

## **Abstract**

The diploma thesis focuses on ethical consumerism and its impact on the civic engagement of young women. Ethical consumerism, which includes, for example, boycott and buycott of products and services, is gaining momentum in the downfall of formal civic engagement. Citizens move to the market where they apply their ethical principles of noneconomic character. Their consumer choices are motivated by publicly beneficial motives. The theoretical part of the diploma thesis defines both civic society and its civic participation, and ethical consumerism. The theory of ethical consumerism addresses the definitions of basic concepts, the change in the political climate, which has allowed the expansion of ethical consumerism and the gender aspect of this phenomenon. The research focuses specifically on young women who live in Prague and regularly shop ethically, and their participation in civic engagement before and after becoming ethical consumers. From the data gathered, it was found out upon which products the informants exercised their ethical consumption, the representation of socio-economical, environmental and political motives and how they formally and informally engage in civil society. Choosing products is just like casting a vote. The consumer choice gives citizens a sense of who they are, it is the manifestation of their identity.