

Teenagers are becoming more and more important group of consumers: they have growing financial resources, an increasing impact on parents in making purchasing decisions, and loyalty to brands shaped in adolescence lasts for years. Consumerism is an important element of contemporary culture, branded goods are perceived as constitutive elements of young people's lives, and the market of products, where some of them are created exclusively for teenagers have a great influence on their daily life experiences. It should be assumed that this is related to the high level of materialism and the number of purchases made among teenagers in Poland.

The theory of congruence is one of the main concepts to explain the preference of the brand. It is based on the study of comparisons with the typical brand user or brand image and was proposed by). The main premise of this approach is that the greater the convergence of self-image with the brand's image, the more positive is the consumer attitude towards the brand and the greater likelihood of acquiring branded products. Some research in the field of consumer behavior proves that selection of the brand may take place on the effect of congruence of self-image with the image of a typical brand user.

The planned basic research have three main objectives: (1) exploration-identification of properties assigned to users in the process of comparing them in different images (desired, confirmed, undesired), (2) sistematizing-systematization and extracting the dimensions of perception of the typical users of brands by teenage consumers, and (3) confirming - review the structure of the perception of the typical users of brands by teenage consumers and predictive value of the resulting three-folded congruence model in relation to consumer behaviour.

The first of the proposed research is to develop an ecologically relevant model of congruence self-TBU for teen population, taking into account the key themes of self-evaluation, which are closely linked to three images (desired, confirmed, feared). Thanks to the systematizing research into the image of a typical brand user, it is possible to know the universal for different product categories and brands dimensions comparisons with a typical user of the brand in teenagers. In addition, there will be the key correlates congruence self-TBU among teenagers. Research also have a psychometric methodological importance. Scales developed for the measurement of the image of typical brand user test brand teenagers as well as the procedure and tools to measure the congruence self-TBU for the population of teenagers. Through the use of multiple product categories and many brands, it is possible to generalize the results.

Understanding the determinants of consumer behavior of teenagers will allow for a better understanding of their activity as consumers, which is an important sphere of their lives. In addition, the understanding of benefits for your self when you choose specific brands, what characteristics are looking for as their own attributes allows you to think if they can get them in a different way.