

## Abstract

Music, as a term that is currently linked to many different sectors. The work is mainly about its connection to possible use in the context of influencing consumer behaviour of customers. Theoretical knowledge shows that music has been researched in this direction for a long time and its influences on the general behaviour or psyche of people are already proven. However, with regard to its own studies on the impact of music on consumer behaviour, there is still considerable scope for further and more detailed research and experiments. The work reveals that some older studies have still not been overcome and are currently being used as sources for newer research.

The work as a whole is processed from a theoretical and practical point of view, from the perspective of a person, who knew about influence of music on humans psyché just from his own observation, so the theoretical part was used primarily for his own edification and understanding of theoretical concepts. This allows the planned research to be carried out in a practical part. The research was assembled according to the not quite classical method of field observation. It follows its experimental essence. At its beginning, however, it stood the hypothesis that the specified musical genres could influence the typology of consumed alcoholic beverages in a particular selected café. On the basis of the research, however, it was not confirmed, which was reflected in the discussion of work, and the author introduces several limitations of his research. But, despite their inconclusive results, he stays optimistic and says that, in the future, this research could be further developed and some subsequent analyses of the author's hypothesis may be confirmed.