

Abstract

The diploma thesis *The impact of media communication on young people's customer decisions in housing and real estate*, in the theoretical part, focuses on the issue of housing availability in the Czech Republic and international comparison. It offers a brief look at the development of the residential and mortgage market and briefly analyses the topic of housing in the current Czech media space. The research section focuses on the topic of housing and real estate from the perspective of young adults aged 23 to 32 currently living in Prague. It examines how often and where they meet the topic of housing in the media space and where they get information about it when needed. Data was collected through quantitative research, specifically a questionnaire survey. The results of the research show the crucial role of online media and social media in particular, both at the level of everyday encounters and at the level of information seeking. The main contribution of the thesis can be considered as targeting the research to a specific sample of young adults, who are a crucial group in the topic of the housing crisis, and linking the media topic to the practical expectations of the respondents.