

## **Abstract**

The main objective of this bachelor thesis is in-store marketing communication of perfumeries with the focus on a digitalization of stores, while it is a case study of the Notino company. The aim of the work was to find out visitors awareness of a given digitalization and how they perceive them from a user's point of view. At the same time, the usefulness of the technologies in the concept of the entire store is examined as well as how they support its operation.

The thesis first theoretically defines the concept of "in-store marketing communication" and its main functions. Then there are presented modern trends and technologies related to marketing activities at the point of sale, along with cosmetics industry and its current trends. The next part of the work focuses on introduction of Notino and its stores.

The research is carried out using a qualitative research method, more precisely individual interviews. The data, which were obtained from interviews with visitors as well as store employees are subsequently analyzed and interpreted. With the help of the data, the given branch is then presented in more detail together with the selected digitalizations.