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*Youth values with different attitude to modern consumer culture*

*Abstract: The authors pose the problem of confluence consumer behavior and leisure in malls visiting in a modern society. It is noted that the problem is more studied in economics and sociology than in psychology. Popular leisure activities reflect the value-level of society. Malls taken place among the existing forms of leisure. Since leisure is an indicator of social change the research has shown that youth share the values of the consumer society mostly.*

*Key words: values, leisure in mall, consumer society.*

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XIX .

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( , 2008).

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( , 2005), ( , 2009)

( , 2011), ( , 2007), ( , 2008).

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( , 2007).

40%, 60% : 18-30 , 47,5 % ( . ), 100 ., ó 52,5%.

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(30%), 2% 1 6 1 1 2 (25%), (34%), 8%

( , ) (61%), (78% ), (59%), (53%), (49%).

« 38% , 26% - » - , 36%

(28%) « » - 33% (29%) , 38%

« » , 8% , 17% (75%) , 26 % 45% , 29% (37%)



