

Planning of consumption and buyer behaviour in households 1976-1977 - Postal survey

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Citation

Haglund, L. (1982) Planning of consumption and buyer behaviour in households 1976-1977 - Postal survey (Version 1.0) [Data set]. University of Gothenburg. Available at: <https://doi.org/10.5878/7sjy-fw98>

Creator/Principal investigator(s)

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Description

The study was designed with a two-stage research approach. The first stage included a large sample, mail survey with about 1 200 households participating. The second stage consisted of personal interviews with a sub-sample of respondents from the mail survey. About 130 households were interviewed in this second survey. The purpose with the study is to describe the various planning activities that a household goes through when buying goods and services from a market system; to analyse the relationship between the situation and the characteristics of the household and the planning behaviour; to evaluate the efficiency of planning, i.e. to study the effect of different planning on the buyer behavior and the satisfaction in the household.

Data contains personal data

No

Language

[Swedish](#)

Unit of analysis

[Individual](#)

Variables

73

Number of individuals/objects

1871

Data format / data structure

[Numeric](#)

Geographic spread

Geographic location: [Sweden](#)

Responsible department/unit

Department of Business Administration, School of Business, Economics and Law

Research area

[Consumption and consumer behaviour](#) (CESSDA Topic Classification)

[Social sciences](#) (Standard för svensk indelning av forskningsämnen 2011)

[Social sciences interdisciplinary](#) (Standard för svensk indelning av forskningsämnen 2011)

Keywords

[Consumption](#)

Publications

Haglund, L. (1980) Konsumtions- och köpplanering i hushåll. Kartläggning av planeringsprocesser samt analys av samband mellan hushålls resurser, planeringsbeteende och konsumtionsresultat. Göteborg: Department of Business Administration.

[Swepub](#) | [Google Books](#) | [Libris](#) | [Till lärosätets \(kau\) databas](#)

ISBN: 9789172460379

Accessibility level

Access to data through SND

Data are accessible by order

Use of data

[Things to consider when using data shared through SND](#)

Versions

Version 1.0. 1982-01-01

Related research data in SND's catalogue

[Planning of consumption and buyer behaviour in households 1976-1977 - Face-to-face interview](#)

Download metadata

[DataCite](#)

[DDI 2.5](#)

[DDI 3.3](#)

[DCAT-AP-SE 2.0](#)

[JSON-LD](#)

[PDF](#)

[Citation \(CSL\)](#)

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