

Diploma Thesis Assignment

Student: **Bc. Bineesh Bino**

Study Programme: N6208 Economics and Management

Study Branch: 6208T062 Marketing and Business

Title: **A Cross-Cultural Analysis of Consumer Behaviour on the Indian and Czech Beer Markets**
Mezikulturní analýza spotřebitelského chování na indickém a českém trhu s pivem

The thesis language: English

Description:

1. Introduction
 2. Theoretical Issues of Consumer Behaviour
 3. Characteristics of the Indian and Czech Beer Markets
 4. Research Methodology
 5. Research Findings
 6. Recommendations
 7. Conclusion
- Bibliography
List of Abbreviations
Declaration of Utilization of Results from the Diploma Thesis
List of Annexes
Annexes

References:

- KARDES, F. R., M. L. CRONLEY and T. W. CLINE. *Consumer Behavior*. 2nd ed. Stamford: Cengage Learning, 2015. 550 p. ISBN 978-1-133-58767-5.
- MALHOTRA, N. K., D. NUNAN and D. F. BIRKS. *Marketing Research: An Applied Orientation*. 5th ed. New York: Pearson, 2017. 957 p. ISBN 978-1-292-1312-9.
- SOLOMON, Michael R. et al. *Consumer Behavior: A European Perspective*. 6th ed. Harlow: Pearson, 2016. 706 p. ISBN 978-1-292-11672-3.

Extent and terms of a thesis are specified in directions for its elaboration that are opened to the public on the web sites of the faculty.

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