

## MARKET SELF-RELIANCE IN A MOMENT – SELECTED ASPECTS OF YOUNG CONSUMERS' BEHAVIOR

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### **Abstract:**

The purpose of the publication is to find some important aspects of a young customer behavior on mobile phone market in Poland. The object of the study was market offer perception of young consumers – consumers who are not yet financially independent on the market (contracts with the mobile operator are usually signed for them by their parents). The author was particularly interested in the perception of price fairness, price sensitivity of young consumers (price consciousness) and their perception of non-price costs of using of the Internet channel. The survey results indicate a high degree of price consciousness of young mobile phone users and high evaluation of service price fairness (with regard to the service price of their service providers). As the main practical implication was price transparency and price-based communication with young customers.

*Keywords: young customers, mobile phone, service, price/cost perception, online channel*