

## **Abstract**

This bachelor thesis examines the concept of glocalization in gastronomy, which is a combination of globalization and localization. The aim of the thesis is to analyze how companies adapt their products and services to local conditions and preferences while leveraging the advantages of a global scale. The thesis consists of a theoretical part that defines the term glocalization, traces its historical roots, current trends, and consequences. It also focuses on the process of product glocalization and provides specific examples from the gastronomic industry.

The empirical part of the thesis is dedicated to quantitatively assessing the effectiveness of glocalization in gastronomy, analyzing factors influencing the efficiency of glocalization, and identifying potential limitations. The research questions focus on differences in customer satisfaction between standardized products and products adapted to local conditions, the impact of glocalization on customer loyalty, and factors influencing customer preferences for glocalized products. The research was conducted using questionnaires distributed among 200 respondents from various demographic groups.

The results showed that glocalized products achieve higher levels of customer satisfaction and loyalty compared to standardized products. Statistical analyses confirmed significant differences in satisfaction and loyalty ratings between these two types of products. The thesis provides valuable insights into the importance of glocalization in gastronomy and its positive impact on customer satisfaction and loyalty, which can be valuable for companies in making decisions about their marketing and product strategies.