

ABSTRACT

This diploma thesis concerns the topic of growing cut flowers, with a focus on trading with them and the forms of this trade. The thesis is divided into two parts. In the theoretical part, literature research is conducted, where the pitfalls of the flower market are outlined and floral certifications are introduced. As part of the practical part, I am engaged in researching the consumer behaviour of customers buying cut flowers. The research aims to map the awareness of the Czech public about flower trading and its related aspects to see if further education would help improve the situation. First, expert interviews are performed, and based on these interviews, a questionnaire is designed for the broader public, which serves as a probe into whether the established results of expert interviews have a basis in a wider reality. The research shows that Czech consumers of cut flowers are not very informed in this area and ethical or ecological topics are not of much interest to them when purchasing flowers. Only the Fairtrade brand is known to them, but they do not take it into account when buying flowers. However, the situation has improved over the years, and it turns out that if the topic of sustainable flower cultivation is presented to customers appropriately, it piques their interest. The research also demonstrates that customers who were provided with information from a merchant about the ethics, ecology, or regionality of the purchased flowers often consider these aspects for future purchases and return to the stores that maintain these concepts. This fact is also the answer to the question of whether education would help improve the development of the flower trade in a more sustainable direction.

KEY WORDS:

sustainable development – planting flowers – organic farming – florist shop – fair trade