

The dissertation maps the micro-local and cultural aspects of the Czech Republic and applies them to retail marketing. Not only price and performance is the most critical factor in shopping, but also social background, culture, and micro-location have a significant influence on purchasing decisions. The work consists of 3 independent pieces of research, which follow on from and complements existing Czech studies on shopping preferences, which primarily deal with regional diversity and social aspects or directly purchasing decisions and moves the knowledge of Czech customers one step forward.