

**Abstract (in English):**

The aim of this thesis is to discover the differences in consumer behavior between Czechs and Slovaks. The background theory is focused on consumer behavior and its influencers, while the particular attention is paid to the role of culture. Some examples of concepts and researches dealing with differences in the consumer's value orientations are mentioned afterwards, because they can be applied to discover differences in consumer behavior across specific countries and cultures. Further, the socio-historical specifics of the Czechoslovak environment are shown there, especially the period of communism, because it affected consumer behavior undoubtedly. For this reason, the attention is also dedicated to the segmentation of consumers by age, because it can be assumed that the different life experiences of several consecutive generations have major impact on consumer behavior in the Czech and Slovak context. These assumptions are then verified in the practical part of this thesis by the analysis of two researches. The first one is focused on attitudes to modern technologies and their consumption, the second one on attitudes to the food category. Finally, the author shows that the differences in consumer behavior between the Czechs and Slovaks actually exist and recommend to analyze them further and deeper.