

BACHELOR THESIS ASSIGNMENT

Tendai Blair Gomba

Economics and Management

Thesis title

Influence of COVID-19 on Consumption in the Czech Republic

Objectives of thesis

The aim of the bachelor thesis is to determine and to evaluate the impact of COVID-19 on consumers behavior in the Czech Republic.

The aim will be fulfilled based on the partial aims. Then, several hypotheses will be defined and verified. Based on the results of and empirical analysis the final conclusions will be introduced.

Methodology

The bachelor thesis will cover both, theoretical and empirical part. Theoretical part will contain theoretical background of the selected topic as well as the methodological framework. Scientific literature will be used to prepare the literature overview. Based on the empirical analysis the results will be presented and some recommendations will be suggested.

To fulfill the aim of the thesis the selected methods will be employed as following:

- regression analysis (trend function)
- index analysis (base index, chain index)

The proposed extent of the thesis

30 – 40 pages

Keywords

Consumer behaviour, consumption, COVID-19, trend function, Czech Republic.

Recommended information sources

BAUDRILLARD, J. *The Consumer Society: Myths and Structures*. SAGE 2016. ISBN 9781473982383.

FRANK, R H. – BERNANKE, B. – ANTONOVICS, K L. – HEFFETZ, O. *Principles of microeconomics*. New York: McGraw-Hill Education, 2016. ISBN 978-1-259-25410-9.

HATCHER, L. *Advanced statistics in research : reading, understanding, and writing up data analysis results*. Saginaw, MI: ShadowFinch Media, LLC, 2013. ISBN 978-0-9858670-0-3.

MONTGOMERY, D C. – PECK, E A. – VINING, G G. *Introduction to linear regression analysis*. Hoboken, N.J.: John Wiley and Sons, 2012. ISBN 978-0-470-54281-1.

SCHIFFMAN, L G. – KANUK, L L. – WISENBLIT, J. *Consumer behavior*. Boston: Pearson Prentice Hall, 2010. ISBN 978-0-13-700670-0.

Expected date of thesis defence

2022/23 SS – FEM

The Bachelor Thesis Supervisor

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Electronic approval: 10. 3. 2023

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Electronic approval: 13. 3. 2023

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Dean

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