

Abstract

The bachelor's thesis entitled Perception of patriotism in food advertising among Czechs and French people deals with the importance of patriotism in marketing communication. The main goal of this work is to examine how important the role of patriotism in the choice of food is for Czechs and French people, and to find out what influence patriotism has on their shopping behavior.

The work consists of three parts - theoretical, methodological, and practical. The theoretical part deals with the issue of national culture and patriotism. Subsequently, the characteristics of Czech and French culture and how cultural differences can be used in advertising are presented. In the third chapter, the theoretical part describes the specifics of food advertising, which demonstrates the examples of selected advertising leaflets. Finally, the theoretical part presents the issue of the involvement of patriotism in advertising with emphasis on its use in the age of globalization.

The methodological part, in which the research design is presented, is followed by the practical part itself, which describes the course and evaluation of the quantitative questionnaire experiment. It aims to reveal the effect of the involvement of patriotic motives in the advertising leaflet on respondents' shopping preferences. The results of the experiment show that the effect of patriotism has a positive effect on the shopping preferences of both Czech and French customers.