

Abstract

This thesis deals with the problem of global ecological crisis caused by the overconsumption of material goods particularly in countries of so-called rich North. In the theoretical part is individualized consumer embedded in the system of modern society, which indicates conditions of his existence. Then I discuss alternative options for environmentally-friendly lifestyle, especially its consumer component. I demonstrate several concepts of consumption mode conceived in terms of reducing the volume of material consumption. I discuss a way out of the ecological crisis through the internalisation of values leading to responsible and moderate consumption, the way of change from "bottom". The research was conducted through interviews with eco-consultants, who deal with consumption, as potential "opinion leaders" in this case.

Key words

Ecological crisis, consumption, consumerism, modernity, individualization, values, responsible consumption, modesty, environmentally friendly way of life