

Abstract

This bachelor thesis focuses on diversity in the beauty industry and its perception in Czech environment. Firstly, the theoretical framework introduces the concept of diversity marketing and describes how brands can include different underrepresented groups in their marketing strategies. For the purpose of this thesis, we recognize five such groups, namely: racial and ethnic minorities, people over the age of 50, people with various body shapes and sizes, members of the LGBTQ+ community and people with disabilities. So we focus on multicultural marketing, age-agnostic marketing, body-positive marketing, LGBTQ+ marketing and marketing strategies that include people with disabilities. Subsequently, we provide a few examples of several diverse cosmetic brands and we show that the inclusion of neglected groups can have a positive effect on consumer satisfaction and company's success. A review of previous research on diversity and its perception is then presented. In the practical part, we examine the perception of diversity in the Czech Republic. Our focus is Generation Z. The data is collected through a questionnaire. We find out how Czech Generation Z consumers perceive diversity in the cosmetics industry in general, how the inclusion of individual neglected groups is perceived, and whether and how the perception of diversity varies between men and women. The results of the research which involved 720 respondents suggest that Czech consumers from Generation Z, especially women, view diversity and the inclusion of overlooked groups largely positively. However, most said diversity is not very important to them when they make purchasing decisions.