

## **Abstract**

This bachelor thesis focuses on the country-of-origin effect of Chinese fast fashion products and its influence on the consumer behaviour of Generation Z in the Czech Republic. The main objective is to study how the "Made in China" brand influences the decision-making of young Czech consumers when buying fashionable clothing. The theoretical part of the thesis mainly focuses on the definition and development of the COO concept and its effect, analysis of the current state of the Chinese fast fashion industry and its impact on the environment and working conditions. The practical part uses semi-structured interviews with members of Generation Z in the Czech Republic to find out their opinions and attitudes towards Chinese fast fashion brands such as Shein and Temu. The research results show that although members of Generation Z are aware of the environmental and ethical impacts of the fast fashion industry, low price and product availability often outweigh ethical considerations.