

Annotation

The diploma thesis deals with the paradox that arises based on a conflict of actions and opinions on the consumption of animal products. The aim of the work was to reveal the social factors that cause this discrepancy, assuming that social factors play an important role. This assumption is based on the consideration of meat as a social construct rooted in culture, and thus the consumption of meat is examined in this paper not as an individual decision but as a result of the influences of different institutions and social structures. This paradox is being studied on ecologically active individuals, and it is assumed that in this case the discrepancy between opinions on animal products and actual behaviour will be even more pronounced. The conclusion of the work reveals as one of the most important factors family and traditions, which cause that individuals are afraid of exclusion from the social group of the family and at the same time they want to be true to traditions. Respondents often preferred to conform to members of the groups to which they belong or to culture and traditions. The work also deals with the guilt caused by this discrepancy, taking into account the impact of ecology as an external factor.