

The bachelor's thesis deals with a topic of farmers' markets, their function, attendance and relations. The goal of my thesis was classification of trends of the farmers' markets to broader socioeconomic context and analyze customers at farmers' markets by questionnaire research.

The theoretical part describes functioning and attendance of farmers' markets in the USA, Great Britain, France, Germany and in the Czech Republic. There are discussed related trends like "boxing" and farmer's shops as well. There is included general chapter about consumption with evaluation of problem of the excessive consumption, consumer lifestyle, globalization and (un)sustainable development.

It is apparent from the results of questionnaire research, that customers of the farmers' markets are not only wealthy people, it was one of the main hypothesis. It was verified by the questionnaire research, that most of people do not think, that the farmers' markets are only trendy. It is described in literature and it was proven by research that people shop there because of quality and freshness of food and because of support of local producers.

Keywords: farmers' markets, consumption, "boxing", customers of farmers' markets