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Agric. Econ. – Czech

**J. Stávková, J.
Turčínková**

Consumer choice process when purchasing the staple food

Agric. Econ. – Czech, 51 (2005): 389-394

After 1989, there were significant changes in food consumption, both in volumes and structure. These changes happened due to various factors. The most important factors with influence on demand and food consumption were:

development of income levels of Czech inhabitants, development of consumer prices of food and non-food products and services, offer and availability of products on the market, advertising and promotion, health education, joining the EU. Besides the above mentioned factors, an impact on consumption also have such factors as quality development, extent of self-provision with food products, or the degree to which the needs are satisfied. The fundamental influence on consumption has the development of consumer prices of food and capital goods and services in relations to development of incomes, thus buying power. In the last few years, there was a visible tendency to decreasing influence of prices on food consumption. The paper focuses on the development of consumption and changes in consumption patterns, motivation and attitudes. Presented data are based on the marketing research conducted by the Department of Marketing and Trade, Mendel University in Brno, in fall 2004.

Keywords:

staple food, consumption, consumer

behavior, marketing research, Czech
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