

Abstract

The Bachelor's thesis entitled "Functional and emotional impulses during shopping at the point of sale" addresses the description of buying impulses in a retail store. It illustrates those marketing possibilities for application of impulses in communication of non-chocolate sweets at the point of sale in hypermarkets. The first theoretical part defines shopping at the point of sale, its terminology, provides information about impulsive shopping and analyse particular buying impulses and possibilities of their usage.

In the second part of the theses, theoretical knowledge is used from the first part to describe in-store marketing communication tools employed by different brands of non-chocolate category at the point of sale of Czech hypermarkets. Information about buying impulses is gained from literature and on-line sources. Information about POP communication tools in hypermarkets comes from my own observation and from analytic discussion of impulses' usage with materials gathered from the theoretical part. The main focus is on description of the current situation in application of POP communication tools, especially buying impulses used in communication of sweets with customers at the point of sale.