

Abstract

This bachelor thesis deals with the responsibility of the Czech population in the use of disposable plastic packaging and corporate social responsibility. The overproduction of plastic packaging and its impact on the environment has been an increasingly debated issue in recent years. The aim of this work is to contribute to the set of knowledge about consumer behaviour in the management of disposable plastic packaging and to identify consumer attitudes in relation to the sustainable behaviour of companies. In the theoretical part, the work is mainly devoted to the introduction of the problem of plastic waste and governmental and non-governmental initiatives that try to prevent it. Subsequently, it deals with CSR marketing and related greenwashing. The perspectives that influence the decision-making process of consumers in connection with pro-environmental behaviour are presented here. The work also mentions the factors influencing the decision - making process of consumers, which are demonstrated on the already conducted research concerning consumer behaviour in the management of disposable plastic packaging. In the empirical part, the work is devoted to the study of the pro-environmental behaviour of the Z and Y generation groups and the factors that influence it. In addition to a comparative examination of these groups, the work also deals with other variables that could affect the pro-environmental behaviour of consumers. The research is conducted in the form of quantitative data collection, specifically an online questionnaire. Based on the analysis of the obtained data, it was found that pro-environmental behaviour in both generation groups is influenced by some of the demographic factors and that age is not the main determinant that influences the behaviour in the use of disposable plastic packaging