

RESEARCH METHODS

TRANSCRIPTION OF PAUL'S INTERVIEW

Dimitris: Hello Paul, we will do an interview with you about gift-buying during the December holidays. First of all, we have to collect some basic personal information from you. First of all- What's your age?

Interviewee: 24 years old.

Dimitris: Your nationality?

Interviewee: Romanian

Dimitris: Your educational level?

Interviewee: master student.

Dimitris: And your gender is male...

Dimitris: Ok Paul let's start with the first question is: Can you tell us a list of people that you buy presents for during the December Holidays?

Interviewee: Yes. Perhaps my parents, my best friend, to some of the people that I work with

Dimitris: And do you give gifts to any of these people together? For example to your parents do you buy only one gift or do you buy separate gifts?

Interviewee: No each one has his own gift

批注 [hq1]: Joined buying and giving:
No

Dimitris: And to the people that you work with do you buy separate gifts for each of them?

Interviewee: Perhaps I'll buy one type of gift and then I will multiply them

Dimitris: And can you tell us who are the most important people? Can you order them?

Interviewee: Yes. My parents are the most important obviously, then it's my sister, so family comes first, then is my very best friend and then my cooperators.

批注 [hq2]: Relationship type: Mother,
Father, Sister, friends, cooperators.

Achilleas: But who is more important your mother, or your father?

Interviewee: My mother.

Dimitris: So it's mother, father, sister, the best friend... So we will ask you the following questions for the first three, so we start with your mother first. First of all Paul - How many gifts do you buy for your mother?

Interviewee: Annually?

Dimitris: During the December holidays?

Interviewee: One.

批注 [hq3]: Quantity: One

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

Interviewee: Generally I buy some sort of artistic things or music

批注 [hq4]: Type of gift

Dimitris: As artistic thing you mean...

Interviewee: A piece of art, for example there are some very nice icons, for example my mum loves dogs and if I find an icon with a dog that looks very cool then I will buy that. It's not so much for usefulness...

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

Interviewee: No, but perhaps I will ask for suggestions.

批注 [hq5]: Joined giving: No

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

Interviewee: Well, I just scout the supermarket and hopefully something comes up.

批注 [hq6]: Idea source: Go to supermarket

Dimitris: Do you have a specific budget for buying gifts to your mother?

Interviewee: No, obviously there is an upper limit, but I don't think about that when I see something, if I really like it... obviously there is a limit to the amount that I can spent but I don't try to be strict.

Dimitris: What is the maximum?

Interviewee: It's perhaps 150 euros.

批注 [hq7]: Budget: 150 euro.

Dimitris: And Paul where do you usually buy these gifts?

Interviewee: Generally at a big supermarket. Not supermarket

Dimitris: Shopping malls?

Interviewee: Shopping malls yes.

批注 [hq8]: Acquisition: shopping malls

Dimitris: And do you have a specific shopping mall?

Interviewee: Yes, in my city there is one mall actually.

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

Interviewee: It can actually be past age... Generally some days before Christmas, but sometimes I actually buy them afterwards...

批注 [hq9]: Purchasing time frame: close to Christmas

Dimitris: But usually it's close to Christmas

Interviewee: Yes, generally it's close

Dimitris: And final question for your mother, do you also receive gifts back from your mother?

Interviewee: Almost always.

批注 [hq10]: Reciprocation: Yes

Dimitris: So now we will ask you the same questions for your father. So, how many gifts do you buy Paul for your father during the December holidays?

Interviewee: One gift.

批注 [hq11]: Quantity: one

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

Interviewee: Something a bit more practical. He is with computers so I can buy a flash stick...

Dimitris: Something related with computers?

批注 [hq12]: Type of gift

Interviewee: Generally yes.

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

Interviewee: No.

批注 [hq13]: Joined buying : No

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

Interviewee: I guess I open a PC magazine, something like that.

批注 [hq14]: Idea source: PC magazine

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

Interviewee: the maximum is 200 euros.

批注 [hq15]: Budget: within 200 euro.

Dimitris: Where do you usually buy these gifts?

Interviewee: We actually have an on-line computer store

批注 [hq16]: Acquisition: online computer store

Dimitris: do you have a specific online store or do you search?

Interviewee: No we have a specific. Perhaps I can tell it, it's emag.ro

Dimitris: When do you usually buy the gifts for your father for the December holidays?

Interviewee: The same time as with my mother

批注 [hq17]: Purchasing time frame: close to Christmas.

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

Interviewee: Not that often. But when I do it's something generally big. Something also computer- related.

Achilleas: But during the Christmas holiday?

Interviewee: Yes during the Christmas holiday if I receive something it's perhaps some chocolate but it's not always... the gifts that I receive from my father are not really during holidays.

批注 [hq18]: Reciprocation: not always from father.

Dimitris: And now we will ask you the same questions for your sister. So - How many gifts do you buy for your sister?

Interviewee: Well for my sister it's one or two gifts.

批注 [hq19]: Quantity: one or two.

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

Interviewee: She loves "Star Wars" and she plays games and reads books about it, so a "Star Wars" related gift is generally good. She also loves animals, we have a family of Guinea pigs. So it can be that as well.

批注 [hq20]: Type of gifts

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

Interviewee: Yes together with my parents.

批注 [hq21]: Joined buying: Yes With parents.

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

Interviewee: Well to be honest there is not a gateway with that... For example, if our population of pigs is increasing then I transition to this. But generally from the internet.

批注 [hq22]: Idea source: from internet

Dimitris: And do you search on the internet for them?

Interviewee: Yes, I search for them. For example plastic light swords...

Dimitris: Do you have a specific budget for buying gifts for your sister?

Interviewee: Yes, 150 euros.

批注 [hq23]: Budget: 150 euro

Dimitris: And where do you usually buy these gifts for your sister?

Interviewee: Well, this is a bit tricky, because light swords you can buy from regular mall shops, there are specific shops. So I can't really name them, but they are not in the mall... Or for video games I actually buy them from the same specific website...

批注 [hq24]: Acquisition: both online shop and physical shop

Achilleas: And are those physical shops where you can buy this stuff

Interviewee: They are small

Achilleas: But they are physical stores

Interviewee: Yes.

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

Interviewee: Well, during the holidays for my sister it really varies, because my sister is studying in America, so I don't tend to send them via post. Normally she comes to

visit us **on winter** and in that case I buy the gifts at the time that I do it for my parents, but if she doesn't then I'm free to buy it when I want and when she comes I give it to her.

批注 [hq25]: Purchasing time frame: when sister come back home

Dimitris: So usually when do you buy these gifts?

Interviewee: Usually she comes to visit us, so around the same period that I buy the gifts for my parents

Dimitris: And do you always receive gifts back?

Interviewee: **Yes, all the time.** She sends me video games.

批注 [hq26]: Reciprocation: Yes

Dimitris: And our last general question is - for which December holiday you buy these gifts? Which December holiday do you celebrate?

Interviewee: Christmas.