

RESEARCH METHODS

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

Achilleas: Hi Mathias, we are going to interview you about December holiday gift buying. So it's going to be, you probably celebrate some sort of Christmas or you are celebrating Sinterklaas or whatever and you buy presents for people and that's what our questions are about. The first question is – How old are you?

Interviewee: 23

Achilleas: What's your gender?

Interviewee: Male

Achilleas: What's your nationality?

Interviewee: Austrian

Achilleas: And what's your educational level... Master student I already know that...

Achilleas: First we are going to ask you about a list of people that you buy presents for and then we are going to ask you questions about each of them. So who do you buy presents for during the December holidays?

Interviewee: My parents, brother, nephew and girlfriend and grandparents.

批注 [A1]: Relationship type: parents, brother, nephew, girlfriend, grandparents

Achilleas: And do you buy presents together for anyone of them? So do you buy one gift or some gifts that you give for example to your parents combined?

Interviewee: for my parents probably combined with my other siblings.

批注 [A2]: Joined giving: Yes – parents, No – to the rest

Achilleas: And how many siblings do you have?

Interviewee: One brother

Achilleas: So who are the most important people of the list that you've just mentioned? Parents, brother, nephew, girlfriend, grandparents, who is the most important in that list?

Interviewee: The girlfriend of course.

批注 [A3]: Most important: girlfriend

Achilleas: And then?

Interviewee: Then close family members so parents and my brother.

批注 [A4]: Second: parents, Third: brother

Achilleas: And then who? We have your nephew and your grandparents remaining...

Interviewee: Can I put them on the same level?

Achilleas: No

Interviewee: Then first my nephew

批注 [A5]: Fourth: nephew, Fifth grandparents

Achilleas: And then your grandparents. Who is more important your grandma or your grandpa?

Interviewee: We all have like twice grandparents, one more important and one less important

Achilleas: So for each of them we are going to ask you some questions...

Interviewee: Ok

Achilleas: What do you think as a good gift for your parents?

Interviewee: Beer

批注 [Δ6]: Type of gift1:

Achilleas: Ok, what else? You can give us many answers.

Interviewee: Something which reminds them of me, or something to do sport for my father

批注 [Δ7]: Type of gift2:

Achilleas: Ok. You've already said that you presents with your brother for them. How do you come up with an idea for buying a present for your parents, where do you get the idea?

Interviewee: My mum gave us a hint

批注 [Δ8]: Idea source:

Achilleas: Do you have a specific budget for them? Do you have a limitation?

Interviewee: No, not really?

批注 [Δ9]: Budget: No specific budget

Achilleas: And where do you usually buy the gifts?

Interviewee: Well, I would say it depends on what it is, so in this case it will probably be a waltz?? (03:46) for dancing, so I have to go to the dancing school. If it's beer I will go to the supermarket.

批注 [Δ10]: Acquisition:

Achilleas: So you don't have a specific spot where you go ...

Interviewee: No

Achilleas: And when do you usually buy the gifts?

Interviewee: Mostly at the beginning of December, I try to have that finished as soon as possible.

批注 [Δ11]: Purchasing time frame: beginning of December

Achilleas: And do you do it earlier than that, because you said as soon as possible...

Interviewee: No, mostly I start end of November to think about it so...

Achilleas: Ok. And do you also get presents back from your parents?

Interviewee: Yes.

批注 [Δ12]: Reciprocation: Yes

Achilleas: Ok, awesome. So we are going to ask you the same questions for... Oh we should have done your girlfriend first because she is number one, but now for your girlfriend. So what do you think is a good gift for your girlfriend?

Interviewee: In this case it's a custom-made hat.

批注 [A13]: Type of gift:

Achilleas: Custom-made by you or by someone else?

Interviewee: From someone else I decided that it will make her more happy.

Achilleas: And what kind of hat it is? Is it functional, a sort of umbrella hat for example...

Interviewee: No it's just with exactly the colors that she wants, that she probably can't get from somewhere else. And it fits to her jacket...

Achilleas: Do you buy presents together with others for your girlfriend?

Interviewee: Obviously not.

批注 [A14]: Joined buying: No

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

Interviewee: I listen to her complaints and figure out what she needs.

批注 [A15]: Idea source:

Achilleas: And do you have a specific budget for her?

Interviewee: Also not really.

批注 [A16]: Budget: No specific

Achilleas: Where do you usually buy gifts for her?

Interviewee: In this case from internet, but simply it depends on what it is...

批注 [A17]: Acquisition: internet...

Achilleas: Where have you bought other presents for her for the December holiday?

Interviewee: That is the first one so...

Achilleas: When do you usually buy the gifts?

Interviewee: Again I try to do it as soon as possible. It's already ordered.

Achilleas: When did you order it?

Interviewee: End of November.

批注 [A18]: Purchasing time frame: end of November

Achilleas: So basically the same as with your parents...

Interviewee: Yes.

Achilleas: Do you also get a present back from your girlfriend?

Interviewee: I hope so, I'm optimistic...

批注 [A19]: Reciprocation: Yes

Achilleas: Ok, same questions for your brother. So what do you think as a good gift for your brother?

Interviewee: Something which is related to sports.

Achilleas: And what kind of thing is that? Is it clothes or...

Interviewee: In this case he gets a bunch of sweet stuff from the Netherlands, because I'm here at the moment, but normally it will be something sport-related...

批注 [Δ20]: Type of gift:

Achilleas: Can you give an example?

Interviewee: Speculatioous crem and fleur and papermall

批注 [Δ21]: Type of gift2:

Achilleas: And do you buy gifts together with someone else for your brother?

Interviewee: Sometimes with his girlfriend.

批注 [Δ22]: Joined buying: Yes?

Achilleas: And how do you come up with the idea for present for your brother?

Interviewee: I like the stuff that I give him, so I figured that it's the same for him.

批注 [Δ23]: Idea source:

Achilleas: And do you have a specific budget?

Interviewee: No.

批注 [Δ24]: Budget: No specific

Achilleas: And where do you usually buy the gifts?

Interviewee: Supermarket.

批注 [Δ25]: Acquisition1:

Achilleas: And the sport gifts also in the supermarket?

Interviewee: No, online.

批注 [Δ26]: Acquisition2: online

Achilleas: And do you have a specific store that you go when you shop online?

Interviewee: No there are different ones.

Achilleas: And how do you decide to which shop you go?

Interviewee: Which one has the best offer.

Achilleas: And how do you find out which has the best offer?

Interviewee: By comparing all the shops that have offers.

Achilleas: And how do you find the offerings?

Interviewee: By using the shops that normally I go to.

Achilleas: And which are those?

Interviewee: It's blue-tomato and Sport Conrad

批注 [Δ27]: Acquisition3:

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

Interviewee: In this case quite late because it's food, so few days before Christmas.

批注 [Δ28]: Purchasing time frame: 20-24 December

Achilleas: And do you also get presents back from your brother?

Interviewee: Yes.

批注 [Δ29]: Reciprocation: Yes

Achilleas: *Awesome. And we will do one more, we will do the nephew. What do you think as a good present for your nephew?*

Interviewee: Something with wooden figures where he can put on something, I mean he is one so he does not expect much...

Achilleas: *So basically toys...*

Interviewee: Yes, toys.

批注 [Δ30]: Type of gift: toys

Achilleas: *Is there a preference for wooden toys or it is just an example?*

Interviewee: No

Achilleas: *Do you have a specific budget?*

Interviewee: No

批注 [Δ31]: Budget: No specific

Achilleas: *Do you buy gifts together with other people for your nephew?*

Interviewee: In this case not, but it can also happen...

批注 [Δ32]: Joined buying: No

Achilleas: *How do you come up with an idea for what to buy for your nephew?*

Interviewee: I was looking in colleague toy catalogs

批注 [Δ33]: Idea source:

Achilleas: *Awesome. Where do you usually buy the gifts for your nephew?*

Interviewee: In toy stores.

批注 [Δ34]: Acquisition:

Achilleas: *When do you usually buy them?*

Interviewee: In the beginning of December.

批注 [Δ35]: Purchasing time frame: 1-10 December

Achilleas: *And do you get presents back from your nephew?*

Interviewee: No, because he doesn't even know what Christmas is...

批注 [Δ36]: Reciprocation: No

Achilleas: *And our final question is which holiday do you celebrate in December?*

Interviewee: Christmas.

批注 [Δ37]: December holiday: Christmas

Achilleas: *Ok, that was it. Thank you very much!*

Interviewee: You are welcome!