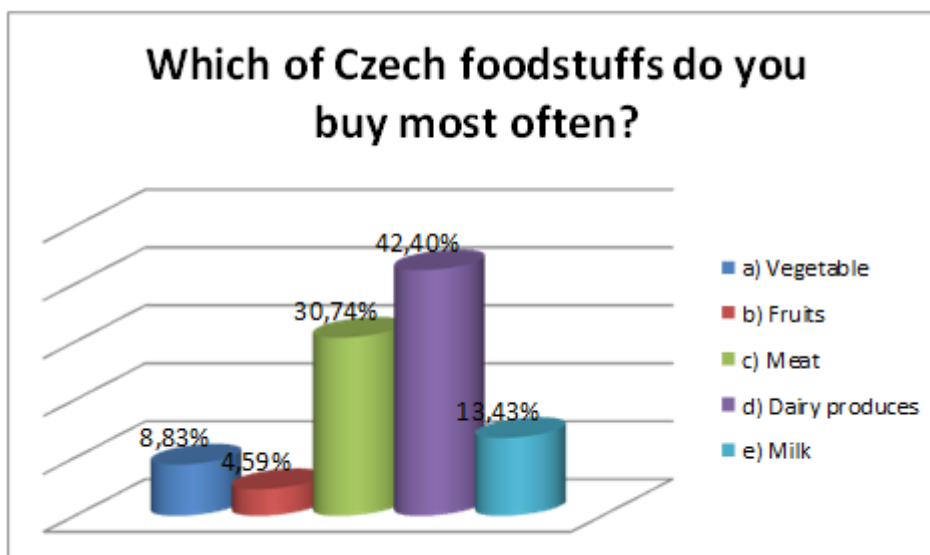


Figure 12: Popularity of foodstuffs

Question number 9: For which reason do you buy Czech foodstuffs?

Graph no. 13 shows that 38,16% of respondents buy Czech foodstuff because of Czech agriculture which they would like to support, 19,08% of respondents told that Czech foodstuffs are fresh, 18,37% that food are of better quality. 14,49% of them thought that Czech foodstuffs are of a good quality for a good price. Group of other responses which covered not percentage expressed results formed 8,48% of all responses. Among them it was products tradition, accessibility, and many others. Only 1,41% said that they buy it because of its low price.

These results lead to positive attitude of respondents toward Czech food industry which they support and which can offer them fresh and high-quality foodstuffs. Good quality and freshness belongs to the most important factors influencing a choice of a food, which is a signal that Czech food industry is able to offer the best products.

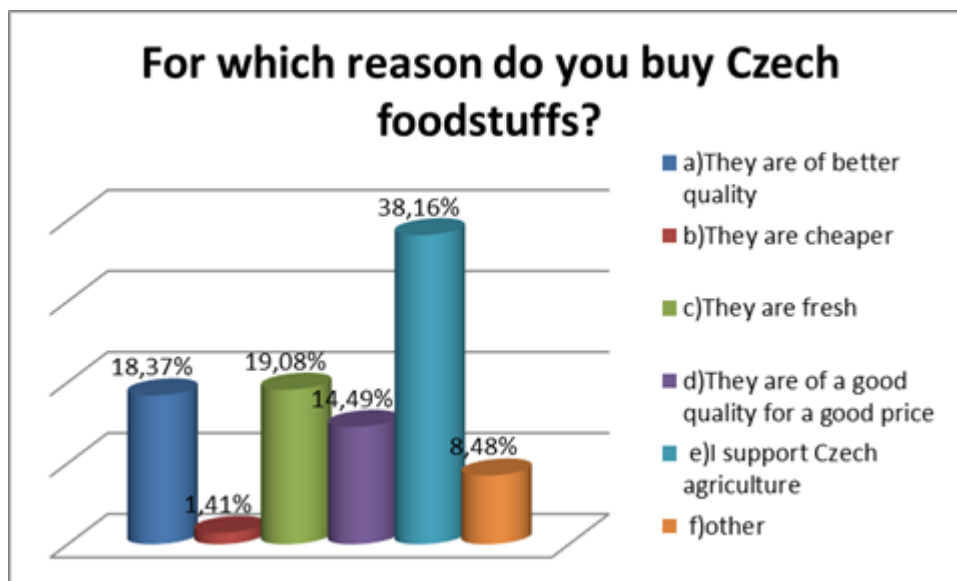


Figure 13: Reason for buying

Question number 10: Do you prefer Czech foodstuffs?

Results on this question we can see on a graph no. 14. 42, 40% of respondents prefer some of them, 37, 81% prefer them sometimes and 18, 02% prefer them always. Total amount of positive responses was 98, 23% of all responses which is very good result for Czech food industry. People believe in Czech foodstuffs and sometimes they prefer them from foreign ones. Only 1, 77% of respondents thought that foreign foodstuffs are of better quality.

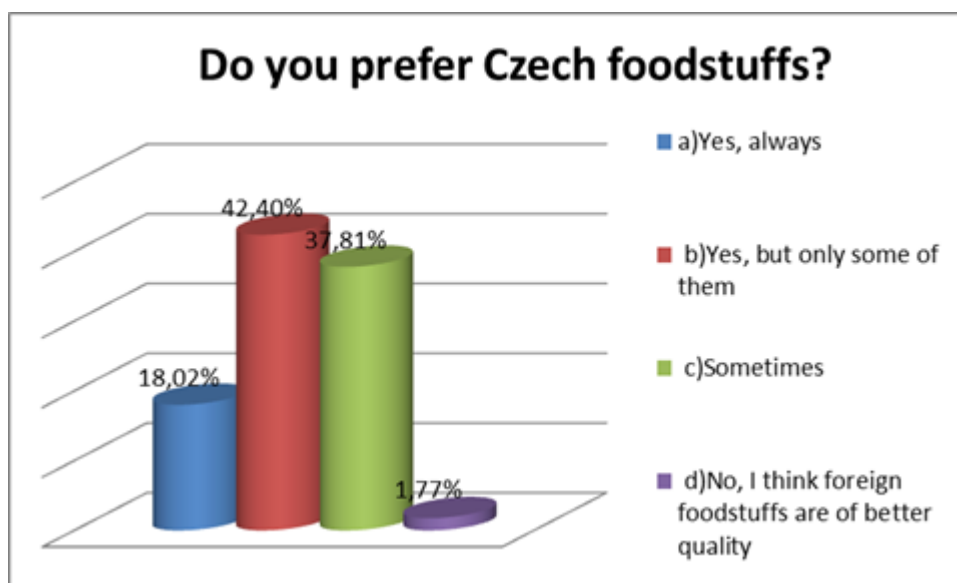


Figure 14: Preference of foodstuffs

Question number 11: According to you which strongpoint Czech foodstuffs have?

According to graph no. 15, 36, 04% of respondents appreciate on Czech foodstuffs its quality, 26, 86% its freshness and 26, 15% its accessibility. These results predicate of a good quality of foodstuffs which Czech food industry can offer. For 6, 71% of respondents, strongpoints are others than listed and only 4, 42% of all responses expressed that a positive aspect is its price. Among not listed responses was e.g. tradition, simply that they are from Czech production and also that Czech foodstuffs have no strongpoints.

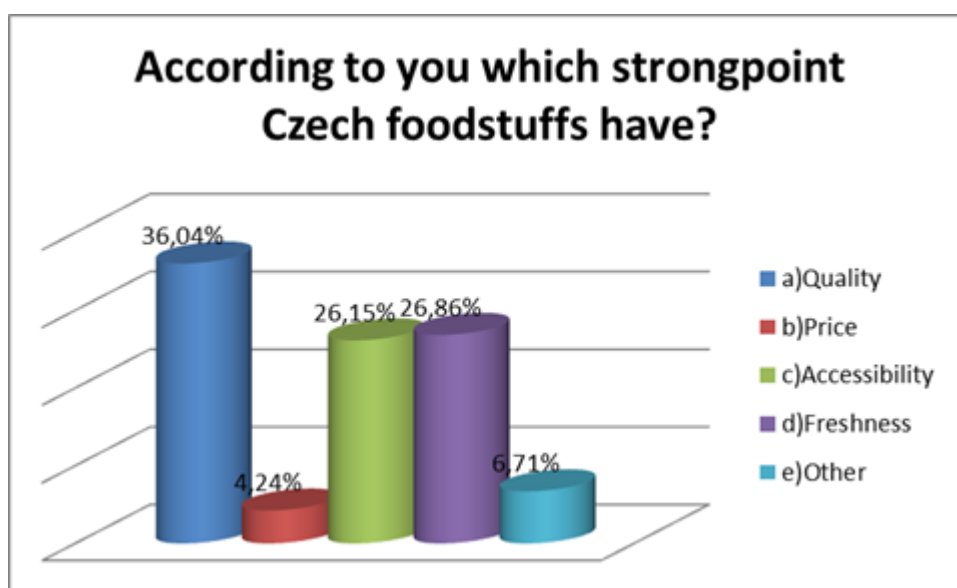


Figure 15: Strongpoints

Question number 12: According to you which weak point Czech foodstuffs have?

On a graph no. 16 is visible that according to nearly half of respondents, exactly 54, 42% of them, the major disadvantage of Czech foodstuff is its price. Not so imposing but still important are other results. 19, 8% of respondents told that accessibility is the main problem, the same result reached responses quality and others not listed with 12, 01%, and according to 2, 47% of respondents freshness of Czech foodstuffs is a basic problem.

From more than one result on questions listed above is obvious that a price of Czech foodstuffs is really a big problem. Other aspects were considered to be not as alarming as its price which should be lower.

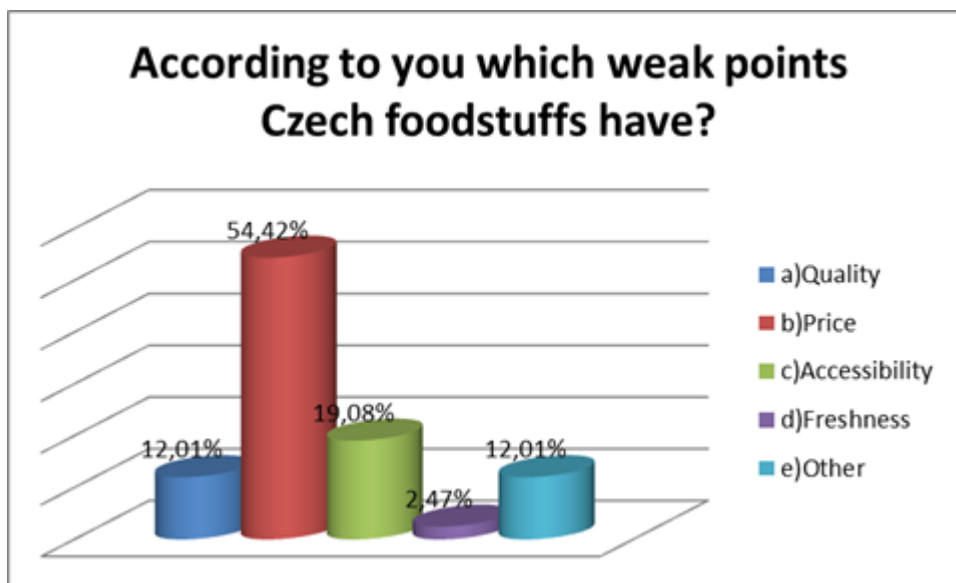


Figure 16: Weak points

Question number 13: Is it a brand important for you when buying Czech foodstuffs?

When dealing with a question about the importance of a brand for Czech consumers we can see on a graph no. 17 that it is not so important for 44,17% and it is not important at all for 8,83% of respondents. Sum of negative responses was 53% which show that for more than half of people a brand is something that can be ignored. On the other hand 47% of respondents care about brands. For 37, 81% it is important and for 9, 19% it is very important.



Figure 17: The importance of a brand

Question number 14: Do you think that Czech food industry is able to offer sufficient assortment of products?

As we can see on a graph no. 18 positive responses prevailed with 68, 2%. 55, 83% of respondents thought that an assortment of products is sufficient and 12, 37% that it is definitely sufficient. Negative attitude expressed in total 31, 8% of respondents from which 27, 56% thought that it is not sufficient and for 4, 24% assortment was definitely not sufficient.

From these results is obvious that more people are rather satisfied with offer of Czech products on food field than dissatisfied which is a positive result, but still the situation could be better.

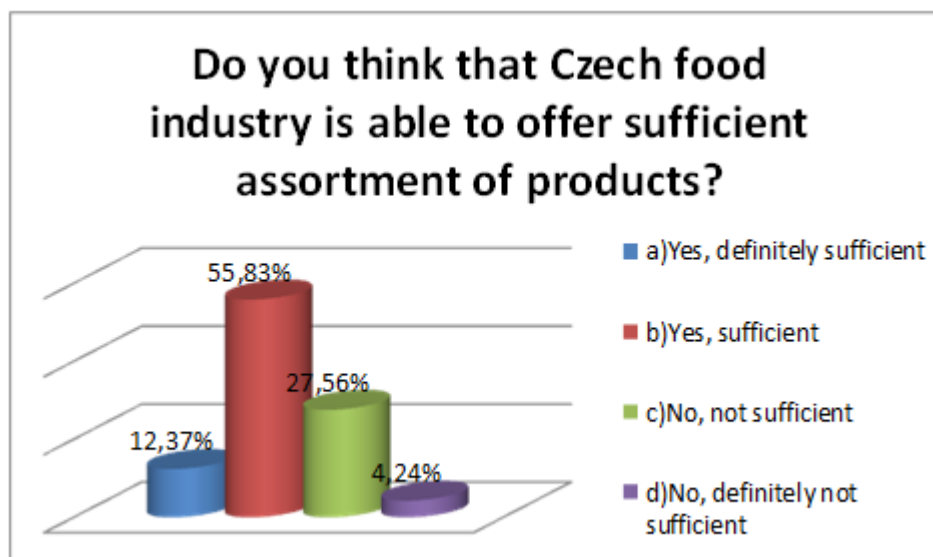


Figure 18: Sufficient assortment

Question number 15: Do you think that Czech foodstuffs are sufficiently supported by advertisement?

Reactions on sufficient support of Czech foodstuffs by advertisements can be seen on a graph no. 19. Positive responses prevailed again with the amount of 53, 71%. According to 38, 87% of respondent the situation is good but it could be better and according to 14, 84% foodstuffs are supported enough. Negative reactions reached 46, 29% from which 33, 22% thought that the situation was not so good and 13, 17% expressed that Czech foodstuffs are definitely not supported sufficiently.

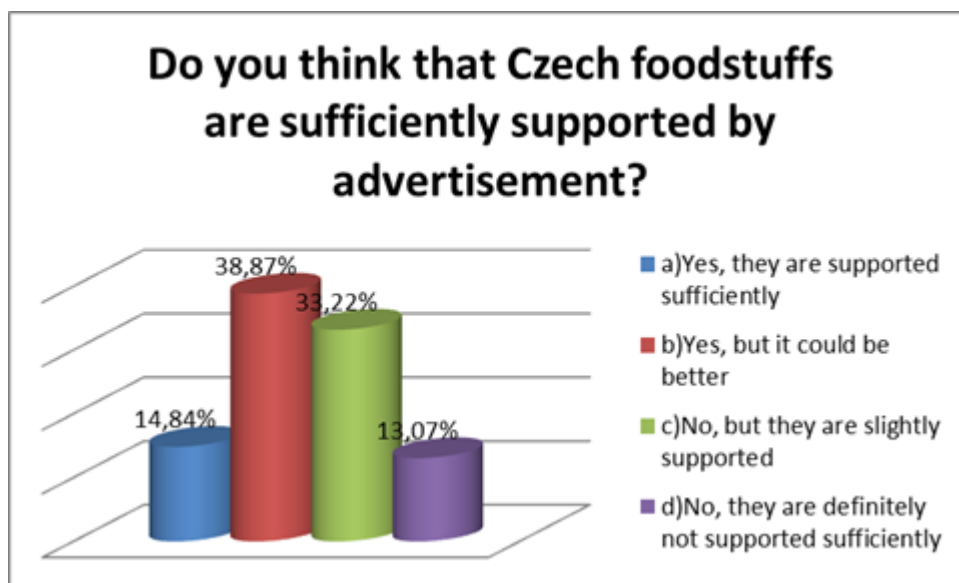


Figure 19: Advertisement

Question number 16: Are you influenced by advertisement when buying Czech foodstuffs?

Significance of an advertisement supporting Czech foodstuffs to Czech consumers is expressed in a graph no. 20. Surprisingly negative attitudes with 64, 31% prevailed. 46, 64% of respondents are influenced by an advertisement rarely and 17, 67% are influenced never. Sum of 32, 86% told that they are influenced in some cases and only 2, 83% of respondents told that they are influenced always. This shows that it is necessary to better the quality of advertisements supporting food to attract more consumers willing to buy Czech foodstuffs.

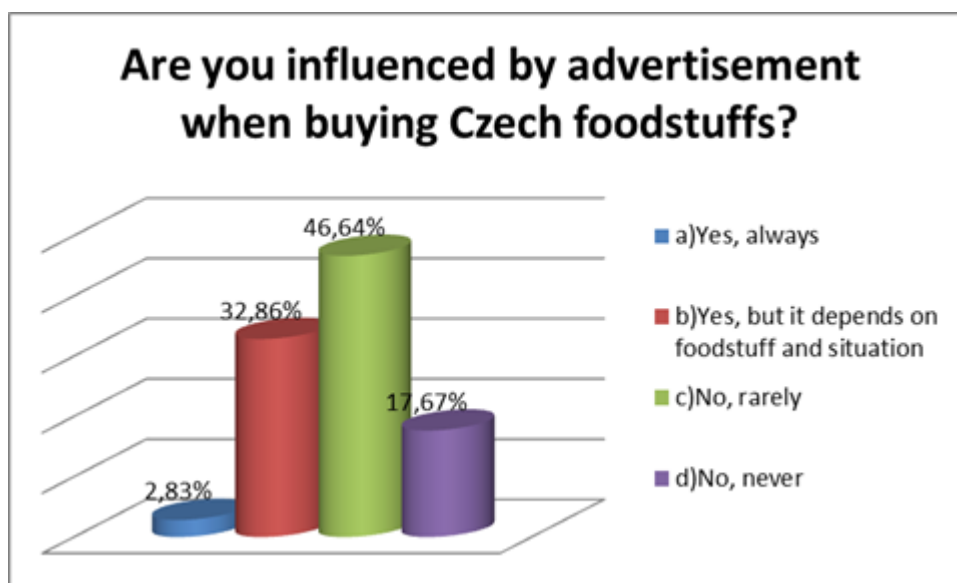


Figure 20: Suggestibility of advertisement

Question number 17: Do you have positive experience with Czech foodstuff?

Responses shown on a graph no. 21 tell that experience of respondents with Czech foodstuffs is very positive. 69, 26% of respondents have more likely positive experience and 22, 26% have definitely positive experience which in total was unbelievable 91, 52%. Only 6, 71% of respondents have some negative experience and 1, 77% definitely does not have positive experience.

The result is that Czech market dealing with food can offer to consumers products they can be satisfied with which is very positive information.



Figure 21: Positive experience

Question number 18: Are you willing to pay more for Czech foodstuffs?

Graph no. 22 shows that 65, 37% of respondents are willing to pay more for Czech foodstuffs, 59, 36% in some cases and 6, 01% always. Total sum of negative responses was 34, 63% from which 28, 27% of them buy more expensive Czech foodstuff only when they have to and 6, 36% of them are not willing to pay more for it.

More than 65% of all respondents are capable of paying more for foodstuffs in case they are Czech. This tendency shows that people care about Czech food and Czech food industry.

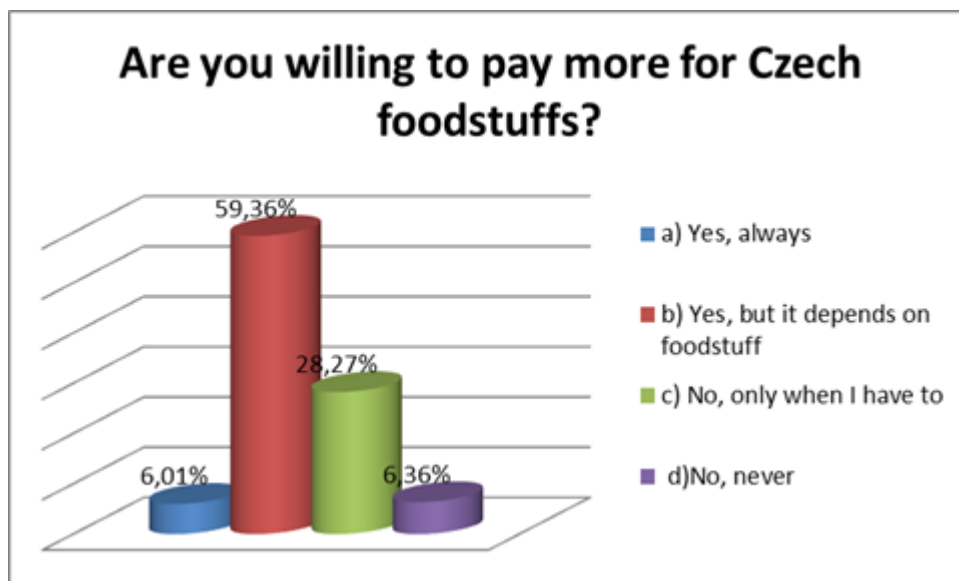


Figure 22: Payment of foodstuffs

Question number 19: Are you noticing a mark of Czech products (klasa) on Czech foodstuffs?

Graph no. 23 shows that a mark of Czech products notice majority of respondents. 48, 76% of respondents it notice sometimes and 34, 63% of them it notices always. These results are very positive because it shows that people start to be more careful in their choice of foodstuffs. 16, 61% tell that they do notice a mark of Czech foodstuffs never.



Figure 23: Marking of foodstuffs

Question number 20: Do you buy Czech foodstuff rather from producers (farmers, animal keepers)?

Graph no. 24 shows that more than a half of respondents exactly 53% of them do not buy Czech foodstuffs from its producers but they would like to, 21, 19% buy them in most cases and 4, 59% buy them always. Negative responses come from 20, 49% of respondents.

As a current trend we can consider a tendency of consumers to buy more and more products and food directly from its producers. 26, 5% of respondent do it and 53% would like to which is a good signal for farmers and the others dealing with keeping animals and growing own products.

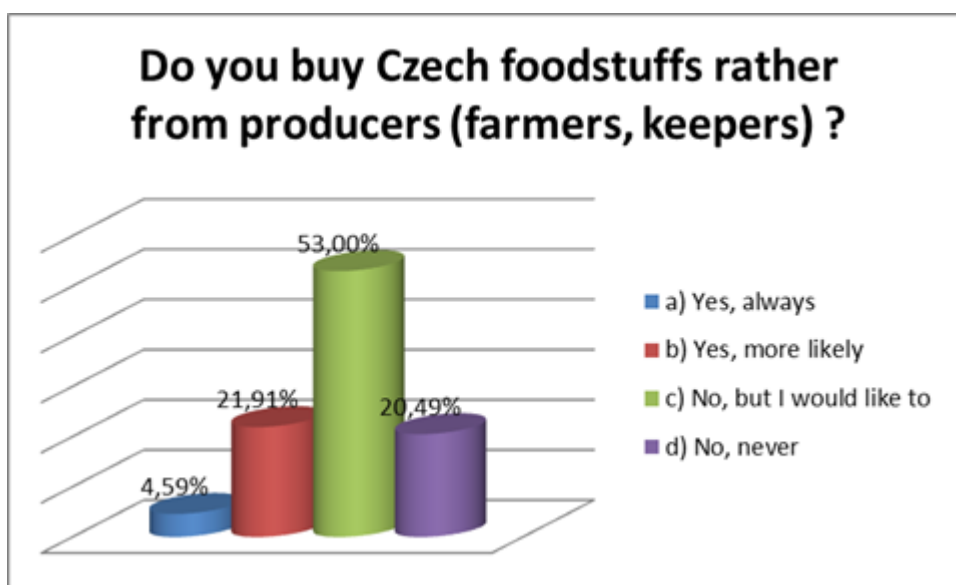


Figure 24: Buying from farmers

Consumers would like to buy foods directly from producers because of tendency to buy fresh and health food, food of Czech origin, in which was not devastated nature and animals were kept in a good conditions in contrary to massive production.

6 CONCLUSION OF RESEARCH

To my research responded 283 people who were willing to complete my questionnaire about their attitude to Czech food industry and its products. They differed in their age, education and current occupation. This variety of respondents gave me objective results according to which I could deduce results.

Question of importance of buying Czech foodstuff had according to me surprising results. For 53, 36% of respondents it was rather important but for the rest of 46, 64% it was not. This shows that a half of people care about Czech food industry but the rest do not care. Number of 67,49% of respondents told that is important that Czech food is really made in Czech republic and for 32,51% of them it was rather not important. As we can see more people care about the origin of Czech products which seems to be a good result for our food industry. Nearly three quarters of respondents (70, 32%) told that it is important to made Czech food of Czech raw materials, for 29, 68% of them it was rather not important. The importance of Czech owners was for nearly a half of respondents (49, 47%) rather not important and 50, 53% of respondents expressed opposite opinion. Similar results I gained from responses about the importance of tradition of Czech foodstuffs. Positive responses with 56, 54% prevailed but for 43, 46% of them it was rather not important. These questions concentrated on Czech food industry and showed that people are divided in two groups opposite in their opinions about questions dealing with owners, tradition, raw materials of Czech foodstuffs.

Number of 66,78% of respondents expressed that Czech foodstuffs are rather of better quality than foreign ones and only 3,18% of respondents expressed negative attitude toward this question. What is not positive on Czech food industry I found out from responses on another question about a price of Czech foodstuffs, for 77, 03% of respondents price of our food is rather higher that of foreigner products and for only 4, 59% of them Czech food is not more expensive.

People most often buy dairy products (42, 40%), meat (30, 74%), milk (13, 43%), vegetable (8, 83%) and fruits (4, 59%) of Czech production. This shows a good quality of Czech milk and milk products and also good quality of Czech meat. Small amount of the last two responses can be caused by a fact that the majority of people have access to vegetables and fruits from their own small gardens or from friends.

Consumers buy Czech foodstuffs because they would like to support Czech agriculture (38,16%), because Czech foodstuffs are fresh (19,08%), of a good quality for a good price (18,37%), other than reasons listed (8,48%) and because they are cheap (8,48%). 98,23% of respondents prefer Czech foodstuffs, not always but this still could be considered to be a good result, only 1,77% of respondents expressed that foreign ones are of better quality than ours. The biggest number of responses dealing with strongpoints of Czech foodstuff were its quality (36, 04%), freshness (26, 86%), accessibility (26, 15%), others than listed (6, 71%) and its price (4, 42%). Weak points were considered to be on the first place price (54, 42%), accessibility and quality (19, 8%), other than listed (12, 01%) and freshness (2, 47%).

A brand of Czech foodstuffs was rather important for 47% of respondents, for 53% of them it was rather not. 68, 2% of respondents were rather satisfied with assortment of Czech foodstuffs available on market, 31, 8% of them were rather not satisfied. 53, 71% of respondents thought that Czech foodstuffs are propagated enough and the rest of 46, 29% expressed themselves negative. People are influenced by advertisement never (17, 67%), rarely (46, 64%), in some cases (32, 86%) and always (2, 83%). Rather positive experience had 91,52% of respondents and rather negative (8,48%). 65,37% of respondents are willing to pay more for Czech foodstuffs and 34,63% of them rarely. 83,39% of people notice time to time a mark of quality of Czech products , 16,61% notice it never. Shopping from producers do always 4, 59% of respondents, more likely 21, 91%, never 20, and 49%. Number of respondents who would like to buy food directly is 53%.

7 COMPARISON WITH DEMA A.S. AGENCY

As I mentioned before for objectivity of my research it is necessary to compare some of my results with results from another source. For this reason I decided to choose results gained from research made by Dema a.s. agency. Analysis I gained from official web sites of Dema a.s. (Dema a.s. 2010) agency and also from bussinessinfo web page (bussinessinfo 2011). Name of research was Nákup ze dvora which took place in September 2010 with more than 1000 respondents.

As comparable results I have chosen:

- Sufficient assortment of Czech foodstuffs
- Support of advertisements
- Buying directly from producers
- Marks of quality

Sufficient assortment of Czech foodstuffs

According to my own research, as we can see on a graph no.18, positive responses prevailed with 68, 2%. From Dema a.s. press release is obvious that their result on this question is comparable with my own. According to them two thirds of respondents (60%) told that if people liked to buy Czech foodstuff they would have enough assortment.

On this question respondents reacted the same way. It can be told that the situation on Czech food market have not changed since September 2010. This situation can be considered to be rather positive but still a number around 40% of negative respondents should be lower.

Support of advertisements

Reactions of my respondents on sufficient support of Czech foodstuffs by advertisements can be seen on a graph no. 19. According to my research 38, 87% of respondents told that Czech foodstuffs are supported enough but it could be better and according to Dema a.s. that 38% of respondents expressed that propagation is good enough. On the other hand total number of negative responses in my research was 46, 29% but number of their negative responses reached 62% of all respondents.

The result is that rather positive attitudes are comparable in both researches, but from Dema a.s. research is visible that respondents were also very critical to level of Czech propagation.

Buying directly from producers

Graph no. 24 shows that more than a half of respondents exactly 53% of them do not buy Czech foodstuffs from its producers but they would like to, 21, 19% buy them in most cases and 4, 59% buy them always. According to Dema a.s. 51% of respondents care about buying Czech products directly from producers which is also comparable with my own results. From this point the situation since September 2010 have not change but prognosis are rather positive.

Marks of quality

My research; see a graph no. 23 showed that marks of Czech quality products notice majority of respondents. 48,76% of respondents it notice sometimes and 34,63% of them it notice always which in total number is 83,39% of all respondents which care about marks of quality. According to Dema a.s. the vast majority of consumers pay attention to marks of quality.

Result from comparison

These results show that even if my research covered 283 respondents, which is one fifth of Dema a.s. respondents, my research could be considered to be objective due to the similarity of results of some important questions. Also it can be said that a situation since September 2010 have not changed much but prognoses are positive.

8 INNOVATIONS OF MARKETING COMMUNICATIONS

Results from my research showed that marketing communications of Czech companies dealing with food are not as good as they should be. Due to this reason I mentioned several recommendations which should help with better propagation of Czech Brands on a food market. These innovations should be:

- Lower price
- Better accessibility
- Better freshness
- Better visibility of Czech brands
- Better assortment of foodstuffs
- Better support of foodstuffs by advertisement
- Better marking of Czech quality
- Better access to producers and farmers

Lower price

Due to my research I have found out that the biggest problem of Czech foodstuffs is their high price. This price should be definitely lower not only to increase incomes of companies dealing with foodstuffs and its producers, but also to better attitude of consumers toward Czech foodstuffs. There exist some ways by which this could be done. Firstly it could be done by major production of certain foodstuffs which can lower production costs. It is not always so easy to do this, but producers and seller should try to find out ways how to do it. It is clear that farming and keeping animals are influenced by nature and weather. This cannot be influenced but e.g. by using more glasshouses and shelters for animals this problem could be reduced. Secondly this lowering of price could be done by increase a price of foreign products or other Czech products. This could seem strange but foodstuffs belong to category which has to be consumed every day by everyone so according to me sellers should not deprive people of food which they cannot offer due to its high price.

Better accessibility

Another problem of Czech foodstuffs seems to be their accessibility. Nearly 20% of respondents told that this is the main weak point. Our food industry is able to produce

assortment of products wanted but the problem is in its distribution to Czech food markets. This problem is caused by government contractions with foreign states about selling of their food on our market, this situation cause that our market can offer wide variety of foreign foodstuffs but ours are almost inaccessible. Problem should be resolved by better conditions for Czech producers and by better possibility of selling their products on Czech food market.

Better freshness

Some of respondents complained that freshness is a big problem of Czech foodstuffs. This is usually caused by a long distance which foods have to cover to reach Czech market. My advice is to find out better ways of transfer and also better stow of foodstuffs. Due to this foodstuffs accessible in markets will be fresh and people will be willing to buy them rather than foreign ones.

Better visibility of Czech brands

From my research resulted that 53% of respondent does not care about a brand when buying foodstuffs. According to me this can cause a problem to sellers because people tend to buy cheaper products, products in special offers and products placed in middle shelves in supermarkets and a brand of products seems to be inferior. Sellers should try to make their products more popular and also they should care about right and visible symbols and logos of their companies on foodstuffs and also to try place their products in the most popular shelves and places in supermarkets and other selling places. This could catch attention of potential consumers and it could increase a chance that people come again to buy other products from the same brand.

Better assortment of foodstuffs

Total sum of negative responses on sufficient assortment of Czech foodstuffs was not so imposing but situation still could be better. Producers and sellers should concentrate on production and selling of new products and new flavours. I would like to also recommend better supply of half-finished products and products ready to be eaten immediately on Czech food market because of the lack of time which more and more consumers have for cooking. It also should be good to offer more bio products which have become contemporary trend and supply of this stuff is insufficient in Czech market.

Better support of foodstuffs by advertisement

Nearly half of respondents claimed that Czech food is not supported enough by advertisement. We can see advertisements on TV, on internet, on billboards. Markets send round leaflets with special offers which consumers should not miss. This is not enough. Producers and sellers should invest more money into advertisement; they should buy time for their advertisement in main TV time of the most popular TV channels, try to get their advertisement into main pages of popular magazines and internet web pages. Money expended on advertisement brings more than higher profits but also consumer attention. Advertisements should be also more attractive. More than 60% of respondents claimed that they are not so influenced by advertisement. This could be also a signal for sellers. Many consumers know many advertisements from TV, they can remember their story, characters or music but they are not able to say what these advertisements really propagate. It is necessary to concentrate not only to attractive part of advertisements but also on a product propagated in advertisement itself.

Better marking of Czech quality

From my research is obvious that 34, 63% of respondents always notice a mark of Czech quality brands. This could signify that majority of people do not care about first-rate food. According to me this is caused by a small knowledge of this marking among Czech consumers. This can be changed by a propagation of Czech quality foods and products. All producers who gained this evaluation should concentrate on highlighting this priority and some part of their money invest in propagation of this special mark. This will bring profit to brands and also to Czech food industry. Another problem could be its wrong visibility in products. Producers and sellers should also consider better placing of marks to be visible and to contain other necessary information about date of conferment of this mark, what was the reason for that and so on. All these should attract attention of more Czech consumers who have not bought these products till now.

Better access to producers and farmers

Research showed that more than a half of respondents do not buy food directly from its producers but they would like to. This is signal that this kind of production tends to be more and more popular. Producers and farmers should notice this and try to use this possibility and enter the food market more briskly. People start to care about their own health so they

are willing to search for the origin of food they are eating, for this reason direct buying have become so popular. By properly chosen advertisement which point out healthy eating and also good living conditions of animals people will be happy to do something for their own health and for healthy farming.

CONCLUSION

The aim of my bachelor thesis was to provide information about a brand, its history, creation, usage and significance which I gained from several resources dealing with this topic. Theoretical part provides us with basic and the most important issues about brands and also consumers' attitudes to brands. All information gained should help for better knowledge of brands and significance of them for consumers and also for producers. The analytical part is concentrated on research of real shopping behaviour of consumers in the field of food.

Everyone has to buy food, but choice of food depends on them. Everyone has its own criteria according to which he buys food. It could be price, quality, freshness or accessibility. Consumers have to decide which combinations of characteristic they would like to have and which can allow them their financial situation. People have become more interested in food. They care about quality and origin of food they are eating. Buying directly from producers and farmers slowly has become important part of shopping. People would like to buy food of the best quality for minimal price. People also care about Czech food; they would like to support Czech food industry and farming to better the situation of Czech farming. This situation also leads to variability of food available on Czech market.

I found out that problems of Czech food are price, accessibility, freshness and also promotion by advertisement and accessibility of products from farmers. Producers should concentrate on better conditions for consumers. They should try to produce products of high quality for a good price which will be available on Czech market.

I hope that my bachelor thesis will bring series of new sights of Czech brands and their products and that both producers and consumers will try to better the quality of Czech farming by all possible ways.

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LIST OF ABBREVIATIONS

EPM	Cognitive elaboration model
E.g.	For example
No.	Number
Doc.	Docent
Tv	Television

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APPENDICES:

PI Dotazník

PII Questionnaire

APPENDICE P I: QUESTIONNAIRE IN CZECH

1. Je pro vás důležité kupovat české potraviny?
 - Ano, velmi důležité
 - Ano, je to důležité
 - Není to pro mě až tak důležité
 - Není to pro mě vůbec důležité

2. Je pro vás důležité, jestli jsou české potraviny skutečně vyráběny v ČR?
 - Ano, velmi důležité
 - Ano, je to důležité
 - Není to pro mě až tak důležité
 - Není to pro mě vůbec důležité

3. Je pro vás důležité, že jsou české potraviny vyráběny z českých surovin?
 - Ano, velmi důležité
 - Ano, je to důležité
 - Není to pro mě až tak důležité
 - Není to pro mě vůbec důležité

4. Je pro vás důležité, že jsou české potravinářské firmy vlastněny českými vlastníky?
 - Ano, velmi důležité
 - Ano, je to důležité
 - Není to pro mě až tak důležité
 - Není to pro mě vůbec důležité

5. Je pro vás důležité, jestli mají české potraviny tradici?
 - Ano, velmi důležité
 - Ano, je to důležité
 - Není to pro mě až tak důležité
 - Není to pro mě vůbec důležité

6. Myslíte si, že jsou české potraviny kvalitnější?
 - Ano, jsou rozhodně kvalitnější
 - Některé jsou kvalitnější

- Nevím
 - Ne, rozhodně nejsou kvalitnější
7. Myslíte si, že jsou české potraviny dražší?
- Ano, jsou rozhodně dražší
 - Některé jsou dražší
 - Nevím
 - Ne, rozhodně nejsou dražší
8. Jaké české potraviny nejčastěji kupujete?
- Zelenina
 - Ovoce
 - Maso
 - Mléčné výrobky
 - Mléko
9. Z jakých důvodů české potraviny kupujete?
- Jsou kvalitnější
 - Jsou levnější
 - Jsou čerstvé
 - Jsou kvalitní a za rozumnou cenu
 - Podporuji české zemědělství
 - Jiné
10. Dáváte přednost českým potravinám?
- Ano vždy
 - Ano, ale pouze některým druhům
 - Někdy
 - Ne, myslím, že zahraniční jsou kvalitnější
11. Jaké jsou podle vás silné stránky českých potravin?
- Kvalita
 - Cena
 - Čerstvost
 - Dostupnost

- Jiné
12. Jaké jsou podle vás slabé stránky českých potravin?
- Kvalita
 - Cena
 - Čerstvost
 - Dostupnost
 - Jiné
13. Je pro vás důležitá značka při výběru českých potravin?
- Ano, velmi důležitá
 - Ano, je důležitá
 - Není pro mě až tak důležitá
 - Není pro mě vůbec důležitá
14. Myslíte si, že české potravinářství dokáže nabídnout dostačující sortiment výrobků?
- Ano, jednoznačně dostačující
 - Ano, dostačující
 - Ne, nedostačující
 - Ne, rozhodně nedostačující
15. Myslíte si, že jsou české potraviny dostatečně podporovány reklamou?
- Ano, myslím, že jsou podporovány dostatečně
 - Ano, ale mohlo by to být lepší
 - Ne, ale trochu podporovány jsou
 - Ne, rozhodně nejsou podporovány dostatečně
16. Jste při svém výběru českých potravin ovlivněni reklamou?
- Ano, vždy
 - Ano, ale jen někdy a jen u některých výrobků
 - Ne, pouze výjimečně
 - Ne, nikdy
17. Máte pozitivní zkušenosti s českými potravinami?
- Rozhodně ano

- Spíše ano
- Spíše ne
- Rozhodně ne

18. Jste ochotni zaplatit více peněz za české potraviny?

- Ano, vždy
- Ano, ale jen u určitých potravin
- Ne, pouze když musím
- Ne, nikdy

19. Všímate si na výrobcích označení českých výrobků (klasa)?

- Ano, vždy
- Někdy
- Ne, nikdy

20. Kupujete české potraviny raději přímo od výrobců (zemědělci, chovatelé)?

- Ano, vždy
- Ano, většinou
- Ne, ale rád/ráda bych
- Ne, nikdy

21. Jaký je váš věk?

- 18 - 26 let
- 26 - 35 let
- 36 - 50 let
- 51 - 65 let
- 66 a více let

22. Jaké je vaše vzdělání?

- Základní
- Vyučen/Vyučena
- Středoškolské
- Vyšší odborné
- Vysokoškolské

23. Jaký je váš současný stav

- Student
- Nezaměstnaný
- Zaměstnaný
- OSVČ
- Důchodce

APPENDICE P 2: QUESTIONNAIRE IN ENGLISH

1. Is it important for you to buy Czech foodstuffs?
 - Yes, very important
 - Yes, it is important
 - No, it is not so important
 - No, it is not important at all

2. Is it important for you that Czech foodstuffs are really made in Czech Republic?
 - Yes, very important
 - Yes, it is important
 - No, it is not so important
 - No, it is not important at all

3. Is it important for you that Czech foodstuffs are made of Czech raw materials?
 - Yes, very important
 - Yes, it is important
 - No, it is not so important
 - No, it is not important at all

4. Is it important for you that Czech companies dealing with food are owned by Czech owners?
 - Yes, very important
 - Yes, it is important
 - No, it is not so important
 - No, it is not important at all

5. Is it important for you that Czech foodstuff have its tradition?
 - Yes, very important
 - Yes, it is important
 - No, it is not so important
 - No, it is not important at all

6. Do you think that Czech foodstuffs are of better quality?
 - Yes, they are really of better quality

- Some of them are of better quality
 - I don't know
 - No, they are not of better quality at all
7. Do you think that Czech foodstuffs are more expensive?
- Yes, they are really more expensive
 - Some of them are more expensive
 - I don't know
 - No, they are not more expensive
8. Which of Czech foodstuff do you buy most often?
- Vegetable
 - Fruits
 - Meat
 - Dairy produces
 - Milk
9. For which reason do you buy Czech foodstuffs?
- They are of better quality
 - They are cheaper
 - They are fresh
 - They are of a good quality for a good price
 - I support Czech agriculture
 - Other
10. Do you prefer Czech foodstuffs?
- Yes, always
 - Yes, but only some of them
 - Sometimes
 - No, I think foreign foodstuffs are of better quality
11. According to you which strongpoint Czech foodstuffs have?
- Quality
 - Price
 - Accessibility

- Freshness
- Other

12. According to you which weak point Czech foodstuffs have?

- Quality
- Price
- Accessibility
- Freshness
- Other

13. Is it a brand important for you in buying Czech foodstuffs?

- Yes, very important
- Yes, it is important
- No, it is not so important
- No, it is not important at all

14. Do you think that Czech food industry is able to offer sufficient assortment of products?

- Yes, definitely sufficient
- Yes, sufficient
- No, not sufficient
- No, definitely not sufficient

15. Do you think that Czech foodstuffs are sufficiently supported by advertisement?

- Yes, they are supported sufficiently
- Yes, but it could be better
- No, but they are supported slightly
- No, they are definitely not supported sufficiently

16. Are you influenced by advertisement when buying Czech foodstuffs?

- Yes, always
- Yes, but it depends on foodstuff and situation
- No, rarely
- No, never

17. Do you have positive experience with Czech foodstuff?

- Definitely yes

- More likely yes
- More likely no
- Definitely not

18. Are you willing to pay more for Czech foodstuffs?

- Yes, always
- Yes, but it depends on foodstuff
- No, only when I have to
- No, never

19. Do you attend to mark of Czech products (klasa) on Czech foodstuffs?

- Yes, always
- Sometimes
- No, never

20. Do you buy Czech foodstuff rather from producers (farmers, animal keepers)?

- Yes, always
- Yes, more likely
- No, but I would like to
- No, never

21. How old are you?

- 18 - 26
- 26 - 35
- 36 - 50
- 51 - 65
- 66 and more

22. What is your education?

- Primary education
- Skilled
- Secondary education
- Advanced vocational training
- University education

23. What is your current occupation?

- Student
- Unemployed
- Employed
- Self-employed
- Pensioner