

## **Abstract**

The main subject of my dissertation is a theoretical-empirical analysis of shopping centers as a specific type of subculture. Closer analysis of the shopping center's influence on contemporary lifestyle and consumer behavior patterns is accented. The whole structure of the dissertation is divided into three main thematic sections: 1. Shopping centers in the process of globalization and unification of human culture. 2. Shopping centers as a specific type of institution and subculture. 3. Shopping centers as a determinant of contemporary lifestyle. The source of information and data utilized for processing this dissertation are both theoretical literature and practical observation in Prague's shopping centers. The main goal of my dissertation is to contribute somehow to the phenomenon of consumer behavior in the postmodern culture.

### ***Key words :***

consumer society, shopping centre, consumption, corporation