

## **Abstract**

This bachelor thesis deals with the issue of coffee culture and consumer behaviour in the Czech Republic. The thesis is divided into the theoretical and practical part. In the first part, according to available sources, literature of scientific articles and studies, the theoretical framework of the whole study is presented, where the key concepts of consumer behaviour and culture are explained. The first chapter describes coffee and its brief history, the coffee market itself and important coffee producers and consumers. The second chapter of the theoretical part includes consumer culture and coffee culture in the Czech Republic and abroad. The third part defines consumer behaviour and consumers' behaviour models, factors influencing buying behaviour of consumers, purchasing decision process and typology of consumers. The practical part is devoted to the quantitative research and subsequent analysis of acquired materials. The aim of the thesis is to map the behaviour of consumers in the Czech Republic in relation to coffee and coffee culture. For the analysis of secondary data, the MML-TGI database from Median agency is used. The preferences of coffee consumers and the differences in consumer behaviour within the target group are identified. The results show significant differences among respondents with higher age differences. Similarity is found in consumption of consecutive generations where a similar marketing approach can be used.