

Abstract

This bachelor thesis deals with the issue of comparative advertising and its perception in the Czech environment. From a marketing point of view, comparative advertising represents an interesting opportunity to legally confront the competition in advertising. However, this option is little used in the Czech Republic, although comparative advertising has been permissible for twenty years. The aim of the thesis is to provide a comprehensive insight into the topic and to find out what reactions the comparative advertising in the Czech environment evokes. The theoretical part introduces comparative advertising as part of marketing communication, its legal and non-legal regulation or its perception in different cultures. Research, which deals with the issue of comparative advertising in the Czech environment, is presented additionally. The practical part then builds on the theoretical part and verifies its findings through quantitative research in the form of a questionnaire survey. Specific examples of comparative advertising are also presented. The obtained conclusions can be useful, for example, for advertisers who are considering whether to create a comparative advertisement, but also for the academic community, as this topic is not much researched in the Czech environment.