

## **An Analysis of Preferences and Decision-Making Factors Among Young Consumers in the Polish Furniture Industry**

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**Abstract:** This study explores the online furniture purchasing preferences of young adults, highlighting their increasing reliance on e-commerce due to convenience and access to a wide product range. Key findings indicate that tables, coffee tables, chairs, and armchairs are the most popular categories purchased online, while items like beds and sofas are less favoured due to the need for physical inspection. Trust in the brand and after-sales service significantly influence purchasing decisions. The results suggest that furniture retailers should focus on building a strong online presence, offering flexible financing, and ensuring high-quality customer service.

*Keywords:* online shopping, furniture, young adults, consumer preferences, e-commerce

### **INTRODUCTION**

Understanding the factors influencing young consumers' purchasing decisions in the furniture industry context is a critical area of research from both industrial and marketing perspectives. In the face of rapidly changing consumer preferences and the growing significance of the internet in the purchasing process, it is essential to delve into the motivations and determinants that guide furniture choices among this social group. Investigating these factors will provide a better understanding of the needs of the younger generation, taking into account the actual expectations of this age group.

This article presents a literature review and an empirical study based on a survey with a sample of 397 participants aimed at identifying the key factors influencing the decision-making process of young consumers in the furniture market. The analysis has allowed for identifying consumer behaviour determinants in this age group and preferences regarding specific aesthetic directions corresponding to the potential young adult.

The study aims to understand the purchasing preferences of young adults in the context of furniture acquisition. The analysis focuses on identifying which types of furniture are most frequently chosen by young consumers online and what factors influence their purchasing decisions. The objective is to determine which aspects (such as the type of furniture, convenience of purchase, and the ability to check the product before purchase) are of paramount importance to this demographic group. The results of the analysis can be used to develop effective marketing and sales strategies for furniture retailers who wish better to tailor their offerings to the needs of young buyers.

Furthermore, the study aims to investigate the extent to which factors such as product availability online, promotions, price, the ability to verify the quality of furniture in-store, and other elements influence the purchasing decisions of young adults. Based on this data, the goal is also to identify potential barriers and concerns that may affect the decision to purchase furniture

online and to suggest how retailers can optimise their offerings to meet the expectations of young consumers better.

## MATERIALS AND METHODS

A survey was conducted to understand the purchasing preferences of young adults regarding online furniture shopping, the results of which form the basis of this analysis. The survey was administered via an online questionnaire distributed through the platform ankieto.pl. A total of 397 participants took part in the study, providing an adequate sample size for statistical analysis and allowing for the drawing of reliable conclusions.

### Sample Selection

Respondents were selected from the Silesian Voivodeship, which was deemed the most demographically representative. This choice was motivated by the desire to obtain a sample reflecting the social and demographic diversity characteristic of the entire population of young adults in Poland. The Silesian region is characterised by high population density and socio-economic diversity, making it an appropriate area for conducting this type of research.

### Research Instrument

The questionnaire used in the study consisted of closed and semi-open questions aimed at gathering information about purchasing preferences, factors influencing purchasing decisions, and the frequency of online furniture purchases. The questions covered various aspects related to furniture shopping, such as:

- Types of furniture most frequently purchased online.
- Factors influencing the decision to purchase furniture online (e.g., price, quality, brand, the ability to view the product in person).
- Preferred payment and financing methods.
- The importance of reviews about the manufacturer or store.

### Research Process

The questionnaire was made available to respondents online, enabling access to a wide group of participants in a short period. Participation was voluntary, and all responses were anonymous to increase the reliability of the results and encourage honest answers. Data were collected within a specified timeframe, allowing for the acquisition of up-to-date information regarding the purchasing preferences of young adults.

### Data Analysis

The collected data were subjected to statistical analysis using appropriate data analysis software. The analysis included both descriptive statistics and comparative analyses, which allowed for the identification of key trends and relationships between various variables. The results of the analysis were then interpreted in the context of existing literature and market trends, leading to the formulation of conclusions and recommendations for furniture retailers.

### Study Limitations

While the study provides valuable insights into the purchasing preferences of young adults in the Silesian Voivodeship, its results may not be fully generalisable to the entire population of Poland. Additionally, the use of an online questionnaire may limit the sample's representativeness

to individuals with internet access who are willing to participate in such a study. Nevertheless, the study's findings offer significant insights into the purchasing preferences of young consumers and can serve as a foundation for further research on a larger scale.

## YOUNG ADULTS AS CONSUMERS

The term "young adults" in the literature often refers to individuals who are biologically mature but still partially or fully dependent on their parents or guardians. Demographically, this group typically includes individuals of both genders aged 18 to 24 who are either in school or pursuing higher education. From a socioeconomic perspective, young adults may or may not be taking their first steps in the job market or may lack stable employment, often facing challenges in sustaining themselves independently and demonstrating immaturity in undertaking personal responsibilities beyond their capabilities (Borowicz et al. 1991; Ledzińska 2012).

Young consumers, as a distinct segment of society, differ from older generations not only in their worldview but also in their values and purchasing behaviours. By understanding the segments of young consumers, we can gain a better insight into market dynamics and generational changes. Traditional segments include:

**User:** This segment refers to individuals who use the products or services they purchase. Often, young consumers fulfil this role, particularly in the context of technology, where they are frequently associated with the use of new tools and applications.

**Buyer:** This segment includes those who make the purchase. Young consumers often buy products not only for themselves but also for their families, frequently opting for gadgets or accessories that enhance their quality of life.

**Advisor:** These individuals provide information about alternative products. Young people, with their broad access to information and social media, are often seen as key advisors within their families.

**Initiator:** This segment includes individuals who start the purchasing process. Young consumers, who stay up-to-date with technological advancements and trends, often initiate purchases or suggest new uses or products.

**Decision-Maker:** This segment consists of those who make the final purchasing decisions. Young consumers, increasingly active and well-versed in technology, often have the final say in purchasing decisions.

The behaviours of young consumers are shaped by both internal and external factors. Internal factors include age, gender, lifestyle, education, place of residence, family, and friends. External factors relate to the significance of the products, the location of sales points, and the influence of social groups, culture, and fashion. Studies from Southeastern Europe indicate that young adults are highly active and value group membership. The internal bond shared attention, and focus on their purchasing decisions, along with the tendency to emulate other group members, play a significant role (Arslanagic-Kalajdzic et al. 2021). Young people consciously use technology, seeking product information online and prefer products that are already recommended by others. Due to their access to extensive knowledge and information about the market, products, and consumption, young people are far more informed consumers compared to older generations (Cochoy et al. 2020; Kot 2021; Park and Lin 2020).

Young adults can be broadly divided into two main groups: those who focus on continuing their education and those who opt for direct entry into the labour market. The first group prioritises formal education, choosing to pursue higher studies, specialised courses, or other forms of training

that allow them to acquire the knowledge and skills necessary for growth in their chosen field. The second group, on the other hand, prefers practical experience, starting their professional careers immediately after finishing high school.

Young adults who prefer to enter the workforce as quickly as possible are often driven by a desire to achieve a high quality of life and financial independence. They choose a career path and foregoing extended education in order to start earning money and realising their dreams of a comfortable life as soon as possible. However, this rush towards success can sometimes lead to the risk of living beyond their means. Tempted by easy access to credit and consumption, some may fall into debt as they attempt to maintain a lifestyle that exceeds their current financial capabilities. While ambition and the pursuit of improving their material situation are commendable, it is important for young adults to understand the significance of a balanced approach to finances and long-term planning.

The values and behaviours of young adults are often shaped by external influences, which can lead to a reluctance to take on responsibility and make significant decisions, thereby delaying their transition into adulthood. At the same time, some researchers are optimistic, and many doubt whether Millennials and Generation Z will successfully navigate the challenges of adulthood. The prolonged period of adolescence contributes to more conscious life decisions, symbolised by the metaphor of "Sleeping Beauty."

Young people are aware of their generational identity but also feel distinct. Their identity is shaped within a consumerist society, where they often avoid difficult social issues and retreat in the face of uncertainty. Among young adults, there is a predominant emphasis on personal development, self-realisation, and attending to their own needs, which can lead to egotism and a lack of emotional maturity. Young people frequently invest in their passions, health, and appearance, treating themselves as a priority. Self-care has become not only a norm but an obligation, fostering self-absorption and contributing to the rise of mental health issues such as narcissism, eating disorders, or body dysmorphia.

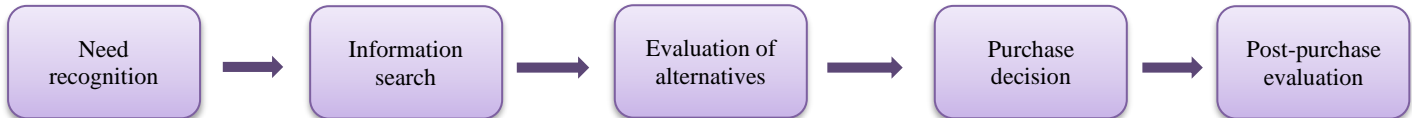
Increasingly, young people prefer "situationships" and non-committal relationships over serious commitments or marriage, driven by convenience, a lack of desire to engage deeply, and a tendency to avoid responsibility.

Generation Z stands out with characteristics that distinguish it from previous generations, primarily due to digitalisation and technological advancements that have accompanied their upbringing. Their approach to life, values, and expectations of themselves and others are markedly different. Their innovative approach to consumerism, brand perception, and social and environmental issues influences the way long-term relationships with this group are built. The values they communicate not only attract attention but also signal changes across various industries. The market is seeing a growing number of organisations that can meet the needs of the younger generation by offering products and services that align with their expectations and focusing on positive customer experiences.

Research findings highlight the importance of communication based on credibility, innovation, and responsibility (Wulur and Mandagi, 2023). Brands should offer personalised products and services that cater to consumers' needs and emphasise their individuality. Generation Z values brands that are socially engaged and have a good reputation while avoiding celebrity-driven promotions that might arouse scepticism.

The purchasing process is as important as the product itself. Young adults prefer simplicity and transparency, avoiding long wait times and poor customer service. Despite their high level of digital engagement, many members of Generation Z prefer in-store or hybrid shopping

experiences, particularly when purchasing premium cars, where they expect professional advice and a comprehensive presentation of the offer. Despite their young age, they are the primary decision-makers when choosing a brand, guided by financial parameters and information obtained from the Internet, close contacts, and professional advisors.



**Figure. 1.** Consumer purchase process (based on Stankevich 2017)

### Purchasing Decision

The traditional model (Figure 1) illustrates the need to purchase a new product as the starting point of the purchasing process. The next step involves finding a satisfactory product by searching through available shopping channels and considering all alternatives. The penultimate stage is making the purchase decision, during which the customer must not only select a specific product but also decide how to finance the purchase, whether to buy online or in a physical store and choose the delivery method. The final stage involves answering the crucial question: Am I satisfied with the purchased product? It is important to note that if the customer is satisfied with the product, the likelihood of them choosing the same manufacturer or store again increases.

According to the study by Balicka and Niedbała (2022), the most common factors influencing purchasing decisions related to furniture are those associated with design and aesthetics (an average of 91.7% of respondents' answers). Price-related factors are also quite significant for customers (86.8% of respondents), while quality-related factors are the least important (an average of 80.0% of respondents' answers). This article focuses on examining consumer needs and considering the alternatives that potential customers must take into account during the purchasing process, and it also compares the preferences of the younger generation with the overall cross-sectional profile of society.

However, a study conducted by PayPal reveals that Generation Z and Millennials differ significantly in their furniture purchasing habits, although they share a common need for security during online shopping. Millennials, born in the 1980s and 1990s, spend on average 200 PLN more per month on online purchases than Generation Z, which could be due to their financial resources. Generation Z, born after 1995, tends to make impulsive purchases, preferring to spend money on experiences such as streaming subscriptions and travel rather than on material items like home furnishings. Conversely, Millennials frequently purchase furniture and toys and show greater loyalty to Polish shopping platforms. Generation Z draws most of its shopping inspiration from Instagram, YouTube, and TikTok, while Millennials turn to Facebook. This difference is primarily due to Generation Z being more trend-conscious, following fashion trends that frequently shift.

After the COVID-19 pandemic, consumers increasingly prefer online shopping, valuing the convenience and safety that this method offers. The advancement of technology further supports this trend by introducing innovative applications that allow for virtual try-ons of clothing or checking how a piece of furniture will look in one's home. These modern solutions make online shopping even more attractive, catering to individual consumer needs and saving time. However, one of the side effects of the growing frequency of online shopping is the reduction of interpersonal interactions. The lack of daily, direct contact can lead to a sense of isolation, especially for those who have limited opportunities for social encounters in their everyday lives.

### Economic Factors in Young Consumer Behavior

According to Woźny's (2012) approach, economic determinants of consumer behaviour can be divided into macroeconomic and microeconomic factors. The former primarily includes the economic situation of the country and region where the consumer resides. On the other hand, microeconomic factors such as income, expenditures, savings, and access to credit directly affect the material situation of consumers. Economic factors that determine consumer behaviour also encompass the supply of goods and services and their availability in the market.

In the context of the furniture market, key economic factors include price, availability, choice, and credit options. A high-income level may lead to increased spending on furniture, particularly among affluent individuals, while financial constraints can influence purchasing decisions. Owning a home, as a primary durable good, is a crucial factor that determines consumers' purchasing power and furniture preferences.

### Demographic Determinants of Consumer Behavior

Demographic factors significantly differentiate consumer needs, influence their market behaviours, and determine the conditions under which these behaviours occur. The primary demographic factors include age, gender, and the size of the city or village.

Age is a crucial determinant of consumer behaviour, as needs, preferences, and decision-making processes evolve with age. Children have limited purchasing capabilities, while older individuals may face health challenges but often have greater purchasing power.

Gender also influences purchasing behaviours. Women are more likely than men to make purchasing decisions, tend to be more independent in their choices, and are more susceptible to advertising (Bessouh et al. 2017). Gender differences extend to product selection criteria and the decision-making process.

### Psychological Determinants of Young Consumers' Behavior

Perception, the process by which consumers receive stimuli from the market, is crucial for making purchasing decisions. Perception is shaped by a variety of external and internal factors, such as the nature of the stimuli, the social context, and the personality of the consumer (Kieźel 2010).

Consumer attitudes, which encompass their evaluations of products, ideas, or actions, are influenced by social environment, personal experiences, and other factors. These attitudes affect buyers' preferences, guiding their tendency to choose certain products or services over others. Preferences are constantly evolving, shaped by the introduction of new products and the changing expectations of consumers.

Key psychological factors influencing consumer behaviour include needs, perception, motives, attitudes, preferences, personality, learning, and perceived purchase risk. Furniture, as durable goods, fulfil both economic and secondary consumer needs. In our culture, furniture is often considered a basic necessity, satisfying both material and social needs. However, the purchase of furniture can also be driven by latent or passive needs.

Understanding these psychological determinants is essential for marketers and businesses aiming to effectively engage with young consumers, as these factors play a significant role in shaping their purchasing decisions and overall behaviour in the marketplace.

### Marketing Conditions Shaping Young Consumers' Behavior

**Social Media Influence:** Social media platforms have become an integral part of our lives, and influencer marketing plays a crucial role in this environment. Influencers who have earned the trust of their followers and have substantial reach are increasingly intertwined with marketing strategies. Through their authority and credibility, influencers can promote products and services, creating positive brand associations. Their opinions and recommendations, often delivered in an authentic and personal manner, encourage users to engage with products or services. Recommendations, reviews, and discount codes help build relationships with followers, leading to an increasing number of customers for a given brand. Potential customers frequently seek out the opinions and recommendations of influencers, which significantly impact their purchasing decisions.

**Values and Ethics in Decision-Making:** Young adults are increasingly guided by values and ethics when making purchasing decisions. They pay attention to ethical aspects such as working conditions in factories, sustainable development, and environmental impact when choosing products. The purchasing preferences of this age group often include support for brands that engage in eco-friendly initiatives, promote fair trade, or offer locally produced goods. For young consumers, values such as transparency, social responsibility, and environmental responsibility are becoming key criteria that influence their choices and loyalty to brands. They expect the brands they support to operate in accordance with principles of social responsibility, adopting practices that minimise negative environmental impacts and support fair working conditions. It is important to young people that their purchases not only meet their needs but also align with their values, contributing to positive changes in the world.

**Targeted Marketing Strategies:** Marketing strategies directed at young consumers are effectively tailored to their diverse preferences. We can divide consumers into two groups:

**Digital Enthusiasts:** The first group spends a significant amount of time on social media platforms like TikTok and Instagram. For them, content that is not only aesthetically pleasing but also dynamic and interactive is key. Young adults in this group do not favour long videos or reviews—they need short, engaging content that captures their attention. Many social media campaigns collaborate with popular influencers and leverage viral content, allowing brands to quickly gain popularity among young consumers and encourage them to purchase products.

**Experience Seekers:** The second group, which prefers physical experiences, derives satisfaction from visiting luxury showrooms where they can directly interact with products and feel special. For them, sophisticated, immersive events and the opportunity to personally test the quality of the products offered are crucial. This strategy emphasises exclusivity, uniqueness, and access to exceptional experiences. Even though many young adults in this group may not afford luxury items, the desire to live beyond their means and present themselves as affluent is increasingly noticeable. For this group, marketing strategies that highlight prestige and luxury are particularly appealing, as they resonate with the desire to be perceived as wealthy and successful.

## RESEARCH FINDINGS

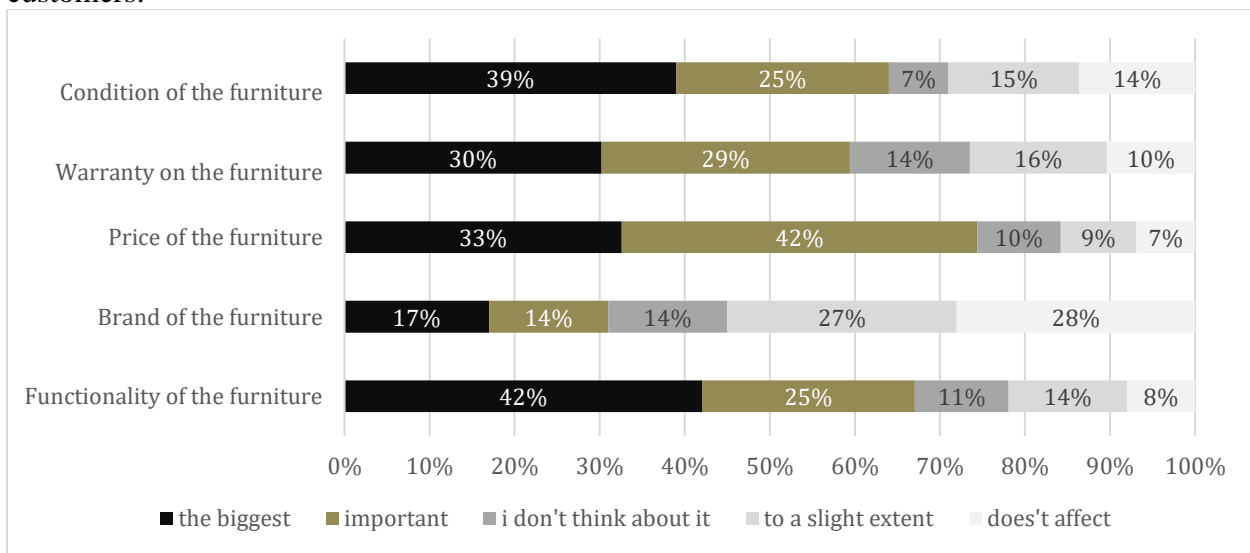
Based on the results presented, it can be concluded that young buyers primarily prioritise price and functionality when choosing furniture. Price is a key factor for as much as 75% of respondents, indicating that young people are highly cost-sensitive and seek solutions that align with their budget. This tendency may stem from limited financial resources or priorities related to saving for other goals, such as education, travel, or future investments.

Functionality is equally important, influencing 67% of respondents. This shows that young people are looking for furniture that is not only affordable but also meets their specific practical

needs. This approach reflects the practicality of young consumers, who choose products that facilitate daily life and maximise the utility of their space, especially if they live in smaller apartments or rented rooms where efficient use of space is crucial.

The condition of the furniture is important for 64% of respondents, suggesting that young buyers are also interested in the quality and durability of products, although this is not their top priority. Brand loyalty is less significant, with only 31% of respondents considering it a key factor. This result indicates that young people are less loyal to specific brands and more open to experimenting with different manufacturers, focusing on the real value offered by the product.

In summary, young buyers are mainly driven by price and functionality when selecting furniture, which reflects their pragmatic approach to shopping. The lesser importance placed on brand loyalty suggests that young consumers are more flexible and seek the best deal regardless of the manufacturer's reputation. For furniture companies, this means the necessity of offering competitively priced products that also meet the functional and quality demands of young customers.



**Figure 2.** Factors influencing furniture purchases by young adults.

Based on the presented results, it can be concluded that one of the most important factors for young buyers when purchasing furniture is the reputation of the manufacturer or store. As many as 66% of respondents indicated that this aspect is crucial for them, suggesting that young people place significant value on trust and the reputation of the brands and places where they make purchases. In the age of widespread access to information and online reviews, it is likely that young consumers often check the opinions and ratings of other users before making a purchase decision. This behaviour stems from the desire to minimise the risk of buying a low-quality product or purchasing from an unreliable source.

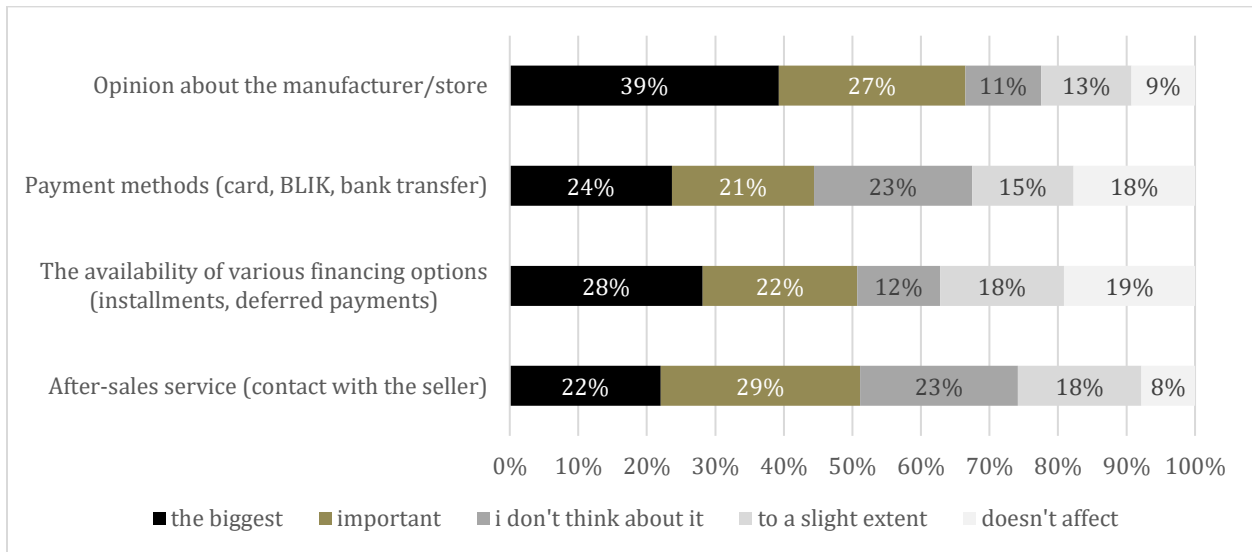
Post-purchase service is also a significant factor, influencing 51% of the respondents. Young buyers appreciate the ability to easily and seamlessly contact customer service after making a purchase, which may include services like repairs, returns, or general support. This indicates a growing consumer awareness regarding their rights and an expectation of ongoing support from sellers even after the transaction is complete.

The availability of different financing options is important for 50% of respondents, suggesting that young people are interested in flexible financial arrangements, such as instalment plans or leasing. This trend may be due to budget constraints or a preference for managing finances



in a way that spreads the cost of the purchase over time, which is particularly important for larger investments like furniture.

Although payment methods are the least critical factor, they still matter to 45% of respondents. This indicates that while young people have their preferences regarding payment methods—such as credit cards, online transfers, or mobile payments—this is not the decisive factor when choosing furniture. It can be assumed that they are flexible in this regard as long as other purchase conditions, such as price, quality, or store reputation, are met.

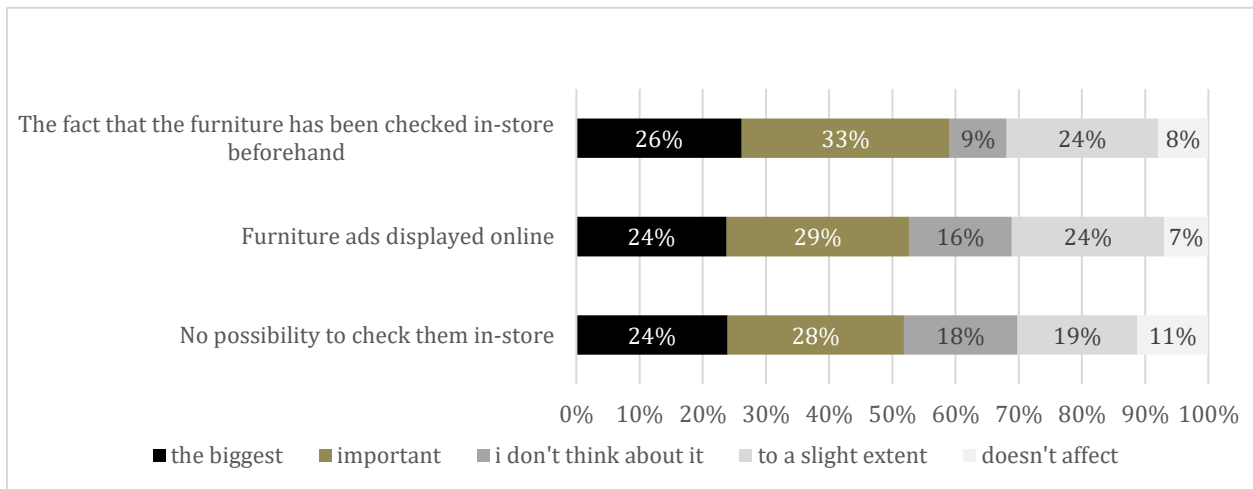


**Figure 3.** Factors influencing furniture purchasing decisions.

The results presented on the chart indicate that for young buyers, the most crucial factor when purchasing furniture is the ability to inspect the product in-store beforehand. A significant 59% of respondents believe that the opportunity to physically interact with the furniture before making a purchasing decision is very important. This suggests that young people prefer to see and test furniture in person to better assess its quality, comfort, and appearance. This finding may imply that despite their strong presence in the digital world, young consumers still value traditional shopping experiences that allow them to thoroughly evaluate products.

Online furniture advertisements significantly influence 53% of respondents, indicating that young buyers are susceptible to online advertising campaigns and often draw inspiration from them when selecting products. Social media, Google ads, and other forms of digital marketing play a substantial role in the decision-making process of young consumers, who frequently seek information online before purchasing. This result highlights the importance of a strong online presence and effective digital marketing for furniture companies.

Interestingly, the inability to check furniture in-store is important to 52% of respondents, which may indicate that while physical inspection is preferred, many young consumers are still open to purchasing furniture online, even if they cannot see the product in person. This openness could be due to the convenience of online shopping, a broader selection, attractive pricing, or trust in online reviews and recommendations. However, this result also underscores some concerns and risks associated with online shopping, such as uncertainty about product quality or the inability to evaluate it on-site.

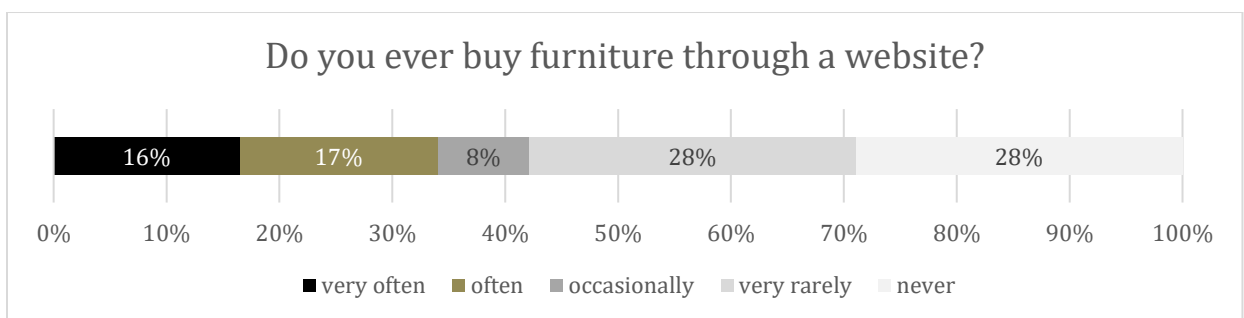


**Figure 4.** Impact of physical and marketing factors on furniture purchasing decisions.

Based on the results from Figure 5, it can be concluded that online furniture shopping is popular among young adults. 33% of respondents state that they frequently make purchases online, suggesting that young consumers prefer this method due to its convenience and easy access to a wide range of products without the need to leave their homes. Online shopping allows them to browse multiple offers and compare prices at their convenience, which is particularly appealing to young, often busy individuals who value the time-saving aspect of this option.

Additionally, young adults are drawn to online shopping by the better prices and promotions often offered by online retailers. The ability to use discount codes, take advantage of special deals, or shop during seasonal sales makes online shopping more financially attractive. Young buyers, who often have limited budgets, are eager to capitalise on such opportunities to get the best value for their money.

The popularity of online shopping in this demographic group may also be linked to their greater proficiency with technology and ease in navigating various e-commerce platforms. Young consumers are typically well-versed in the different online shopping options, which facilitates quick and hassle-free transactions.



**Figure 5.** Frequency of online furniture purchases.

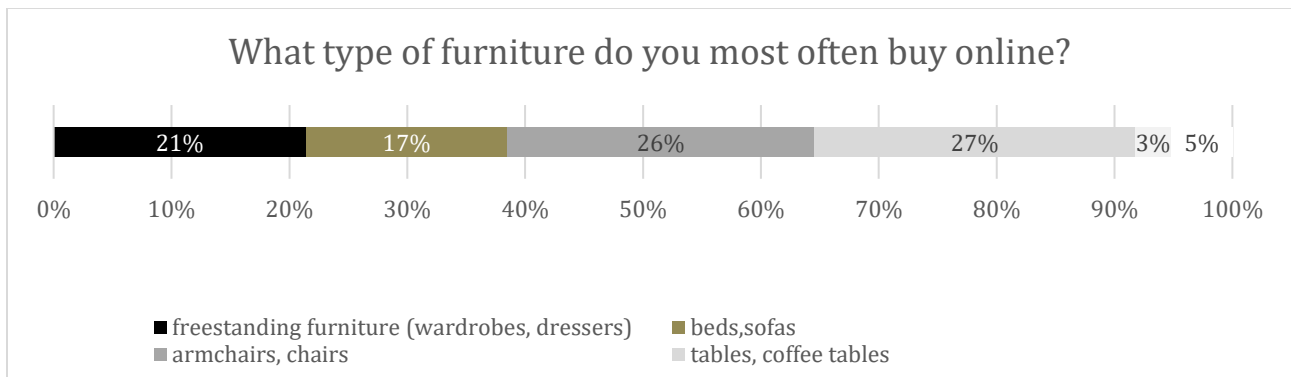
It can also be observed that young buyers particularly prefer purchasing furniture for residential interiors online. The most frequently purchased items are tables and coffee tables, which account for 27% of all purchases. The high popularity of this category may stem from the fact that tables and coffee tables have relatively straightforward requirements for assessing

quality—they can be easily viewed in photos, and their dimensions and materials are usually well described in online listings.

The second most popular category is chairs and armchairs, making up 26% of purchases. Similar to tables, chairs and armchairs are relatively easy to buy online because their dimensions and features are often clearly presented in product descriptions, and customers can easily compare different models and user reviews.

Freestanding furniture, such as wardrobes and dressers, ranks third, comprising 21% of all purchases. Although buying such furniture requires more effort from the buyer in terms of checking dimensions and fitting the space, young buyers are still eager to purchase these items online, likely due to the wide selection available on the internet and the ability to easily compare prices and styles.

The least popular categories are outdoor furniture (3%), beds and sofas (17%), and other types of furniture (5%). The low popularity of outdoor furniture may be due to the seasonal nature of these purchases and the limited outdoor space available in urban apartments, where younger populations often reside. Beds and sofas are also less popular for online purchases, which may suggest that young buyers prefer to physically check these products first, testing their comfort and build quality before committing to a purchase. Buying a bed or sofa involves a higher level of risk due to the need for careful assessment of comfort and functionality, which can be difficult to achieve online.



**Figure 6.** Online furniture purchase preferences.

## SUMMARY AND CONCLUSIONS

Based on the critical analysis of the literature, the following conclusions can be drawn:

### Online Shopping Preferences:

Young adults often prefer purchasing furniture online due to the convenience and wide range of products available. 33% of respondents frequently make online purchases.

### Most Frequently Purchased Furniture Categories:

The most popular types of furniture bought online are tables and coffee tables (27%) and chairs and armchairs (26%). These items are easy to assess based on photos and descriptions, which may explain their popularity.

### Less Interest in Furniture Requiring Physical Assessment:

Outdoor furniture (3%) and beds and sofas (17%) are less frequently purchased, suggesting that young consumers prefer to personally evaluate the comfort and quality of these products before buying.

#### Importance of Manufacturer and Store Reviews:

Young consumers place significant importance on the reputation of the manufacturer or store (66%), indicating that brand trust is crucial when purchasing furniture online.

#### Role of Post-Purchase Service and Financing:

Post-purchase service (51%) and the availability of various financing options (50%) are important factors influencing young buyers' purchasing decisions.

#### Importance of Physical Interaction with the Product:

The ability to inspect furniture in-store before purchasing is important to 59% of respondents, highlighting the need for direct contact with the product, especially for larger and more complex furniture item

Based on the analysis of young adults' preferences for online furniture shopping, several key conclusions can be drawn. Young consumers are increasingly turning to the Internet as their primary shopping channel, with 33% of respondents frequently purchasing furniture online. The main reasons for this trend include convenience and the availability of a wide range of products without the need to leave home. Online shopping allows young adults to easily compare different offers and prices, which is particularly important when looking for the best deals and promotions. Additionally, online commerce offers attractive prices and the possibility of using discounts, further encouraging purchases.

The most popular categories of furniture purchased online are tables, coffee tables, chairs, and armchairs, which account for 27% and 26% of all online furniture purchases, respectively. These items are relatively easy to evaluate based on the photos and descriptions available online, which may explain their high popularity among young consumers. For young adults, it is crucial that the furniture is both functional and aesthetically pleasing, and the internet provides the ability to browse a wide selection of such products with ease.

However, not all types of furniture are equally popular among young online buyers. Outdoor furniture, beds, and sofas are significantly less popular for online purchases, suggesting that these types of products require physical contact and assessment before purchase. Outdoor furniture accounts for only 3% of all purchases, likely due to its specific and seasonal nature. Beds and sofas, which make up 17% of purchases, are often chosen in brick-and-mortar stores where their comfort and quality can be thoroughly evaluated. Young consumers may be wary of the risk associated with purchasing furniture that does not meet their expectations in terms of comfort and durability, which is why they prefer to inspect these products in person.

A crucial factor influencing young consumers' purchasing decisions is the reputation of the manufacturer or store, which is important to 66% of respondents. This shows that trust in the brand and its reputation plays a key role in the decision-making process. Consumers are looking for reliable sellers who offer not only high-quality products but also provide good customer service and favourable purchasing conditions. Post-purchase service and flexibility in financing are also important to young buyers. 51% of respondents consider the quality of after-sales service important, and 50% value the availability of various financing options, such as instalment payments, which allow for more flexible budget management.

Young adults demonstrate a clear preference for online furniture shopping, particularly for simpler products like tables, coffee tables, chairs, and armchairs. They favour the convenience and flexibility that e-commerce offers while expecting high-quality service and transparency from sellers. Furniture companies should, therefore, focus on building trust and a positive online reputation, offering a wide selection of products at attractive prices, and providing

excellent customer service and flexible financing options. It is also important to understand that certain categories of furniture may require additional marketing efforts or strategies to convince customers to buy online, especially for products that young consumers prefer to evaluate in person.

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**Streszczenie:** Niniejsza praca analizuje preferencje młodych dorosłych dotyczące zakupu mebli przez internet, podkreślając ich rosnące zaufanie do e-commerce ze względu na wygodę i dostęp do szerokiego asortymentu produktów. Kluczowe wyniki wskazują, że stoły, stoliki, fotele i krzesła są najczęściej kupowanymi kategoriami mebli online, podczas gdy łóżka i sofy są mniej popularne z powodu potrzeby fizycznej oceny. Zaufanie do marki i obsługa posprzedażowa mają znaczący wpływ na decyzje zakupowe. Wyniki sugerują, że sprzedawcy mebli powinni skoncentrować się na budowaniu silnej obecności online, oferowaniu elastycznego finansowania oraz zapewnianiu wysokiej jakości obsługi klienta

*Słowa kluczowe:* zakupy online, meble, młodzi dorośli, preferencje konsumenckie, e-commerce

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