

Abstract

This bachelor thesis deals with the analysis of sustainable communication in the coffee industry, focusing on the brands Nespresso and Starbucks, and examines how these initiatives are perceived by consumers. The theoretical part of the thesis focuses on green marketing and the coffee industry, identifying specific challenges within sustainability in this sector. The practical part of the thesis combines two main research methods: content analysis of social media and quantitative research in the form of a questionnaire survey. The content analysis monitors the sustainable communication of the Nespresso and Starbucks brands on the social network Instagram, aiming to identify the topics and key words through which the brands communicate sustainability and the users' reactions to these posts. The quantitative research then examines public attitudes and engagement towards sustainability in the coffee industry and the communication initiatives of the Starbucks and Nespresso brands. The results of this research can provide brands with data on consumer preferences and expectations regarding sustainability and its communication in this field.