

The bachelor's thesis deals with the impact of alcohol advertising in relation to the user. The aim of this work is to prove or disprove the assumption that advertising for alcoholic beverages affects patterns of alcohol use. The survey is done by questionnaire aimed at determining the extent to perceptions of specific advertising campaigns presented in the mass media, social media and direct marketing, that is analyzed with regard to specific patterns of alcohol use. I give, collect and evaluate anonymous questionnaire by myself. Quantitative results is **processed** in the form of a pivot analysis, in which we compare the impact of advertising on more or less risk alcohol users. The first part is **theoretical**, focusing on the impact of advertising on the individual, assessment of legislation aimed at limiting the negative impact of advertising, in the second part of this work **results** is evaluated and it is discussed the effectiveness of control measures.

The results of questionnaire research did not unambiguously demonstrate the influence of the advertising on consumption of alcohol, however according to them we can observe that individual consumers choose the brand of alcoholic beverages according to the advertising.