

THE ROLE OF PERSONAL FACTORS FOR PREFERENCES FOR CULTURAL AND RECREATIONAL GOODS

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Abstract: *The aim of the article is to examine relationships between age, amount of leisure time, income and preferences for a specific form of spending leisure time. The subject of the article also focuses on checking to what extent the above-mentioned factors influence the choice between cultural and recreational goods. The study used survey data collected by the author using Google forms. It applies contingency tables and the Tschuprow's coefficient. It has been proven that factors such as age, amount of leisure time and amount of disposable income only slightly determine consumer preferences for cultural or recreational goods. The calculations also show that there is no significant difference between the preference for cultural goods or recreation depending on factors such as free time or age. However, when examining the level of diversification of the selected offer of cultural goods, it can be concluded that older people are much more attached to one place (e.g. they only visit museums) than young people who use a wider offer of cultural and recreational goods.*

Key words: consumer preferences, cultural and recreational goods, leisure time

JEL codes: Z10, Z20, Z21

1. Introduction

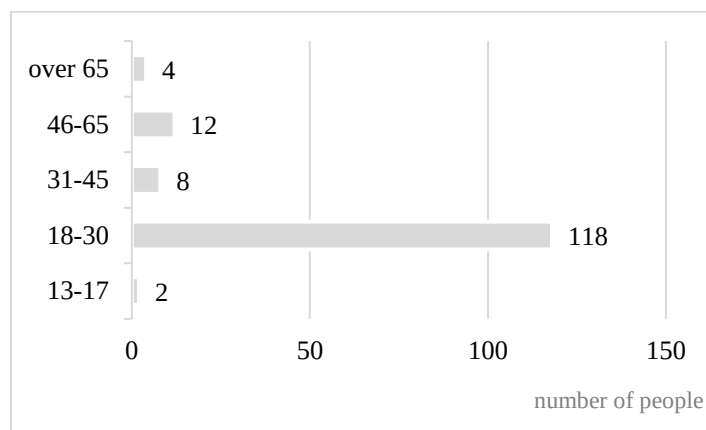
The article covers issues related to cultural and recreational goods and the issue of leisure time. The focus is primarily on examining the relationship between several aspects and respondents' preferences towards cultural or recreational goods. People consume cultural and recreational goods so often that the consumption of these goods is the subject of numerous studies (Piekut & Piekut, 2020). In now a days, there's a growing trend of popularity surrounding cultural assets like museums, which aligns with socio-cultural transformations catalysed by capitalism (Ronge, 2020). This includes the rise of mass tourism, the expansion of leisure time, the evolution of consumerist culture, and the dissolution of traditional distinctions between high and low culture in the postmodern era (Ziębińska-Witek, 2023). The use of recreational goods, for example by practicing sports, has a significant impact on the quality of life and is also the subject of research (Shamhi, et al., 2019). The extent of consumer demand for cultural and recreational goods is mostly influenced by income (Salvajés, 2022)(Grzywińska-Rapca, 2012). Moreover, the research subject encompasses examining the impact of factors like age, accessibility to cultural and recreational goods, and the quantity of leisure time (Vatikiotis, 2017). One of the aspects is to examine the relationship between the amount of leisure time and the tendency to choose a specific form of spending leisure time. Then, the relationship between the respondents' age and their preferred form of spending time is examined. The last criterion in the study is the amount of disposable income per person in the household. This topic is important because the experience economy, which is directly related to the consumption of cultural and recreational goods, is becoming more and more important (Kovpak, et al., 2023). To sum up, the article concerns issues related to consumer preferences regarding the type of leisure time spent.

The aim of the article is to examine whether there are relationships between age, amount of leisure time, income and preferences for a specific form of spending leisure time. In other words, the study asks whether consumer preferences focus more on culture or recreation, taking into account the above-mentioned factors.

2. Characteristics of the sample

The group of respondents consists of 144 people aged 13 and over. The majority of respondents are concentrated within the 18-30 age bracket (Figure 1), comprising up to 81.9% (118 individuals) of the total respondents in this specific age range. existence of age groups: 12 people (8.3%) related to a person aged 46-65, 8 people aged 31-45 (5.6%), 4 people - aged over 65 (2.8%) and 2 people - up to 17 years old (1.4%). In this way, by noting the general level of culture and recreation among young people (18-30 years old), the percentage share of this age category in relation to all respondents can be taken into account.

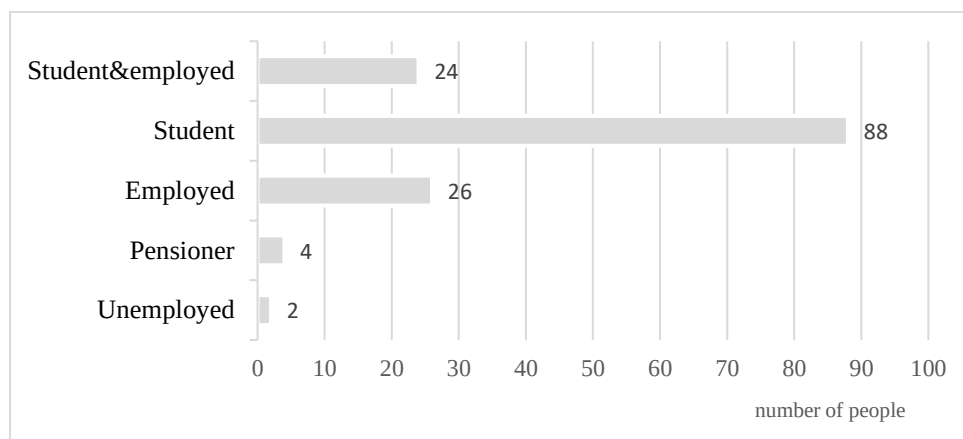
Fig. 1 Distribution of the surveyed population according to the age of respondents



Source: Own study based on original research

The professional status of the respondents was mainly students and working people (Figure 2). These two groups of respondents consisted of 112 and 50 people, respectively. Respondents had the opportunity to select more than one answer at a time. This made it possible to determine the number of people who were professionally active during their studies; 24 people were found declaring such a double professional status.

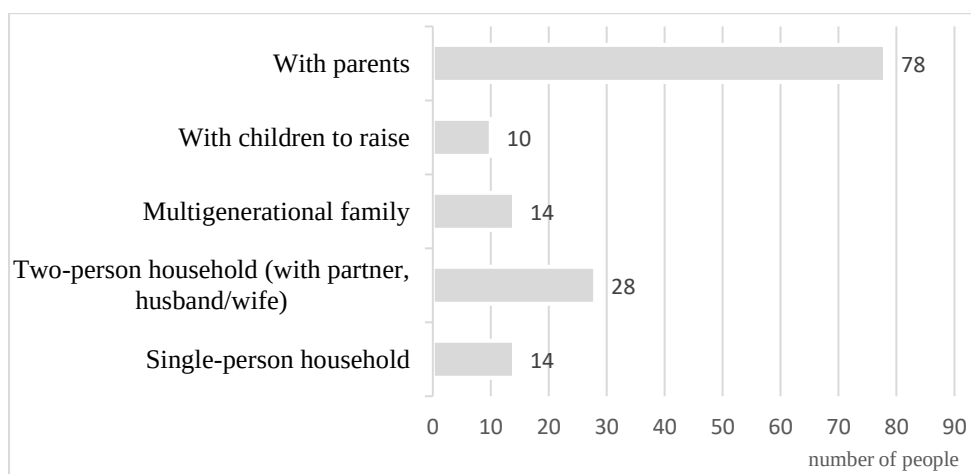
Fig. 2 Professional status of respondents



Source: Own study based on original research

The studied population turned out to be relatively diverse due to the criterion of household type (Figure 3). Due to the fact that most of the respondents were students, the majority of respondents declared that they lived with their parents. This group of respondents constituted 54.2% (78 people) of respondents. The next largest group of respondents were people forming two-person households - 19.4% (28 people), followed by: single-person households and multi-generational families - both groups 9.7% (14 people). The fewest people declared having children to raise (6.9%, 10 people), which can also be explained by the structure of respondents taking into account their professional status.

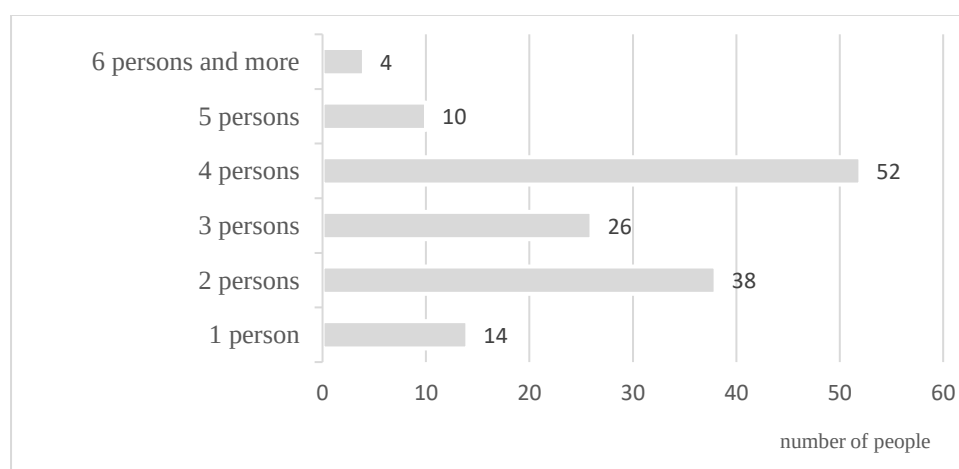
Fig. 3 Distribution of respondents in terms of household type



Source: Own study based on original research

The distribution of respondents in terms of the number of members of the household in which they live is presented in Figure 4. The largest group of respondents were people living in four-person households. In total, there were 52 people, which constituted 36.1% of the total number of respondents. Subsequently, smaller groups of respondents were people forming households: two-person households (26.4%, 38 people), three-person households (18.1%, 26 people), one-person households (9.7%, 14 people) and five-person households (6.9%, 10 people). The smallest group of respondents declared living in households of six or more people (2.8%, 4 people).

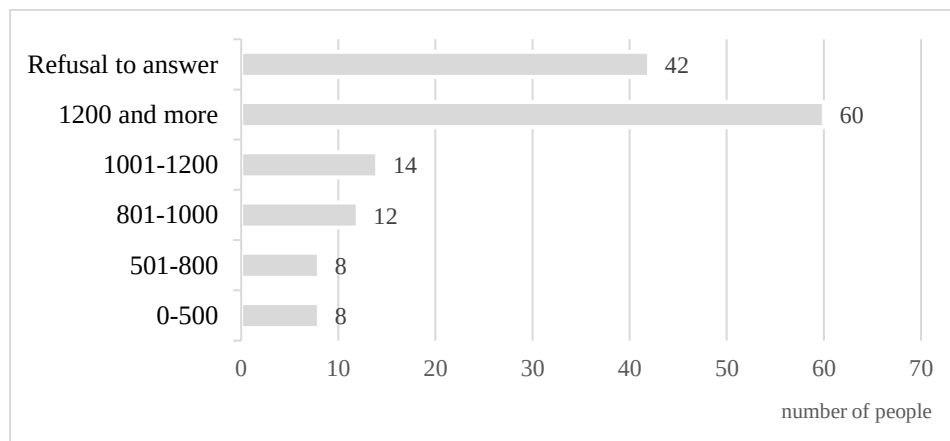
Fig. 4 Distribution of the surveyed population in terms of the number of household members



Source: Own study based on original research

The studied group was characterized by varying levels of income per household member (Figure 5). The number and share of respondents depending on their income were presented in the order corresponding to the subsequent income ranges designated for the purposes of the study. Respondents with an income per family member of up to 500 PLN and up to 800 PLN constituted the smallest percentage of respondents; both groups were equal in size - 8 people each declared this level of income (5.6% each). People with income in the range of PLN 801-1000 constituted 8.3% of respondents (12 people). A total of 14 people (9.7%) declared their income in the range of PLN 1,001-1,200. The most numerous were the number of people declaring disposable income above PLN 1,200 per person - 41.7% (60 people). 42 people (29.2%) refused to provide information about their income.

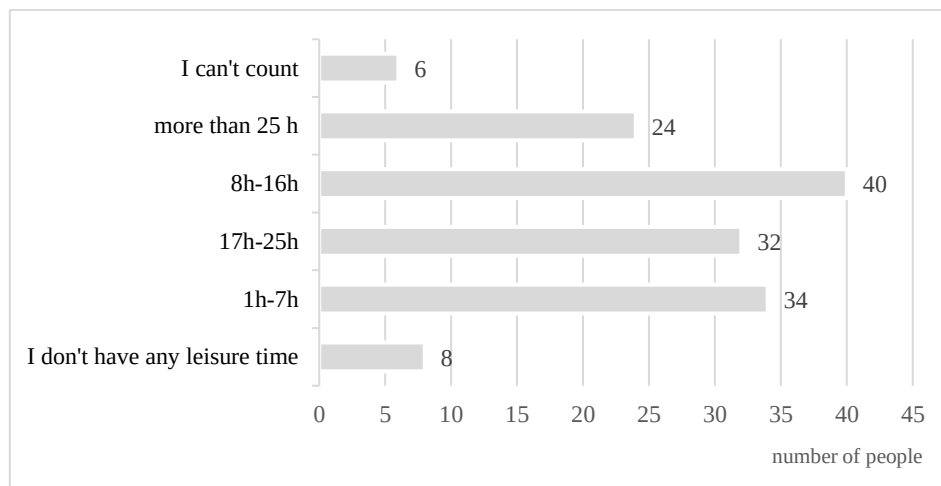
Fig. 5 Distribution of respondents taking into account disposable income per person



Source: Own study based on original research

One of the most important conditions for the possibility of using the available offer of cultural goods and recreational resources is an appropriate amount of leisure time. For this reason, respondents were asked to estimate the average amount of their leisure time available during the entire week. The distribution of the study population in terms of the number of hours of leisure time per week is presented in the chart (Figure 6). Only 5.6% of respondents (8 people) said they had no leisure time. 23.6% of respondents (34 people) estimated the amount of leisure time at 1-7 hours a week, the most, 27.8% (40 people) indicated that they had on average 8-16 hours of leisure time throughout the week. Just over 22% of respondents (32 people) indicated that the amount of leisure time per week ranges from 17 to 25 hours. The largest amount of leisure time (over 25 hours a week) was declared by 16.7% of respondents (24 people). Only six respondents were unable to estimate the amount of leisure time available.

Fig. 6 Distribution of respondents in terms of average amount of weekly leisure time



Source: Own study based on original research

3. Research methodology and data

The primary objective is to assess the correlation between individual household disposable income, leisure time allocation, and the specific types of leisure activities pursued. So, the following questions are asked:

- Are young people more willing to use recreational facilities?
- Are better-off people more willing to choose cultural goods than recreation?
- Is there a relationship between the amount of leisure time and the way of spending leisure time?

A survey questionnaire was used to obtain data enabling deeper exploration of the case. The survey questionnaire consisted of three substantively separated parts regarding issues related to: leisure time, culture and recreation, as well as basic information about respondents. The survey was conducted via a Google form online and through personal interviews. The results were collected in 2021. The respondents were mainly young people. The information from the aforementioned data, encompassing characteristics of the surveyed population, along with the outcomes derived from the substantive segment of the survey, will be showcased in the following sections. Moreover, the relationship between respondents' preferences regarding the form of spending leisure time depending on the amount of leisure time they have and the amount of disposable income as a person in the household was examined.

In order to examine the relationship between the amount of leisure time and the amount of income per person in the household and respondents' preferences regarding the type of spending

leisure time, contingency tables were used. On their basis, correlations were calculated using Tschuprow's coefficient (Sobczyk, 2000, s. 232, 236).

$$T_{xy} = \sqrt{\frac{\chi^2}{n\sqrt{(k-1)(r-1)}}} \quad (1)$$

$$\chi^2 = \sum_{i=1}^k \sum_{j=1}^r \frac{(n_{ij} - n'_{ij})^2}{n'_{ij}} \quad (2)$$

Where:

n – Sample size,

k, r - Number of columns and rows,

n_{ij} – Observed (the actual count of cases in each cell of the table),

n'_{ij} – Expected value (calculated below).

Due to the fact that the respondents were mostly between 18 and 30 years old, this is not the main criterion examined in the relationship analysis. The focus was on the amount of income per household and on the leisure time the respondents had. In the case of income, the data was aggregated into two categories: one for income below PLN 1,000 and the other for income above PLN 1,000. The amount of leisure time was divided into three categories: less than 7 hours, from 7 hours to 25 hours and more than 25 hours per week.

The highest value of Tschuprow's coefficient was 0.27 when analyzing the level of income and use of recreational goods by respondents. The contingency tables below were used for calculations (table 1). The calculations show that the most outstanding number is the number of people with an income below PLN 1,000 who do not use recreational goods. Estimates show that less wealthy people use recreational facilities less often than expected. Which is no longer so important when it comes to cultural goods.

Tab. 1 The relationship between the use or non-use of recreational goods and the amount of income per person in the household

Income per person in the household (in PLN)	Uses goods of recreations	Don't use goods of recreations	Total
Below 1000	20	8	28
Over1000	68	6	74
Total	88	14	102

$$T_{xy} = 0,265$$

Source: Own study based on original research

The relationship between the amount of income per person in the household and the variety of facilities chosen was examined. As in the previous case, two financial categories (below PLN 1,000 and above PLN) and preferences regarding the diversity of the offer of cultural goods are compared. The data are presented in the form of a contingency table below (Table 2). The question was asked whether consumers are more willing to use different types of cultural goods depending on their income. However, the calculations show that income does not matter much when it comes to diversifying the types of cultural goods consumers choose. The value of Tschuprow's coefficient was 0.16, which is not huge correlations. It can only be observed that among people using cultural goods there is a high diversity of selected objects. On the other hand, there are more people who do not use cultural goods at all than expected in the group of people with an income below PLN 1,000.

Tab. 2 Preferences regarding the diversity of the offer of cultural goods in relation to income

Income per person in the household (in PLN)	Does not visit any cultural goods	Visits one type of facility	Visits almost all types of facilities	Visits all types of cultural goods	Total
below 1000	8	2	8	10	28
over1000	8	8	28	30	74
Total	16	10	36	40	102

$$T_{xy} = 0,168,$$

Source: Own study based on original research

The differences in preferences for choosing cultural goods were examined according to the age of respondents, divided into the group under 30 and over 30. In this case, Tschuprow's coefficient was 0.18. The highest discrepancies are between the middle categories, i.e. that the respondent visits only one type of facility or that he or she visits some types of facilities in the group of respondents over 30 years of age. It could be assumed that people over 30 years of age would prefer a more diverse offer of cultural goods, but these people mostly prefer one type (e.g. only museums.) People under 30 years of age are focused on using a more limited offer (one favorite type or two types of cultural goods). Data regarding this summary are presented in Table 3.

Tab. 3 Preferences regarding the diversity of the offer of cultural goods in relation to age

Age of respondents	Does not visit any cultural goods	Visits one type of facility	Visits almost all types of facilities	Visits all types of cultural goods	Total
Below 30	20	36	48	16	120
Over 30	2	14	4	4	24
Total	22	50	52	20	144

$$T_{xy} = 0,187$$

Source: Own study based on original research

The last feature that was decided to investigate was leisure time. Analysing the relationship between the amount of leisure time and preferences regarding the consumption of cultural or recreational goods, it was noticed that there is no correlation between the extreme categories (below 7 hours and over 25 hours). However, in the group with 7 to 25 hours of leisure time per week, it was observed that respondents chose culture more willingly than expected. Based on these data, only the group of people with leisure time ranging from 7 to 25 hours was analysed separately. It was examined whether in this group there is a relationship between the disposable income per person in the household and preferences regarding the form of spending leisure time. Calculations show that less wealthy people (with income below PLN 1,000 per person) are much more willing to choose cultural goods. However, in the case of better-off people (with income above PLN 1,000 per person), they use both types of goods to

an equal extent. Unfortunately, the sample for this group is not large enough for the results to be considered unambiguous.

It was decided to highlight the presented relationships due to the highest results of the Tschuprow's coefficient compared to other combinations. Analyzing data on the age and preferences of consumers regarding the choice between cultural and recreational goods, it was found that there is a relationship between the age of respondents and preferences regarding the choice between cultural and recreational goods. Also in the case of the relationship between the amount of income per person in the household and preferences regarding the choice of cultural or recreational goods, there is no correlation.

4. Conclusions

To sum up, it should be said that cultural and recreational goods do not compete with each other, in the sense that they are not substitutable. In individual groups of respondents, slight differences between cultural and recreational goods could be observed. Such a relationship was observed in the group of people with an income below PLN 1,000, who were more willing to use cultural goods with a declared leisure time of less than 7 hours a week. However, in the same group, but among people with more time, it was observed that the popularity of recreational goods was no greater.

Moreover, the level of diversity of the visited cultural objects should be distinguished. In the group of people over 30 years of age, most people visit one type (e.g. only museums). However, among young people (up to 30 years of age), various types of objects are popular and such a strong attachment to one type cannot be observed.

While it is not possible to indicate one significant factor determining consumer decisions regarding the choice between recreational and cultural goods, factors such as age have an impact on attachment to a specific type. It can be concluded that older people show much greater attachment than young people who benefit from a wider range of cultural and recreational goods.

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