

Abstract

The bachelor thesis focuses on the topic of sustainability communication by the banking sector in the Czech Republic, the state of public perception of this communication and the state of this communication on the Instagram platform for the year 2023 by 5 leading banks of the Czech banking market. The theoretical part of the thesis deals with the meaning of sustainability in the banking sector, green marketing, green banking greenwashing and examples from abroad. The practical part consists firstly of qualitative research in the form of a questionnaire on a representative quota sample of the Czech adult online population of 1000 respondents. Furthermore, the thesis contains qualitative research in the form of a content analysis of communication of sustainable topics and Instagram for the year 2023 by 5 leading Czech banks (Česká spořitelna, ČSOB, KB, Raiffeisenbank and Air Bank). The research results of this thesis can provide evidence for communication professionals regarding the state of perception of sustainability in the banking sector as well as in the population in general. They may also provide suggestions for banking sector professionals to improve their banking institutions' sustainability communication strategies.