

Abstract

The master thesis “Parents and marketing forms targeted at children: awareness, attitudes and educational approaches” describes marketing and advertisement methods that aims towards children and also parental perception of these methods. The children's segment is quite popular in the marketing industry, mainly because young consumption behaviour is easily affected. Parents play a big role in influencing children’s perception, which is why I chose to focus on parents as well. Parents need to know about these advertisement and marketing’s forms if they want to influence their children in a correct way. The theoretical part of the thesis describes characteristics of media education in the family, marketing forms aimed on children, approaches and strategies of parents in media education and also the reaction of children to the given advertising forms. The practical part discusses the description of the chosen research technique, namely qualitative research consisting of semi-structured in-depth interviews. The aim of these in-depth interviews was to find out the level of orientation of preschool children in the child-targeted marketing forms. The goal was to establish their attitudes towards these advertising forms and describe how they approach this area in the education of their children. Negative attitudes of parents towards advertising forms in general and their weak orientation, especially in modern marketing forms, can serve as inspiration for other studies with similar nature.