

Next generations expectations in the housing quality and the main affecting factors in the Slovak Republic¹

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Abstract

Understanding consumer behaviour has become one of the most important tasks of marketing itself. Without understanding consumer behaviour, affecting factors, expectations or current moods are created by a threat of failure. The paper focuses on factors and expectations affecting the next generation on housing in the Slovak Republic. Hypotheses and research questions were used in the paper to explore observed phenomena. Within this paper was used standardized questionnaire. The questionnaire was created and distributed in electronic form with Google Form. The research was attended by 115 respondents. Respondents' replies were subsequently extracted and processed by variance analysis (ANOVA – one-way-test). In the final part of the authors evaluated the examined hypotheses and research questions. The output of the paper is the formulated responses of the results of the chosen hypotheses and research questions to evaluate factors, impact intensity expectations affecting the next generation in solving housing questions from the perspective of gender structures.

Keywords

Consumer Behaviour, Generation Z, Impact factors, Quality of housing, Housing

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Introduction

The natural development of the society come new questions and the challenges that stand for the following developments and directions of the current and future society. We can divide the society with fragmentation to the number of cohorts. Based on historical events, common characteristics of behaviour and time, we know the society to divide into certain groups, which also refer to as generations (Meredith & Schewe, 1994; Rentz & Reynolds, 1991; Rentz et. al., 1983; Riley, 1973). By generation we refer to people who were born in a certain period that certainly have historical events have similar memories, they are influenced by a given time and way of life (Richterová et. al., 2015). On this basis, we can create separate cohorts in which we can increase the general consumer behaviour of the cohort members to the greater (Lewison, 1997). It creates a target for marketers who can reach a larger number of people based on general characteristics (Motta et. al, 2002). However, due to the specificity of an individual, we

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cannot cover the whole cohort whether the whole generation. Based on the research of Shuman and Scott from 1989, previous expectations were confirmed that within the generation, it will affect the group of people who have experienced it the most. From that point of view, the cohort is closely linked to the event, which creates a natural target group for marketers. (Schewe & Meredith, 2004). We are currently seeing the beginning of a new economic generation. We refer to the next generation as Generation Z. Generation Z is a group of people born between 1994 and 2010 (Bassiouni & Hackley, 2014), and the time limit may vary due to a lack of agreement in the scientific society. This Generation Z is characterized by high connectivity to information and new technologies (Van den Bergh & Behrer, 2016), financial literacy (Wood, 2013), greater job opportunities (Addor, 2011), high virtual integration (Daukseviciute, 2016; Rothman, 2016), materialistic behaviour (Singh & Dangmei, 2016), as well as an overall lower rate of brand loyalty (Schlossberg, 2016). In the given generation, we also notice a high rate of imagination and the will to achieve its personal aims. In the strong scope of information technology, the generation is strongly influenced by values demonstrating success. A significantly affecting factors in consumer behaviour in each cohort is Influence Marketing. The most widely used marketing tool in communicating marketers with a selected target group is digital marketing using social networks (Duffett, 2020). The specificity of the generation is its adaptability for many trends and will create new mainly virtual relationships. In the correct choice of a communication channel within digital marketing, the marketer can greater successfully address the selected cohort of the generation. They create new trends in consumer behaviour and marketing challenges. By defining and satisfaction of the needs of this group of people, the necessary causality is created for closer examination.

The current aspect of success for the next generation is the provision of their housing. Even though housing is one of the social rights and the basic human need, its availability and quality may not be adequate. The changing society and market are creating new challenges to meet housing needs. Satisfying the need for housing creates a set of acceptable attributes that have a positive effect on a personality. Wang and Li (2006) argued that: *„... purchasing a house is a multi-elements effort, involving tenure options, housing types, neighbourhood, location etc. As housing preferences will thereafter be determined a set of various attributes of the housing households will search for“* (Wang & Li, 2006). Understanding consumer needs and expectations have become an attribute of current growth and urban development and municipalities. Service providers must be held with emphasis on factors that affect housing needs that affect the quality of consumer life itself. Authors such as Almquist took this idea and created The Elements of Value. The Elements of Value perceives person as a consumer. This creates the necessary causality when expressing human needs in consumer behaviour (Almquist et al., 2016). The act of housing acts characterizes the authors Haurin et al. (2002) as: *„The decision to own a house might be affected by a desire to have a property of one´s own, a desire for stability and pride of ownership, things that cannot be easily captured by age or income“* (Haurin, Parcel, & Haurin, 2002). Housing and household are generally known as environmental and social determinants of health, while housing quality is associated with intellectual, physical, and general health (Thomson, et al., 2013). Housing quality characterizes Sidi as: *„Quality housing is housing that fulfils human needs. There are three types of needs which housing fulfils - the need for shelter, human needs, not culturally-induced such as recognition, affection, respect, and so forth and the culturally-induced needs, also termed as housing norms“* (Sidi, 2011). In increasing claims and

expectations of the society, a needed motivator creates a space to improve household conditions. A direct range is created to improve housing quality.

The expected demand for housing depends not only on the ability of individuals, but also on various additional attributes, or factors associated with the appropriate housing. These factors must satisfy the needs of the given consumer. For economic and some social reasons, it is often happening those consumers define the most important factors that expect from their housing. It creates sufficient space for understanding consumer behaviour. In general, people prefer living in a better-structured house that provides smaller interventions and risks and creates better opportunities for the growth of their overall satisfaction. It provides a friendly environment for life with availability to different desired aims that are available from a particular house (De & Vupru, 2017). Among the factors, socio-economic conditions play a dominant role in housing decisions, with increasing demand for location and civic amenities (Akinyodeet et. al., 2015). Other affecting factors, such as the current economic conditions, are also possible. On the other hand, in addition to the structural characteristics of the house, local and neighbourhood conditions are expected to influence housing preferences, with these conditions sometimes dominating other factors (De & Vupru, 2017).

We must also consider demographic or cultural conditions in the country. Demographic and cultural conditions have a high impact on the development of the individual's preferential behaviour. These factors play a very important role in shaping perception, evaluation, preferences, or housing requirements. Individual development itself by place of birth such as a city, a small town or village affects its future housing perception as well as the very quality of housing. In the given conditions, their consumer behaviour was affected by certain factors but absent factors that come from social, technological, or demographic development.

Understanding the factors and expectations affecting housing decisions requires a comprehensive approach and cooperation between a wide range of social sciences. A more comprehensive understanding of consumers' housing needs is required. The decision-making process in housing is influenced by internal and external factors, personal preferences, or the expectations of the consumer himself. A strong attribute affecting housing decisions is the development of cities, culture and the tradition of a given country. Urban development brings the necessary value and experience for the inhabitants. This creates an effect of "interest" for investors, companies, the state administration as well as for the residents themselves. With the application of this effect, a strong causality is created linked to the migration of the population. Improving the conditions of cities and strong migration creates space for the very development of the city in terms of its urbanization, infrastructure, or services themselves. Generation Z is known for its strong interaction with social networks or values proving a success. The city, which meets the attributes of interest, offers enough jobs, has strong cultural conditions, a long tradition or provides a wide range of services, is becoming the most common reason for population migration. The perception of the value of housing by the new generation has become an important part of the development of society and therefore it is necessary to have more attention to this research.

1 Methodology

The paper aims to examine and define the factors and expectations in the housing, as well as the intensity of the impact of expectations in the housing by the current rising generation. To achieve the aim of the paper, it was necessary to use various background materials consisting mainly of the study of appropriately selected scientific domestic and foreign literature. We summarized the acquired knowledge using the following methods and logically arranged it. The paper also used selected methods using the principles of logical thinking such as abstraction, comparison, analysis, synthesis. To process the knowledge base, which consists of domestic and foreign sources, we used the method of abstraction to single out the most important facts. The method of synthesis revealed the interrelationships between the individual areas of research. Using the method of comparison, individual data were evaluated together with the respective genders. Mathematical and statistical methods were used to process the results of the questionnaire. In this paper, the authors used the method of analysis and synthesis to obtain and process the necessary statistical data. For better understanding, these statistics were presented graphically in the form of tables and graphs. The paper contains 5 tables and 2 graphs.

An important part of the paper consists of primary data we have obtained based on the implementation of survey made by the research instrument - a standardized questionnaire. The questionnaire was divided into five separate parts. The questionnaire itself consisted of 44 questions, of which 20 scales, 7 polynomial questions, 6 dichotomic, 6 classification questions, 2 selective questions, 2 dialogue questions and 1 multiple-choice questions. The questionnaire was created and distributed in electronic form with Google Form for getting respondents in this pandemic time. The research was attended by 115 respondents during March and April 2021. Respondents were graduates whether the currently studying at the University of Economics in Bratislava in the defined cohort of the Generation of the questionnaire were also the classification questions under which we could determine the individual demographic characteristics of respondents. We have shown an overview of demographic variables in Table 1.

Tab. 1 Demographic variables of respondents

Gender:		Age:		Residence:		Working status:	
Female	64.3%	19	0.9%	Bratislava Region	35.7%	student (unemployment)	25.2%
Male	35.7%	20	10.4%	Trnava Region	13%	student (full-time job)	7%
		21	37.4%	Trenčín Region	4.3%	student (part-time job)	38.3%
		22	10.4%	Nitra Region	11.3%	student (internship)	3.5%
		23	3.5%	Bánska Bystrica Region	11.3%	student (half time job)	4.3%

	24	20.9%	Žilina Region	11.3%	student (self-employed)	7%
	25	13%	Prešov Region	10.4%	graduated (employment)	13%
	26	3.5%	Košice Region	2.6%	graduated (unemployment)	1.7%
Educational attainment:				Average monthly income:		
secondary education with the graduation	62.6%	0 - 400, - Eur		54.8%		
secondary education without graduation	3.5%	401 – 800, - Eur		20%		
higher education i. degree	21.7%	801 - 1200, - Eur		13.9%		
higher education ii. degree	12.2%	1201 - 1600, - Eur		5.2%		
		1601 – 2000, - Eur		3.5%		
		over 2001, - Eur		2.6%		

Source: Own processing based on data from primary research (2021)

In the first part, respondents were asked by selective, with multiple selections and polynomial questions on defined factors affecting deciding on housing. These examined factors have been defined based on analysis and synthesis by the authors of the paper. Scaling questions were used to measure the significance of factors. The scale consisted of selected factors that respond to the respondent by agreement/disagreement, while the affecting intensity is distributed in a 5-point Likert scale. At the same time, respondents were queried to their mutual preferences of selected factors that decide to a greater extent under the housing question. In simplicity, it can be stated that higher scores indicate a higher intensity of factor impact when deciding on housing. Analysis was processed in Microsoft Excel. Average values, standard deviations, and Cronbach's alpha for each factor we recorded in Table 2.

Tab. 2 Statistical parameters of selected factors

	Average measured value	Standard deviation	Cronbach's alpha**
Real estate price	4.391	0.661	0.849
Property location	4.122	0.722	0.825
Object condition (apartment house, dormitory ...)	3.565	0.897	0.748
Property condition (specific housing unit, or room ...)	3.730	0.707	0.810
Property aesthetics	3.200	0.933	0.708
Property facility (TV, wardrobe ...)	3.122	1.073	0.656
Property equipment (balcony ...)	3.409	1.051	0.692
Residents of the building (neighbours)	2.765	1.269	0.541

Civic amenities	3.217	1.347	0.581
Recommendation of loved ones	2.513	1.182	0.530
Human factor (roommate, partner, parents, siblings ...)	3.296	1.438	0.564
Personal Reasons (wage ...)	3.539	1.444	0.592
Economic situation in the country	2.348	1.053	0.551
Environmental of real estate	2.252	0.874	0.612

Legend: * Used 5-point Likert scale (1 = strongly disagree, 5 = strongly agree)

**Total Cronbach's alpha = 0,977

Source: Own calculations based on data from primary research (2021)

As part of the first part, we also dealt with the evaluation of the perception of housing quality in demanded respondents. We used a 5-point Likert scale to detect the housing quality assessment. We are based on demographic criteria - gender, graphically shown in Table 3.

Tab. 3 Assessment of the quality of housing respondents by structure of gender

Factors / Gender	Female $\Sigma 74$ respondents	Male $\Sigma 41$ respondents
Strongly positive	55.41%	34.19%
Positive	25.68%	48.8%
Neutral	13.51%	17.01%
Negative	4.05%	
Strongly negative	1.35%	

Source: Own processing based on data from primary research (2021)

In the second part, respondents were demanding using selective, dialogue and polynomial questions on defined expectations affecting deciding on housing. These examined expectations affecting consumer decision-making were defined based on the author's analysis. Scaling questions were used to measure significance expectations. The scale consisted of selected factors that respond to the respondent by agreement/disagreement, while the affecting intensity is distributed in a 5-point Likert scale. At the same time, it was also in these case respondents in question to their mutual preferences of selected expectations, which are more likely to decide in the housing question. In simplicity, it can be stated that higher scores indicate a higher intensity of expectation in decision-making on housing. Analysis was processed in Microsoft Excel. Average values, standard deviations, and Cronbach's alpha for individual expectations we recorded in Table 4.

Tab. 4 Statistical parameters of selected expectations

	Average measured value	Standard deviation	Cronbach's alpha**
Real estate investment potential	3.426	1.615	0.529
Satisfying the psychological need of a "favourite location"	3.417	0.807	0.764
Expected development of the site	3.270	0.672	0.794

Psychological satisfaction with the need for safety	3.748	0.980	0.739
Personal reasons	3.609	0.942	0.739
Satisfying the common need for housing for the period	3.530	1.427	0.596

Legend: * Used 5-point Likert scale (1 = strongly disagree, 5 = strongly agree)

**Total Cronbach's alpha = 0,665

Source: Own calculations based on data from primary research (2021)

In the primary research, we examined the factors and expectations affecting of respondents in the process of decision-making in housing. As part of the standardized questionnaire, we dealt with the factors and intensity of the impact on the perspective of the subjective evaluation of individual respondents by gender structure. To achieve the aim of the paper, the authors also used an analysis of variance ANOVA one-way-test. The results are graphically described in Table 5. ANOVA one-way-test was processed in Microsoft Excel. These confrontations have created the necessary basis to fulfil the aim of the paper. We graphically described the intensity of the impact of the examined expectations according to the gender structure in Graphs 1 and 2.

The authors of the paper focused to answer the chosen hypotheses (H) and research questions (RQ) we verified by the ANOVA one-way-test:

H1: There is a relationship between housing quality assessment and affecting factors in deciding on housing.

H2: There is a relationship between the quality assessment of housing and expectations in deciding on housing.

RQ1: What decision-making factors are predominant on housing based on gender structure at respondents?

RQ2: What intensity of expectations are predominant on housing based on gender structure at respondents?

The output of the paper is formulated answers to the results of the chosen hypotheses and research questions to evaluate factors and expectations affecting the next generation in solving housing question from the perspective of gender structure.

All acquired knowledge encouraged the authors to a deeper analysis of the measurement of consumer behaviour of generations in housing questions by comparative, systemic analysis of scientific literature and statistical data to determine mutual relations examined questions.

2 Results and discussions

2.1 Evaluation of examined hypotheses and research questions

The authors of the paper were focused on solving of hypotheses and research questions that will help them achieve the aim of the paper. Using the standardized questionnaire, the authors of the paper evaluated the factors that prevailed for the examined generation from the housing question from the perspective of demographic data. The

standardized questionnaire participated in 115 respondents from the University of Economics in Bratislava. The authors of the paper stated in the standardized questionnaire the most famous affecting factors and the intensity of the impact of the selected affecting factors. In the standardized questionnaire, the authors also focused on the expectations that affecting consumer behaviour in the question of housing for the next generation. Subsequently, these factors and impact intensities were analysed within the following hypotheses and research questions. Based on theoretical knowledge, we have created two hypotheses we have then tested. The results of the hypothesis verification based on ANOVA one-way-test analysis, we graphically described in Table 5. Table 5 are recorded only the key values of ANOVA one-way-test analysis. Selected values represent F-value, F-critical value, Alpha, and P-value, as well as differentials of measured values, such as F-value, F-critical value, Alpha, and P-value.

Tab. 5 Results of assessment of chosen hypotheses using ANOVA one-way test

	F- Value	F-Critical	F> F-Critical	Al- pha	P- Value	Alpha > P- Value
H1	48.415	1.698	F> F-Critical	0.05	3.1E-113	Alpha > P- Value
H2	11.64625	2.109924	F> F-Critical	0.05	1.57E-12	Alpha > P- Value

Source: Own calculations based on data from primary research (2021)

Based on the results from Table 5, we will evaluate the hypotheses together with the relevant research questions in the context of the perception of the quality of housing and consumer behaviour of the next generation in solving housing questions.

H1: There is a relationship between housing quality assessment and affecting factors in deciding on housing.

Based on the above results in Table 5 (F> F-Critical), hypothesis may be confirmed. The hypothesis confirmation also supports the fact that Alpha> P-value. This can be rejected as a possible random factor and confirm the relationship between the quality assessment rate and affecting factors in deciding on housing.

RQ1: What decision-making factors are predominant on housing based on gender structure at respondents?

Using a standardized questionnaire, the authors examined the defined factors that affecting the consumer's decision-making in solving housing questions. In the perspective of the standardized questionnaire results, we recorded the following phenomena at participating respondents at the defined factors. Only factors that have received more than 50% support for both genders at the same time we have described.

- The most frequently marked factor was a factor of the property location. It marked up to 111 respondents, consisting of 96.52% of the total number of respondents. From the perspective of gender structure, this factor was marked with 95.94% of women and 97.56% of men.
- Expected strong representation had a factor price that has been marked with 108 respondents, including 93.91% of the total number of respondents. From

the point of view of gender structure, this factor was marked with 93.24% of women and 95.12% of men.

- Object condition was marked with 80 respondents, which forms 69.56% of the total number of respondents. From the perspective of gender structure, this factor was marked with 59.46% of women and 87.80% of men. We recorded a significant difference between genders by 28.34%.
- The factor of the property condition was marked with 75 respondents, including 65.22% of the total number of respondents. From the point of view of gender structure, this factor was marked with 79.73% of women and 60.97% of men. The difference between genders is 18.76%.
- The specified factor of property equipment was marked with 69 respondents, which is 60% of the total number of respondents. Looking for a gender structure, we record almost identical results. In women's respondents, this factor has been 59.46% and gained a marking of a label to 60.97% in male respondents.
- The last strong recorded factor in respondents was a human factor. This factor was marked with 62 respondents, which is 53.91% of the representation. From the point of view of gender structure, this factor was marked with 52.70% of women and 56.10% of men.

We have recorded the greatest differences from the point of view of the gender structure with the factor of object condition, where the difference between genders has been recorded by 28.34%. We can assume that this phenomenon will influence the boarding male generation in solving housing questions. We also recorded great differences in the factor of residents of the building (neighbours). In that case, gender difference was 16.05% for male gender. An interesting, recorded difference was equipped with the factor of civic amenities. In this case, gender difference was 10.15% for female gender.

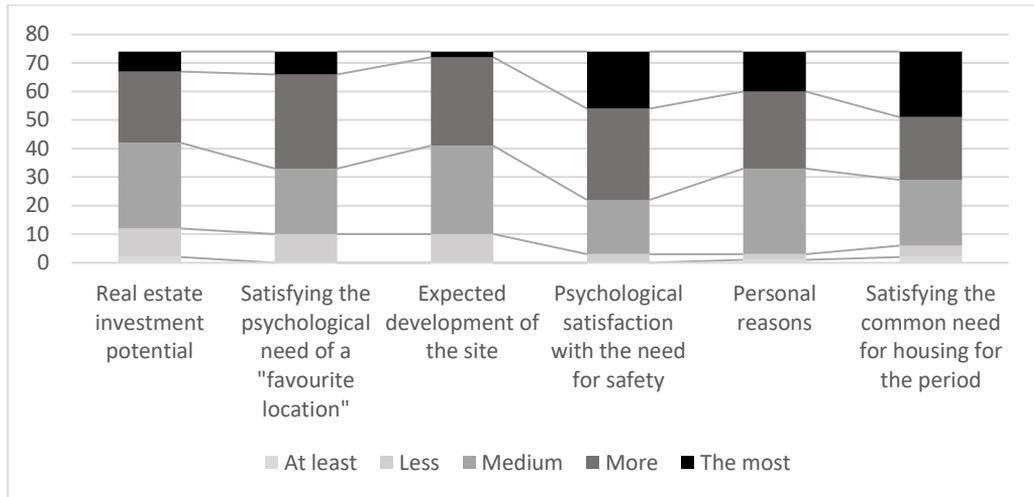
H2: There is a relationship between the quality assessment of housing and expectations in deciding on housing.

Based on the above results in Table 5 ($F > F\text{-Critical}$), hypothesis 2 may be confirmed. The hypothesis confirmation also supports the fact that $\text{Alpha} > P\text{-value}$. This can be rejected, a possible random factor and confirm the relationship between the quality of housing and expectations in deciding on housing.

RQ2: What intensity of expectations are predominant on housing based on gender structure at respondents?

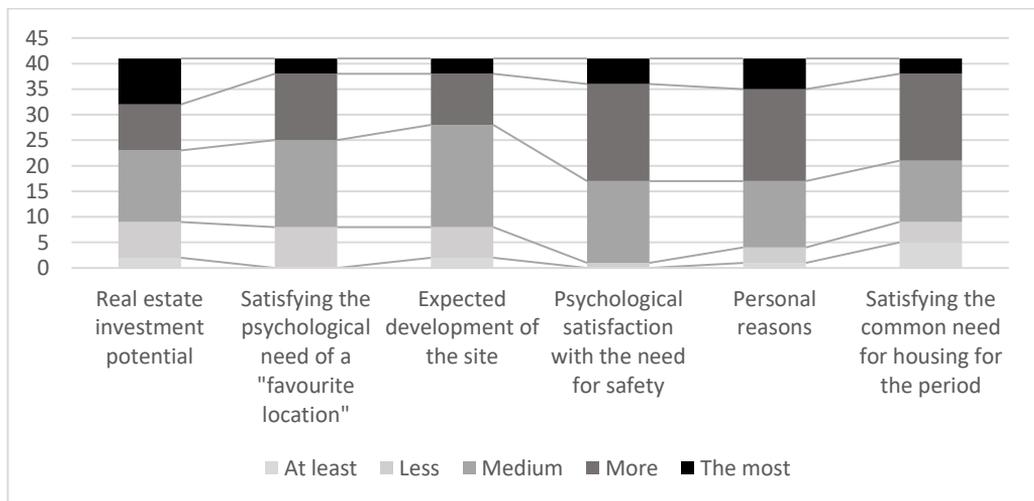
In the context of the questionnaire in question, research was conducted and focusing on identifying the impact of the defined expectations on the sample of people examined in solving housing questions. Using the method of questioning, we interviewed respondents in the standardized questionnaire on the intensity of the impact of expectations using a 5-point Likert scale as part of the standardized questionnaire. Due to the perverse results, these data will be shown in Graphs 1 and 2, divided by gender structure. In the perspective of the standardized questionnaire results, we recorded the following phenomena at participating respondents at the expectations defined.

Graph 1 Impact intensity rate for female respondents



Source: Own processing based on data from primary research (2021)

Graph 2 Impact intensity rate for male respondents



Source: Own processing based on data from primary research (2021)

Only those expectations have obtained more than 50% support for both genders at the same time.

- The most frequent expectation of psychological satisfaction with a need for safety (safe quarter). This expectation was marked with 66 respondents. From the total number of respondents, it is 66.09% representation. Looking at the gender structure we record different results. In female respondents, this expectation was marked with 70.27% and the male respondents obtained a marking rate of 58.54%.

- We also record a strong representation for the expectations of personal reasons (self-realization, better job opportunities etc.). The expectation marked a total of 65 respondents, which is 56.52% of the total number. From the point of view of the gender structure, this expectation was marked with 55.41% of female respondents and 58.54% of male respondents.

We noticed the biggest differences in terms of gender structure in the expectation of psychological satisfaction of the need of a "favourite location". We recorded a gender difference of 16.39% for female respondents. We also recorded larger differences in the parameter Expected development of the locality (new playgrounds, construction of roads, etc.). We noticed differences of 12.90%. In terms of gender structure, this expectation was marked by 44.60% for female respondents and 31.70% for male respondents. The given parameter was more often marked in the female respondents of the survey in the value of 55.41% than in the male respondents, where the value was at the level of 39.02%. On the contrary, we recorded minimal differences in the expectations Investment potential of real estate (real estate appreciation). A difference of 0.66% was recorded in this parameter. This parameter was marked at the level of 43.24% for female respondents and the level of 43.90% for male respondents.

Conclusion

Understanding consumer behaviour is a complex process of examination and evaluation. However, when a proper understanding of consumer behaviour is created the necessary causality to succeed the marketing strategy. Achieving the greatest rate of fulfilment affecting factors creates the necessary effect to satisfy the needs of participating persons. The paper aims to explore and define factors and expectations on housing, as well as intensity impact expectations in solving housing questions by the current next generation. To achieve the aim of the paper we used standardized questionnaire. Using the questionnaire has been approached 115 respondents that we include in the Generation of Z. In the first part of the questionnaire, respondents were asked selective and polynomial questions on defined factors affecting housing decisions. These examined factors have been defined based on analysis and synthesis by the authors of the paper. Scaling questions were used to measure the significance of factors. At the same time, respondents were queried to their mutual preferences of selected factors that decide to a greater extent under the housing question. Within the first part of the questionnaire, we asked for the respondents to evaluate the current perception of housing quality. In the second part of the questionnaire, respondents were asked polynomial questions for defined expectations affecting the decision-making on housing. These examined expectations affecting consumer decision-making were defined based on the author's analysis. Scaling questions were used to measure significance expectations.

Two hypotheses and two research questions were used to achieve the aim of the paper. Data from the primary research were used to answer the selected hypotheses and research questions. These data were processed by theoretical research methods and analysis of variance by ANOVA one-way-test. We processed the ANOVA one-way-test in Microsoft Excel. Using ANOVA one-way-test, the selected hypotheses were confirmed and accepted.

Research Question 1 - Based on the data from primary research, we have analysed factors affecting decision-making on the housing in the next generation. The strongest factors that affect respondents have become generally known factors as property location, real estate price, object condition, property condition, human factor, or real estate equipment. These factors have gained over 50% support for both genders. The factor property location was marked by 96.52% of respondents. The following factor the real estate price was marked by 93.91% of respondents. The overall condition of the object has been marked by 69.56% of respondents. In each factory, we record a dramatic difference between genders. In the case of the male gender, this factor was marked by 87.80% and 59.46% in the case of female. Strong affecting factors can also include a factor of property condition that has been marked with 65.22% of respondents. From the gender structure, it was more important and more marked with female respondents at 79.73%. The smallest support for respondents has received a factor of the environmental property (energy certificate) that has been marked with a comprehensive in 7.82% of the total number of respondents. From the emerging generation point of view, we have seen the impact of the expected factors that largely determine consumer behaviour.

Research Question 2 - The need for housing is one of the most basic human rights. Therefore, natural expectations of housing standard are created. Based on the primary research, we measured and subsequently analysed the expectations affecting the consumer's decision-making. The most powerful recorded expectation has become a psychological satisfaction with the need for safety (safe district). This expectation was marked 66.09% of the total number of respondents. Looking at the gender structure we record different results. In female respondents, this expectation was marked with 70.27% and gained several markings to 58.54% in male respondents. We recorded a gender structure difference at 16.39%. We also recorded a strong representation for the expectations of personal reasons (self-realization, better job opportunities). The expectation marked 56.52% of the total number of respondents. From the view of the point of gender structure, this expectation was marked with 55.41% of female respondents and 58.54% of male respondents. From the point of view of gender structure differences, we have seen the smallest difference at 0.66% at the expectation of the investment potential of real estate (real estate assessment). These recorded phenomena create a possibility for further closer examination of the selected research.

Everyone in their life will encounter a solution to the question of housing. The uniqueness of each person creates an unattainable process of satisfying all the needs of human. The very personality of an individual creates personal preferences in life, which greatly influence him. Understanding every living person and his needs creates an unrealistic state of satisfaction for the society itself. Based on this reason, we place people in generations where we can partially understand most of the affecting factors that affect them in different intensities. The next Generation Z will form the basis of functioning economies and the rule of law itself. Understanding the factors that affecting these consumers in the question of housing has become a desirable topic in the private, public, and academic world. The recorded trends in the field of housing, as well as the quality of housing, create sufficient conditions for its understanding by participants in the real estate market. The necessary challenges are created, which, if properly understood, can be contained by a properly set marketing strategy. Practical knowledge in the field of housing forms the necessary basis for the future development of theoretical knowledge directly applicable to the future development of the society.

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