

ABSTRACT

The subject of this thesis is the empirical-theoretical analysis of socio-cultural impact of cultural elements represented by trademarks and brands from the perspective of specific cultural complex. Combination of mentioned cultural elements is examined as participating in creation of relevant symbolic base for human communication in current globalized society having capacity to influence not only consumer decision making process but also general values and cultural patterns. Persuasiveness of this cultural complex is based on the particular cultural environment adapting permanently to its evolution. Brands and trademarks in this form are retrospectively affecting the social environment. High level of efficiency and speed of such processes are currently accelerated by technological development of communication tools supporting acculturation and globalization aspects. Although described processes and relationships are generated primarily in the sphere of consumer decision-making, their real impact on the social groups is significant being relevant element of shaping general social paradigm.

Socio-cultural norms are examined as cultural elements playing special role in such processes granting protection to major values shared by social groups and protecting the individual private interest represented by value of brands consisting of its popularity, trust, social status, distinctiveness and other valuable attributes. In order to reach this quality of brand global corporations employ wide range of instruments of marketing communication based primarily on irrational, symbolic, emotional base, which are by its nature determined in socio-cultural sense. Examined current concentrated and sophisticated targeted marketing transmission of values is at the same time generating emerging social reaction employing new communication technologies and establishing preconditions for two-way marketing communication as a ground for marketing literacy, creating feedback and counterpart to hegemony of brand thinking represented by marketing communication of global corporations. Case study is examining analyzed phenomenon of brand thinking in the specific social environment of Olympic movement, empirical part is presenting results of research focused on perception of brands and their impact on the consumer behavior of university students.

Key words: trademark, brand, consumer, symbol, intertextuality, acculturation, firm culture, adaptation, law, fair trade, corporate social responsibility