

Starting point. Voluntary simplicity is a form of lifestyle. Its typical feature is selection intensity in all areas of human life. Severity of voluntary simplicity lies in self-control of consumer behavior in the daily confrontation with the media pressure, which is oriented at a high rate of consumption. The task of this thesis was to find out if people raised in voluntarily simple families keep living this way, or if they turned away from this lifestyle and joined the high consumption society.

Methods and results. Research included 40 respondents who met the requirement that voluntary simplicity was part of their upbringing. Addressed were people from alternatively living groups (preppers, ecovillages, macrobiotics, minimalists, forums dedicated to maternal education and child care, and other groups possessing forums on an alternative way of life of voluntary simplicity). The investigation was conducted by a questionnaire which was distributed electronically among respondents. We found that 13 out of 40 respondents (32,5 %) fully met our stated profile of voluntary simplicity. Relative frequency of responses from all respondents that meet the requirements of modest behavior amounted to 74,3 %. Hypothesis H1 predicted that the influence of upbringing in a voluntary simplicity will make respondents prefer reducing the patterns of consumption behavior, was confirmed. At the same time was the hypothesis H2 confirmed, which is assuming that education in a voluntary simplicity will be perceived positively.

Conclusion. The results show, that the second generation perceives the voluntary simplicity positively and in most cases accepted it as a way of their life's. This is proved by a high relative frequency of responses (74,3 %) supporting voluntarily simple behavior.