

A STUDY ON THE PROVISION OF CONSCIOUS CONSUMER BEHAVIOURS BY THE ELEMENTARY CURRICULUM

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Abstract

This study aims to identify the level of elementary school students' information levels of conscious consumer behaviour. Descriptive method is used in this study. In the framework of the present study, "Level Determination Test" is used to detect students' level of information on consumer education and conscious consumer behaviours. Level Determination Test is composed of 23 items for the 5th grades and 28 items for the 8th grades. A questionnaire form is prepared to detect teachers' opinions about the primary curriculum. Frequency, percentage, arithmetic mean, one-way variance analysis and t-test methods are used in the quantitative data analysis and content analysis method in the qualitative data analysis. The target population of the study consists of fifth and eighth grade students from Istanbul and the sample includes 576 students chosen from these groups by EPSEM sampling (Equal Probability of Selection Method). The "Level Determination Test" developed by the researcher, was used to measure the level of students' behaviours in terms of conscious consumer attitudes. The scale shows students' ideas about gender and class as percentages. The point averages showing their opinions about their parents' level of education are interpreted by a comparison with specific limit ranges. The results of the research show that there are differences between the levels of attitudes of students in terms of conscious consumer behaviour according to class and gender.

Keywords: Consumer behaviour, Education, Manner, Children.