

# Table of Contents

<b>1</b>	<b>Introduction .....</b>	<b>5</b>
<b>2</b>	<b>Methodology.....</b>	<b>7</b>
<b>3</b>	<b>Decision-Making Process of Consumers .....</b>	<b>9</b>
3.1	General trends in shopping decision-making .....	9
3.2	Shopping decision-making of men and women .....	12
3.3	Shopping decision-making in families .....	14
3.4	Shopping specifics of both genders .....	15
3.5	Influence of advertising on consumer decision-making.....	16
3.5.1	Effect of advertising and its perception by women.....	19
3.5.2	Effects of advertising and their perception by children .....	25
3.6	Consumer behavior when purchasing food products .....	35
<b>4</b>	<b>Perception of the quality of food products by consumers .....</b>	<b>44</b>
4.1	Current trends of consumer perception of the quality of products .....	48
4.1.1	Food safety policies in the Czech Republic .....	53
4.1.2	Legislative changes in the area of food products .....	54
4.2	Regional food products as a development potential for a region .....	56
<b>5</b>	<b>Consumer decision-making when shopping for specific types of food products .....</b>	<b>65</b>
5.1	Decision-making processes of consumers suffering from diabetes mellitus when buying food.....	65
5.2	Consumer decision-making process of celiacs when shopping for food .....	68
5.2.1	Commission regulation (EC) No 41/2009 of 20 January 2009 concerning the composition and labeling of foodstuffs suitable for people intolerant to gluten .....	70
5.2.2	Economic aspects of food products for a gluten free diet.....	72
5.2.3	Behavior of consumers-celiacs and their shopping preferences .....	73
5.2.4	Offer of food products for consumers intolerant to gluten (products suitable for a gluten free diet).....	75
<b>6</b>	<b>List of tables .....</b>	<b>80</b>
<b>7</b>	<b>List of graphs .....</b>	<b>80</b>
<b>8</b>	<b>List of diagrams .....</b>	<b>80</b>
<b>9</b>	<b>Glossary .....</b>	<b>81</b>
<b>10</b>	<b>References .....</b>	<b>83</b>