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**CONSUMER ATTITUDES  
AND THE VALUE SYSTEM OF TEENAGERS**

Doctoral dissertation in the discipline of **pedagogy**,  
written under the supervision of **Dr. habil. Anny Weissbrot-Koziarskiej, Prof. UO.**

**Summary**

The dissertation constitutes an attempt to analyse the correlation between consumer attitudes and the system of values among young people.

The practical objective of the study was to develop recommendations for the creation of preventive and educational programmes aimed at counteracting excessive consumption. The theoretical and cognitive objectives were as follows: to examine adolescents' consumer attitudes towards the consumption of material goods; to examine adolescents' consumer attitudes towards the consumption of services; to explore adolescents' system of life values; to determine how consumer attitudes towards the consumption of material goods correlate with the system of values of contemporary youth; and to determine how consumer attitudes towards the consumption of services correlate with the system of values of contemporary youth. The sampling procedure was of a purposive-random nature. The study involved students attending secondary schools in the Opole Voivodeship. Ultimately, 312 questionnaires completed by young people aged 18–20 were qualified for analysis. The research was conducted using the survey technique. In order to address the research questions, two instruments were used: Adolescents' Consumer Attitudes (an author-designed questionnaire) and the Rokeach Value Survey.

The analysis of the collected empirical material showed that adolescents do not fully identify with consumer culture. When choosing industrial goods, they pay attention to price, quality of workmanship, and their own interests. The highest-rated factors determining the

choice of industrial products were price, personal interests, and quality of workmanship, while the least important was whether the product was advertised.

The analysis of data concerning adolescents' attitudes towards the consumption of services revealed that the most highly rated products and services among young people were restaurants, grocery stores, supermarkets, and online shops. Furthermore, the study demonstrated the dynamic lifestyle of adolescents, as well as their need for self-fulfilment and gaining new experiences.

The conducted research made it possible to prepare recommendations for the development of a preventive programme entitled "Stopping Consumerism – I Feel – I Understand – I Act", addressed to secondary school students, parents, and educators.

**Keywords: attitudes:** consumerism, values, value system, adolescents, consumer attitudes, adolescence