

Abstract

The main objective of this bachelor thesis is in-store marketing communication and its use in cosmetic stores. The theoretical part of the thesis deals with in-store marketing communication, the use of POP and POS tools, building the atmosphere at the point of sale and the use of sensory marketing to influence the consumer in stores. This briefly describes the cosmetics industry, its current form and the historical development of specific segments at the turn of the 19th and 20th century. The practical part of the thesis first introduces Sephora perfumery on a global scale, then focuses only on Czech stores. This is followed by a description of the common features of Czech Sephora stores and a description of two pre-selected stores on Václavské náměstí and Národní třída in Prague. The research part is devoted to the analysis of data obtained with the help of qualitative interviews conducted with customers of Prague Sephora stores. The aim of the thesis is to evaluate the use of in-store marketing communication in cosmetic stores.