

## **Summary**

This diploma thesis deals with the issue of compulsive buying, phenomenon which is a current topic for today's society and its incidence is rising. The area of oniomania includes psychological but also social and financial aspects of the disorder.

The thesis focuses mainly on the sphere of introduction of oniomania, as a great danger to man and society, especially in the context of financial illiteracy. Enough room is devoted to explication of main key words from the area of addictions (drug addictions and behavioral addictions). Attention has also been dedicated to an important chapter of the issue of gender in context to the pathological shopping and also to topics of getting to know the possibilities of treatment and prevention.

The practical part of the thesis deals with research of level of awareness and orientation issues of shopping addiction among university students. Using analysis of submitted questionnaires, this part of the thesis tries to find answers to fundamental questions related to the theme of financial literacy.