

**Czech University of Life Sciences Prague**

**Faculty of Economics and Management**

**Department of Economics**



**Bachelor Thesis**

**Consumer Behaviour Understanding in Service  
Improvements**

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# **Consumer Behaviour Understanding in Service Improvements**

## **Abstract**

The main purpose of this work was to study consumer behaviour, using the example of the Irish Times Irish Bar located in Prague. The theoretical part includes the disclosure of the concept of consumer behaviour, the analysis of historical dates and a comparison of past principles of consumer behaviour with modern ones. The cycle of consumer behaviour and the internal and external factors that influence it are also studied. In the analytical part of the work, the data is provided by the accounting department of the bar. The analytical part is based on a comparison of available data with external factors of influence. The data is considered in accordance with weather conditions and sports streaming on TV screens. The comparison of high and low sales in the bar and their reasons. The basis of the practical part is the study of the database provided by the TripAdvisor website. The problems that consumers mentioned in their reviews are analysed in the conclusion of the thesis, advices are given and ways to solve them are provided. One of the goals of the work is to find solutions to improve the business model of the bar depending on the behaviour of the customer.

**Keywords:** consumer behaviour, economics, marketing, psychology, consumer culture.

## **Porozumění chování zákazníků při zlepšování služeb**

### **Abstrakt**

Hlavním cílem této práce bylo studovat chování spotřebitelů pomocí příkladu Irish Times Bar se sídlem v Praze. Teoretická část zahrnuje odhalení pojmu spotřebitelské chování, analýzu historických dat a porovnání minulých principů spotřebitelského chování s moderními. Studován je také cyklus spotřebitelského chování a vnitřní a vnější faktory, které jej ovlivňují. V analytické části práce poskytuje údaje účetní oddělení baru. Analytická část je založena na srovnání dostupných dat s vnějšími faktory vlivu. Data jsou posuzována v souladu s povětrnostními podmínkami a sportovním prouděním na televizních obrazovkách. Porovnání vysokých a nízkých tržeb v baru a jejich důvody. Základem praktické části je studium databáze poskytované na webu TripAdvisor. V závěru práce jsou analyzovány problémy, které spotřebitelé uvedli ve svých recenzích, jsou uvedeny rady a způsoby jejich řešení. Jedním z cílů práce je najít řešení pro zlepšení obchodního modelu baru v závislosti na chování zákazníka.

**Klíčová slova:** spotřebitelské chování, ekonomika, marketing, psychologie, spotřebitelská kultura.

## **Thesis Aims**

The aim of the bachelor thesis - to identify features of consumer and consumer behaviour. To achieve this goal, the following tasks must be completed:

- to study principles and methods of consumer behaviour;
- consider modelling consumer behaviour;
- to investigate difference between consumers depending on their age, gender, social role etc.;
- provide the objective research based on actual dataset;
- to study the practice of customers choices and consumers of goods and services in different conditions. For example: holidays, weather, sport games and regular days.

## **Methodology**

When writing a thesis paper, methods of analysis, graphic schemes, statistical tools to economic data were used, as well as such sources of information as textbooks, legal publications, periodicals.

The main part of the practical research is analysing of the online website. The study examined an American travel site [www.Tripadvisor.com](http://www.Tripadvisor.com) which gives its users the opportunity to plan a trip to any country in the world. Site services are free for users who create most of the content, and the site is supported by advertising. Website built on travel community. Each user of the site has its own account, indicating the age, gender, nationality and a brief history of their previous reviews on the site, or the services they used. This website provides a huge database of active travel enthusiasts, helping local businesses grow and compete. The study obtained the data of customers who visited The Irish Times bar, sorted by their nationality, gender and age and also with their personal opinions after their visit to the Irish Time bar. In their reviews customers of the bar mentioned live music performances, staff members service and price policy in the bar. All the information was added to Excel spreadsheet and sorted for future use. As statistical method of data analysis was used such methods as mean - an average calculation to determine the overall trend of a data set and standard deviation to determine dispersion of data points and see special prominent points: such as amount of concrete group of nationality and age and their negative reviews relation to the mean number. While writing the bachelor research methods of data analysis was used such as inferential analysis - analysis of a sample size from complete data. Choosing different units of sample size and its relation to the general

value was compared. A diagnostic analysis was also used, negative reviews and the reasons for their occurrence were analyzed. The study questionnaire was completed within two weeks between specific groups of consumers. One of the goals of the questionnaire was to complete the given database with additional information about the target customers. The questions include information containing the main income of the client, the availability of higher education and place of residence. The presence of these data allows us to analyse consumer behaviour based on factors that influence it: both external and internal. This allows the bar to improve the business model, find a special approach to regular customers, avoid negative ratings and earn more profit in the future.

### **Selected Results**

In conclusion, consumers behave in certain ways due to arranged internal and external factors as documented in this thesis. Consumer behaviour in this particular Irish bar objectively depends on their nationality, cultural background, age, income, change of attitude towards purchases in connection with the holidays. For people from the United Kingdom and Ireland, it is a tradition to go to a bar, regardless of your age and income. UK and Ireland residents consider bars as a meeting place, spending time with their families, meeting new people and regularly returning to the same place during their holidays. As well as one of the frequent reasons for visiting the bar for target customer is to watch live sport games streaming. It has also been proven that customers return to the same place throughout their vacation.

Actions of traditional consumer behavior among bar customers were committed. For customers from the UK and Ireland it is a tradition to go to a bar, regardless of your age. They see bars as a meeting place, place to spend time with family, meet new people etc.

The instrumental effect of consumer behaviour is also confirmed in the course of the study. The bar provides food and drinks and has a great location. Clients can easily satisfy their physical and mental needs, such as food, drink, socializing, and more.

### **Selected Literature**

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