

**Table S1.** Familiarity with the delivery method—factors differentiating the answers provided by rural e-customers (own elaboration).

Courier Delivery Directly to Home/Work							
Qualitative variables							
Variable	Class	Number of respondents familiar with		Percent		<i>p</i> value	
Age	18–24	80 out of 98		81.6		0.0004	
	>=25	906 out of 973		93.1			
Education	None or upper primary school	13 out of 19		68.4		0.0025	
	Other	973 out of 1052		92.5			
Quantitative variables							
Variable	Knows about			Does not know about			<i>p</i> value
	n	Mean	SD	n	Mean	SD	
Age	986	46.8	15.8	85	38.7	15.6	0.0000
Logistic regression models							
Variable	Class	Single-variable model				Multiple regression	
		Odds ratio		<i>p</i> value		Odds ratio	<i>p</i> value
Age	18–24	1.000		-		-	-
	>=25	3.043		0.0001		-	-
Age		1.035		0.0000		1.032	0.0001
Education	None or upper primary school	1.000		-		1.000	-
	continuous variable	5.685		0.0006		3.918	0.0086
	Other						
By post office directly to home/work							
Qualitative variables							
Variable	Class	Number of respondents familiar with		Percent		<i>p</i> value	
Age	18–24	58 out of 98		59.2		0.0094	
	>=25	701 out of 973		72.1			
Gender	Female	398 out of 543		73.3		0.0761	
	Male	361 out of 528		68.4			
Quantitative variables							
Variable	Knows about			Does not know about			<i>p</i> value
	n	Mean	SD	n	Mean	SD	
Number of persons in a household	759	3.30	1.44	312	3.11	1.43	0.0404
Logistic regression models							
Variable	Class	Single-variable model				Multiple regression	
		Odds ratio		<i>p</i> value		Odds ratio	<i>p</i> value
Age	18–24	1.000		-		-	-
	>=25	1.777		0.0083		2.025	0.0017
Gender	Female	1.270		0.0765		-	-
	Male	1.000		-		-	-

Number of persons in a household	Discrete variable	1.102	0.0412	1.136	0.0093		
Pickup in a parcel locker							
Qualitative variables							
Variable	Class	Number of respondents familiar with		Percent	<i>p</i> value		
Education	At least secondary	876 out of 1026		84.4	0.0002		
	Lower	28 out of 45		62.2			
Number of neighbors	11–99	563 out of 644		87.4	0.0069		
	Other	285 out of 352		81.0			
Logistic regression models							
Variable	Class	Single-variable model		Multiple regression			
		Odds ratio	<i>p</i> value	Odds ratio	<i>p</i> value		
Education	At least secondary	3.546	0.0001	-	-		
	Lower	1.000	-	-	-		
Number of neighbors	11–99	1.634	0.0065	1.612	0.0084		
	Other	1.000	-	1.000	-		
Pickup at the post office							
Qualitative variables							
Variable	Class	Number of respondents familiar with		Percent	<i>p</i> value		
Age	18–24	52 out of 98		53.1	0.0226		
	≥25	631 out of 973		64.9			
Education	Primary	10 out of 26		38.5	0.0081		
	Other	673 out of 1045		64.4			
Logistic regression models							
Variable	Class	Single-variable model		Multiple regression			
		Odds ratio	<i>p</i> value	Odds ratio	<i>p</i> value		
Age	18–24	1.000	-	1.000	-		
	≥25	1.632	0.0219	1.645	0.0201		
Education	Primary	1.000	-	1.000	-		
	Other	2.895	0.0095	2.930	0.0086		
Pickup from the seller—click and collect							
Qualitative variables							
Variable	Class	Number of respondents familiar with		Percent	<i>p</i> value		
Age	25–64	383 out of 767		49.9	0.0003		
	Other	115 out of 304		37.8			
Education	At least upper primary school	487 out of 1031		47.2	0.0121		
	Other	11 out of 40		27.5			
Quantitative variables							
Variable	Knows about			Does not know about		<i>p</i> value	
	N	Mean	SD	n	Mean		SD
Age	498	44.8	15.1	573	47.4	16.6	0.0073
Number of persons in a household	498	3.36	1.39	573	3.15	1.48	0.0164
Logistic regression models							
Variable	Class	Single-variable model		Multiple regression			
		Odds ratio	<i>p</i> value	Odds ratio	<i>p</i> value		
Age	25–64	1.639	0.0004	1.658	0.0003		

	Other	1.000	-	1.000	-		
Age	Continuous variable	0.990	0.0079	-	-		
Education	At least upper primary school	2.360	0.0168	2.454	0.0130		
	Other	1.000	-	1.000	-		
Number of persons in a household	Discrete variable	1.107	0.0172	-	-		
Pickup at a kiosk/shop or other pickup point							
Qualitative variables							
Variable	Class	Number of respondents familiar with		Percent	<i>p</i> value		
Age	25–64	420 out of 767		54.8	0.0000		
	Other	124 out of 304		40.8			
Education	At least upper primary school	532 out of 1031		51.6	0.0066		
	Other	12 out of 40		30.0			
Quantitative variables							
Variable	Knows about			Does not know about		<i>p</i> value	
	n	Mean	SD	n	Mean		SD
Age	544	45.2	14.9	527	47.2	16.9	0.0428
Number of persons in a household	544	3.32	1.38	527	3.18	1.51	0.0838
Logistic regression models							
Variable	Class	Single-variable model		Multiple regression			
		Odds ratio	<i>p</i> value	Odds ratio	<i>p</i> value		
Age	25–64	1.757	0.0000	1.781	0.0000		
	Other	1.000	-	1.000	-		
Age	Continuous variable	0.992	0.0426	-	-		
Education	At least upper primary school	2.488	0.0095	2.608	0.0066		
	Other	1.000	-	1.000	-		
Number of persons in a household	Discrete variable	1.076	0.0839	-	-		
Free home delivery with the possibility of free return							
Qualitative variables							
Variable	Class	Number of respondents familiar with		Percent	<i>p</i> value		
Education	At least upper primary school	542 out of 1031		52.6	0.0046		
	Other	12 out of 40		30.0			
Number of neighbors	7–20	194 out of 416		46.6	0.0040		
	Other	324 out of 580		55.9			
Logistic regression models							
Variable	Class	Single-variable model		Multiple regression			
		Odds ratio	<i>p</i> value	Odds ratio	<i>p</i> value		
Education	At least upper primary school	2.586	0.0069	-	-		
	Other	1.000	-	-	-		
Number of neighbors	7–20	1.000	-	1.000	-		
	Other	1.448	0.0041	1.448	0.0041		

**Table S2.** The use of particular delivery methods—factors differentiating the answers provided by rural e-customers (own elaboration).

Pickup in a Parcel Locker							
Qualitative variables							
Variable	Class	Number of respondents using		Percent		<i>p</i> value	
Education	At least second-ary	785 out of 876		89.6		0.0316	
	Lower	21 out of 28		75.0			
Number of neighbors	Lower than 7	65 out of 79		82.3		0.0335	
	At least 7	696 out of 769		90.5			
Quantitative variables							
Variable	Used			Did not use			<i>p</i> value
	n	Mean	SD	n	Mean	SD	
Age	806	45.9	15.7	98	48.8	15.7	0.0825
Logistic regression models							
Variable	Class	Single-variable model		Multiple regression			
		Odds ratio	<i>p</i> value	Odds ratio	<i>p</i> value		
Education	At least second-ary	2.875	0.0190	3.487	0.0114		
	Lower	1.000	-	1.000			
Number of neighbors	Lower than 7	1.000	-	1.000	-		
	At least 7	2.054	0.0242	2.048			
Age	Continuous variable	0.988	0.0814	0.984	0.0325		
Pickup at the post office							
Qualitative variables							
Variable	Class	Number of respondents using		Percent		<i>p</i> value	
Gender	Female	206 out of 350		58.9		0.0070	
	Male	229 out of 333		68.8			
Quantitative variables							
Variable	Used			Did not use			<i>p</i> value
	n	Mean	SD	n	Mean	SD	
Number of persons in a household	435	3.35	1.47	248	3.11	1.29	0.0261
Logistic regression models							
Variable	Class	Single-variable model		Multiple regression			
		Odds ratio	<i>p</i> value	Odds ratio	<i>p</i> value		
Gender	Female	1.000	-	1.000	-		
	Male	1.539	0.0072	1.549			
Number of persons in a household	Discrete variable	1.133	0.0323	1.136	0.0316		
Pickup from the seller—click and collect							
Qualitative variables							
Variable	Class	Number of respondents using		Percent		<i>p</i> value	
Education	Higher	135 out of 223		60.5		0.0040	
	Other	131 out of 275		47.6			
Logistic regression models							

Variable	Class	Single-variable model		Multiple regression		
		Odds ratio	<i>p</i> value	Odds ratio	<i>p</i> value	
Education	Higher	1.686	0.0042	1.686	0.0042	
	Other	1.000	-	1.000	-	
Pickup at a kiosk/shop or other pickup point						
Qualitative variables						
Variable	Class	Number of respondents using	Percent	<i>p</i> value		
Gender	Female	161 out of 270	59.6	0.0362		
	Male	187 out of 274	68.3			
Logistic regression models						
Variable	Class	Single-variable model		Multiple regression		
		Odds ratio	<i>p</i> value	Odds ratio	<i>p</i> value	
Gender	Female	1.000	-	1.000	-	
	Male	1.455	0.0367	1.455	0.0367	
Free home delivery with the possibility of free return						
Quantitative variables						
Variable	n	Used		Did not use		<i>p</i> value
		Mean	SD	n	Mean SD	
Number of persons in a household	338	3.43	1.58	216	3.12 1.22	0.0097
Logistic regression models						
Variable	Class	Single-variable model		Multiple regression		
		Odds ratio	<i>p</i> value	Odds ratio	<i>p</i> value	
Number of persons in a household	Discrete variable	1.163	0.0150	1.163	0.0150	

**Table S3.** Reasons for choosing the preferred delivery method—factors differentiating the answers provided by rural e-customers (own elaboration).

Cheaper					
Courier delivery directly to home/work					
Qualitative variables					
Variable	Class	Number of respondents familiar with		Percent	<i>p</i> value
Education	Primary	9 out of 25		36.0	0.0005
	Other	93 out of 961		9.7	
Logistic regression models					
Variable	Class	Single-variable model		Multiple regression	
		Odds ratio	<i>p</i> value	Odds ratio	<i>p</i> value
Education	Primary	5.250	0.0001	5.250	0.0001
	Other	1.000	-	1.000	-
By post office directly to home/work					
Qualitative variables					
Variable	Class	Number of respondents familiar with		Percent	<i>p</i> value
Age	18-34	45 out of 199		22.6	0.0008
	35+	69 out of 560		12.3	
Quantitative variables					
Pointed out		Did not point out			<i>p</i> value

Variable	n	Mean	SD	n	Mean	SD	
Age	114	41.7	15.2	645	47.7	15.7	0.0002
Logistic regression models							
Variable	Class	Single-variable model			Multiple regression		
		Odds ratio	P value		Odds ratio	p value	
Age	18-34	2.079	0.0006		-		-
	35+	1.000	-				
Age	Continuous variable	0.975	0.0002		0.975		0.0002
Pickup in a parcel locker							
Qualitative variables							
Variable	Class	Number of respondents familiar with		Percent		p value	
Age	18-44	216 out of 429		50.4		0.0000	
	45+	174 out of 475		36.6			
Quantitative variables							
Variable	Pointed out			Did not point out			p value
	N	Mean	SD	n	Mean	SD	
Age	390	43.6	15.4	514	48.2	15.7	0.0000
Number of persons in a household	390	3.38	1.43	514	3.17	1.40	0.0277
Logistic regression models							
Variable	Class	Single-variable model				Multiple regression	
		Odds ratio		p value		Odds ratio	p value
Age	18-44	1.754		0.0000		-	-
	45+	1.000		-			
Age	Continuous variable	0.981		0.0000		0.981	0.0000
Number of persons in a household	Discrete variable	1.111		0.0279		-	-
Pickup at the post office							
Qualitative variables							
Variable	Class	Number of respondents familiar with		Percent		p value	
Education	Primary	5 out of 10		50.0		0.0715	
	Other	158 out of 673		23.5			
Quantitative variables							
Variable	Pointed out			Did not point out			p value
	n	Mean	SD	n	Mean	SD	
Age	163	43.9	14.9	520	47.1	15.5	0.0181
Logistic regression models							
Variable	Class	Single-variable model			Multiple regression		
		Odds ratio	p value		Odds ratio	p value	
Education	Primary	3.259	0.0644		-		-
	Other	1.000	-				
Age	Continuous variable	0.986	0.0208		0.986		0.0208

Pickup from the seller—click and collect								
Qualitative variables								
Variable	Class	Number of respondents familiar with		Percent		<i>p</i> value		
Age	18-24	20 out of 41		48.8		0.0207		
	25+	140 out of 457		30.6				
Quantitative variables								
Variable	Pointed out			Did not point out			<i>p</i> value	
	n	Mean	SD	n	Mean	SD		
Age	160	42.2	14.3	338	46.0	15.3	0.0080	
Number of persons in a household	160	3.53	1.39	338	3.28	1.38	0.0579	
Logistic regression models								
Variable	Class	Single-variable model				Multiple regression		
		Odds ratio		p value		Odds ratio	p value	
Age	18-24	2.156		0.0193		-	-	
	25+	1.000		-		-	-	
Age	Continuous variable		0.983		0.0244		0.983	0.0244
Number of persons in a household	Discrete variable		1.139		0.0584		-	-
Pickup at a kiosk/shop or other pickup point								
Qualitative variables								
Variable	Class	Number of respondents using		Percent		<i>p</i> value		
Population	<1000	95 out of 283		33.6		0.0624		
	>=1000	57 out of 220		25.9				
Number of neighbors	<7	9 out of 52		17.3		0.0250		
	>=7	146 out of 461		31.7				
Quantitative variables								
Variable	Pointed out			Did not point out			<i>p</i> value	
	N	Mean	SD	n	Mean	SD		
Age	165	42.9	15.4	379	46.2	14.6	0.0175	
Logistic regression models								
Variable	Class	Single-variable model			Multiple regression			
		Odds ratio	p value		Odds ratio		<i>p</i> value	
Population	<1000	1.445			1.591			0.0257
	>=1000	1.000			1.000			-

Number of neighbors	<7	1.000	-		1.000	-	
	>=7	2.214	0.0365		2.158	0.0479	
Age	Continuous variable	0.985	0.0158		0.986	0.0373	
Free home delivery with the possibility of free return							
Qualitative variables							
Variable	Class	Number of respondents			Percent	P value	
Age	18-44	93 out of 261			35.6	0.0009	
	45+	67 out of 293			22.9		
Quantitative variables							
Variable	Pointed out				Did not point out		p value
	N	Mean	SD	n	Mean	SD	
Age	160	41.9	14.9	394	47.8	15.5	0.0000
Number of persons in a household	160	3.56	1.58	394	3.20	1.39	0.0123
Logistic regression models							
Variable	Class	Single-variable model			Multiple regression		
		Odds ratio	p value		Odds ratio	p value	
Age	18-44	1.867			0.0010	-	-
	45+	1.000			-	-	-
Age	Continuous variable	0.975			0.0001	0.975	0.0001
Number of persons in a household	Discrete variable	1.182			0.0086	-	-
The only option available							
Courier delivery directly to home/work							
Quantitative variables							
Variable	Pointed out			Did not point out			p value
	n	Mean	SD	n	Mean		
Age	143	44.5	15.0	843	47.2		15.9 0.0540
Logistic regression models							
Variable	Class	Single-variable model				Multiple regression	
		Odds ratio			p value	Odds ratio	p value
Age	Continuous variable	0.989			0.0636	-	-
Pickup at a kiosk/shop or other pickup point							
Qualitative variables							
Variable	Class	Number of respondents using			Percent	p value	
Number of neighbors	<100	119 out of 462			25.8	0.0983	
	>=100	8 out of 51			15.7		
Logistic regression models							
Variable	Class	Single-variable model			Multiple regression		
		Odds ratio			p value	Odds ratio	p value
Number of neighbors	<100	-			-	-	-



>=100							
<b>Faster</b>							
<b>Courier delivery directly to home/work</b>							
Qualitative variables							
Variable	Class	Number of respondents		Percent		<i>p</i> value	
Age	18-64	236 out of 791		29.8		0.0030	
	65+	38 out of 195		19.5			
Number of neighbors	<=7	16 out of 91		17.6		0.0171	
	>7	241 out of 834		28.9			
Quantitative variables							
Variable	Pointed out			Did not point out			<i>p</i> value
	n	Mean	SD	n	Mean	SD	
Age	274	44.5	15.2	712	47.7	16.0	0.0039
Number of persons in a household	274	3.39	1.42	712	3.18	1.43	0.0429
Logistic regression models							
Variable	Class	Single-variable model		Multiple regression			
		Odds ratio	<i>p</i> value	Odds ratio	<i>p</i> value		
Age	18-64	1.757	0.0042	1.721	0.0237		
	65+	1.000	-	1.000	-		
Number of neighbors	<=7	1.000	-	1.000	-		
	>7	1.905	0.0075	1.912	0.0237		
Age	Continuous variable	0.987	0.0048	-	-		
Number of persons in a household	Discrete variable	1.104	0.0439	-	-		
<b>By post office directly to home/work</b>							
Quantitative variables							
Variable	Pointed out			Did not point out			<i>p</i> value
	n	Mean	SD	n	Mean	SD	
Age	118	44.5	15.5	641	47.2	15.8	0.0833
Logistic regression models							
Variable	Class	Single-variable model		Multiple regression			
		Odds ratio	<i>p</i> value	Odds ratio	<i>p</i> value		
Age	Continuous variable	0.989	0.0873	-	-		
<b>Pickup in a parcel locker</b>							
Qualitative variables							
Variable	Class	Number of respondents		Percent		<i>p</i> value	
Age	18-34	42 out of 79		53.2		0.0023	
	35+	293 out of 825		35.5			
Quantitative variables							

Variable	Pointed out			Did not point out			<i>p</i> value
	n	Mean	SD	n	Mean	SD	
Age	335	43.4	16.0	569	47.8	15.3	0.0001
Logistic regression models							
Variable	Class		Single- vari- able model	Multiple regression			
			Odds ratio	<i>p</i> value	Odds ratio	<i>p</i> value	
Age	18-34		1.887	0.0000	1.887	0.0000	
	35+		1.000	-	1.000	-	
Age	Continuous variable		0.982	0.0001	-	-	
Pickup at the post office							
Qualitative variables							
Variable	Class	Number of respond- ents		Percent		<i>p</i> value	
Gender	Female	46 out of 350		13.1		0.0627	
	Male	29 out of 333		8.7			
Quantitative variables							
Variable	Pointed out			Did not point out			<i>p</i> value
	n	Mean	SD	n	Mean	SD	
Age	75	43.4	16.1	608	46.7	15.3	0.0963
Logistic regression models							
Variable	Class	Single-variable model		Multiple regression			
		Odds ratio		<i>p</i> value	Odds ratio	<i>p</i> value	
Gender	Female	1.586		0.0656	-	-	
	Male	1.000		-	-	-	
Age	Continuous variable		0.986	0.0817	-	-	
Pickup from the seller—click and collect							
Qualitative variables							
Variable	Class	Number of respond- ents		Percent		<i>p</i> value	
Age	18-44	41 out of 255		16.1		0.0032	
	45-64	42 out of 169		24.9			
	65+	6 out of 74		8.1			
Logistic regression models							
Variable	Class		Single- variable model	Multiple regression			
			Odds ra- tio	<i>p</i> value	Odds ratio	<i>p</i> value	
Age	18-44		1.000	-	1.000	-	
	45-64		1.984	0.0039	1.984	0.0039	
	65+		1.000	-	1.000	-	
More reliable							
Courier delivery directly to home/work							
Qualitative variables							
Variable	Class	Number of respond- ents		Percent		<i>p</i> value	

Age	do 44 45+	96 out of 451 73 out of 535	21.3 13.6	0.0015			
Quantitative variables							
Variable	Pointed out			Did not point out			<i>p</i> value
	n	Mean	SD	n	Mean	SD	
Age	169	43.7	15.9	817	47.5	15.7	0.0050
Logistic regression models							
Variable	Class		Single- vari- able model	Multiple regression			
			Odds ratio	<i>p</i> value	Odds ratio	<i>p</i> value	
Age	do 44 45+		1.711	0.0016	1.711	0.0016	
			1.000	-	1.000	-	
Age	Continuous variable		0.985	0.0046	-	-	
By post office directly to home/work							
Qualitative variables							
Variable	Class		Num- ber of re- spond- ents	Percent	p value		
Gender	Female Male		79 out of 398	19.9	0.0758		
			54 out of 361	15.0			
Age	55-64 Other		33 out of 134	24.6	0.0214		
			100 out of 625	16.0			
Logistic regression models							
Variable	Class		Single-variable model		Multiple regression		
			Odds ratio	p value	Odds ratio	p value	
Gender	Female Male		1.408	0.0775	-	-	
			1.000	-	-	-	
Age	55-64 Other		1.715	0.0181	1.715	0.0181	
			1.000	-	1.000	-	
Pickup in a parcel locker							
Qualitative variables							
Variable	Class		Num- ber of re- spond- ents	Per- cent	p value		
Age	18-64 65+		117 out of 736	15.9	0.0038		
			13 out of 168	7.7			
Quantitative variables							
Variable	Pointed out			Did not point out		p value	

		n	Mean	SD	n	Mean	SD	
Age		130	42.9	14.8	774	46.7	15.8	0.0072
Number of persons in a household		130	3.50	1.51	774	3.22	1.40	0.0468
Logistic regression models								
Variable	Class	Single-variable model			Multiple regression			
		Odds ratio		p value	Odds ratio		<i>p</i> value	
Age	18-64	2.254		0.0079	2.254		0.0079	
	65+	1.000		-	1.000		-	
Age	Continuous variable	0.984		0.0101	-		-	
Number of persons in a household	Discrete variable	1.146		0.0354	-		-	
Pickup at the post office								
Qualitative variables								
Variable	Class	Number of respondents		Percent	<i>p</i> value			
Gender	Female	38 out of 350		10.9	0.0236			
	Male	56 out of 333		16.8				
Quantitative variables								
Variable	Pointed out		Did not point out		<i>p</i> value			
	n	Mean	SD	n	Mean	SD		
Number of persons in a household	94	3.53	1.45	589	3.22	1.40	0.0531	
Logistic regression models								
Variable	Class	Single-variable model			Multiple regression			
		Odds ratio		<i>p</i> value	Odds ratio		<i>p</i> value	
Gender	Female	1.000		-	1.000		-	
	Male	1.660		0.0248	1.664		0.0245	
Number of persons in a household	Discrete variable		1.163	0.0462	1.163		0.0457	
Pickup from the seller—click and collect								
Quantitative variables								
Variable	Pointed out			Did not point out			<i>p</i> value	
	n	Mean	SD	n	Mean	SD		

Age	85	42.3	15.0	413	45.3	15.0	0.0920
Logistic regression models							
Variable	Class	Single-variable model			Multiple regression		
		Odds ratio	p value	Odds ratio	p value		
Age	Continuous variable	0.986	0.0916	-	-		
Pickup at a kiosk/shop or other pickup point							
Qualitative variables							
Variable	Class	Number of respondents			Percent	p value	
Age	18-64	61 out of 462			13.2	0.0053	
	65+	3 out of 82			3.7		
Quantitative variables							
Variable	Pointed out			Did not point out			p value
	n	Mean	SD	n	Mean	SD	
Age	64	41.6	13.1	480	45.7	15.1	0.0258
Number of persons in a household	64	3.61	1.42	480	3.28	1.37	0.0872
Logistic regression models							
Variable	Class	Single-variable model			Multiple regression		
		Odds ratio		p value	Odds ratio	p value	
Age	18-64	4.006			0.0216	4.006	0.0216
	65+	1.000			-	1.000	-
Age	Continuous variable	0.981			0.0432	-	-
Number of persons in a household	Discrete variable	1.179			0.0761	-	-
Free home delivery with the possibility of free return							
Qualitative variables							
Variable	Class	Number of respondents		Percent	p value		
Age	18-44	39 out of 148		26.4	0.0134		
	45+	68 out of 406		16.8			
Quantitative variables							
Variable	Pointed out			Did not point out			p value
	n	Mean	SD	n	Mean	SD	
Age	107	43.5	15.4	447	46.7	15.5	0.0589
Logistic regression models							
Variable	Class	Single-variable model			Multiple regression		
		Odds ratio	p value	Odds ratio	p value		
Age	18-44	1.778		0.0120	1.778		0.0120

	45+	1.000	-	1.000	-
Age	Continuous variable	0.987	0.0596	-	-
More comfortable					
Courier delivery directly to home/work					
Qualitative variables					
Variable	Class	Number of respondents	Percent	p value	
Age	35-54	153 out of 370	41.4	0.0000	
	Other	355 out of 616	57.6		
Education	At most upper primary school	12 out of 38	31.6	0.0113	
	Secondary or higher	496 out of 948	52.3		
Logistic regression models					
Variable	Class	Single-variable model		Multiple regression	
		Odds ratio	p value	Odds ratio	p value
Age	35-54	1.000	-	1.000	-
	Other	1.929	0.0000	1.912	0.0000
Education	At most upper primary school	1.000	-	1.000	-
	Secondary or higher	2.378	0.0146	2.271	0.0223
Pickup in a parcel locker					
Qualitative variables					
Variable	Class	Number of respondents using	Percent	p value	
Gender	Female	168 out of 455	36.9	0.0729	
	Male	192 out of 449	42.8		
Number of neighbors	<7	18 out of 79	22.8	0.0007	
	At least 7	321 out of 769	41.7		
Logistic regression models					
Variable	Class	Single-variable model		Multiple regression	
		Odds ratio	p value	Odds ratio	p value
Gender	Female	1.000	-	-	-
	Male	1.276	0.0732	-	-
Number of neighbors	<7	1.000	-	1.000	-
	At least 7	2.428	0.0014	2.428	0.0014
Pickup from the seller—click and collect					
Qualitative variables					
Variable	Class	Number of respondents	Percent	p value	
Population	<2000	52 out of 338	15.4	0.0185	
	Other	9 out of 122	7.4		
Logistic regression models					
Variable	Class	Single-variable model		Multiple regression	
		Odds ratio	p value	Odds ratio	p value

Popula- tion	<2000	2.283	0.0289	2.283	0.0289
	Other	1.000	-	1.000	-
Free home delivery with the possibility of free return					
Qualitative variables					
Varia- ble	Class	Number of respondents familiar with	Percent	<i>p</i> value	
Educa- tion	Primary	6 out of 7	85.7	0.0302	
	Other	253 out of 547	46.3		
Logistic regression models					
Varia- ble	Class	Single-variable model		Multiple regression	
		Odds ratio	<i>p</i> value	Odds ratio	<i>p</i> value
Educa- tion	Primary	6.972	0.0731	-	-
	Other	1.000	-		

**Table S4.** Means of transport used to pick up the delivery during out-of-home delivery—factors differentiating the answers provided by rural e-customers (own elaboration).

On Foot								
Qualitative variables								
Variable	Class	n	Percent	p value				
Population	<2000	85 out of 710	12.0	0.0000				
	more	80 out of 262	30.5					
Number of neighbors	<100	131 out of 885	14.8	0.0000				
	>=100	37 out of 111	33.3					
Logistic regression models								
Variable	Class	Single-variable model		Multiple regression				
		Odds ratio	p value	Odds ratio	p value			
Population	>2000	3.232	0.0000	3.081	0.0000			
	more	1.000	-	1.000	-			
Number of neighbors	<100	1.000	-	1.000	-			
	>=100	2.878	0.0000	2.150	0.0000			
By private car								
Qualitative variables								
Variable	Class	n	Percent	p value				
Education	At most upper primary school	25 out of 45	55.6	0.0005				
	Secondary or higher	814 out of 1026	79.3					
Population	<3000	661 out of 805	82.1	0.0000				
	More	107 out of 167	64.1					
Number of neighbors	<100	724 out of 885	81.8	0.0000				
	>=100	69 out of 111	62.2					
Quantitative variables								
Variable		Pointed out			Did not point out			p value
		n	Mean	SD	n	Mean	SD	
Number of persons in a household		839	3.34	1.41	232	2.92	1.50	0.0002
Logistic regression models								
Variable	Class	Single-variable model		Multiple regression		p value		
		Odds ratio	p value	Odds ratio	p value			
Education	At most upper primary school	1.000	-	1.000	-	0.0019		
		3.072	0.0003	3.469				

Secondary or higher							
Population		<3000	2.574	0.0000	2.542	0.0000	
		>= 3000	1.000	-	1.000	-	
Number of neighbors		<100	2.737	0.0000	2.075	0.0018	
		>=100	1.000	-	1.000	-	
Number of persons in a household		Discrete variable	1.237	0.0001	1.214	0.0020	
By bike							
Qualitative variables							
Variable	Class	n	Percent		p value		
Gender	Female	52 out of 543	9.6		0.0031		
	Male	82 out of 528	15.5				
Population	<3000	82 out of 805	10.2		0.0000		
	>=3000	41 out of 167	24.6				
Logistic regression models							
Variable	Class	Single-variable model		Multiple regression			
		Odds ratio	p value	Odds ratio	p value		
Gender	Female	1.000	-	1.000	-		
	Male	1.736	0.0035	1.649	0.0126		
Population	<3000	1.000	-	1.000	-		
	>=3000	2.869	0.0000	2.866	0.0000		
By public transport							
Qualitative variables							
Variable	Class	n	Per- cent	p value			
Age	18–24	83 out of 98	15.3	0.0080			
	25+	68 out of 973	7.0				
Education	At most upper primary school	8 out of 45	17.8	0.0246			
	Secondary or higher	75 out of 1026	7.3				
Quantitative variables							
Variable	Pointed out			Did not point out			p value
	n	Mean	SD	n	Mean	SD	
Age	83	41.6	16.7	988	46.6	15.8	0.0107
Logistic regression models							
Variable	Class	Single-variable model		Multiple regression			
		Odds ratio	p value	Odds ratio	p value		
Age	18–24	2.405	0.0043	-	-		
	25+	1.000	-				
Education	At most upper primary school	2.742	0.0134	2.512	0.0252		
	Secondary or higher	1.000	-	1.000	-		
Age	Continuous variable	0.980	0.0070	0.981	0.0107		