

Abstract

The aim of the thesis is the contentual and procedural analysis of customers purchase behavior. Both analyses point out several internal and external factors, which play their role in customer's decision making process. The result of this process is or is not the purchase of the product. The combined research enables to identify the factors and determine their importance. In the qualitative research part parameters of the research are set based on semi-structured interviews. The parameters are then quantitatively measured according to their importance, after that they are analysed by means of factor analysis and via comparison the statistically important differences in decision making process among several target groups. Considering also the external factors influencing the sales process the perception of the same parameters by salesmen is researched as well, because they are a part of the customers decision making process and whose expectations also actively affect the process. The discovered factors were then compared with the Maslow's hierarchy of needs. From the other results of the research the conclusion was drawn that there do exist statistically important gender differences, differences between perception of the customers needs among various owners of sales points and among salesmen. The study brings an essential insight that the price-factors are often overestimated by salesman and preferred in sales at the expense of other more important factors, which are of higher importance to the customers e.g. group of parameters which represent safety, personal experience with the product, sales and aftersales services, which are grounded in reliability and flawless performance. The understanding of the customer's need leads to the higher customer satisfaction and loyalty, which result in higher satisfaction of the employees and higher prosperity of the sales organization as a whole.