

Abstract

The thesis examines the relationship and attitudes of the citizens of the Czech Republic towards the environment and its protection. Specifically, it explores the willingness to reduce the use of automobiles and decision-making regarding the purchase of electric vehicles, as well as the factors influencing these choices. The introduction of the thesis reflects a shift in the perception of the environment from an anthropocentric to an ecocentric conception. The theoretical foundation for the analysis is the Value-Belief-Norm (VBN) theory, which examines the influence of values, beliefs, norms, and sociodemographic factors on environmental behavior, specifically in the context of reducing use of automobiles. The thesis employs a combined research design, including a quantitative survey conducted using the CAWI method followed by semi-structured interviews with selected respondents. The analysis reveals a growing trend of postmaterialism and an interest in supporting the sustainability of the environment in the Czech Republic. The regression analysis identifies key predictors of the willingness to reduce car use, including awareness of environmental issues, perception of the danger of automobiles to the air quality, willingness to pay for environmental protection, ecocentric attitudes, postmaterialist values, hours spent in the car per week, and residence in larger cities. Socioeconomic status and postmaterialist values influence the purchase of electric vehicles. The thesis suggests stimuli for further research, such as exploring the significant decline in the perception of the dangers of air pollution from automobiles or the strategies of communicating environmental topics to the public.