

## **Annotation**

This bachelor thesis focuses on consumer buying behavior of generation Z. This generation is only the second youngest one, however it has been currently entering its productive age and accounts for one third of the world's population. Together with this, also the purchase power of Generation Z keeps rising continually thus a deeper understanding of generation Z in their role of consumers has been becoming necessary for marketing and sales departments.

To offer a better understanding of this generation, especially as consumers, this is also the aim of this thesis. The theoretical part therefore draws attention to the problematics of consumer buying behavior, with attention mostly dedicated to the factors that have a significant impact on it, including the influence coming from the affiliation to a generational cohort. Generational cohorts are also the subject of the second chapter, which not only introduce them and characterizes previous generational cohorts, but particularly brings a summary of notions about generation Z. This generation is then described from various points of view, including their own specifics in consumer buying behavior. However, these are deeper examined through own qualitative research. The research is based on semi structured interviews with participants and aims to find out how much and why are aspects of recommendations, personalization, authenticity, sustainability and fast accessibility important to them. Thematic analysis of gathered data discovers that trust played a very important role and determined the relevance rate of the aspects of recommendations, authenticity and sustainability. It also points out that generation Z as consumers act and behave in a very pragmatic and careful way when it comes to giving their trust and also in terms of finances. It is thus price, product attributions and consumer's loyalty that turned out to be other important determinants of the influence of certain aspects. Considering the fact that the research carried out concentrates on consumer buying behavior in general, it does offer an idea for further research that can find out which specifics relate to consumer buying behavior of generation Z in particular categories of products or services.