



# CULTURE OF CONSUMPTION MODERN STUDENTS IN RUSSIA

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Sociology of culture considers consumption to be a sphere of socialization, formation of worldview

In the report it is presented an analysis of the peculiarities of the consciousness and behavior of the student youth in the consumer sphere.

Based on a sociological investigation, the models of typical consumer practices of Sverdlovsk region students are outlined.



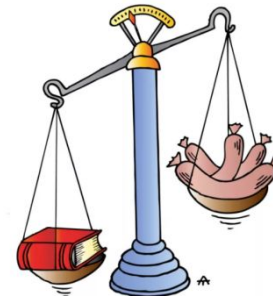
## METHODS OF RESEARCH



Formation of market relations contributes to formation of a market-oriented personality type.

The result of sociocultural space transformation is inevitably accompanied by a change of worldview constants, **terminal values, sense and life orientations.**

The concept is based on a relation to consumption as to a **terminal or instrumental value.**



## METHODS OF RESEARCH

The dominant value orientation is  
“to have”

The type of culture in which consumption is a terminal value, can be described as “**hedonistic and consumer**” type.

His type of culture corresponds to a consumer society, in which consumption is overemphasized, a person is “replaced” by objects of consumption.

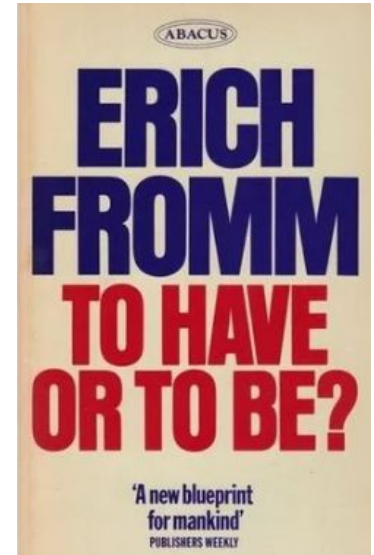




## METHODS OF RESEARCH

The dominant value orientation –  
“to have to exists”

The type of culture, in which consumption appears to be an instrumental value, and terminal value presupposes realization of essential powers, whereas a man becomes a “measure of all things”, can be described as “**humane**” type.

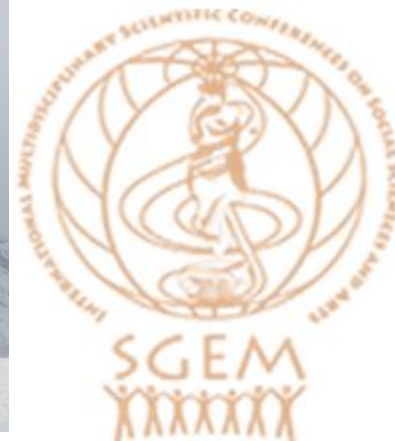


## METHODS OF RESEARCH

The dominant value orientation is “**to be**”.



The type of culture, based on a system of values in which the meaning of things purely utilitarian, can be defined as “**idealistic**” type, who defines sense only as development and implementation of its essential powers, **minimizing consumption.**



## METHODS OF RESEARCH



Empirical base of work results of the researches of culture of consumption of students of Sverdlovsk region conducted in 2016, a basic method – questionnaire, quote selection, N = 780 were, the basis for quoting – the direction of preparation (humanitarian, social and economic, natural-science, technical), a course – the second, training level – a bachelor degree.



## RESULTS OF RESEARCH



Assessment of costs breakdown of students on primary groups, a polyvariant question, % of respondents

Importance	Very many	Not especially there is a lot of	Almost anything
Food	51	43	6
Travel by public transport	21	48	31
Visit of theater, cinema	7	55	38
Tobacco products	11	14	75
Clothes	40	54	6
Perfumery and cosmetics	23	39	38
Books	14	41	45
Music storage devices (cartridges, disks and so forth)	12	37	51
Beer and other alcoholic beverages	10	31	59
Sports activities	17	37	46
Visit of concerts	4	30	66
Saving	12	37	51
Visit of clubs	16	35	49





## RESULTS OF RESEARCH



Motives of acquisition of things, polyvariant question, % of respondents

Importance	%
If I have money, I have to spend them surely	44
Sometimes I feel strong desire to go and to buy something	40
I often hide the purchases not to seem the unreasonable person	4
I often buy unnecessary things	9
When I have money, I go shopping and always I buy something	18
I often buy things only because of their low cost	6
I buy without the choice what now is necessary	8
I do not attach great value to quantity of things and I do not consider them success symbol	46
I like to have the things impressing other people	45
It gives pleasure to me to spend money for impractical things	5
I try to live as it is possible more simply and not to have many things	12
Purchase of things gives me pleasure	52
I would be happy if I was able to afford purchase of a large number of things	31
I have everything to enjoy life	29
I appreciate things at their functionality	48



## Assessment of an associative array of goods, polyvariant question, % of respondents

Sign: associations	Functionality	Status	Luxury	Comfort	Prestige	Fashion	Necessary
Car	15	11	3	43	3	2	23
Computer	26	0	1	10	0	0	63
Audio system	31	2	3	34	1	3	26
Books	21	6	2	6	2	1	62
Cell phone	14	1	1	20	2	2	60
Laptop	20	4	21	28	11	5	11
Home theater	10	4	38	18	13	11	6
Perfumery	9	5	6	5	8	20	47
Jewelry	4	7	22	4	11	34	18
Cosmetics	10	5	6	5	6	24	44
Exercise machines, equipment, equipment	29	7	16	16	8	8	16
Tours	11	13	23	17	12	5	19
Photo and video cameras	28	5	7	28	6	4	22
Objects of art	8	18	33	4	16	9	12
Musical instruments	27	21	13	5	12	8	14



## Assessment of appeal of characteristics of good, polyvariant question, % of respondents

Value: Whether it is important for you	Important, %	Not so important, %	It doesn't matter, %
High quality of good	87	11	2
The good have to be fashionable	42	47	11
Low price of good	24	61	15
Optimum ratio of the price and quality	84	15	1
The good were pleasant to you	95	3	2
The good were import production	10	35	55
The good had something special	42	42	16
The good were made by well-known company	14	46	40
The good made an impression on your environment	26	49	25





## CONCLUSION

Apparently, from the collected data, **most of students** chose **rational consumption pattern**. However, as well as at assessment of motives of acquisition of things, also **elements** of others are observed: **conspicuous and responsible models**.

The Russian students of the 21st century live in consumer society. Influence formation of values of this social and age group as universal factors (globalization, computerization, the involvement of the consumer into symbolical communication), and the processes, specific to Russia, connected with features of culture, including the culture of consumption





Results of the research allow drawing a conclusion that consumption for students is at the same time **material practice, and the way of self-expression**. The youth is subject to valuable reference points in consumption.

On the one hand, the analysis of results of survey demonstrates that in students' **idea the functionality** is the important motivation of acquisition things; on the other hand, the motivation of consumption concerns the practice of **self-affirmation** through consumer behavior.

Consumption is considered as the sphere of socialization, outlook formation.

Therefore, the culture of consumption shows meaningful orientations; "nucleus" of identity.





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## IMAGES



Yandex picture <https://yandex.ru/images/>

Social network V Kontakte  
<https://vk.com/>





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**Thank you for attention!**

