

## **Abstract**

This thesis is devoted to the perception of inclusion in advertisements of the cosmetic industry by Czech consumers. The thesis aims to describe how consumers react to the inclusion in advertisements and how they accept the individual factors of DEI. In the theoretical part, the thesis is devoted to the perception of beauty over time, trends of the cosmetic industry itself or theoretical concepts of inclusion, diversity and inclusive marketing. The social topics that appear in public discourse in connection with the topic of inclusion are also presented. At the end of the theoretical part, practical examples of inclusive marketing are presented and its legislative modifications or recommendations for use are described, as well as the results of already conducted research dealing with inclusion in advertising and its perception. Last but not least, the diversity and specifics of the Czech market are also outlined. The research part of the thesis is based on the qualitative method of focus groups. Four focus groups with a total of 22 respondents were divided according to the place of residence and degree of education of the respondents. The research results indicate that inclusion in advertising is perceived predominantly positively by respondents, although there are differences between perceptions of individual factors of inclusion. However, the research did not show differences between respondents of different social groups.