

This bachelor thesis is trying to look into the relation between non-vegan consumers and companies, which have the vegan products in their portfolios. A next thing mentioned in this work is the most common used motivators which lead the non-vegan consumers to buy vegan products. Thesis is also trying to find out what is the opinion of the consumers to the present communication of the vegan brands and what should be the way to improve this communication.

In the first part there is a theoretical basis of this work, including the primary terms of veganism and marketing. There is also a brief analysis of the present online communication and of the PR activities of the chosen vegan brands, which are functioning on the Czech market.

The second part is the practical one. It includes the research and the analysis of an obtained data, which were acquired by the semi-structured interviews with 7 respondents.