

Issues of material, cultural and relationship consumption in context of late modern society are being discussed in the thesis. Differences between the social context of city and rural areas are used to describe social functions of consumption. At first consumption is defined in sociological terms using the literature. Thesis contains basic theoretical approaches dealing with consumption. Major interest is being put on analytical part of thesis, which shows findings of research. Research is divided into two parts. Qualitative part with data from semi-structured interviews, which are used to create concepts and hypothesis in order to test them in quantitative part with questionnaires. Research is a case study and findings and interpretations can not be generalized to whole population of young people. Data provide solid empirical conclusion and hypothesis though. My findings support idea of consumption as complex and ambivalent social phenomenon related to individualization process. Yet another social functions of consumption are revealed in thesis. Consumption as a device to define and redefine identity of individual. Normative aspect of consumption, which express itself in social groups norms. Significance of structural differences between both social context for individual's action with link to cultural and material consumption are described in thesis. For instance specifically relationship to fashion, reception of current consumption trends and leisure time spending.