

RESEARCH METHODS

TRANSCRIPTION OF THE FIRST INTERVIEW (6/11/2012)

Achilles: Hi Sakis, we are doing an interview and we are going to ask you some questions about December holidays and gift-buying. So we are going to start up with some basic information, so what is your name?

Interviewee: My name is Sakis

Achilles: How old are you?

Interviewee: 24

Achilles: What's your education?

Interviewee: I'm a master student

Achilles: What's your nationality?

Interviewee: Greek

Achilles: What's your gender? May all we can see that....

Interviewee: Male.

Achilles: So we are going to start with our first question:

- *Can you tell us a list of people that you buy presents for during December holidays?*

Interviewee: My mother, my father and my brother mainly

批注 [A1]: Relationship types: mother, father, brother

Achilles: Are there any more people?

Interviewee: No, there are no more people

Achilles: Ok, so we are going to ask you some questions about each of them, but first we would like you to tell us which are the most important people of that list? You can order them? Which is the most important person?

Interviewee: I think my brother is the most important.

批注 [A2]: Most important person: brother

Achilles: And then?

Interviewee: They are equal

Achilles: Which requires the most attention for gift buying?

Interviewee: I think my mother

批注 [A3]: Second: mother

Achilles: And then?

Interviewee: And then my father

批注 [A4]: Third: father

Achilles: Ok, so it's brother, mother, father. For each of these we are going to ask you some questions.

The first one is: What do you think as a good gift for your brother?

Interviewee: One video game, a video console, some clothes maybe.

批注 [A5]: Type of gift:

Achilles: And would you buy gifts together with others for your brother?

Interviewee: No, no I buy them alone.

批注 [A6]: Joined buying: No

Achilles: How do you come up to with the idea what to buy for your brother?

Interviewee: I know what he likes, I know his hobbies, his taste about stuff and I usually buy good gifts for him.

批注 [A7]: Idea source:

Achilles: Do you have a specific budget for buying gifts for your brother?

Interviewee: About one hundred euro.

批注 [A8]: Budget: 100 euros

Achilles: Where do you usually buy these gifts?

Interviewee: Well, in a shopping mall, something like this. I go for a walk in the shopping center or in a shopping mall.

Achilles: Do you go to a specific store, or do you just walk around?

Interviewee: I go to a specific place in my hometown, it's called "Pantheon plaza", it's a big shopping mall and I buy something from there.

批注 [A9]: Acquisition:

Achilles: And inside of plaza do you pick up one store or do you just..

Interviewee: No, I walk around and I make research

Achilles: When do you usually buy the gifts for your brother for the holidays?

Interviewee: About 20-22 of December

批注 [A10]: Purchasing time frame: 20-22 December

Achilles: Do you also receive gifts from your brother?

Interviewee: Yes.

批注 [A11]: Reciprocation: yes

Achilles: Ok, so we are going to ask the same for your mother.

- What do you think as a good gift for your mother?

Interviewee: A perfume, clothes, some jewelry something like this.

批注 [A12]: Type of gift:

Achilles: Do you buy gifts together with others for your mother? Together with someone else for your mother?

Interviewee: Maybe with my brother sometimes

批注 [A13]: Joined buying: Yes?

Achilles: How do you come up to with the idea what to buy for your mother?

Interviewee: By accident, I go out for a walk, I see something that I like and take it.

批注 [A14]: Idea source:

Achilles: Do you have a specific budget for your mother?

Interviewee: About 50 euro

批注 [A15]: Budget: 50 euros

Achilles: Where do you usually buy gifts for your mother?

Interviewee: In the same shopping mall that I buy the one for my brother

Achilles: And do you go to a specific store?

Interviewee: No, I do exactly the same.

批注 [A16]: Acquisition:

Achilles: When do you usually buy gifts for your mother?

Interviewee: About 20 of December

批注 [A17]: Purchasing time frame: 20 December

Achilles: Do you also get presents back from your mother?

Interviewee: Yes.

批注 [A18]: Reciprocation: Yes

Achilles: And let's do father as well. So:

- What do you think as a good gift for your father?

Interviewee: Some clothes, something for his car, some gadget, because he likes sometimes some gadgets...

批注 [A19]: Type of gift:

Achilles: What kind of clothes do you usually buy?

Interviewee: A tie, a shirt something like this

批注 [A20]: Type of gift:

Achilles: Do you buy gifts together with others for your father?

Interviewee: Yes, with my brother.

批注 [A21]: Joined buying: Yes

Achilles: How do you come up to with the idea what to buy for him?

Interviewee: I usually know his needs, what he needs and I buy the appropriate thing.

批注 [A22]: Idea source:

Achilles: Do you have a specific budget?

Interviewee: About 50 euro

批注 [A23]: Budget: 50 euros

Achilles: Where do you usually buy the gifts?

Interviewee: In the shopping mall.

批注 [Δ24]: Acquisition:

Achilles: You have no specific store.. Is there a store that you go for your father that you wouldn't go for your mother, or it's one store for both?

Interviewee: No they are different stores, because I buy different stuff for them. For mother I usually buy jewelry or something like this, which are specific stores there, for my brother I buy men clothing and stuff like this...

Achilles: When do you usually buy gifts for your father?

Interviewee: About 20 of December, I go one day

批注 [Δ25]: Purchasing time frame: 20 December

Achilles: Do you get gifts back from your father?

Interviewee: Yes.

批注 [Δ26]: Reciprocation: yes

Achilles: Which holiday does your family usually celebrate in December, when do you give each other the gifts?

Interviewee: The New Year

批注 [Δ27]: December Holiday: New Year

Achilles: OK. That was the interview. Thank you very much.

Interviewee: Thank you.