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**ПОРІВНЯЛЬНА ХАРАКТЕРИСТИКА БАЗОВИХ ЦІННОСТЕЙ
УКРАЇНСЬКИХ ПОКОЛІНЬ X ТА Y**

**СРАВНИТЕЛЬНАЯ ХАРАКТЕРИСТИКА БАЗОВИХ ЦЕННОСТЕЙ
УКРАИНСКИХ ПОКОЛЕНИЙ X И Y**

**COMPARATIVE CHARACTERISTICS OF BASIC VALUES OF
UKRAINIAN GENERATIONS X AND Y**

Теорія поколінь є однією з найбільш сучасних теорій циклічності розвитку. Використання її на практиці дозволяє максимально збільшити позитивний вплив кожного покоління на суспільство та зменшити негативний наслідки «конфлікту поколінь». Згідно цієї теорії основною характеристикою кожного покоління є перелік базових цінностей цього покоління. В даному дослідженні на основі аналізу теоретичних робіт з теорії поколінь було

сформовано список базових цінностей українських поколінь Х та Y. На основі емпіричного дослідження з використанням методики ціннісних орієнтацій М. Рокіча були визначені базові цінності українських поколінь Х та Y. Шляхом порівняння результатів теоретичного та емпіричного аналізу був сформований перелік найбільш важливих базових цінностей українських поколінь Х та Y.

Ключові слова: теорія поколінь, базові цінності покоління, покоління Х, покоління Y, методика ціннісних орієнтацій М. Рокіча, термінальні цінності, інструментальні цінності.

Теория поколений является одной из самых современных теорий цикличности развития. Использование ее на практике позволяет максимально увеличить позитивное влияние каждого поколения на общество и уменьшить негативное последствий «конфликта поколений». Согласно этой теории основной характеристикой каждого поколения является перечень базовых ценностей этого поколения. В данном исследовании на основе анализа теоретических работ по теории поколений был сформирован список базовых ценностей украинских поколений Х и Y. На основе эмпирического исследования с использованием методики ценностных ориентаций М. Рокича были определены базовые ценности украинских поколений Х и Y. Путем сравнения результатов теоретического и эмпирического анализа был сформирован перечень наиболее важных базовых ценностей украинских поколений Х и Y.

Ключевые слова: теория поколений, базовые ценности поколения, поколения Х, поколение Y, методика ценностных ориентаций М. Рокича, терминальные ценности, инструментальные ценности.

The generational theory of is one of the most modern theories of cyclic development. Practical using of this theory allows to maximize the positive impact of each generation on society and to reduce the negative consequences of the «conflict of generations». According to this theory, the main characteristic of each generation

is the list of basic values of this generation. In this research on the basis of the analysis of theoretical works in sphere of generational theory the list of the basic values of the Ukrainian generations X and Y was formed. On the basis of the empirical study with using M. Rokich's value orientations methodic approach, the basic values of the Ukrainian generations X and Y were determined. By comparing the results of theoretical and empirical analysis the list of the most important basic values of Ukrainian generations of X and Y was formed.

Key words: generational theory, basic values of generation, generation X, generation Y, M. Rokich's value orientations methodic approach, terminal values, instrumental values.

Formulation of the problem. The generational theory is one of the recent theories of cyclical development as it was created in the 90s of XX century. This theory is widely used in sociology, marketing, personnel management, psychology and other fields of science. Generations constantly interact as each previous generation develops the next generation through their actions (progressive or regressive), and this process takes time. To reduce the negative impact of call action and to increase the impact of positive factors of the previous generation on society, every generation and the peculiarities of its development should be studied.

The analysis of the latest researches and publications. The study of the characteristics of modern generations in the framework of the generational theory was made by such foreign scholars as O. Aptygov, Y. Astashova, I. Veretennikova, R. Dolzhenko, M. Isayeva, Y. Levada, E. Nikonov, M. Robison, N. Samoukina, S. Chylypenok, N. Howe, E. Shamis, U. Strauss, O. Yakovleva and others. Ukrainian scholars such as T. Blyznyuk, A. Ermolenko, V. Kyrvas, I. Kostenko, T. Lepeyko, V. Syumar and others studied the features of modern Ukrainian generations.

Unsolved questions, which are part of the general problem. However, some aspects concerning the description of the basic values of generations X and Y have not been fully studied and it requires more detailed consideration.

The purpose of the article. The purpose of this research is to determine the basic values that characterize the representatives of Ukrainian generations X and Y. To achieve the purpose of this research there are the following tasks:

1) to analyze the theoretical works of scientists, where the basic values of generations X and Y and the peculiarities of its development are studied;

2) to study empirically the basic values of representatives of Ukrainian generations X and Y;

3) to compare the results of theoretical and empirical analysis and make a list of the most important basic values of Ukrainian generations X and Y.

Research results. The basis of the generational theory is the fact that the value system of people who grew up in different historical periods and belong to different generations, are of different nature [7]. This is due to the fact that human values are formed not only by family upbringing, but also influenced by social events that occur during human maturation, such as economic, social, technological and political events. Therefore, a defining characteristic of each generation is a list of basic values of this generation.

On the basis of the analysis of the theoretical works of scientists [1-5; 7; 8; 10], who studied the features of generations X and Y in Ukraine and abroad, a comparative characteristic of generations X and Y was made, and it is based on the comparison of the basic values of generations X and Y, conditions and events, that shaped these values in each of these generations (Table. 1).

However, we must also consider that the time limits of each generation are quite relative, since the duration of each generation is within 20 ± 2 years. Regional aspect [1; 7] also has an impact on the timeframe: in Western Europe and the USA. Generation X and Y began several years earlier.

In general, it can be noted that the impact of the national features on the list of basic values of generations is insignificant and it was proven in the research. Thus, the list of basic values for generations X and Y in Ukraine and other countries is almost identical [7].

**Comparative characteristics of generations X and Y in Ukraine:
theoretical aspect**

Generation name	Years of birth*	Main events which influence the generation development	Basic generation values
Generation X Unknown generation 13 th generation “The independent” Generation “with the key on the neck”	1966-1986	war in Afghanistan (1979-1989) reformation (perestroika) (1985-1991) Chernobyl (1986) total deficit (1980-1990s) end of the “ColdWar” (1991) AIDS in the USSR (1989) drugs in the USSR collapse of the USSR and Ukraine independence (1991)	adaptability and flexibility in relations authorities ignorance persistence reliability lack of patriotism focus on family entrepreneurship and innovation pragmatism and cynicism freedom and independence creative realization purposefulness
Generation Y Web Generation Millennium Generation Zero Generation “Survivors” “Thumb” Generation	1987-2005	fertility decline (1992-2005) political crises in Ukraine (2013-14) antiterrorist operation in Ukraine (since 2014) world terrorist attacks world military conflicts new epidemics (SARS, etc.). development of digital technology globalization Google era era of brands	responsibility ability to comply naivety immediate reward communication patriotism and morality positivity publicity arrogance natural technological literacy

*Proprietary approach

These generations have a distinctive list of events which influenced the development of the basic values of each generation. So, generation X in Ukraine is the generation which was developed under very specific conditions that differed from the conditions of this generation development in Europe and the United States since it was born in Ukraine during the Soviet Union, and was developed during the collapse of the Soviet Union [7]. Generation Y in Ukraine was developed rather under the influence of general world events than regional factors.

There is a detailed review of the peculiarities of development and basic values of each of these generations in Ukraine.

Generation X, which was born in Ukraine in 1966-1986, grew during the end of the “Cold War”, the war in Afghanistan, tough reformation period and the total deficit, Chornobyl, the collapse of Soviet Union and the creation of an independent state – Ukraine [7; 8].

A large number of divorces developed the ability to be flexible in dealing with others in the growing generation X and permanent employment of workaholic parents led to independence, the symbol of which is a key on the neck.

Most parents (baby boomers) thought that such difficulties would make their children ready for adult life. Therefore, when the generation X matured, it became a generation of people, who are always ready for a change and rely only on their own strength and experience. Generation X is the generation of individualists who rarely seek for the help of others. The main value of life for this generation is ability to choose, and the best thing is the one that allows revealing inherent creativity, open and non-standard way of thinking. It is due to the social and political background at the time of their development which was full of constant changes in political, economic and social systems [5].

However, generation X is very cynical and pragmatic. It is this generation in Ukraine that was developed and grew under different information, conceptual and cultural conditions than in Europe and the US [7].

Brought up in “Iron Curtain” conditions, representatives of generation X felt the negative consequences of reformation, total deficit and Chornobyl, and were socialized during the collapse of Soviet Union. Generation X didn’t feel to the full extent the essence of the concept of “patriotism”, that’s why the homeland for its representatives is family members and friends. They are the globalists who do not like barriers and regulations and therefore, ignore the authorities. Generation X also appreciates time and tries to use it effectively, because they understand how quickly everything can change [5].

Representatives of this generation believe that a brilliant career can be built only gradually and with hard work. Therefore, they are reliable workers who are ready to life-long learning and have a clear sense of purpose [4].

All these qualities which are inherent to generation X, as a result led its representatives to become successful businessmen. And the statistics shows it. In 2016 in the top 100 rich people of Ukraine according to Forbes [9], the representatives of generation X had 49 positions. And among the first 10 places three places belong to this generation:

1st position – Rinat Akhmetov (born in 1966);

5th position – Yuriy Kosyuk (born in 1968);

9th position – Andriy Verevskyy (born in 1974).

The presence of a significant proportion of baby boomers generation (51 positions) in this rating is due to the merging of political and economic capital, as was noted by Forbes analysts [6]. The reason is that many rich people of Ukraine in 2016, who belong to a generation of baby boomers, have political capital, not economic (which is the result of effective business), unlike the most representatives of generation X in this ranking.

Generation Y, which was born in Ukraine in 1987-2005, is still developing its basic values (2015-2017). And now this generation grows actively. Generation Y is growing under the conditions of constant world terrorist attacks, military conflicts, epidemics and the rapid development of digital technology [8].

As generation Y grows in the age of virtual reality and computers, their technological literacy is of different (natural) character, unlike the previous generations. Representatives of this generation are perfect in computer networks, and the real and virtual life is quite conventional for them.

Generation Y prefers virtual communication, which is an important part of everyday life, but tends to team collaboration, so often it is a member of various groups in social networks. Representatives of generation Y are public people, so they actively share on social networks the events which happen to them every day [3].

This generation actively uses altered images, short videos and various emoticons as a reflection of the emotions. Representatives of generation Y is the most active users of social networks and mobile services. That is the reason they are called generation of “thumb” (which they use for SMS communication). For generation Y it is important to show personal expression in community of social networks and that is not limited by national or regional borders [5].

Generation Y was developed during the terrorist attacks, military conflicts and epidemics and it affected their desire to enjoy life right now, not in the long run [4]. But these same conditions were the basis for such values as civic duty and morality, responsibility [1] and patriotism. Parents (representatives of generation X) fully protected generation Y, tried to create the most secure environment for their growth, because they did not have such security in childhood. But as a result the representatives of the generation Y are naive, susceptible to submission, but sure of their value and importance, always ready to stand their ground [5].

For this generation individuality is the norm, which does not require evidence and risk [2]. They always try to emphasize their individuality and peculiarities through appearance and behavior.

One of the most popular research methods of personal values (group of individuals) is a method of studying values, which was developed by M. Rokeach. It is based on taking direct ranking lists of values, which consists of two lists of values [9]:

terminal (or value-aims) – belief that an end goal of individual existence (e.g. happy family life, peace in the world) is worth craving from personal and societal point of view.

instrumental (or value-ways) – belief that a way of action (e.g. honesty, rationality) is the best in any situation from personal and societal point of view.

The survey which was held in November 2016 was concerning the basic values of generations X and Y, used form E of this technique. In the survey 235 respondents (aged 13 to 47) from Kharkiv took part.

On the basis of empirical research results concerning the values of generations X and Y, the hierarchies of terminal and instrumental values of the generations of Ukraine were made. They are listed in Table 2 and 3.

Table 2

**Classification of terminal values of Ukrainian generations
X and Y in terms of importance (rank)**

Rank	Value	
	Generation X	Generation Y
The most important terminal values		
1	Health	
2	Happy family life	Active and interesting life
3	Love	
4	Inner harmony	Happy family life
5	Financially secured and comfortable life	Inner harmony
6	Active and interesting life	Real friendship
7	Interesting job	Development
Desired, but not mandatory values		
8	Real friendship	Financially secured and comfortable life
9	Development	Interesting job
10	Knowledge	Freedom
11	Wisdom	Wisdom
12	Freedom	Productive life
Values of low level craving		
13	Productive life	Knowledge
14	Public recognition	Pleasure
15	Pleasure	Public recognition
16	Art	Happiness of others
17	Aspirations beauty	Art
18	Happiness of others	Aspirations beauty

The analysis of the survey results has given an opportunity to define the contents and structure of value orientations of generations X and Y. It was found out that the most significant values in life in those generations are:

- 1) health (physical and psychological);
- 2) family values (marriage, procreation, care for parents, love);
- 3) inner harmony (self-confidence, freedom from inner contradictions and doubts);
- 4) active and interesting life (abundant and emotional life).

However, the lack of financial difficulties (financially secured and comfortable life) and interesting work are also important for generation X. And for generation Y, it is important to have real friendship (good and loyal friends) and development (self-development, life-long physical and spiritual improvement). These terminal values that are typical only for one generation can be added to the list of its basic values.

Table 3

**Classification of instrumental Ukrainian generations' values
X and Y in terms of importance (rank)**

Rank	Value	
	Generation X	Generation Y
The most important instrumental values		
1	Honesty	Intelligence and education
2	Intelligence and education	Honesty
3	Responsibility	Manners and politeness
4	Independence	Buoyancy
5	Rationalism	Responsibility
6	Manners and politeness	Rationalism
7	Buoyancy	Accuracy (cleanliness)
Desired, but not mandatory values		
8	Keeness	Independence
9	Effectiveness in activities	Diligence
10	Self-control	Effectiveness in activities
11	Courage in views, opinions	Strong will
12	Strong will	Self-control
Values of low level craving		
13	Diligence	Courage in views, opinions
14	Liberality	Liberality
15	Tolerance	Keeness
16	Accuracy (cleanliness)	Tolerance
17	High demands	
18	Irreconcilability to shortcomings in themselves and others	

To achieve goals in life, the representatives of generations X and Y use the following values:

1) honesty (truthfulness, sincerity), intelligence and education (wide knowledge, high general culture);

2) responsibility (sense of obligation, ability to keep promise);

3) rationalism (ability to think clearly and logically, and to take deliberate, rational decisions);

4) buoyancy (sense of humor);

5) manners and politeness (good manners).

Yet for generation X an important instrument in achieving life goals is independence (ability to act independently and decisively), and for generation Y it is important to have accuracy (ability to keep order in things and affairs). These instrumental values that are typical only for one generation can be added to its list of basic values.

Conclusions. Based on the analysis of theoretical works on the basic values of Ukrainian generations X and Y and the empirical study of value orientations of representatives of Ukrainian generations X and Y, the list of the basic values of these generations can be adjusted as shown in the Table. 4:

1) values (aims and ways) that are most significant for only one of the analyzed generations should be added to the list of basic values;

2) values which were attributed to the basic values of one generation according to the theoretical approach, and were recognized as the most significant by other generation (as a result of empirical research) should be removed from the list of basic values.

Table 4

Adjusted basic values of generations X and Y in Ukraine

Generation X	Generation Y
adaptability and flexibility in relations authorities ignorance financially secured and comfortable life persistence reliability interesting job lack of patriotism independence entrepreneurship and innovation pragmatism and cynicism freedom and independence creative realization purposefulness	accuracy ability to comply naivety immediate reward communication real friendship patriotism and morality positivity publicity self-development natural technological literacy

Thus, the list of the basic values of generation X should contain: financially secured and comfortable life; interesting job and independence; and focus on family should be deleted. And to the list of the basic values of generation Y real friendship; self-development and accuracy should be added; while responsibility and self-confidence should be removed.

Thus, generation X is an adaptive and flexible in relations, reliable, persistent and focused. Freedom, independence and autonomy are the most important for them in life. On the one hand, job should be interesting and creative, and on the other, it should provide financially comfortable life. This cynical and pragmatic generation ignores the authorities and has a low level of patriotism. However, this is the generation of talented entrepreneurs and innovators.

Generation Y is a neat and naive, very humble and positive. It is important for them to have real friendship, constant communication and publicity. While looking for job this generation pays attention to the possibility of self-development and availability of immediate rewards. This is the first generation with natural and technological literacy, high morals and patriotism.

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