

Abstract

The bachelor's thesis focuses on the topic of in-store marketing targeted at children and how they perceive this communication. The theoretical part describes its principles and possible adaptations of its elements to children shoppers. It also discusses the development of children themselves and their social and cognitive abilities. It also addresses legislative restrictions and ethical aspects. The research part subsequently investigates how children aged 8–17 perceive marketing at the point of sale. The results of the quantitative questionnaire show that children's perception is relatively complex from the age of 8. There are only minimal and insignificant differences between the youngest and oldest children. The conclusions of the thesis can serve as a basis for further research and as a foundation for creating ethical rules and principles of in-store marketing.