

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

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## Citation

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## Creator/Principal investigator(s)

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## Research principal

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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

144

## Number of individuals/objects

128

## 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 - Postal survey](#)

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