

## **Abstract**

This thesis examines consumers' willingness to pay for houseplants in the Czech Republic. The data for the thesis were collected via self-developed questionnaire. From the data, two regressions were created. First one measured the willingness to pay for houseplants, the second measured factors influencing the exact prices respondents are willing to pay. The study found that several factors, such as gender, previous houseplant purchase, the perception of houseplants as a home decor item, preference for artificial plants, view of houseplants as a hobby and whether houseplants improve their mental health have significant influence on the willingness to pay. The significant factors for the price the respondents pay was university education, preference for low maintenance houseplants, place of purchase, size of the houseplant and recent houseplant purchases.