



## Table of Contents

### IN PRESS

**AGRICECON  
2014**

**AGRICECON  
2013**

**AGRICECON  
2012**

**AGRICECON  
2011**

**AGRICECON  
2010**

**AGRICECON  
2009**

**AGRICECON  
2008**

**AGRICECON  
2007**

**AGRICECON**

**2006**  
**AGRICECON**  
**2005**  
**AGRICECON**  
**2004**  
**AGRICECON**  
**2003**  
**AGRICECON**  
**2002**  
**AGRICECON**  
**Home**

---

**Editorial**  
**Board**

**For Authors**

- **Authors**  
**Declaration**
- **Instruction**  
**to Authors**
- **Guide for**  
**Authors**
- **Copyright**  
**Statement**
- **Submission**

**For**  
**Reviewers**

Guides for

· Reviewers  
Login

Subscription

# **Agric. Econ. – Czech**

**Stávková J., Prudilová  
H., Toufarová Z.,  
Nagyová L.:  
Factors influencing the  
consumer behaviour  
when buying food**

Agric. Econ. – Czech, 53 (2007): 276-  
284

The paper analyses buying behaviour of Czech consumer units on the market with food. Authors present the factors that can influence significantly this behaviour, e.g. price, brand, quality, product attributes, habits, price reductions, advertisement,

innovation and word-of-mouth. The results were obtained within the framework of a survey performed in a set of 1 074 Czech households by the staff of the Department of Marketing and Trade, the Mendel University of Agriculture and Forestry Brno, in November and December 2004. Respondents were classified on the base of their annual income, residency, social group, age and education.

**Keywords:**

consumer behaviour, consumer units, marketing research, factor analysis, chi-square

[ [fulltext](#) ]

---

© 2011 [Czech Academy of Agricultural Sciences](#)