

THE INFLUENCE OF THE TYPE OF GOODS ON THE PLACE OF PURCHASE IN GENERATION Z – STATIONARY OR ONLINE?

Karolina Hyski

ORCID: <https://orcid.org/0009-0007-5568-0460>

University of Economics in Katowice

Faculty of Economics, Department of Statistical and Mathematical Methods in Economics

1 Maja 50, 40-287 Katowice, Poland

E-mail: karolina.hyski@uekat.pl

Abstract: *The increasing integration of digitalization into an ever-expanding scope of daily life exerts an influence on consumer purchasing decisions. The principal aim of this study was to determine whether Generation Z demonstrates specific patterns of consumer behavior across various categories of goods and services. A survey was administered to a sample of 241 individuals, predominantly from the Silesian Voivodeship and belonging to Generation Z. An analysis of dependencies was conducted utilizing contingency tables, followed by the calculation of Tschuprow's T coefficient of correlation for individual factors potentially affecting the venue of goods or services acquisition. While no particularly significant association was identified between financial status or the size of the place of residence, distinct types of goods and services acquired through specific modalities emerged.*

Key words: *online shopping, digital marketing, Z generation, green consumers*

JEL codes: *L81, D12, Q51, Z10*

1. Introduction

Digitalization has significantly reshaped society in recent decades. This process has engendered both novel opportunities and considerable challenges for consumers and enterprises alike. The evolution has been rapid, with the sale of goods and services via digital platforms, commonly referred to as electronic commerce (e-commerce), experiencing substantial growth (Braholli, 2022). E-commerce has emerged as a potent avenue for business expansion, with a majority of firms endeavouring to implement it, particularly following January 2020, when the conditions of the global pandemic ensued. This period, notably spanning February to May 2020, was characterized by anomalous consumer purchasing behaviour, as evidenced by various scholarly investigations (Braholli, 2022). Research conducted by Aureli Braholli demonstrated a

transformation in consumer behaviours during the Covid-19 pandemic. Online commerce and businesses integrated with the Shopify platform witnessed a remarkable surge, equivalent to the cumulative growth observed in the preceding decade of online retail (Braholli, 2022).

The proliferation of e-commerce and the advent of smartphones have multiplied shopping modalities, defined as the fundamental strategies employed by consumers in their search and purchase behaviours (Redondo, et al. 2023). These technological innovations, such as electronic commerce and smartphones, have facilitated the execution of shopping tasks through four primary strategies: product exploration and purchase in a physical store (fully offline shopping); online product exploration followed by in-store purchase (webrooming); in-store product exploration followed by online purchase (showrooming); and online product exploration and purchase (fully online shopping). These more recent shopping modalities offer significant advantages compared to traditional brick-and-mortar shopping, such as time efficiency, the potential for substantial price savings, and the mitigation of decision uncertainty through broader online exploration (Redondo, et al. 2023).

Theoretically, the full repertoire of these strategies is accessible to every individual with internet access and a smartphone. However, in practice, a considerable heterogeneity in the number of strategies employed is observed. Compelling evidence suggests – even in nations with high internet and smartphone penetration rates – that not all consumers adopt newer shopping modalities and expand their repertoire thereof (Redondo, et al. 2023). Notably, the majority of consumer segmentation studies indicate the presence of a substantial segment of shoppers who predominantly conduct the entire purchase process offline, irrespective of the product category (Redondo, et al. 2023). Other investigations identify consumer segments that perform the complete information search and purchase process exclusively in physical stores or online. This diversity can be partially attributed to varying levels of individual adaptability and resistance to environmental changes (Redondo, et al. 2023).

The selection of a shopping modality is driven by a multitude of universal motivations. Key reasons why consumers opt for online shopping include convenience, time savings, cost savings (lower prices), overcoming temporal and geographical constraints, and the diversity of offerings (Tokarski, et al. 2024). In the context of persistent time scarcity, consumers are disinclined to be constrained by store opening hours and locations, desiring to purchase where and when they choose (Tokarski, et al. 2024). The broader product selection available online and the ability to compare prices and product features without leaving one's residence also incentivize online purchases (Zavali, et al. 2021). Conversely, factors discouraging online shopping encompass the lack of opportunity to physically examine a product prior to purchase

and the risk of receiving defective merchandise. Additional delivery costs are also frequently cited as a reason for abstaining from online transactions (Tokarski, et al. 2024).

Among consumer groups, Generation Z, encompassing individuals born after 1995, constitutes a pivotal research cohort due to their status as „digital natives” and their intensive engagement with technology. They represent a substantial proportion of internet users and exhibit a greater propensity for online shopping compared to older generations (Tokarski, et al. 2024). Nevertheless, research suggests that the purchasing behaviours of Generation Z are not monolithic and can reveal surprising patterns. For instance, during the pandemic, contrary to expectations, a preference for purchasing hand-made food items and a limited number of online orders for certain food products were observed among individuals aged 16-20 and 20-30, indicating a deviation from established consumer behaviour theories and observations regarding young adults (Braholli, 2022). This highlights the necessity for further in-depth investigation into the specific purchasing patterns of this generation, particularly with respect to diverse product categories.

Particularly noteworthy is the tendency of generation Z to make purchases that are supposed to be ecological. Research on the green purchasing intentions of Generation Z in China shows a growing interest in sustainability and environmental protection (Sun and Xing, 2022). This trend, further reinforced by the COVID-19 pandemic, makes consumers more likely to pay attention to the green features of products. Young people care about the footprint of consuming a given good or service. As “digital natives,” Generation Z heavily uses social media to obtain information and communicate, which has a positive impact on their pro-ecological purchasing decisions (Sun and Xing, 2022). This influence is partially mediated by perceived green value and subjective norms (i.e., social evaluations of behavioural appropriateness).

Furthermore, the study indicates that a consumer’s occupation, specifically student status versus working professionals, moderates the effect of subjective norms on purchase intentions. This effect is stronger for non-student consumers, who are more sensitive to perceived social image and status (Sun & Xing, 2022).

However, in opposition to the above-mentioned consumer attitude, we can observe completely opposite behaviour. In contrast to behaviours aimed at consciously reducing the carbon footprint, there is the deliberate purchase of counterfeit products that are a clear contradiction of ecological ideals. In this case, social media can also have a significant impact on consumer motivations. In this context, it is worth mentioning a study conducted among the young generation in Malaysia (aged 18-24), which focuses on the purchase of counterfeit fashion goods and reveals that the attributes of social media influencers (SMI) significantly

affect the purchase intentions of these products (Renganathan, et al. 2025). Generation Z, 40% of whom rely on SMI to search for information about counterfeits, deliberately buy fashion goods, which constitute the leading category of deliberately purchased imitations. SMI attributes such as inspiration, informativeness, and expertise positively influence these purchase intentions, although high visual aesthetics may paradoxically have a negative effect, potentially making counterfeits seem less authentic. This influence is partly mediated by psychological needs such as ideality (the pursuit of an ideal self-image) and relatedness (the need for social bonds), suggesting that consumers seek products that reflect their aspirations and help them connect with peers (Renganathan, et al. 2025).

Acknowledging the ongoing evolution of consumer behaviours, the influence of digital and mobile technologies, and the possibility of varied purchasing inclinations within important demographic groups like Generation Z, this study endeavours to investigate the shopping habits of Generation Z as they relate to the increasing prevalence of digital interactions. The study focuses on differentiating preferences for online versus offline purchases across various product categories, with the objective of examining the hypothesis that these preferences may be contingent upon the type of good being acquired – for instance, essential products in contrast to leisure, luxury or green goods (Maťová, et al. 2024). Understanding these nuances is crucial for businesses operating in both digital and traditional environments, enabling them to better tailor their marketing strategies and distribution channels to the actual needs and preferences of this significant consumer segment.

2. Research methodology and data

The primary objective was to assess the correlation between the self-reported financial situation, the size of the place of residence, and the tendency to prefer online shopping over in-store purchases. Therefore, the following research questions were posed:

- Do young people prefer online shopping over traditional, in-store shopping?
- Is the distance between the place of residence and the town/city center related to the propensity for online shopping?
- Are there categories of goods that are more willingly purchased online than in physical stores?

To investigate the issues outlined in the research questions among young individuals, an original survey questionnaire was developed and administered (the questionnaire is shown in the appendix). Data collection was conducted online via the Google Forms platform in November 2024. The survey questionnaire was divided into two sections. The first section

focused on substantive issues related to consumer preferences, specifically concerning the place of consumption and the types of goods or services consumed. The second section was dedicated to demographic information, in which respondents provided details regarding their age, place of residence, and self-assessed financial situation.

In order to address the research questions, the following variables were analyzed: the location of consumption for various goods, preferences regarding online shopping, the size of the respondents' place of residence, the distance of their residence from the town or city center, the size of the urban center, and the respondents' self-assessed material situation. To answer the posed research questions, contingency tables were employed. Based on these tables, Tschuprow's coefficient (Sobczyk, 2000, s. 232, 236¹) was calculated to assess the strength of association between the variables.

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

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

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).

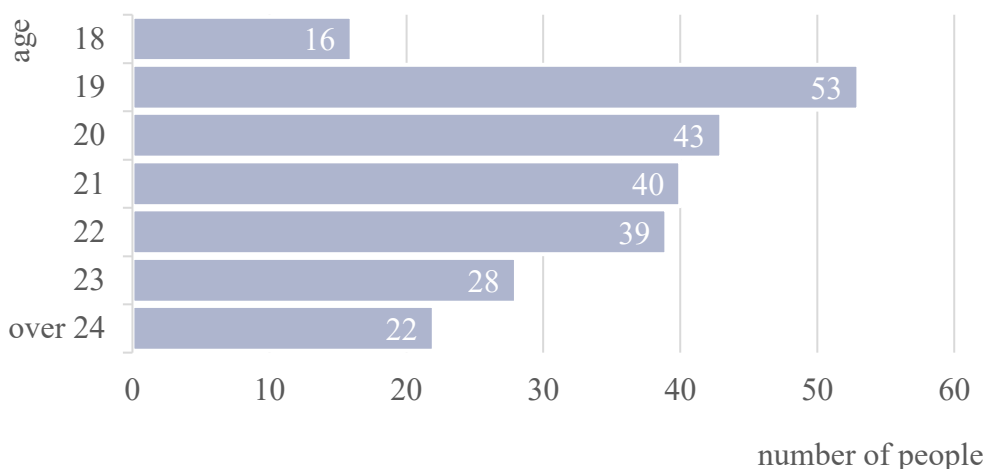
Since the study was conducted using a non-random sample, it is important to present the main characteristics of the respondents. The following section outlines the key demographic and socioeconomic features of the respondents'.

3. Characteristics of the sample

The group of respondents consists of 241 people aged 18 to 29, half of whom were under 21 (Figure 1). They were mostly students, declaring their place of residence in the Silesian Voivodeship. The distribution of respondents by gender was as follows: 161 (66.8%) women, 78 (32.4%) men and two non-binary people.

¹ Sobczyk, M., (2000). Statystyka, podstawy teoretyczne przykłady i zadania, Wydawnictwo UMCS

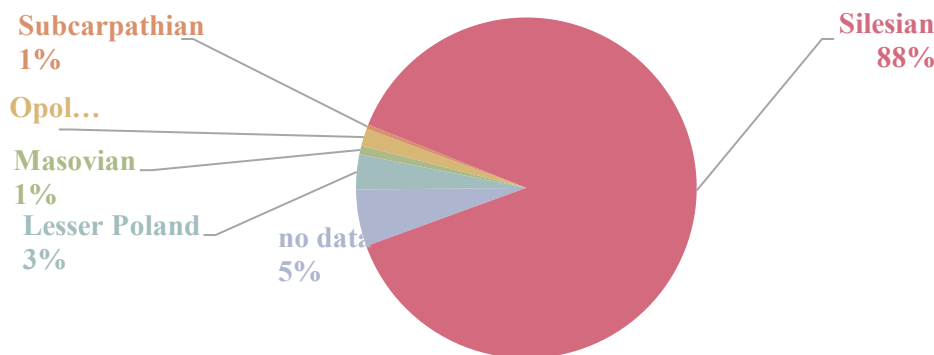
Fig. 1 Distribution of the surveyed population according to the age of respondents



Source: Own study based on original research

Among the declared places of residence of the respondents, the Silesian Voivodeship dominated (88.4% of responses). The remaining voivodeships were indicated by 6.2% of respondents. It is worth noting here that for 13 responses, it was not possible to match the voivodeship.² Among the declared places of residence in the Silesian Voivodeship, Katowice was indicated most often, by a total of 57 people - 23.7%. The following cities appeared in the order of frequency: Chorzów, Gliwice, Sosnowiec and Zabrze.

Fig. 2 Distribution of respondents by voivodeship

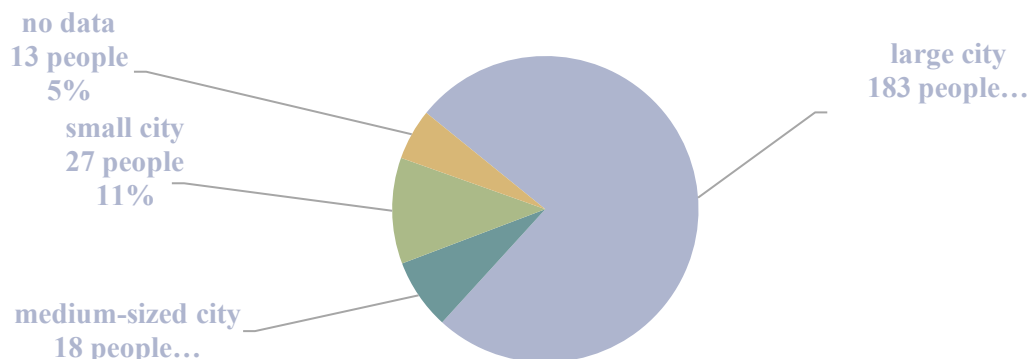


Source: Own study based on original research

The places of residence declared by the respondents can mostly be described as large cities (over 150 thousand inhabitants) and medium-sized cities (from 50 to 150 thousand inhabitants). Small cities (below 50 thousand inhabitants) were declared by 27 people. Due to the lack of sufficient information, 13 responses could not be classified (no data).

² These include, for example, "village" or the name of a small town occurring in several voivodeships.

Fig. 3 Distribution of respondents' declared place of residence by city size



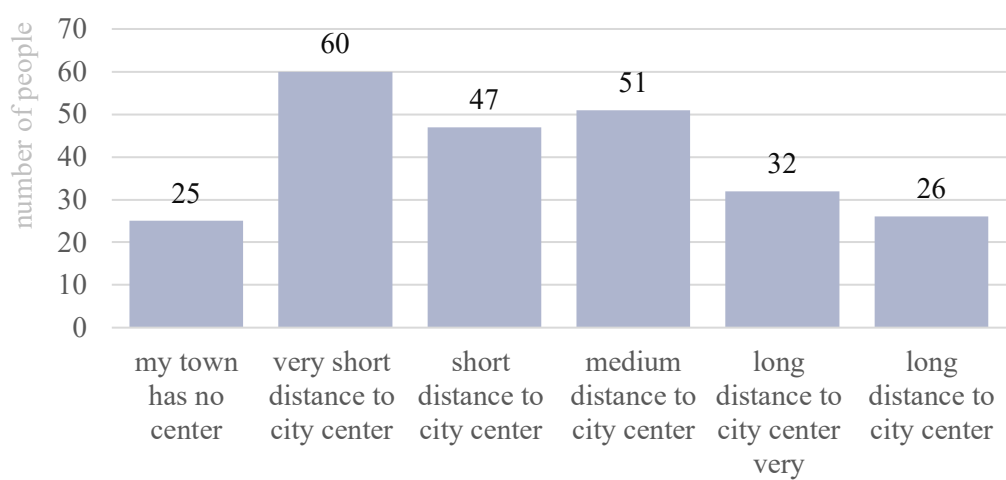
Source: Own study based on original research

When asked about the distance of their place of residence from the town center, the majority of respondents indicated that they lived very close to or close to city center (24.9% and 19.5%, respectively).³ (Figure 4). It is worth noting that 10.4% of respondents indicated that their town did not have a clearly defined city center. More than half of the respondents indicated that they lived in multi-family housing (133 people), and the rest in a single-family house or terraced housing.

When analyzing the number of people in the respondents' households in relation to the number of children (teenagers), it was noticed that the most strongly represented combination was a 3-person household with no teenage children (20.7%). Households with two or only one person (and no teenage children) were also quite strongly represented (13.3% and 12.4% respectively). Among the households with teenage children in their care, it is worth paying attention to 4-person households with two children, which constituted 8.3% of the surveyed sample.

³ It is worth using the following: a very short distance from the city center is considered to be a distance that takes no more than 10 minutes to walk. A "short distance to the city center" takes no more than 20 minutes to walk. A "medium distance from the city center" takes no more than 35 minutes to walk. A "long distance from the city center" takes no more than 50 minutes to walk. A very long distance is one that takes more than 50 minutes to walk.

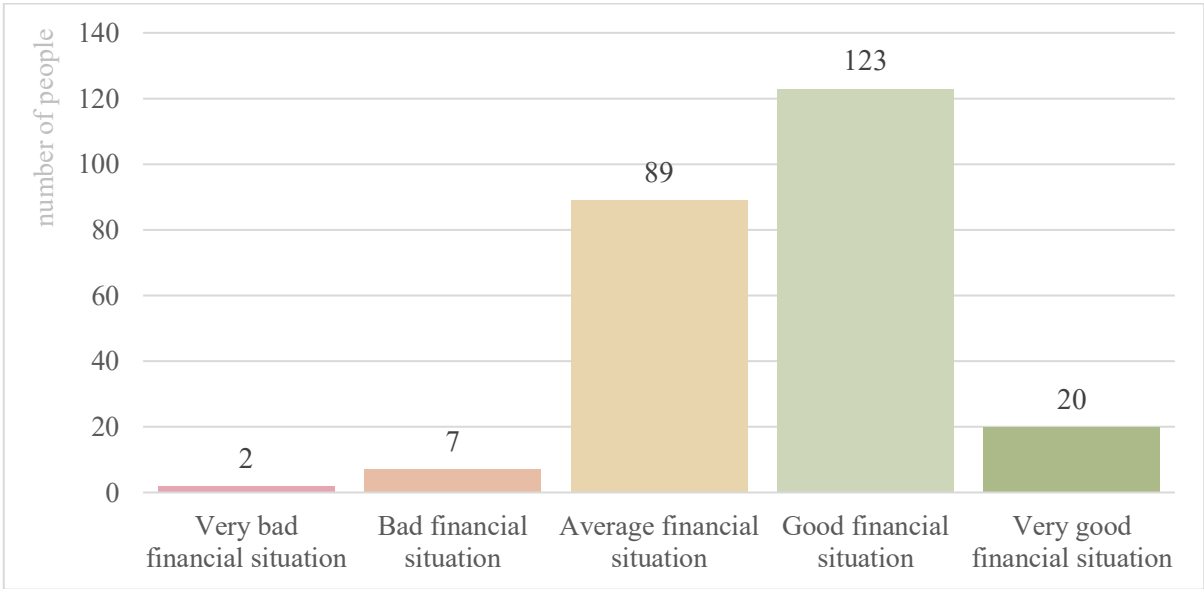
Fig. 4 Distribution of respondents by distance of residence from the city center



Source: Own study based on original research

Figure 5 illustrates the self-reported financial situations of respondents.⁴ The majority of participants indicated a good (123 people) or average (89 people) financial situation, while only a small number reported a very bad (2 people) or bad (7 people) financial situation.

Fig. 5 Distribution of respondents according to their declared financial situation



Source: Own study based on original research

⁴ Distinction in naming material situations:

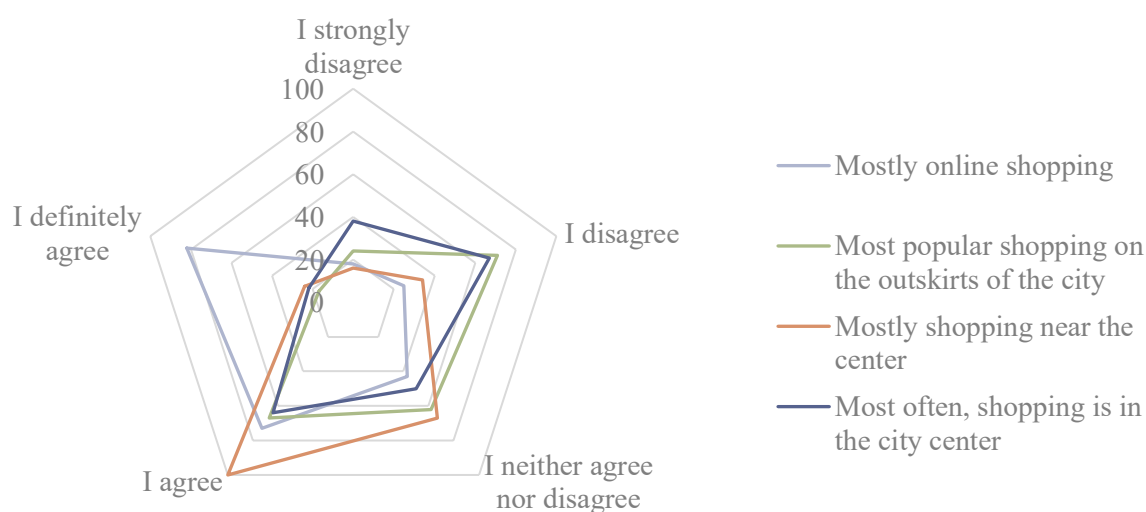
- Financial situation is very bad - I don't have enough money for my basic needs;
- Bad financial situation - I only have enough for basic products;
- Average financial situation - I have to plan all major expenses;
- Good financial situation - I can afford some luxury goods;
- Financial situation very good - I can afford everything.

In summary, the group of respondents consisted of Generation Z students in good financial standing, originating from the Silesian Voivodeship, predominantly from cities with populations exceeding 50,000 inhabitants.

4. Analysis of Survey Data

In the substantive part respondents were asked to indicate their level of agreement with various statements concerning preferred shopping locations, using a five-point Likert scale. Notably, the statement „I prefer shopping online” received the highest proportion of positive responses, with a total of 64.3% of participants reporting a preference for online shopping. Importantly, due to the design of the questionnaire, a positive response toward online shopping did not preclude favorable responses toward other shopping locations, such as city centers. Interestingly, shopping near the city center also garnered a relatively high level of approval, with 41.5% of respondents indicating a positive attitude, although this proportion was lower compared to online shopping. As shown in Figure 6, the distribution of responses for shopping on the outskirts of the city and in its center was remarkably similar.

Fig. 6 Distribution of respondents according to their shopping location preferences

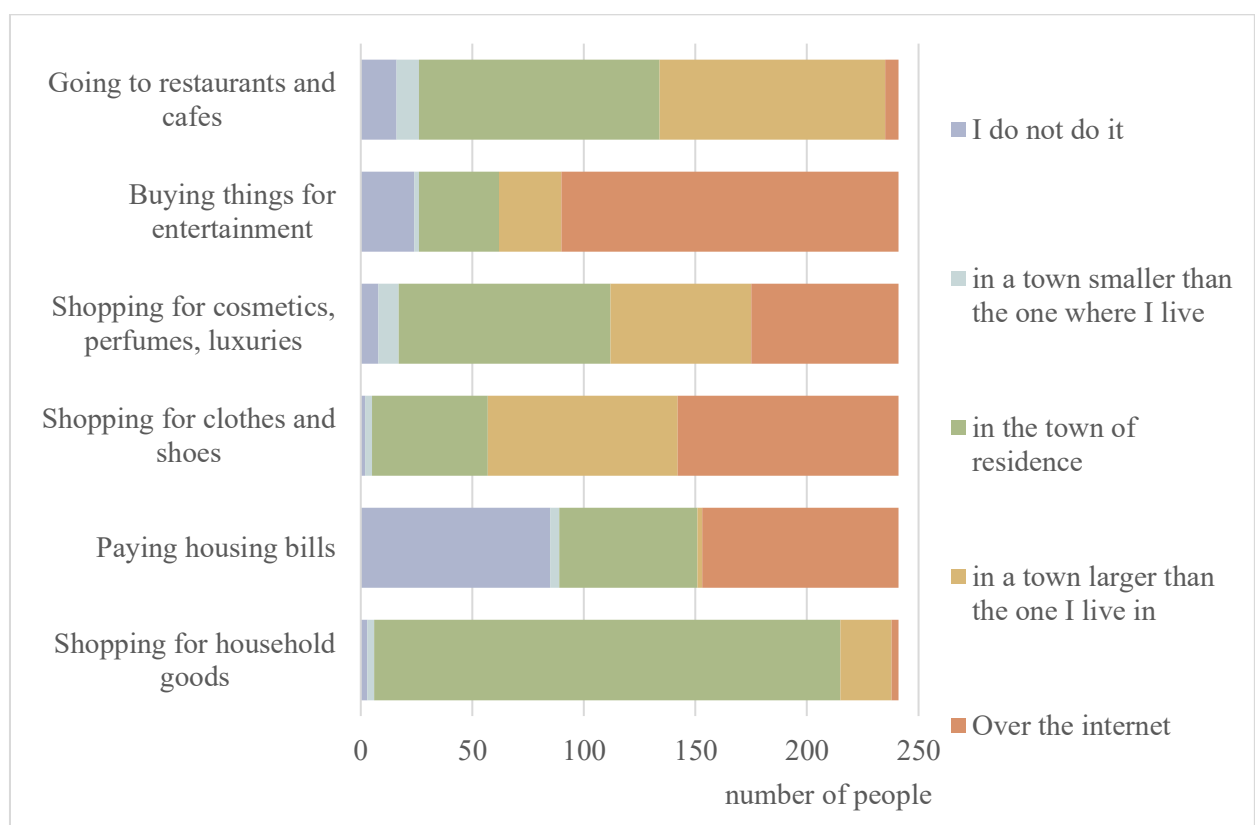


Source: Own study based on original research

It is worthwhile to distinguish consumption locations based on the size of the locality. Figure 7 presents respondents' answers after being asked to indicate where they most frequently engage in a list of specified activities. In general, respondents reported undertaking nearly all

activities outside of localities smaller than their place of residence. In the case of consuming gastronomic services, respondents most often reported visiting restaurants and cafés both in their town or city of residence and, equally often, in a larger locality. More routine activities, such as grocery shopping for household needs, were most frequently carried out in the respondents’ place of residence. Similarly, bill payments were commonly performed locally, alongside frequent use of the Internet for this purpose. It is worth noting that, likely due to the young age of the respondents, a number of them indicated that they do not yet engage in bill-paying activities. An overwhelming majority reported purchasing entertainment-related goods and services predominantly online. In contrast, purchases of cosmetics and luxury items were distributed more evenly across locations. Regarding the purchase of clothing and footwear, respondents most often reported shopping in their place of residence, followed by online shopping. While it is difficult to identify a clear overarching trend in the responses, the notable prevalence of positive responses favoring online channels deserves particular attention.

Fig. 7 Summary of respondents regarding the place of implementation of individual activities



Source: Own study based on original research

Respondents' preferences regarding the place of purchasing specific types of goods⁵ (in-store or online) were compared against three variables: the distance of their residence from the town or city center, their declared financial situation, and the size of their place of residence. It should be noted that although – as shown in Figure 7 – online shopping enjoys great popularity among Generation Z students, the analysis of the relationships between the variables did not reveal any strong tendencies in this direction. Disregarding the distinction between types of goods and services consumed, and focusing solely on the place of purchase, the following relationship can be identified: between the distance from the city center and the propensity to shop online. Only a weak association was observed, with a contingency coefficient $T_{xy} = 0.14$. This suggests that the respondent's place of residence in relation to the city center does not significantly influence their tendency to make online purchases. To provide a more comprehensive understanding of the issue, contingency coefficients were calculated for individual categories of goods and services, as well as for variables such as size of the place of residence, distance from the city center, and self-reported financial situation. The analysis indicates that the identified dependencies are relatively weak (these results are presented in Table 1).

Tab. 1 Summary of the findings from the analysis of relationships

	Declared financial situation	Distance from place of residence to city center	Size of place of residence
The place of paying housing bills	0.052	0.100	0.095
The place of purchase for household goods	0.055	0.073	0.200
The place of purchase of footwear and clothing	0.131	0.038	0.215
The place of purchase of cosmetics and luxuries	0.083	0.088	0.226
The place of purchase of Entertainment items	0.066	0.133	0.141

Source: Own study based on original research

The highest contingency coefficient value was recorded in the context of purchasing luxury goods (e.g., cosmetics), with $T_{xy} = 0.226$ (Table 2). In this case, slightly stronger

⁵ Shopping for household goods; Shopping for clothes and shoes; Shopping for cosmetics, perfumes, luxuries; Buying things for entertainment.

relationships were observed. Although this is still classified as a weak association, it proved to be the strongest among all analyzed combinations.

Tab. 2 The relationship between the size of the city of residence and the place of purchase of luxury goods

Specification	Large city	Medium city	Small city	Total
Purchasing goods or services via the internet	53	8	2	63
Purchasing goods in stores in a city larger than your place of residence	34	14	7	55
Purchase of goods in shops in the city of residence	85	3	7	95
Total	172	25	16	213

$T_{xy} = 0.226$
Source: Own study based on original research

In the analysis of the relationship between the declared financial situation and shopping preferences, no clear patterns were observed either. The contingency coefficients for different categories of goods did not exceed $T_{xy} = 0.14$. The highest recorded value, $T_{xy} = 0.131$, concerned the purchase of clothing and footwear (Table 3). The data suggest a slightly higher tendency to shop online among respondents reporting a less favorable financial situation. However, it was also observed that purchases of clothing and footwear were more often made in the respondent’s place of residence than might have been expected, even though online shopping could be presumed to be a more convenient option in such cases.

Tab. 3 The relationship between the declared financial situation and the place of purchase of clothes and footwear

Specification	Favorable financial situation	Average financial situation	Unfavorable financial situation	total
Purchasing goods or services via the internet	61	36	2	99
Purchasing goods in stores in a city larger than your place of residence	52	32	1	85
Purchase of goods in shops in the city of residence	28	19	5	52
Total	141	87	8	236

$T_{xy} = 0,131$
Source: Own study based on original research

To address the research question: „Are there categories of goods that are more willingly purchased online than in physical stores?”, a contingency table was created, cross-tabulating the types of goods purchased with consumer preferences regarding the place of purchase (Table 3).

The Tschuprow’s coefficient calculated from this table reached a value of $T_{xy} = 0.39$, which can be interpreted as indicating a moderate association between the type of goods purchased and the preferred place of purchase. The data suggest that goods intended for household use are significantly more often purchased in physical stores than online. In contrast, goods related to entertainment are most frequently purchased online.

Tab. 4 The relationship between the consumption for various goods to preferences regarding online shopping

Specification	Purchasing goods or services via the internet	Purchasing goods from local stores	total
Shopping for household goods	3	235	238
Shopping for clothes and shoes	99	140	239
Shopping for cosmetics, perfumes, luxuries	66	167	233
Buying things for entertainment	151	66	217
total	319	608	927

$T_{xy} = 0.390$

Source: Own study based on original research

The relationships presented were distinguished based on achieving the highest association scores compared to other combinations. Based on the analysis of the dependencies, it can be concluded that the relationship between respondents’ characteristics such as financial situation, the size of the place of residence, or the distance from the town or city center and the propensity to purchase various types of goods online is weak. However, a somewhat stronger association was observed between the preferred place of purchase and the type of goods being purchased. It was found that goods intended for entertainment and luxury items (e.g., cosmetics, perfumes) are significantly more often purchased online compared to other categories.

5. Conclusions

The analysis of the survey data clearly shows that young people are eager to engage in online shopping. No significant influence was detected from factors such as the size of the place of residence, the distance from the city center, or the financial situation. Instead, the type of goods

being purchased appears to be the most decisive factor in determining whether a transaction takes place online or in a physical store. When it comes to goods that satisfy basic needs - particularly those related to maintaining and running a household - respondents most often prefer shopping in their place of residence or, alternatively, in a nearby larger town. In contrast, when it comes to satisfying higher-level needs, such as purchasing entertainment-related products or luxury goods, transactions are more likely to occur in the digital space.

References

- Braholli, A., (2022). An Investigation of Consumer Behavior in Online Trade During the Covid-19 Pandemic: A Case Study. *General Management*, ISSN:1582-2559
- Zavali, M., Lacka, E., & De Smedt, J. (2021). Shopping hard or hardly shopping: Revealing consumer segments using clickstream data. *IEEE Transactions on Engineering Management*, 70(4), 1353-1364.
- Redondo, I., & Charron, J. P. (2023). Variety of shopping modes: Theoretical framework, pivotal factors, and managerial implications. *Journal of Business Economics and Management*, 24(5), 857-876.
- Maťová, H., Triznová, M. O., Kaputa, V., Loučanová, E., & Vlosky, R. P. (2024). Strategic Environmental Consumer Segmentation: An Exploratory Case Study in Slovakia. *SAGE Open*, 14(1), 21582440241240638.
- Tokarski, D., & Fajczak-Kowalska, A. (2024). Optimization of consumer decisions and the impact of selected factors on purchasing behavior in polish e-commerce. *Economics and Environment*.
- Sobczyk, M., (2000). *Statystyka, podstawy teoretyczne przykłady i zadania*, Wydawnictwo UMCS
- Sun, Y., & Xing, J. (2022). The Impact of Social Media Information Sharing on the Green Purchase Intention among Generation Z. *Sustainability*, 14(11), 6879.
- Renganathan, TS., Goi, MT., & Goi, CL. (2025). Social media influencer attributes and purchase of counterfeit fashion goods: Self-determination as a mediator. *Journal of global scholars of marketing science*. Volume 35, Issue 2, Page138-161.

Appendix – survey questionnaire (translated to English)

Silence vs shopping

Dear Participant,

My name is Karolina Hyski and I am a doctoral student at the Doctoral School of the University of Economics in Katowice. I am conducting research on factors influencing consumption in urban spaces.

I would like to study how users of urban spaces perceive noise and how it may affect their consumer decisions.

I will be very grateful for each response and the time you devote to completing the questionnaire. The survey is completely anonymous :)

Section I

1. How would you rate your hearing?

- Not very good (I need a hearing aid)
- Average (I occasionally ask people to repeat themselves)
- Good (I have no hearing problems)
- Other: _____

2. What role do sounds play in your daily life?

Please indicate the extent to which you agree with the following statements:

	Completely disagree	Disagree	Neither agree nor disagree	Agree	Completely agree
Sounds have a significant impact on my daily life.					
A quiet environment overwhelms me.					
A quiet environment calms me.					
High levels of sound affect me positively.					
Noise affects me destructively.					
I notice no correlation between sound intensity and my mood.					

3. Please complete the sentence:

My place of residence is...

- Very quiet
- Quiet
- Average (neither quiet nor loud)
- Loud
- Very loud

4. Please indicate how much you agree with the following statements about shopping:

	Completely disagree	Disagree	Neither agree nor disagree	Agree	Completely agree
I prefer shopping in the city center.					
I prefer shopping near the city center.					
I prefer shopping on the city outskirts.					
I prefer shopping online.					

5. Please indicate where you perform the following activities:

	In my place of residence	In a smaller town than the one I live in	In a larger town than the one I live in	Online (e.g., with courier delivery, parcel locker)	I do not perform this activity
Household shopping (e.g., groceries, cleaning products)					
Paying bills					
Shopping for clothes and shoes					
Shopping for cosmetics, perfumes, luxury goods					
Buying entertainment goods (e.g., video games)					
Going to restaurants					
Going to cafes					

6. Please describe what most determines that you perform the above activities in your place of residence:

.....

7. Please describe what most determines that you do NOT perform the above activities in your place of residence:

.....

8. Are you familiar with initiatives such as “Quiet Hours” in stores?

Quiet hours – a designated time, e.g., 2 hours per week, during which no music is played in stores and the lights are dimmed.

- Yes
- No
- Other _____

9. In your opinion, such initiatives are:

- Unnecessary and redundant
- Indifferent to me
- Necessary
- Other: _____

10. How attractive do you find such initiatives on a scale from 1 to 5

1 – Definitely unattractive	2	3	4	5 – Definitely attractive
--------------------------------	---	---	---	------------------------------

Section II Demographics

M1. Gender

- Female
- Male
- Other / I don’t want to declare

M2. Age:

.....

M3. Place of residence:

.....

M4. Distance from home to the city center

- Very short (max. 10 minutes on foot)
- Short (max. 20 minutes on foot)
- Medium (max. 35 minutes on foot)
- Long (max. 50 minutes on foot)
- Very long (over 50 minutes on foot)
- My town does not have a center

M5. Type of housing

- Apartment in a block of flats
- Apartment in a tenement house
- Detached house
- Semi-detached/terraced house
- Other: _____

M6. How do residents of your town most often get around?

- By car
- By bus/trolleybus
- By tram
- By train/metro
- On foot
- By bicycle/scooter/skateboard
- Other: _____

M7. How do you most often get around in your town?

- By car
- By bus/trolleybus
- By tram
- By train/metro
- On foot

- By bicycle/scooter/skateboard
- Other: _____

M8. Education:

- Primary
- Vocational
- Secondary
- Higher

M9. Please indicate the option that best describes you:

- Student
- Working person
- Retired or on disability pension
- Unemployed

M10. Main place of work:

- Home
- Office/outside the home
- Other: _____

M11. Financial situation:

- Very good (I can afford anything)
- Good (I can afford some luxury goods)
- Average (I have to plan larger expenses)
- Poor (I can only afford basic products)
- Very poor (I cannot afford even basic needs)

M12. Number of people in your household (including children):

- 1
- 2
- 3
- 4
- 5 or more

M13. Number of children in your household:

- 0
- 1
- 2
- 3
- 4 or more