

The Conditionings of Consumption of Out-of-School Educational Services for Youth on the Example of the Podkarpackie Voivodeship

mgr Małgorzata Krzeszowska

The dissertation makes attempts at the issue of consumption of out-of-school educational services for youth in the Podkarpackie Voivodeship. The main goal is to identify the most important factors determining the consumer decision-making process in the market of out-of-school educational services and the application objective: to evaluate the availability of out-of-school educational services and to point to service providers the directions of expected changes.

The implementation of the goals and the verification of the hypotheses were carried out based on secondary and primary information resources within which detailed interviews with service providers (n=15) and a questionnaire among students (13-18 years old) and parents/guardians (n = 415) were conducted.

The research allowed to confirm the main thesis, assuming that the changes in the socioeconomic situation of households observed in recent years are conducive to increasing the consumption of out-of-school educational services. They showed a relationship between the grade of education of parents/guardians and income per person in the household with the participation of offspring in out-of-school educational services. However, the hypotheses concerning the relationship between the place of residence and the number of children in the family were rejected. The increase in the consumption of out-of-school educational services related to the introduction of the 500+ program and the influence of other people on the process of choosing a specific type of additional activities was also confirmed.

The dissertation consists of five chapters, preceded by an Introduction that contains an introduction to the research subject and methodological assumptions.

The first chapter focuses on the subject of consumption and the consumer presented in the light of classical economics and behavioural economics. The characteristics of consumers of the 21st century were presented, and the process of consumption servitization in relation to households was characterized. The second chapter focuses on issues related to educational services. It presents the specificity of educational services along with the factors determining their development, the specificity of the process of purchasing an educational service and the participants in this process, as well as characterizing the representatives of Generation Z - as the main customers of out-of-school educational services. The third chapter presents the importance of human capital in the economy and indicates the role of education in this process, with particular emphasis on the human capital of youth. The fourth chapter describes the market of educational services and the conditions for its development in the Podkarpackie Voivodeship. The fifth chapter presents the results of the author's research relating to the motivations for choice, the scope of use, and factors that determine the current and future decisions of the respondents related to the choice of educational services out of school. The summary of the dissertation is a synthesis of the conducted analysis; it refers to the verification of research hypotheses and formulates final conclusions.

The results of the research showed that the market for out-of-school educational services is a market with great development prospects. The future of education, including out-of-school educational services, will be closely linked to the dynamic development of new technologies, and services aimed at developing IT competencies, with particular emphasis on programming and robotics, which will also play an important role.

With new challenges in the job market, as well as the growing expectations of the service recipients themselves, entities providing out-of-school educational services must systematically make their offer richer, paying attention not only to the "hard" substantive message but also to the development of soft skills increasingly expected and appreciated by employers. This applies in particular to shaping the ability to understand the world around us, to analyze information as well as to think critically and creatively.

Keywords: educational services, human capital, extracurricular activities, 500+ program, Generation Z, Podkarpackie Voivodeship, job market.