

The aim of this thesis was to find out how the perception of environmentally friendly behavior and social status are related, more precisely, how Czechs perceive individual examples of environmentally friendly behavior, whether they increase social status, or rather if they are associated with saving money or protecting nature. I conducted a questionnaire survey on the topic. Czechs perceive activities of environmentally friendly behavior differently than abroad, where activities that increase social status mainly include financially demanding and publicly visible activities. The questionnaire survey showed that Czechs also consider other levels in their social status and therefore include less visible and financially inexpensive activities among them. They have a negative perception of excessive activism.