Abstract

The Consumption Children Behavior InLate Childhood And Its Relation To Social School Adjustment

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The Current Research Aims to Identify the Consumption Behavior of Children in Late Childhood And Its Relation to Social School Adjustment. Research Sample Consisted of (200) Students in The Same Conditions of The Exploratory Research Sample (84 Males, 116 Females), 51 Government School, 28 Experimental School, 67 Language School), Were Chosen in An Intentional Manner From The Alexandria Governorate, El-MotazaThe First Sector. The Research Tools Consisted of The General Data Form, The Consumption Behavior Measure For Children In Late Childhood, The Social School Adjustment Scale.

The Results of The Study Resulted in The Following:

1. The Most Influential Factor In The Consumption Behavior of The Children of The Research Sample Is The Television Ads, Whereas The Relative Weight Reached 329 Percentage Points 15.3%, Followed by The Purchase of Goods For The Presence of Gifts Inside, Which Amounted To 14.3%.

2. There Are Statistically Significant Differences At The Level of Significance of 0.01 Among The Members of The Research Sample In The Axes of The Consumption Behavior Measure For The Children In Favor of Females.

3. There Were Statistically Significant Differences At The Level of (0.01) In The Scales of The Consumption Behavior Among The Children of The Research Sample According to The Type of School In The Direction of The Language School, With The Averages Respectively (25.189, 22.021, 25.372) For The Language Followed By The Experimental and Governmental.

4. There are Statistically Significant Differences at The Level of (0.01) In The Measure of Consumption Behavior According To The Level of Parental Education, In Favor of Parents With University Qualification or Master And Doctorate.

5. There Were Statistically Significant Differences Between Working And Non-Working Mothers, Where (T) Was a Function At The Level of Significance of 0.01 For Working Mothers.

6. There Were Statistically Significant Differences In The Consumption Behavior of The Children According To The Average Monthly Income of The Household At The Level of Significance (0.5, 0.01) For The High Income of the Two Axes

(Consumption Behavior of Food Commodities, Consumption Behavior of School Tools) With An Average Monthly Income Of 28.540.

7. There areStatistically Significant Differences At The Level of Significance 0.01 Among The Average of The Research Sample on The Scale of Social School Adjustment According To The Gender of The Students In Favor of Male Students.

8. There Were Statistically Significant Differences at The Level of (0.01) in The Social School Adjustment In Favor of The Languages In Both (Participation In Cultural Activities, Participation In Recreational Activities) Where The Average Was (23,350, 21,341), While (Participation in Social Activities) Where The Average Was (21.213).

9. There Are Statistically Significant Differences At The Level of (0.01) In The Social Adjustment of The Children of The Research Sample According to The Level of Parental Education, In Favor of Parents With University Qualification or Master And Doctorate.

10. There are Differences of Statistical Significance At The Level of 0.01 Mean Among The Average Of The Sample of The Research According to The Difference of The Work of The Mother In Favor of Working Mothers.

11. There Are Statistically Significant Differences At The Level of Significance of 0.01 in The Social School Adjustment of The Children of The Research Sample According to The Average Monthly Income of The Family in Favor of High Income.

12. There Is A Positive Correlation Between The Axes of The Consumption Behavior Measure For The Children of The Research Sample and The Social School Adjustment Scales At A Level of Significance Between (0.05) and (0.01).

13- The Relative Importance of The Studied Independent Variables (Education Father, Monthly Household Income, Education Mother, Mother's Work) With The Dependent Variable For The Consumption Behavior of Children In Late Childhood According To The Weights of The Regression Coefficients And The Degree of Correlation. 0.01). Where The Participation Rates Were (0.945, 0.900, 0.852, 0.818)

14. The Relative Importance of The Studied Independent Variables (Education Mother, Education Father, Monthly Income of The Family, School Type) And The Dependent Variable of The School Social Adjustment, According To The Weights of The Regression Coefficients and The Degree Of Correlation. Whereas The Participation Rates Were (0.921, 0.877, 0.838, 0.778)

15. The Most Important Focus of Attention Was The Consumption Behavior of The Personal Expenditure, Whereas The Percentage Was 37.6%, Followed by The Consumption Behavior of The School Tools, Followed By The Consumption Behavior of Food Commodities, Respectively (33.9% And 28.5%).

16. The Most Important Axes Arethe Attention of Research Sample Children Participated in The Recreational Activities, Which Reached 38.3%, Followed By Participation in Social And Cultural Activities, Respectively (32.9% And 28.8%).