

HOUSEHOLD SPENDING ON RECREATION AND CULTURE – A COMPARATIVE ANALYSIS OF SELECTED AGE GROUPS

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Abstract

Introduction. The attractiveness and quality of spending free time are becoming more and more important. Its crucial elements are recreation and culture which contribute to the development of interests and personality, an increase in physical activity, the discharge of nervous tension and the prevention of lifestyle diseases. The use of recreation and culture depends on many factors. For the authors, it is particularly interesting to check the level and structure of spending on recreation and tourism in relation to age. Therefore, the purpose of the article was to compare the spending on recreation and culture in two groups of households. The first concerned households where the head of the household was at most 35 years old, while the other group included households of the elderly. **Material and methods.** The analysis of household expenditure in 2018 on recreation and culture, including organized tourism, was based on a set of unitary unidentifiable data on household budgets, which were made available by the Central Statistical Office for a fee. The basic descriptive parameters of the structure analysis and a power-exponential econometric model were used in the research. **Results.** The financial situation of the household has the greatest impact on the formation of expenditure related to free time, regardless of the age of the household head. The number of people in the household is also important, which is particularly evident in the case of young households, but it is also important in 60+ households, as they are more willing to enjoy recreation and culture in the company of other people of the household. The education of the head of the household significantly affects spending on recreation and culture only among 60+ households. **Conclusion.** The results of the research presented in this article prove that the level of expenditure on recreation and culture depends on socio-demographic factors such as age, gender, income, place of residence, etc.

Key words: expenses, households, recreation and culture, organized tourism, econometric model

Introduction

Leisure time belongs to important factors determining the purchasing power and the consumption behavior of a household, and thus the size and structure of consumption. Increasing importance is attached to both its resources and to the attractiveness and quality of its management [1, 2]. In order to rest and entertain in free time, recreation and culture are used. They contribute to the development of interests and personality, an increase in physical activity, the discharge of nervous tension and the prevention of lifestyle diseases [3]. Recreation is a category of activity. It is the content of free time although it will not fill it completely. Not everything we do in our free time is recreation [4]. This term is also called sport for all and it involves all socially accepted forms of physical activity taking place in free time, undertaken voluntarily, selflessly and for pleasure, in order to renew and increase human strength, different from every day; it is active and diverse self-fulfillment with the elements of fun, implemented individually, in groups or treated as a social and global phenomenon [5, 6, 7]. Recreation has no gender, age or material status, which means that both young and old, men and women or poor and wealthy can actively spend time. Everyone is able to find something interesting and suitable for their age and health condition. However, the differences are in the form and frequency of managing free time, which depends on many reasons. For researchers, it is particularly interesting to check the level and structure of spending on recreation and

tourism depending on age. Therefore, the purpose of the article was to compare household spending on recreation and culture, including organized tourism, in two age groups. The first group concerned households where the head of the household was at most 35 years old (so-called young households), at the beginning their professional career. The other group included households of the elderly (the head of the household aged 60 or more, so-called 60+ households) that are terminating or have already finished their professional activity. The methods of statistical analysis and econometric modeling were used in the research.

Material and methods

Household expenditure on recreation and culture includes expenditure on audiovisual, photographic and IT equipment, durable equipment related to recreation and culture, other equipment related to recreation, gardening supplies and pets, services related to recreation and culture, magazines, newspapers, books and stationery, drawing and painting as well as expenditure on organized tourism.

The analysis of household expenditure on recreation and culture, including organized tourism, was based on a set of unitary unidentifiable data on household budgets, which were made available by the Central Statistical Office for a fee. The survey concerned 2018, and two household sets were analyzed. The first of these covered 6087 young households, of which around 91% incurred expenditure on recreation and culture, including

10% on organized tourism. The second set concerned 14461 60+ households, which spent slightly less on recreation and culture (90%) and even less on organized tourism (5%).

In the first part of the article, the basic descriptive parameters were used to analyze spending on recreation and culture, including organized tourism in various sections. The next part examined the impact of selected features of young households and 60+ households on the level of spending on recreation and culture. To this end, various analytical forms of econometric models were estimated and, as a result, the power-exponential model was used for the study, which proved to be the best in the sense of statistical goodness of fit, having the following form [8]:

$$\ln WYDRK_{ri} = \alpha_0 + \alpha_1 \ln WYD_i + \alpha_2 \ln LOS_i + \sum_{k=2}^6 \gamma_{rk} MZ_{ik} + \sum_{p=2}^5 \gamma_{rp} WYKSZ_{ik} + \sum_{s=2}^4 \gamma_{rs} OS_{is} + \varepsilon_{ri}$$

where:

$WYDRK_{ri}$ – average monthly expenditure on recreation and culture per one person in i -th household;

WYD_i – total average monthly expenditure per one person in i -th household;

LOS_i – the number of people in i -th household;

MZ_{ik} – zero-one variables identifying the class of place of residence and taking the value 1, if i -th household belongs to k -th class of place of residence: $k = 2$ for cities with over 500,000 inhabitants, $k = 3$ for cities with a population of 200,000-499,000, $k = 4$ for cities with a population of 100,000-199,000, $k = 5$ for cities with a population of 20,000-99,000, $k = 6$ for cities under 20,000 inhabitants; the basis of comparison is the village;

$WYKSZ_{ik}$ – zero-one variables identifying the education of the head of the household and taking the value 1, if the head of the household has completed an educational level p : $p = 2$ for higher education, $p = 3$ secondary vocational education, $p = 4$ – general secondary education, $p = 5$ – basic vocational education; the basis for comparison is the head of the household with junior secondary education or lower;

OS_{is} – zero-one variables created due to the subjective assessment of the financial situation of the household and taking the value 1, if i -th household belongs to s -th group assessing their financial situation: $s = 2$ – good financial situation, $s = 3$ – rather good financial situation, $s = 4$ – rather poor financial situation, $s = 5$ – poor financial situation; the basis for comparison is the average financial situation;

α , γ – the structural parameters of the model;

ε_{ri} – a random component.

The estimated parameter α , called the income elasticity coefficient informs by how much % monthly expenditure on recreation and culture will change on average, with an increase in total monthly expenditure on 1 person by 1%, assuming that the remaining variables are constant. The assessment of the parameter α_2 is the flexibility of expenditure relative to the number of people in a household and determines the effects of the scale of management depending on the size of the family. On the other hand, parameters γ show differences in preferences related to the class of place of residence, the education of the head of the household and subjective assessment of the financial situation of the household. The final selection of explanatory variables for the model was performed by the stepwise regression method. The model parameters were estimated using the classical Least Squares Method. The description of this method and its use in scientific research can be found, inter alia, in works [9, 10 II, 12].

Results

The article analyzes expenditure on recreation and culture, including organized tourism in various sections. All descriptive parameters determined for expenditure were calculated using the number of persons in the household, which was considered a weight. The results are presented in table 1. Young households spent an average of PLN 93.2 on recreation and culture per person per month, which accounted for 6.4% of the total expenditure. In the case of 60+ households, these expenses amounted to PLN 73.9, i.e. 5.2% of the total expenses. Average expenditure on organized tourism was definitely lower. In young households, it amounted to PLN 24.1, which constituted 25.9% of the average expenditure on recreation and culture, while in 60+ households it was only PLN 14.8, or 20% of all expenditures related to recreation and culture.

The average level of both total expenditure and the expenditure related to recreation and culture including organized tourism is determined by the size of the locality measured with the number of inhabitants. An average household in the city of 500,000 inhabitants allocated 7.7% of total expenditure for recreation and culture for young households and 6.2% for 60+ households, while rural households allocated 1.7 and 1.3 pp less for this purpose, respectively. The share of expenditure on organized tourism in expenditure on recreation and culture is also determined by the class of place of residence. In this case, the difference between the analyzed shares was 8.4 pp for young and 6.6 pp for older households. The biological type of the family in the compared households also has an impact on the average expenditure values. Young couples without children and one-person households allocate the most funds for recreation and culture. Among 60+ households, married couples with one dependent child spent the most. Regardless of age, married couples with one dependent child and married couples without children have the highest rates of the share of expenditure on recreation and culture in total expenditure; however, almost 50% of expenditure on recreation and culture is allocated for organized tourism in 60+ households. The subjective assessment of the financial situation of the household is also important for the average total expenditure as well as expenditure related to recreation and culture. Table 1 shows that better assessment is accompanied by an increase in average expenditure. This is particularly visible in the case of total expenditure as well as expenditure on recreation and culture. Taking into account the education of the household head, it should be noted that with an increase in education, the share of both recreation and culture expenditure in total expenditure and organized tourism expenditure in recreation and culture expenditure significantly increases, regardless of the age of the household head.

Tables 2 and 3 show the results of econometric modeling of expenditure on recreation and culture in households of young people and 60+ ones. As indicated by the values of parameter assessments, the financial situation of the household has the greatest impact on the formation of expenditure related to free time, regardless of the age of the household head. An increase in total expenditure by 1% corresponds to an increase in expenditure on recreation and culture by an average of 5.80% in young households and 4.92% in 60+ households, assuming the stability of other variables. The number of people in the household is also important, which is particularly evident in the case of young households, but it is also important in 60+ households that are more willing to enjoy recreation and culture in the company of other people of the household.

Table 1. Basic descriptive characteristics of the distribution of expenditure on recreation and culture and organized tourism with regard to socio-economic characteristics and place of residence of the surveyed households (M – households of young people; S – households 60+)

Specification	Average total expenditure (1)		Average expenditure on recreation and culture (2)		Average expenditure on organized tourism (3)		Share (2)/(1) (in %)		Share (3)/(2) (in %)	
	1		2		3		4		5	
	M	S	M	S	M	S	M	S	M	S
Total	1451.2	1415.6	93.2	73.9	24.1	14.8	6.4	5.2	25.9	20.0
Class of place of residence										
City above 500,000 residents	2182.0	1724.6	167.3	106.6	49.9	25.3	7.7	6.2	29.8	23.7
City 200,000-499,000 residents	1924.3	1735.4	102.1	99.0	20.9	24.4	5.3	5.7	20.5	24.6
City 100,000-199,000 residents	1472.2	1546.3	89.8	87.1	21.8	21.6	6.1	5.6	24.3	24.8
City 20,000-99,000 residents	1309.3	1420.6	78.4	70.6	21.7	13.5	6.0	5.0	27.7	19.1
Town below 20,000 residents	1214.1	1338.8	72.9	65.5	15.6	9.7	6.0	4.9	21.4	14.8
Village	1004.1	1237.4	59.9	59.2	13.7	10.1	6.0	4.8	22.9	17.1
Biological type of household										
Married couples without children	2164.6	1427.1	151.6	79.4	49.0	18.5	7.0	5.6	32.3	23.3
Married couples with one dependent child	1317.5	1278.0	95.2	99.0	23.5	45.7	7.2	7.7	24.7	46.2
Married couples with at least one dependent child and other persons	778.9	754.4	45.1	39.4	4.4	5.5	5.8	5.2	9.8	14.0
Single-person households	2539.7	1623.6	149.0	79.4	40.8	13.2	5.9	4.9	27.4	16.6
Subjective assessment of the financial situation										
Good	1904.0	1913.2	144.4	143.2	41.1	47.5	7.6	7.5	28.5	33.2
Rather good	1477.9	1544.1	103.0	85.5	29.0	17.2	7.0	5.5	28.2	20.1
Average	1194.9	1301.7	59.7	57.6	12.1	7.7	5.0	4.4	20.3	13.4
Rather bad	1050.7	1119.4	53.8	43.3	7.7	1.7	5.1	3.9	14.3	3.9
Bad	1002.9	1093.5	39.2	46.9	7.0	8.6	3.9	4.3	17.9	18.3
Household head education level										
Junior secondary school or lower	915.5	1065.5	44.2	36.0	2.3	1.8	4.8	3.4	5.2	5.0
Basic vocational	573.0	1237.2	45.8	52.9	5.9	7.3	8.0	4.3	12.9	13.8
Secondary comprehensive	1512.2	1488.5	85.2	74.6	19.4	10.3	5.6	5.0	22.8	13.8
Secondary vocational	1215.0	1520.8	71.9	80.3	19.2	15.7	5.9	5.3	26.7	19.6
Higher	1899.0	2053.3	141.5	157.5	41.5	49.3	7.5	7.7	29.3	31.3

Source: authors' own calculations based on individual unidentifiable data provided by the Central Statistical Office.

Table 2. Assessment of parameters of the power-exponential model of expenditure on recreation and culture in young households

Specification	Coefficient	Standard error	t(14455)	p-value
Constant	-49.7071	2.3635	-21.0307	0.0000
lnLOS	8.1425	0.3482	23.3843	0.0000
lnWYD	5.8027	0.3029	19.1597	0.0000
Woman	1.4622	0.3232	4.5243	0.0000
Good financial situation	0.8603	0.3340	2.5756	0.0100
Poor financial situation	-5.0838	1.5878	-3.2017	0.0014
R = 0.644; R ² = 0.414; F = 1270,3; p < 0.0000				

Source: authors' own calculations based on individual unidentifiable data provided by the Central Statistical Office.

Young households with good financial standing incur higher expenses than the reference households by an average of 36.39%, i.e. $(e^{0.8603} - 1) \cdot 100\% = 36.39\%$ and in the case of their poor financial standing, they spend significantly less than households with average financial situation.

The education of the head of the household significantly affected spending on recreation and culture only in 60+ households. Along with its increase, there was an increase in expenses compared to households where the head had junior secondary education or lower. The zero-one variable for living in cities of different sizes in relation to rural housing had a positive impact on 60+ households. The highest funds for recreation and culture were allocated by households living in cities of over 500,000 and in cities from 200,000 to 499,000.

In both examined groups of households, the level of expenditure related to recreation and culture is influenced by the sex of the household head. When the head of the household is a woman, more money is spent compared to men's households.

Table 3. Assessment of parameters of the power-exponential model of expenditure on recreation and culture in 60+ households

Specification	Coefficient	Standard error	t(6081)	p-value
Constant	-38.4028	1.4227	-26.9930	0.0000
lnWYD	4.9183	0.1957	25.1377	0.0000
lnLOS	4.2423	0.2325	18.2445	0.0000
Woman	0.7205	0.1971	3.6548	0.0003
Basic vocational education	0.8731	0.2532	3.4489	0.0006
General secondary education	1.3589	0.3717	3.6558	0.0003
Secondary vocational education	1.4447	0.2677	5.3972	0.0000
Higher education	1.7440	0.3245	5.3749	0.0000
Rather bad financial situation	-1.5460	0.3128	-4.9424	0.0000
Bad financial situation	-1.5113	0.5653	-2.6732	0.0075
City above 500,000 residents	0.6757	0.3209	2.1054	0.0353
City 200,000-499,000 residents	0.5991	0.2802	2.1383	0.0325
City 100,000-199,000 residents	0.5015	0.2362	2.1230	0.0338
Town below 20,000 residents	-0.9758	0.2941	-3.3179	0.0009
R = 0.610; R ² = 0.372; F = 980,3; p < 0.0000				

Source: authors' own calculations based on individual unidentifiable data provided by the Central Statistical Office.

The determination coefficients of the estimated models of about 40% mean that less than half of the overall observed variability of the explained variable was explained by the model. However, taking into account the fact that the subject of the study is a single household, and therefore we are dealing with a large dose of individuality in making decisions on spending on recreation and culture in a specific month, these ratios can be considered satisfactory.

Discussion

In the era of globalization and a constant competitive struggle between enterprises, the knowledge about consumers, their needs, expectations and habits is particularly important. Consumer behavior is intended to meet specific personal needs that change with the acquisition of experience, age, family situation, fashion, financial standing, etc. Age plays a large role among the variables shaping consumer behavior. We observe a change in the needs of consumers, and the way they make market choices changes as they become older [13].

Contemporary young consumers represent significant purchasing and decision-making power, as they have more and more financial resources to use according to their own needs. Young people are characterized by great curiosity about the world, observation, search and interest in innovation, willingness to imitate the lifestyles of authorities or opinion leaders, susceptibility to fashion and trends coming from other countries. The expectations of this market segment regarding the product and service offer, its attractiveness, modernity and diversity [14] are also growing. In households of young people,

about half of the expenditure relates to meeting basic needs, i.e. the purchase of food and beverages, fees for the use of housing, energy carriers and commuting. However, young people do not forget about their physical and intellectual development as evidenced by a significant part of their spending on recreation and culture [15, 13]. For young people, traveling is a form of learning, a way to meet other people, contact other cultures, a source of career development, a means of self-development, an essential part of everyday life, an escape from reality [16]. Young people are brave, flexible, they know foreign languages and want to expand their horizons when traveling. Research on recreation and tourism of young people was carried out, *inter alia*, by [17, 18, 19, 20, 21]. Demeter & Bratucu [18] described the main types of tourism of young people (aged 18-35). According to them, the most common types include educational tourism, volunteering, work and travel, cultural exchange, sport, adventure and recreational tourism.

Elderly people are a completely different group of consumers, with different motivations, preferences, needs, requirements and limitations. As a rule, they have medium or low incomes, which limits their purchasing power. A substantial part of expenditures of senior households are food expenses as well as housing and operating charges. The expenses for medicines and other health needs are also a significant item in their budget. Due to limited financial possibilities, they rarely use catering services (90% of pensioners never or very rarely eat their main meal out) and active forms of spending free time, including tourism. However, due to the worldwide phenomenon of aging population, the tourism industry is increasingly seeing market potential therein. Tourism of the elderly, so popular in Western countries, is becoming increasingly important in Poland [22, 23, 24]. Policy makers and industry practitioners focus on developing competitive business and marketing strategies targeted at older tourists [25, 26, 27], perceiving them as a source of some income. Therefore, scientific literature studies elderly people and their recreational and cultural behavior, in particular travel-related activities, socio-demographic characteristics, preferences and motivations [28, 29, 30, 31]. Research indicates that the market related to recreation and culture, and especially the tourist market of the elderly, is not one large homogeneous group but rather it can be divided into smaller homogeneous groups depending on the needs and possibilities. The most common motivations for older tourists include seeking knowledge, rest and relaxation, social interaction, self-realization and nostalgia. Accessibility is an important parameter of quality and usability of tourist attractions addressed to the elderly. It is a key factor determining the satisfaction and the loyalty of this group of tourists, often with limited physical capabilities or disabled [32].

Conclusion

The possibility of using recreational and cultural activities has a huge impact on satisfactory management of free time and contributes to the well-being and overall life satisfaction of an individual. Culture and entertainment are important activities that people do not give up completely, even with a significant reduction in total expenditure. Access to culture is increasingly recognized as a fundamental right, as is education, health and other fundamental rights [33]. In connection with the above, research on the relationship between expenditure on recreation and culture and the satisfaction of using leisure time is becoming increasingly important. Household spending on leisure time should reflect cultural attitudes, the supply of leisure time

and the availability of cultural events, their price, and the ability to ensure such expenditure in the household budget [34]. Such studies are carried out, for example, among the inhabitants of the European Union. They prove that the level of satisfaction of EU residents with the use of free time depends on socio-demographic factors, such as age, gender, income, place of residence, etc. This is also confirmed by the results of the research presented in this article.

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