

## **Abstrakt**

**Title:** The effect of athletes in the marketing communication of companies on consumers of the Z generation

**Objectives:** The main objective of the bachelor thesis is to find out through focus groups whether athletes appearing in companies' marketing communications influence the purchasing decision process of Generation Z consumers and if so, to what extent.

**Methods:** The qualitative method of focus groups was used in this study. The scenario for these focus groups was developed based on operationalization and literature search.

Data analysis was conducted using a summarizing protocol and then the grounded theory method was used to create a model of the effect of athletes in corporate marketing communications on Generation Z consumers.

**Results:** Athletes in marketing communication have a positive effect on the credibility of the entire message, as well as on promoting brand loyalty and building product awareness among Generation Z representatives.

However, this effect varies from one Generation Z to another, as they are demanding consumers who require originality and an individual approach. Companies must therefore choose the appropriate form of communication to reach as many Generation Z consumers as possible.

**Keywords:** marketing, generation Z, sports celebrities, buying behaviour, celebrity endorsement