

Annotation

This bachelor thesis is aimed to provide a characteristic of current consumer society. First part is dedicated to its definitions and evolution. The thesis is based on three-phased classification according to Lipovetsky, there is a discussion between his concept and other authors who were selected by the method of literary research. The selected authors agree that the consumer society entered the current phase in the period of the 1970s and 1980s. As a result of globalization and the associated socio-economic changes, one of its most distinctive features is strong individualism. Conspicuous consumption, such as the consolidation of the status position, is receding in the background, today's consumers express their own identity through the consumption. Consumption has grown into culture, it became a lifestyle. Consumers are producers of this culture. The paper also discusses the negative consequences of excessive consumption. The last part is devoted to the issue of Critical Marketing Studies, which tries to critically approach marketing activities and also develops awareness of non-commercial marketing activities.