

RESEARCH METHODS

TRANSCRIPTION OF MARKUS' INTERVIEW (3/12/2012)

Dimitris: Hi Markus, we are going to do an interview with you about gift-buying during the December holidays. First of all, I would like to ask you about some personal information...

Interviewee: Yes

Dimitris: What's your age?

Interviewee: 25

Dimitris: Your gender is male... Your nationality?

Interviewee: German

Dimitris: Your educational level?

Interviewee: I have a Bachelor degree and now I am a master student.

Dimitris: The first question Markus is: Can you tell us a list of people that you buy presents for during the December Holidays?

Interviewee: Yes, I can. To my girlfriend, to my parents, to my brother and my sister and perhaps to one or two of my closest friends. I think that's all... Oh and to my grandparents.

Dimitris: Markus can you order this people to categories, can you tell us who are the most important people?

Interviewee: Yes. My girlfriend, then I would say my parents, my brother, my sister, and my grandparents.

Dimitris: Do you buy one gift for your grandparents?

Interviewee: It depends, I don't have an idea for this year but sometimes we (my brother, my sister and I) buy one gift for both of them, it depends I don't know yet

Dimitris: Do you give presents to any of these people together?

Interviewee: Yes, I buy presents together for my parents and my grandparents.

Dimitris: So Markus, for the first three of people of the list we will ask you the same questions. So we are going to start with your girlfriend and the first question is – How many gifts do you buy for your girlfriend?

Interviewee: Just one, I guess.

Dimitris: And what do you think as a good gift for your girlfriend?

Interviewee: I don't know yet, but I'm thinking of buying a ring or something.

批注 [hq1]: Relationship type: girlfriend, parents, brother, sister, grandparents

批注 [hq2]: Joined buying: Yes
Parents and grandparents.

批注 [hq3]: Quantity: one

批注 [hq4]: Type of gift

Dimitris: And do you buy gifts together with others for your girlfriend?

Interviewee: No

批注 [hq5]: Joined buying with girlfriends: No

Dimitris: How do you come up to with the idea what to buy for your girlfriend?

Interviewee: Well, she gave me some hints

批注 [hq6]: Idea source: some hints

Dimitris: Do you have a specific budget?

Interviewee: No, not really.

批注 [hq7]: Budget: not really

Dimitris: And where do you usually buy these gifts?

Interviewee: Maybe this year mostly on the internet, but usually I take one day off and I go to the city center to buy the gifts.

批注 [hq8]: Acquisition: online or physical shop

Dimitris: And do you have a specific website?

Interviewee: Yes, amazon.com maybe, but no other specific websites

Dimitris: And when do you usually buy the gifts for your girlfriend?

Interviewee: I guess, one or two weeks before Christmas.

批注 [hq9]: Purchasing time frame: one or two weeks before Christmas.

Dimitris: And do you also receive gifts back from your girlfriend?

Interviewee: Yes, I hope so.

批注 [hq10]: Reciprocation: Yes

Dimitris: So next we will ask you about your parents. How many gifts do you buy for your parents?

Interviewee: One or two, it depends of my situation.

批注 [hq11]: Quantity: one or two

Dimitris: And what do you think as a good gift for your parents?

Interviewee: Well I don't know yet about this year, but last year we made a nice picture of all three of us kids and it was a really nice gift I guess. And once we made a trip to Berlin, such things. So, not pens, socks or ties.

批注 [hq12]: Type of gifts

Dimitris: And do you buy presents for your parents together with others?

Interviewee: Yes maybe with my brother and my sister.

批注 [hq13]: Joined buying: yes, parents with sister and brother.

Dimitris: and how do you come up to with the idea what to buy for your parents?

Interviewee: Often my sister has the best ideas, so she's always the one who finds it. And maybe during the year I can see something that I would like to give as a gift.

批注 [hq14]: Idea source: from sister

Dimitris: And do you have a specific budget for buying gifts for your parents.

Interviewee: No

批注 [hq15]: Budget: No

Dimitris: Where do you usually buy these gifts?

Interviewee: The same as with my girlfriend, from the internet or to the city center

批注 [hq16]: Acquisition: Online or Physical shop

Dimitris: And when you go the city center you go to specific stores or malls

Interviewee: No, I go to the streets, where there are the most stores

Dimitris: When do you usually buy the gifts for your parents?

Interviewee: One month before, because we have to plan something

批注 [hq17]: Purchasing time frame: one month before Christmas

Dimitris: And you also receive gifts back from your parents?

Interviewee: Yes.

批注 [hq18]: Reciprocation: Yes

Dimitris: And now the next questions are about your brother

Interviewee: Yes.

Dimitris: How many gifts do you buy for your brother?

Interviewee: One.

批注 [hq19]: Quantity: one

Dimitris: And what do you think as a good gift for your brother?

Interviewee: He likes music and I always try to give him something from his favorite bands, or something that he can use for his guitar.

批注 [hq20]: Type of gifts

Dimitris: And do you buy gifts together with others for your brother?

Interviewee: Yes, sometimes together with my sister, but not always.

批注 [hq21]: Joined buying: sometimes together with sister.

Dimitris: And how do you come up to with the idea what to buy for your brother?

Interviewee: I don't know really... Maybe I see something on the internet. Sometimes I give him tickets for concerts and there advertisements on internet for things like these.

批注 [hq22]: Idea source: see something on the internet

Dimitris: And do you have a specific budget for buying gifts for your brother?

Interviewee: No.

批注 [hq23]: Budget: No

Dimitris: Where do you usually buy these gifts?

Interviewee: On the internet, or I go to a specific store for music equipment in my hometown. So I buy from internet tickets for concerts and for music equipment I go to this store.

批注 [hq24]: Acquisition: online shop or specific store.

Dimitris: And when do you usually buy the gifts from your brother?

Interviewee: I guess two weeks before.

批注 [hq25]: Purchasing time frame: two weeks before Christmas.

Dimitris: And do you always receive gifts back?

Interviewee: Yes.

批注 [hq26]: Reciprocation: Yes

Dimitris: Last question Marcus, for which December holiday you buy these gifts?
Which December holiday do you celebrate?

Interviewee: In Germany it's always the 24th

Dimitris: Christmas...

Interviewee: Yes.

Dimitris: Thank you very much Markus!