Unwrapping the Consequences: Exploring Consumer Behavior during Norway's Economic Downturn and its Influence on Christmas Trade

Victoria Bjørnarå and Julie Tvedt

SUPERVISOR

Ellen Katrine Nyhus

Preface

This master thesis has been written as a final part for the master's program Business Administration at the School of Business and Law at the University of Agder. The work was completed over the course of one semester.

It has been an educational and demanding process to write the thesis. The assignment's problem gave us the opportunity to familiarize ourselves with an interesting and relevant topic. We hope that our master thesis is an intriguing contribution to the theory of consumer behavior related to the Christmas season and difficult times.

We would like to express our gratitude to our supervisor, Ellen Katrine Nyhus, for providing valuable and essential guidance throughout the process, as well as for sharing ideas and vital feedback. We must also thank our participants for their engagement in this study, which made this research feasible.

Kristiansand, June 2023

Victoria Bjørnarå and Julie Tvedt

Abstract

Purpose: The aim of the research is to see if the economic downturn has had an impact on Christmas trade. The downturn in question is the period in Norway following the start of the war in Ukraine, which includes interest rate increases, increased electricity, food, and fuel prices, and overall increasing inflation from 2022 to the present. There is reason to believe that the high prices have had an impact on the Christmas trade in 2022. However, Christmas shopping is culturally important for many people, which may lead to people not altering their budgets even during an economic downturn.

Problem statement: *Has the downturn affected Christmas gift spending?*

Design/research methods/approach: A descriptive research design was used to investigate the topic. Using a quantitative method, an anonymous online survey was conducted and published to social networking sites (SNSs). The answers were later analyzed in SPSS, through univariate (Spearman correlation coefficient) and multivariate (binomial logistic regression) tests that provided objective results.

Findings: One out of four hypotheses were supported. There was significant evidence that the Christmas spending was affected by the downturn but less affected than usual consumption. Significance was also shown in the relation between materialism and Christmas spending adjustment to downturn, however, the relationship is positive which contradicted the hypothesis and was not expected. The remaining hypotheses that proposed the relationship between reciprocation and altruism with Christmas spending adjustment to downturn did not show significance in the binomial logistic regression.

Implications: Both the individual consumer and companies can use this research to gain a broader understanding of their own situation. It is important for consumers to understand how Christmas shopping can affect their financial state, especially during a downturn. Many companies are reliant on sales during Christmas, and for them it is crucial to know their consumers' behaviors. This is of high relevance for those who work with consumer protection as well.

Keywords: Consumer behavior, downturn, Christmas, gift giving, reciprocation, altruism, materialism

Sammendrag

Formål: Målet med oppgaven er å se om den økonomiske nedgangstiden har hatt innvirkning på julehandelen. Nedgangstiden det er snakk om er perioden i Norge etter starten av krigen i Ukraina, som inkluderer renteøkninger, økte strøm-, mat- og drivstoffpriser, og samlet sett økende inflasjon fra 2022 til i dag. Det er grunn til å tro at de høye prisene har hatt innvirkning på julehandelen i 2022. Julehandelen er imidlertid kulturelt viktig for mange, noe som kan føre til at folk ikke endrer budsjettet selv i en lavkonjunktur.

Problemstilling: *Har nedgangstiden påvirket julegavehandelen?*

Design/forskningsmetoder/tilnærming: Et deskriptivt forskningsdesign ble brukt for å undersøke temaet. Ved bruk av en kvantitativ metode ble en anonym nettundersøkelse gjennomført og publisert på sosiale nettverkssider (SNS). Svarene ble senere analysert i SPSS, gjennom univariate (Spearman korrelasjons koeffisient) og multivariate (binomial logistisk regresjon) tester som ga objektive resultater.

Funn: Én av fire hypoteser ble støttet. Det var betydelige bevis på at juleforbruket ble påvirket av nedgangstiden, men mindre påvirket enn vanlig forbruk. Det ble også vist et signifikant forhold mellom materialisme og juleutgift justering til nedgangstider, men forholdet er positivt, noe som var i strid med hypotesen og var ikke forventet. De resterende hypotesene som foreslo forholdet mellom gjensidighet og altruisme med juleutgift justering til nedgangstider, viste ingen signifikante verdier i den binomiale logistiske regresjonen.

Implikasjoner: Både den enkelte forbruker og bedrifter kan bruke denne forskningen til å få en bredere forståelse av sin egen situasjon. Det er viktig for forbrukerne å forstå hvordan julehandelen kan påvirke deres økonomiske tilstand, spesielt i nedgangstider. Dette er av høy relevans også for de som jobber med forbrukervern. Det er også mange bedrifter er avhengige av salget i julen, og for dem er det avgjørende å kjenne forbrukernes adferd.

Nøkkelord: Forbrukeratferd, nedgangstid, jul, gavegivning, gjengjeld, altruisme, materialisme

Table of contents

Figure Overview

Table Overview

1.0 Introduction

The purpose of this study is to investigate if the downturn has had an impact on Christmas trade. The downturn in question is the period in Norway after the start of the war in Ukraine, growing interest rate, increased electricity, food and fuel prices and overall increased inflation that extends from 2022 to date. As a consequence of the high prices, there is reason to expect that this have affected the Christmas trade in 2022. On the other hand, Christmas shopping is of cultural importance to many, which may result in people not adjusting their budgets, even during a downturn. For these reasons it is therefore interesting to investigate consumer behavior during times like these.

On December 24th most Norwegians get together with family and friends to celebrate Christmas in their decorated houses, with fine food and last but not least a lot of gifts. Gift giving during Christmas in Norway is an important tradition (Ekström, 2018). Christmas shopping and preparations are happening from late November. Christmas trees and streets are lit, and concerts, theater performances and markets are taking place. On weekends restaurants and nightclubs fill up with Christmas party guests and are crowded (Visit Oslo, n.d.). These prosocial activities are traditions associated with Christmas, and create a pleasant atmosphere during the dark times of the year. It is safe to say that Christmas carries with it high costs and consumption that stands strongly in Norwegian Christmas tradition.

A recent report showed that the degree of financial well-being of Norwegian households has fallen dramatically in the recent year, even more than during the COVID-19 pandemic (Poppe & Kempson, 2022, p. 5). There are obvious indicators that growing living costs are having a major impact on the lives of many Norwegians, forcing them to make difficult decisions in order to afford necessities like food and electricity. These consequences, however, are not dispersed equally, with low-income households, families with children, and households with a disabled or seriously ill persons being impacted the most (Poppe & Kempson, 2022, p. 5). Seeing how times of financial distress, where people need to cut back in order to buy necessities, affect the cultural tradition of Christmas consumption is engaging as these situations contradict each other.

1.1 Reason for the research

The reason for wanting to investigate this topic is that few similar studies have been done in the past, and it is of practical and theoretical interest. In addition it is an important topic that concerns many people and businesses. As the topic of the research is a current issue it will be relevant to draw conclusions to the impact of the downturn on Christmas spending related to the potential threshold to this tradition. Seeing how the downturn has affected people in Norway is also valuable insight from an international perspective. There are international circumstances that have resulted in this downturn, when global trade is getting more complicated in the crisis of war.

Christmas tradition stands strongly in Norwegian culture. Even if the holiday carries with it exceptionally high costs, there is still a purpose that makes it rational to keep the tradition every year. As mentioned, the downturn has resulted in dramatic changes in the Norwegian households, and a lot of people find themselves in a situation of financial distress. For this reason it will be valuable to see how this impacts individuals and their behavior. The financial pressure and the pressure of keeping the tradition are against each other, and investigating what the priorities are in times like this are highly relevant.

1.2 Managerial relevance

The thesis presents results that will help gain a broader understanding of consumer behavior in times of pressure, both emotionally and financially. The research includes two different situations, the Christmas season and difficult times that in our case is related to the Ukrainian war, high inflation and high interest rates. These settings are valuable at a managerial level to seek out characteristics of consumers to know how to reach them in these times, and apply the knowledge in similar situations. Christmas trade is important for the retail industry, and for many, it is crucial for continued operations (Virke, 2022). It is therefore important to be able to predict Christmas shopping.

According to a YouGov poll conducted for Danske Bank, 850,000 Norwegians do their Christmas shopping on credit. The survey shows that close to 40 percent do not pay the entirety of the credit when due, and many pay for the Christmas expenses until summer (Knudsen, 2019). This is vital for those who work with consumer protection. The thesis is valuable at an international level, to see how globalization has a significant impact on the state of each

country. The research can provide more insight in the political field for those who play a manner in making societal decisions, as the study covers a societal issue.

1.3 Research objective and research question

In times of financial pressure it is reason to believe that the individual consumer adjusts to the situation by changing habits, these adjustments may not be reflected in a time of high consumption expectation related to a tradition such as Christmas. It is valuable to understand the consumer behavior in these times to get a broader perspective of their consumption patterns in times of pressure related to both financial concerns and tradition. The purpose of this study is to address the downturn effect on Christmas gift spending and has led to the research question:

Has the downturn affected Christmas gift spending?

As mentioned earlier, the downturn, for which the study is based on, is the period in Norway after the start of the war in Ukraine, growing interest rate, increased electricity and fuel prices and increased inflation that extends from 2022 to date. Unless otherwise stated in the thesis, this is the time period in question.

1.4 Structure of the study

The rest of the thesis is organized as follows: background of the study, which provides a foundation for the thesis by presenting information on the economy's development and current state as well as mentioning the expectations and trade of Christmas constitutes the second section. The theoretical framework is presented in the following section, which establishes the need for a foundation of knowledge related to consumption during times of pressure to understand consumers' behavior, Christmas tradition, the value of gifts and gift-giving behaviors. The theoretical foundation is linked to the period in question, 2022 till date, during the downturn and Christmas in Norway, and forms the basis of the hypotheses, which are presented in the fourth section.

The research methods of the conducted study are presented in the fifth section, which includes information about the type of research used, sampling procedure, sample characteristics, the structure of the questionnaire, reliability and construct validity and the choice of statistical

analyses. In the sixth section, the collected data are presented in detail. Then the discussion section follows, which links relevant data to the theory to shed light on the research question as well as testing the hypotheses. Finally, the study concludes in the eighth section, which answers the research question and summarizes the results. Limitations, implications and recommendations for further research are also included in this section.

2.0 Background of the study

The background for the thesis will be presented in this section to provide a foundation. It will consist of information on the economy's development and current state. What sorts of expectations are placed upon Christmas and how the trade takes place will also be addressed in this part.

2.1 Economic development

Norges Bank forecasts that the mainland GDP in Norway will contract by 0.3 percentage in 2023. This is a 1.4 percentage point decrease from the prior forecast. Although Norges Bank does not use the term "recession" in its Monetary Policy Report or when discussing other nations, the combination of negative growth, rising unemployment, and decreasing housing values meets all of the criteria for a recession (Haram, 2022). In constant prices, the gross domestic product (GDP) of mainland Norway increased by 3.8 percent between 2021 and 2022. In 2022, the Norwegian economy was marked by post-pandemic recovery and substantial price increases. The reopening and winding down of infection control measures in early 2022 enabled greater service consumption, regular operations in pandemic-affected industries, and a large volume of business assignments. The service industries, which were particularly heavily impacted by the pandemic, account for the majority of the volume growth in Norway's GDP (Hirsch, 2023).

The Norwegian economy was more or less cyclically neutral in March 2022, having recovered from the loss caused by infection control efforts during the pandemic (SSB, 2022b). At Christmas 2022, the contrast was striking. While some purchased ribs, pork chops, and gifts, others queued for necessities such as food, milk, and toilet paper from aid organizations. Food and electricity prices increased across the country in 2022. Several people seek support from aid organizations such as the Salvation Army and the Church's City Mission (Jacobsen, 2022).

2.1.1 Increased expenses

The increase in energy and petrol prices has resulted in increased production costs for the business sector, which is a major factor for the price increase (Hirsch, 2023). The business world appears to have successfully transferred the cost increase to retail pricing, allowing operating results to stay positive. This has resulted in a substantial rise in consumer prices, reducing household purchasing power. It is likely that the financial assistance provided to

homes throughout the pandemic contributed to maintaining demand. In 2022, household consumption increased by an astounding 11.4 percent in current prices. This is attributable to both a robust 6.5 percent growth in volume and higher prices (Hirsch, 2023).

In August 2022, 130,000 households (five percent) were considered to be in severe financial distress, with an additional 280,000 (eleven percent) struggling financially; both percentages had more than doubled in less than a year (Poppe & Kempson, 2022, p. 5). At the same time, the proportion of financially secure households has declined from two-thirds to just under half. The vast majority of households have had an impact on their household economies as a result of rising expenses of living, mainly in the cost of food, electricity, and fuel, with electricity costs having the greatest impact. Many families expressed genuine concern about the future. This has led to nearly seven out of ten households cutting back on expenditure to meet their financial obligations, with many cutting back on necessities like electricity or food (Poppe & Kempson, 2022, p. 5).

A change in people's private finances was observed in the autumn of 2022, and a "new poverty" was developed. When faced with an economic crisis, groups in society that ordinarily manage well, with income and expenses related to work, housing, food and social activities, begin to struggle that creates a new poverty. This was caused by high inflation, rising energy prices, and rising interest rates, which made these costs more expensive than before (Eilertsen & Vekony, 02.01.2023). Norges Bank raised interest rates a total of six times in 2022, reaching the highest level since 2009. The interest rate was at 2.75 percent by the end of 2022. This has since increased, reaching 3.25 percent in May 2023, the highest level since 2008. The interest rate has been increased to combat inflation, which is still significantly higher than Norges Bank's target of 2 percent. It was at the end of 2022 at 5.8 percent and in March 2023 it had increased to 7.4 percent, ignoring the electricity subsidy (Vartdal & Knudsen, 2023; Knudsen et al., 2023).

Norway has a weather-based power system, the power situation varies between regions, and the power grid does not have enough capacity to balance these variations in all situations. As a result, the cost for electricity varies depending on where you live in the country (Statnett, 2022). Tom Eirik Olsen, commercial manager at Ishavskraft, describes the pricing disparity between north and south as "historic." He notes that the spot price in northern Norway was roughly 2-3 Norwegian øre per kilowatt hour, while the spot price in southern Norway was around 300-400

Norwegian øre per kilowatt hour. The energy crisis in Europe has affected the south of Norway, while the north has locked up electricity and is thus unaffected by the crisis (Meløe, 2022).

In the last quarter of 2022 the largest malls in Norway started recognizing the effect of high interest rates, electricity prices and inflation (Falck, 2022). In contrast the three other quarters were showing growth of 9.5 percent. The growth decreased during the year from 18 percent the first quarter, 15 percent in the second to 1.5 percent in the third. There is reason to believe that the decrease of consumers' purchasing power is due to the increase of interest rates, electricity bills and inflation (Falck, 2022).

Students are one of the groups in society that are most affected by the increased costs (Løvold, 2022). The student stipend does not come close to reflecting societal price development. According to a survey conducted by Frende Forsikring in February 2022, 60 percent of students said they were more concerned about their finances now than before the pandemic. With current price increases for food and power, many people are forced to prioritize long working days over their studies. Even students who work part-time find that their pay does not last until the end of the month (Løvold, 2022).

2.2 The Christmas holiday

A report, conducted by Bugge et al., on the celebration of Christmas in Norway published in 2019 presents that Christmas is very important to seven out of ten people (Bugge et al., 2019). The social gathering, the food and feasts, and the traditions are what people appreciate most about rituals. According to the report, people believe that the pressure to buy and give presents is the most difficult element of the holiday season. Many people said that large financial expenses and numerous preparations and duties were hard. In a difficult and changing world, the Norwegian Christmas celebration is distinguished by one quality, that is consistency. We stick to traditions, consume similarly unhealthy foods, enjoy dressing up in fine clothes, and give roughly the same number of gifts as compared to the outcomes of a similar survey from 2006 (Bugge et al., 2019) .

2.2.1 Christmas shopping forecasts for 2022

The month of December is known for high consumption related to Christmas shopping. Many industries are heavily reliant on turnover in the final month of the year. Toy stores are the most

reliant, with sales in December 2021 being 3.2 times greater than the norm for the other eleven months of the year (Virke, 2022). The figure below shows the number of times higher turnover in December compared to the average for January-November for industries in 2021. This gives an overview of the importance of Christmas shopping for the different industries.

Figure 2-1 Number of times higher turnover in December compared to the average for January-November, figures for 2021

From «Julehandelen,» by Virke, 2022, (https://www.virke.no/pavirkningsarbeid/julehandel/).
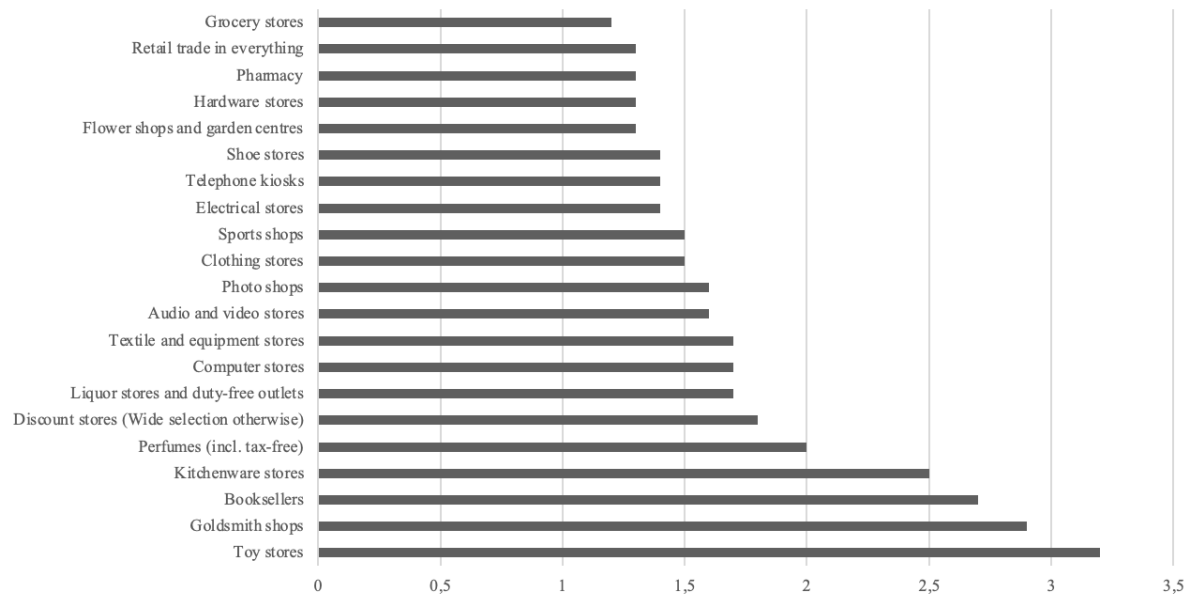
According to Virke, the retail turnover for the sixth term of 2022 would be NOK 123.5 billion. Despite the decrease from the record year 2021, retail turnover in the sixth term of 2022 was expected to be 13 percent higher than in the sixth term of 2019. Each consumer was expected to spend NOK 12,170 in the country's retail businesses, which is NOK 460 less than in December of 2021. December trade was predicted to be up to 26 percent higher than the other eleven months of the year (Virke, 2022). The figure below gives an overview of the prognosis of the turnover in December 2022 compared to previous years. Virke forecasted a decrease from the previous year, 2021, for the Christmas shopping in 2022. However, it was expected that the consumption would be 13 percent higher than in 2019.

Figure 2-2 *Forecasts for sales including VAT. in December 2022 (NOK billion)*
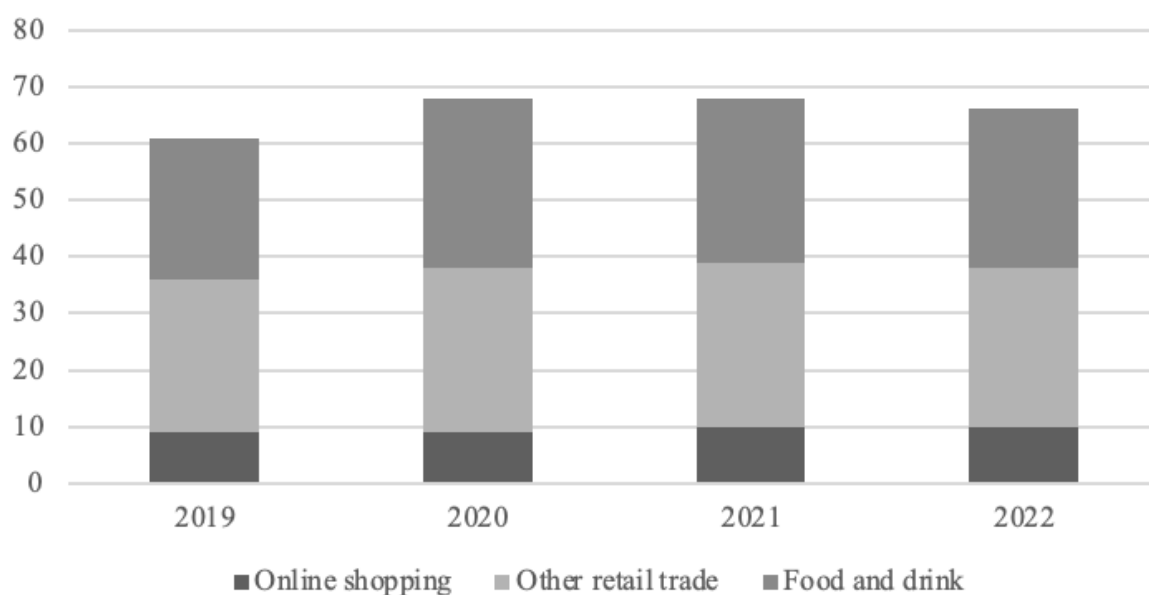
Figure 2-2. From «Julehandelen,» by Virke, 2022, (https://www.virke.no/pavirkningsarbeid/julehandel/).

The level of Norwegian shopping had a decrease throughout the autumn of 2022, and Norwegians expected to spend less on Christmas shopping compared to 2021 (Virke, 2022). According to a population poll performed by Opinion, 42 percent said they would spend less money on Christmas shopping in 2022. Jarle Hammerstad, head of industry policy at Virke, claims that high inflation and times of uncertainty could lead to a decrease in Christmas purchasing in 2022. Virke predicted a 3.5 percent drop in Christmas shopping compared to 2021. This is apparent, and many trading companies were predicted to have a difficult end to 2022, with lower turnover than in 2021 and significantly greater expenses, particularly for electricity. The purchasing power was still expected to be greater than in 2019 (Virke, 2022).

2.2.2 Christmas spending in 2022

Despite the fact that the autumn of 2022 was marked by rising prices and several interest rate hikes, Norwegians have spent billions on Christmas gifts (Solheim et al., 2022). According to the national payment system BankAxept, Norwegians spent NOK 97 billion on Christmas shopping in 2022. That is a NOK 6 billion increase over the normal year of 2019. Despite spending nearly NOK 100 billion on Christmas shopping this year, it is less than in 2021 and 2020. In 2022 pet store turnover was 3.4 percent greater than in 2021, and 45 percent higher than in 2019. Norwegians spent the majority of their Christmas money on food and drinks.

Almost half of the NOK 97 billion was spent on ribs, pork chops, and other food and beverages (Solheim et al., 2022).

Norwegians drew the card at an average of 6.5 percent less than the previous year, according to transaction records (Indrebø-Langlo, 2023). The most significant decline was in the category "Home and hobby," while the category "Shoes and clothes" remained nearly constant. According to DNB's surveys, 62 percent have felt pressure to buy during Christmas, and 40 percent said they frequently end up buying more expensive Christmas gifts than expected. There is an increase in the bank's customers requesting interest-free repayments, indicating that they have less money. It is a concerning development, although there has been no increase in payment notices or collections so far (Indrebø-Langlo, 2023).

3.0 Theoretical framework

In order to answer our research question, we need a better understanding of consumer behaviors related to Christmas celebrations. In this section, we will present results of relevant studies. This includes theory about consumption patterns during downturn. In addition, theory about tradition and the value of gift will be mentioned as well as different gift giving behaviors that will be described from a Christmas standpoint. The theoretical foundation will be linked to the period in question, 2022 till date, during the downturn and Christmas in Norway. This will form the basis of the hypotheses.

3.1 Cutting back on spending

Economic recessions are periods of transition that cause moments of human contemplation that influence consumer behavior as well as new adjustments to reduce economic resources (Sarmento et al., 2019, p. 233). It's critical to understand how circumstances like this may impact consumer behavior during the Christmas season. As previously stated, the Christmas holiday remains strong and consistent in Norway, and it is interesting to see whether the characteristics of downturns will impact Christmas trade. A research conducted by Sarmento et al., (2019), examining consumer behavior in periods of recession and post-recession, shows that in these conditions, consumers become more price sensitive and focused on making better selections through more reasonable trade-offs. In general, people are more willing to save money as a result of greater price consciousness, opting for less expensive solutions such as private labels and promotions. Following the attempt to save money, customers reported that they control their expenditures by categories, hierarchizing, and accounting, either with a written record or solely mentally (Sarmento et al., 2019, p. 233).

During recessions, consumers acquire various coping techniques to maintain economic equilibrium and adopt new behaviors that allow them to make do with less valuable income. Consumers showed new strategies and behaviors, such as enhanced social responsibility, more organization and planned behavior, going shopping more frequently, reducing stockpiling behavior, and avoiding waste. These coping tactics were implemented to lessen the consequences of the crisis and were rationally regarded as conscious routines that were part of a new consumption logic (Sarmento et al., 2019, p. 233).

McKinsey & Company's (2020) research on consumer behavior during COVID-19 tells us something about people's attitudes in times of pressure. During COVID-19 people expected the pandemic to have a negative impact on their finances and daily routines, so they were mindful of their spending and trading down to less expensive goods to mitigate the crisis' effects, which were rationally interpreted as conscious routines as part of a new logic of consumption (McKinsey & Company, 2020, p. 10). The figure below demonstrates the change in shopping mindset since COVID-19. The percentage shows the respondents who are doing more. Even if this presents statistics of another downturn it can be useful to understand more of people's behavior during times like these. Becoming more mindful of where they spend their money has the greatest change in mindset, following changing to less expensive products and researching brand and products before purchasing. Both China and Spain have a different order when it comes to the change in shopping mindset, but the remaining countries remain in the same order as the overall score.

Figure 3-1 *Change in shopping mindset since COVID 19 – percentage of respondents who are doing more*
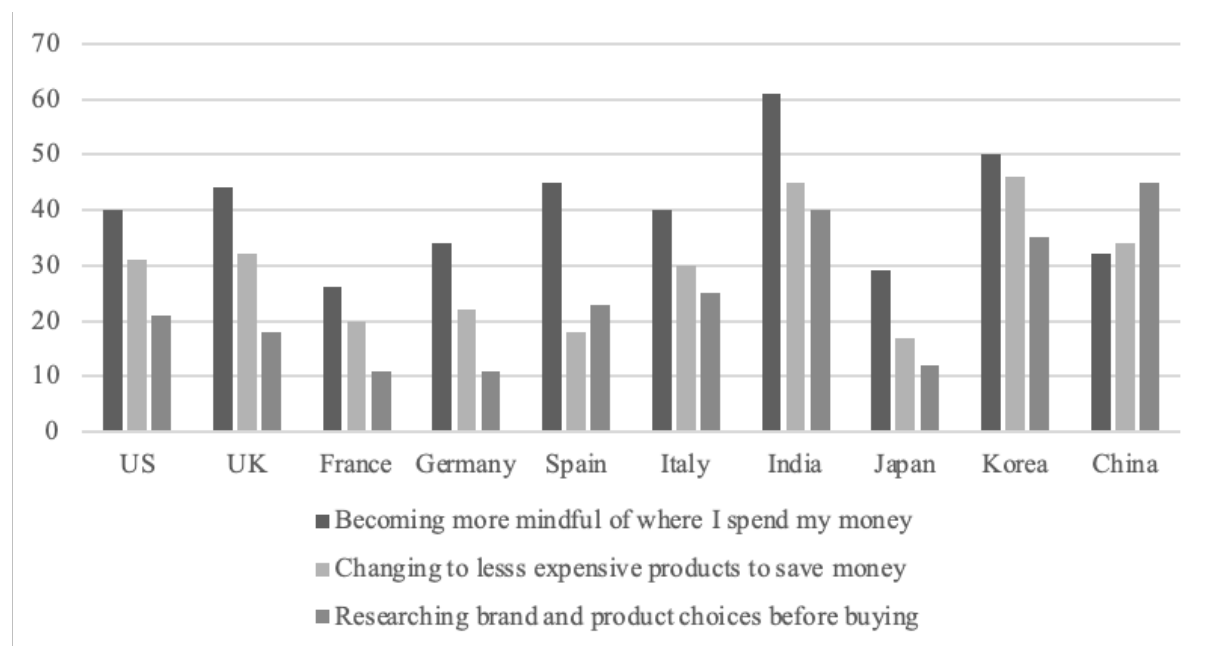
From «Perspectives on retail and consumer goods» by McKinsey & Company, 2020, p. 10 (https://www.mckinsey.com/industries/retail/our-insights/perspectives).

Based on the theory previously mentioned, some empirical findings related to borrowing behavior and second hand shopping will be provided, as there is reason to believe that they can be used as financial coping strategies during times of downturn.

3.1.1 Borrowing behavior

As mentioned earlier in the paper, Norwegians spend more money on Christmas shopping around December (Ashraf, 2022). Due to the current economic uncertainty and limited purchasing power, there are more conscious shoppers who chose to shop for cheaper Christmas gifts, with organized shopping lists and targeted purchases of goods on sale. The latest current trend is to use price comparison tools to find the best deal on items online (Ashraf, 2022).

Due to the high levels of financial and psychological stress that people report in relation to Christmas, it is an ideal time to investigate if different coping mechanisms are related with different financial behaviors. However, some people may believe that they are powerless to change their circumstances. Greater borrowing is significantly connected with a more external locus of control (McNair et al., 2016, p. 212). Failure to alleviate emotional stress at Christmas may subsequently force someone to borrow as a means of resolving financial constraints in order to permit additional spending. Denial coping may provide an additional buffer against any more acute emotional suffering that may occur as a result of deciding to borrow, hence increasing the amount borrowed (McNair et al., 2016, p. 215).

A survey conducted by Sentio on behalf of the Norwegian Student Organization (NSO) and Universitas demonstrates that 25 percent of 1,002 students surveyed have used credit cards to pay for food, curriculum, rent, electricity, and health care. Six percent say they have taken out consumer loans to cover these costs, and five percent say they have used both credit cards and consumer loans to cover the same expenses (Nymoen & Tullut, 2023).

New data from the Debt Register show that more Norwegians borrowed money for Christmas shopping in 2022 than in 2021. High prices and inflation indicate that many individuals are thinking more tactically, organizing their Christmas gift lists around major sales days in order to get the greatest discounts and, perhaps, save money on their holiday shopping. In December, more people take out short-term credit card loans and consumer loans to finance Christmas shopping and cover household expenses and bills (Ashraf, 2022).

The Debt Register numbers from November 2022, indicates a significant increase in consumer loans and credit card debt following Black Week. Undue credit card debt climbed by NOK 1.9 billion (8.1 percent) from NOK 23.7 billion to NOK 25.6 billion, a NOK 0.6 billion increase

from the previous year. It is reason to believe that people think that a consumer loan might be profitable if they buy products on sale rather than buying gifts at full price later when the next paycheck arrives. The money that is saved can then be used to pay off the consumer loan faster (Ashraf, 2022). Interest-bearing debt in Norway has decreased in 2022 compared to 2021, however the trend shows an increase in consumer loans and credit card debt due to greater expenditures and Christmas shopping (Ashraf, 2022).

3.1.2 Second hand shopping

More Norwegians are buying second hand, and figures from FINN show that the increase in the use of the second hand marketplace has been enormous in the last years, in connection with the COVID-19 pandemic (FINN, 2022). In 2021, more than 12.6 million advertisements were placed on Torget - which is an increase of eight percent from 2020. In 2019, 32 percent said they bought clothes monthly or more frequently. In 2022, this percentage dropped to 26 percent. Far more parents have also purchased used clothing for their children in 2022 than in 2019 (increase from 48 to 64 percent). In recent years, Fretex has also witnessed an increase in interest in and acceptance of this second hand trade and reached various new customer segments (FINN, 2022).

When a poll was conducted before Christmas in 2020 regarding the buying of used Christmas presents, the results revealed that an increasing number of individuals were positive about the second hand market (FINN, 2022). More people are willing to give and receive second hand Christmas gifts. It is an opportunity to save money. In the run-up to Christmas, used toys are a particularly popular category on FINN. In 2021, there was a 20 percent increase in visits in November/December compared to the rest of the year (Schibsted, 2022).

Despite the fact that more Norwegians are opting for second hand, the FINN poll reveals that many still face a variety of barriers when it comes to second hand commerce. Among those who answer negatively whether they have bought used clothes (nearly half of the respondents), over 40 percent say that the reason is that they find it "difficult to find goods I need used", while 29 percent answer that they think "it is more difficult to buy used than new". As many as 25 percent answered that they think it is "unpleasant to buy used", and 20 percent that they think it is "difficult to get nice things used" (FINN, 2022).

3.2 The importance of tradition

The theory of tradition is important for the research question in terms of understanding what lies behind the Christmas celebration. The importance of tradition can give reason to understand that the threshold for changing it is high. Christmas traditions are strong in Norway, and this is also linked to high consumption which results in high expenses (Bugge et al., 2019). Whether these have changed during the downturn can possibly be more understood by the knowledge of tradition.

The topic of tradition has received insufficient consideration from sociologists and social philosophers. Edward Shils claimed he wrote the first "comprehensive book", Tradition, to be devoted to the subject of tradition, exploring its "common ground and elements" (Shils, 1981). For Shils, the concept of tradition in general refers to any "precipitate" or "filament" of past practice or past belief that is conveyed by a parent, teacher, or authority, and that is learnt and reenacted by agents through at least three consecutive generations. Shils defines tradition as the transmission of patterns of belief and representations of models of behavior from "the past into the present," when they are rethought and embodied in acts to be carried forward. Shils' focuses on agents being irremediably ignorant of aspects of their traditions and is a way of explaining the ignorance that is unavoidably part of what is involved in sticking to traditions (Jacobs, 2007, pp. 139–140). The family is the source and support of a dispersed openness to embrace traditional ideas, and the survival and recovery of families re-establishes the conditions conducive to traditional belief reception (Shils, 1971, p. 158).

Christmas has been a tradition for many decades and is generally associated with spending time with your loved ones, and celebrating with gifts and delicious food. This tradition is passed on by society as a whole in Norway, but family is a key part in this tradition. As Shils claims that a family bond has a positive impact on belief reception, and by then being ignorant to critical ideas to the tradition. The Christmas tradition and its value could be so strong that difficult times would not have an impact on the Christmas consumption.

3.3 The value of gifts

Theory about the value of gifts is important for the research question in terms of understanding how the trade in gifts works. Understanding the norms around this will contribute to more knowledge about the connection between the Christmas trade and downturns. The value of gifts

can also help to understand how consumers think in relation to spending a lot of money even in a downturn where they may not be able to afford it. Christmas is a celebration where many see gifts as an obligation to give to others, it therefore has a lot to say for the theme of how highly people place the value of gifts.

The first studies analyzing consumer behavior in the act of gift-giving started back in the 1970s, including a notable study conducted by Belk (1976). In it, the author conducts an exploratory analysis, highlighting a gap in consumer behavior research at the time. Belk (1976) highlighted four factors of gift-giving: the person who gives the gift, the gift itself, the person who receives the gift, and the situational circumstances (Belk, 1976). Individuals, families, or organizations, in his opinion, can play both the roles of givers and recipients. The gift might be provided in cash, in the form of a good or service, or even donated, as in the case of organs and blood. However, the situational conditions differ depending on the occasion for which the gift is given. Belk (1976) emphasizes communication, social exchange, and economic transaction as gift-giving functions. Communication is enabled by the perceptions included in the gift as well as the pictures that the giver possesses and intends to transmit about himself and the gift. Social exchange happens through the reciprocity of trade between the provider and the recipient, and has a significant impact on both parties' social relationships. Economic exchange occurs as a result of the giver's quest of self-satisfaction and the resulting reciprocity from the person who receives the gift (Belk, 1976; Passos et al., 2020, pp. 219–220).

Volunteering, assistance, and gifts are motivated by beliefs and norms that encourage donations of time and effort rather than money (Ellingsen & Johanneson, 2011, p. 1131). It is suggested that the major incentive for non-monetary generosity is to appear generous in the eyes of the recipient or other observers. Recipients, on the other hand, are concerned not just with the goods they get, but also with what the donor thinks of their character. That is, both donors and recipients are concerned with their social standing. This is not to suggest that an occasion for giving benefits the donor, but that giving is about avoiding esteem loss as much as it is about gaining respect (Ellingsen & Johanneson, 2011, p. 1131).

It is stated that accepting a gift is an acceptance of the giver's notions about what one's desires and needs are. Gifts are one of the ways that others' mental images of us are transferred to us (Schwartz, 1967, p. 1). Gifts impose an identity on both the giver and the receiver. Gifts are frequently given that are consistent with the recipient's character; yet, such gifts disclose the

16

concept that the recipient evokes in the giver's imagination (Schwartz, 1967, p. 2). Gift-giving is based on the "gratitude imperative," which is guided by the social norm of reciprocity. The temptation that parents feel to maximize their children's Christmas aspirations is undoubtedly increased by social standards and peer comparisons (McNair et al., 2016, p. 214). Given that gifts have great symbolic value, individuals limiting their budget for them appears contradictory. This is interesting to investigate further as the downturn has made the economy of many households worse.

There is descriptive content that implies that gifts are of great importance in Norway. Anita Borch studied Norwegian Christmas gifts and Christmas gift trends between 1992 and 2012. Gift trends have altered little in recent years. According to studies, between 95 and 98 percent of the population gives at least one gift at Christmas. Providing Christmas presents can be viewed as a kind of compassion and family preservation. The 2012 Christmas gift report demonstrates that, while the vast majority of people say there is too much commercial pressure at Christmas, most people give gifts out of joy, not duty. Few people believe that Christmas would be better without the gifts (Elianne, 2022).

3.4 Gift giving behavior

In this section different gift giving behaviors will be mentioned in relation to Christmas spending. Some people give out of the feeling of pressure, some for being selfless and they may choose gifts based on their materialistic values. Reciprocation, altruism, and materialism are the themes that will be highlighted in the next parts.

3.4.1 Reciprocation

Gouldner (1960) proposed a universal ethic requiring equality in the amounts of assistance received and returned. According to Gouldner, the reciprocity norm benefits society by preventing the powerful from exploiting the vulnerable and by stabilizing mutually beneficial social relationships. As the norm implies, more help received generally increases the amount of help returned (Eisenberger et al., 1987, p. 743; Gouldner, 1960). A gift or favor induced by another gift, such as the return gift of an original gift, represents the important societal relation of reciprocity (Kolm, 2006, p. 25). Reciprocity, in which one gift elicits another, is a common social relationship that stems from either a desire for balance (and presumably equality) or a

preference for a benign giver (self-interested sequential exchanges appear to be it) (Kolm, 2006, p. 4).

Gouldner observed that partners in a developing social relationship frequently provide more than previously received, which appears to breach the equality demanded by the reciprocity standard. He claimed that such overcompensation is an investment based on the expectation that one's partner will reciprocate in kind. The fact that giving back following help was stronger when there were indications that the donor's resources would be depleted suggests the role of projected self-gain in reciprocation. The fact that repayment following help was stronger when there were indications that the donor's resources will increase in the future suggests the significance of projected self-gain in reciprocation (Eisenberger et al., 1987, p. 743; Gouldner, 1960).

One feature of the gift economy that distinguishes it from commodity exchange is the presence of strings' attached to gifts (Burgoyne & Routh, 1991, pp. 49–50). Giving a gift imposes a kind of 'debt' and an obligation to reciprocate, as evidenced by the reciprocal giving' found in Christmas gift studies. People work hard to sustain the myth of reciprocity, in which gifts are perceived as equivalent even if they are not quite equal in value. A gift of money may breach these standards by making an 'unbalanced' exchange more obvious, causing embarrassment to the recipient of the less valuable gift. Furthermore, a simultaneous exchange of monetary gifts may cancel both potential 'debts,' leaving little basis for the relationship to continue (Burgoyne & Routh, 1991, pp. 49–50).

The expectations that come with giving gifts create a sense of obligation to give back. That more is likely to be provided than previously received under developing social relationships can create a subsequent pressure. This following pressure could be the cause for the current rise in Christmas shopping, even though the prior normal year was in 2019. Because there is a stigma associated with giving back in the form of money, stress might arise from the pressure to find a gift and not just financial pressure.

3.4.2 Altruism

To explain why altruistic behavior exists, evolutionary biologist William D. Hamilton developed one of the most well-known theories called the evolutionary theory of altruism

(Eberhard, 1975). Hamilton's theory of Kin selection described that altruism evolved as a mean to enhance the survival and reproduction of one' own genes. By expressing actions such as sharing and assisting other people in need, this encases the chances that the receiver will respond to the behavior in return, which creates a mutually advantageous relationship (Eberhard, 1975). Batson (2010) provided a definition of altruism that proposes altruism to be "motivation with the ultimate goal of increasing another's welfare" (Batson, 2010, p. 16).

The Christmas season is often associated with the spirit of giving and generosity. Altruism, which can be described as an unselfish act towards others, even if the act can risk or affect ourselves, can play a big role in the gifts people choose to give during Christmas (Greater Good, 2023). By choosing gifts that can affect people and the world in a positive way, altruism can bring goodwill to the recipient, but also to the giver through satisfaction of doing something good by giving the present (Galak et al., 2016).

Gift-giving can also be an opportunity to spread kindness and generosity to those in need
For example, giving gifts that support a charitable cause, such as a donation, can have a changing impact to those who need help. During the Christmas period in Norway 2022 the charitable organization called The Salvation Army, set a new record for their fundraising for the people in need with NOK 50 million, which is an increase of 6 million from the previous year 2021 (Strømme et al., 2022). This shows the Norwegians' joy in giving, even in economically difficult times, and helps build a more supportive community. By choosing to gift others, we are putting their needs and desires before our own, showing that we are willing to make an effort towards their life to bring joy and happiness. As mentioned earlier, most Norwegians give gifts out of joy, and few believe that Christmas would be better without gifts (Elianne, 2022).

3.4.3 Materialism

Norway is a country that has achieved a high material standard of living, and since the 1970-80´s the country has moved in a materialistic direction. Only in the beginning of the 2000 century, there has been a slight change towards a more idealistic value orientation (Hellevik, 2003). Materialism is a term that researchers have disagreed about defining, and therefore there are several broad definitions of the term. Richins and Dawsons in 1992 defined materialism as a consumer value, based on a materialism scale with three different value orientations -

acquisition centrality, acquisition as the pursuit of happiness and possession-defined success (Richins & Dawson, 1992). In recent times, materialism has also been referred to by the Oxford English Dictionary as "devotion to material needs and desires, to the neglect of spiritual matters; a way of life, opinion, or tendency based entirely upon material interests,"(Richins & Dawson, 1992). The dominant conceptualizations of materialism have posited the construct as an individual difference variable, with the belief in the importance of material possessions in life at the center (Belk, 2020).

Although Norway has had a slight change towards idealistic value orientation, the country is still affected by a high consumption, and is in second place in terms of highest consumption in Europe in 2022 (SSB, 2022a). Consumption can lean towards materialism, driven by the pursuit of material desires, and may be influenced by social and cultural factors. Consumption appears to serve as a means of creating identity and influencing culture: By consuming, we convey messages to the external world about our desired self-image and affiliations with certain groups. People devote significant time to comparing themselves to others and aspire to be like them or attain their status. Consumption is highly affected by people's values, goals, and moral principles (Brekke et al., 2003).

As mentioned in the second section, December is a month that is known for high consumption related to the Christmas season. Materialism refers to the belief that material possessions and wealth are the most important values in life. In the context of gift-giving, materialism can lead people to prioritize the value and cost of a gift over the sentiment and thought behind it. This can result in gift-giving becoming more about impressing others with expensive items rather than expressing love, gratitude, or affection. Additionally, the pressure to constantly outdo each other with more luxurious gifts can contribute to a cycle of consumerism and waste, detracting from the true meaning of gift-giving (Farbotko & Head, 2013). Many Norwegians place great emphasis on the material gifts they exchange during the holiday. This material possession makes some Norwegians tend to exceed their budget to meet social expectations by giving equal gifts to others, even though they might not afford it (Tvetenstrand, 2019).

4.0 Hypotheses

In this section will the hypotheses of the research be presented. The inclusion of the value of gifts and tradition in theory creates a foundation of understanding the importance of Christmas spending, and why people may have a higher threshold to adjustments during this holiday. This motivates the following hypotheses related to Christmas spending compared to usual consumption and the different giving behaviors, that are reciprocation, altruism and materialism tied up to the dependent variable, "Christmas spending adjustment to downturn". The research model will be described in this section with reasons for the selection of control variables.

Impact on Christmas spending versus usual consumption

As there is reason to believe there is a greater threshold linked to the Christmas holiday, there is motivation to compare it to usual consumption adjustment to downturn. The threshold is likely linked to tradition that according to Shils is the transmission of patterns of belief and representations of models of behavior from "the past into the present" (Shils, 1971). The Christmas tradition stands strongly in Norwegian culture (Bugge et al., 2019). The downturn has left households with noticeable higher costs, and many have had to readjust (Poppe & Kempson, 2022, p. 5). Christmas spending could potentially be reduced because it is not a "necessity", but the value of this tradition is substantial, implying that the Christmas trade has not been affected as much as usual consumption.

H1: *Christmas spending has been **less** affected than usual consumption by the downturn.*

Reciprocation

To explore the relationship between reciprocation and spending behavior during the holiday season in times of financial pressure, the impact of reciprocation on Christmas spending adjustment to downturn will be examined. This will gain insight into the underlying motivations for gift-giving during this time. This hypothesis provides a framework for investigating the complex social and psychological factors that influence spending behavior during the holidays. According to Kolm (2006), reciprocity is represented by a gift or favor caused by another gift, such as the return gift of an original gift. The pressure of the feeling of obligation is set to be negatively related to Christmas spending adjustment to downturn as the feeling gives pressure to the giver.

H2: *Reciprocation is **negatively** related to Christmas spending adjustment to downturn.*

Altruism

During the Christmas season, people often feel motivated by altruistic intentions to give gifts to loved ones. The hypothesis is driven by Batson's (2010) definition that proposes that altruism is "motivation with the ultimate goal of increasing another's welfare". The hypothesis suggests that altruism may be negatively related to Christmas spending adjustment to downturn. This means that people who have a stronger sense of altruism may be more likely to not be impacted by the downturn and spend more money on gifts rather than adjust their spending habits to accommodate their desire to give to others in times of pressure. This hypothesis shed light on the role of altruism in the holiday season and how it may impact people's spending behaviors during this time.

H3: *Altruism is **negatively** related to Christmas spending adjustment to downturn.*

Materialism

The last hypothesis explores the relationship between materialism and Christmas spending, which is relevant for Norway's consumer culture. Individuals with materialistic values have the importance of material possessions in focus (Belk, 2020). The hypothesis proposes that materialism is negatively related to the adjustment of Christmas spending. This means that individuals who are more materialistic may be less likely to adjust their Christmas spending based on their financial situation or other external factors. This could potentially lead to financial strain or debt during the holiday season, which could have negative consequences for individuals and their families.

H4: *Materialism is **negatively** related to Christmas spending adjustment to downturn.*

4.1 Research model

Figure 4-1 illustrates our research model regarding variation in adjustment of the Christmas shopping (H2-H4). It shows that every independent variable in the selected hypotheses is connected with the dependent variable. Our model proposes the relationships to be negative (-), that is expressed in the illustration. Different control variables were included to investigate

the relationship to the dependent variable. The different control variables are chosen from segments with acceptable response rate.

Occupational status was selected to see if there were any significant findings between "Full time job", "Part time job" and "Student" and the "Christmas spending adjustment to downturn". These are some of the most common occupational statuses, and is therefore relevant to include them in the research model. In addition to occupational status there is reason to include "Income" as a control variable. As mentioned previously, those with lower income have been affected by the downturn the most in their daily life, therefore to investigate if different levels of income have affected the "Christmas spending adjustment to downturn" is of high relevance. Parents desire to fulfill their children's wishes and the pressure that comes with peer comparison makes it pertinent to include "Parents" in the research model as well as "Grandparents" as it is reason to believe that their motivations for gift giving are similar. Lastly, the variable "region" was added. Electricity prices are some of the most increased expenses, and this varies in different regions. It is therefore interesting to see if there are any significant differences between the regions associated with "Christmas spending adjustment to downturn".

Figure 4-1 *Research model of variation in Christmas spending adjustment (H2-H4)*
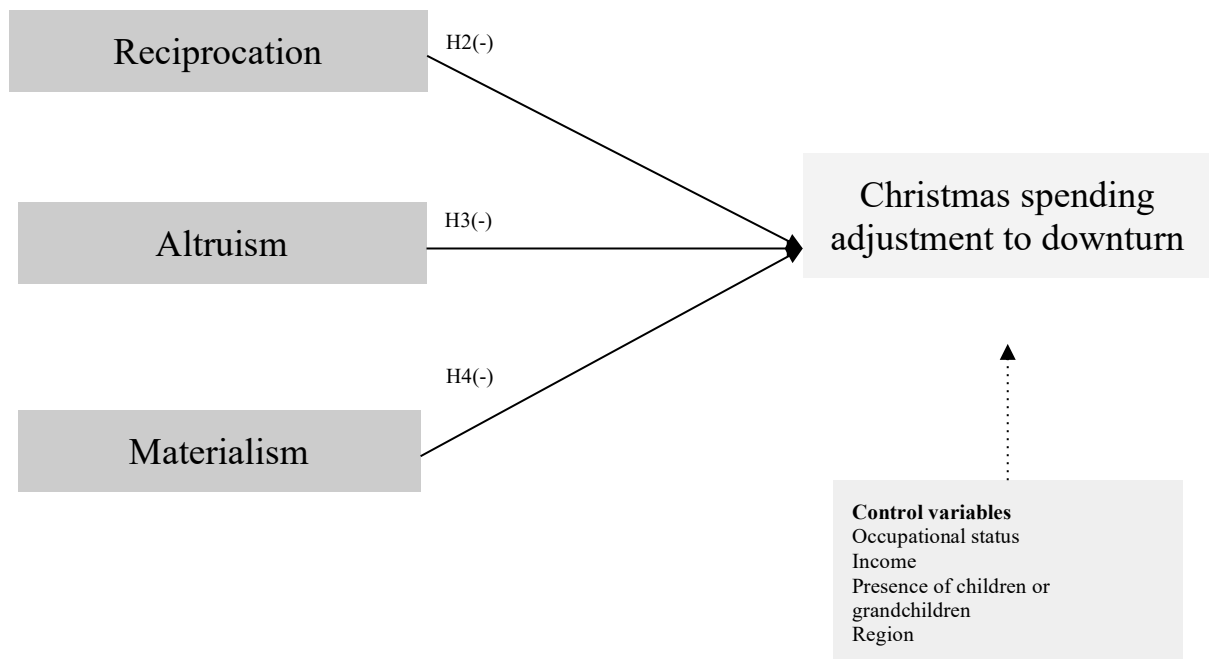
5.0 Research methods

In this part of the paper will the research methods of the conducted study be presented. This includes information about what type of research was used, sampling procedure, characteristics of the sample, the structure of the questionnaire, reliability and construct validity. Different tests are conducted to assure reliability and construct validity, and to prepare the dataset for further analysis. The selected statistical analyses used are also presented in this section.

5.1 Type of research

The possibilities of various research designs must be understood in order to plan a research project. The research design chosen determines which technique is employed for data gathering and analysis. We usually distinguish between three types of research designs: exploratory, causal and descriptive (Ringdal, 2001, p. 103). A descriptive design was used for this study. A descriptive study's aim is to collect data that describes the topic of interest. It may include the collection of quantitative data, such as satisfaction ratings, production figures, sales figures, or demographic data, but it may also include the collection of qualitative data . Causal studies investigate whether one variable influences another. In a causal study, the researcher is looking for one or more elements that are causing an issue (Sekaran & Bougie, 2016, p. 44). The reason for not doing causal research is due to limitations in time and the ease of doing a questionnaire. Including these issues it is also difficult to conduct a causal study since it will be difficult to manipulate the independent variables. In addition to this, the thesis is also studying actual behavior, which makes it difficult to create a test group and a control group. We therefore made the conclusion that doing a descriptive study is the right fit for this thesis considering the circumstances.

This thesis is worked out by obtaining quantitative data. Quantitative research has dominated Western culture as a research method for creating meaning and new knowledge. A quantitative research method is one that employs a numerical or statistical approach to research design. According to Leedy and Ormrod (2001), quantitative research is specific in its surveying and experimentation since it draws upon existing hypotheses (Leedy & Ormrod, 2001). A quantitative research method is based on the assumption of an empiricist paradigm. The research is conducted independently of the researcher. As a result, data is utilized to measure reality objectively. Quantitative research generates significance by revealing objectivity in collected data (Williams, 2007, p. 66). Conducting primary data using a one-time web-based

survey was used as the quantitative method. A web-based survey is a useful tool for researchers since it allows them to collect quantitative and qualitative data on a variety of study questions (Sekaran & Bougie, 2013, p. 97). The survey was anonymous and being anonymous offers various advantages, some of them being more honest, real, and unbiased feedback (Holleran, 2021). The conducted survey for this thesis can be found in *appendix 1*.

5.2 Sampling procedure

Snowball sampling is one of the most popular ways of sampling in qualitative research, with networking and recommendation at its core, but has been utilized in quantitative research as well (Scott et al., 2019, p. 3). Researchers typically begin with a small number of initial contacts (seeds) who meet the research criteria and are invited to participate in the study. The agreeable participants are then asked to identify other contacts who meet the research criteria and may be willing participants as well, who in turn refer to other possible volunteers, and so on. As a result, researchers leverage their social networks to establish initial ties, with sampling momentum rising from these and catching a growing chain of participants. Sampling is usually completed when a specific sample size or saturation point is reached (Scott et al., 2019, p. 3).

Judgmental sampling, also known as purposive sampling, is another method. In this method the investigator chooses those units of population that he or she believes are representative of the population (Yadav et al., 2019, p. 82). Judgmental sampling can then provide results representative of a population, which would be interesting in our study investigating Norway as a population more specifically. However, limited time and financial resources have resulted in us using snowball sampling as a method in this research. As sample size is an important factor, there was more ease of using this method to increase the number of respondents. The survey was published in January 2023, when people got back to their normal life and still remembered what they felt and spent during Christmas to get accurate data without predictions.

Online social networking sites (SNSs) provide new opportunities for academics to perform studies rapidly, cheaply, and independently, particularly when attempting to build "snowball" samples for research. Facebook is a suitable SNS for this type of research (Dosek, 2021, p. 661). The survey was published on Facebook for this reason, and since we had an existing network on the platform. It is also an easy way of using the snowball sampling by acquaintances sharing it with relevant participants. In addition to Facebook, the survey was also shared on

LinkedIn. This is a useful SNS as the survey was distributed to our target group, and as people interact with the posted survey, it gets shared with their LinkedIn contacts.

This study's target group is prospective consumers of Christmas gift shopping aged eighteen and up, who has been affected by the downturn in Norway. The target group was determined by attempting to involve as many people as possible in order to obtain a more reliable result. Survey statistical confidence and response rates are always concerns for those involved with conducting a survey. Under most assumptions and constraints of a survey project, 200 responses will yield fairly high survey accuracy (Great Brook, 2023). Finding people who wish to participate in the survey is one of the study's obstacles. The confidentiality of the respondents is an ethical issue in this research. Because the survey was fully anonymous and no personal information was stored, the answers could not be traced back to the respondents.

5.3 Sample characteristics

A total of 202 participants completed the survey. Out of these, 197 (98 percent) gave Christmas gifts in 2022. There occurred some imbalance in the variables gender, age and county where 66 percent of the respondents are women and among 50 percent are between the age of 18 to 25 and from the southern part of Norway. This can cause an awry interpretation of the results. In the 18 to 25 age group a large number are students and there are some noticeable differences in income. However, the sample will be tested against the theory and control variables, so the sample does not have to be representative of the population. The survey used was voluntary, and the respondents were self-selected. A more complete version of table 5-1 can be found in *appendix 6*.

Table 5-1 *Sociodemographic table*

N = 202

Study measure	Study variable	Category	Percentage (Frequency)
	Gender	Female	65.8% (133)
		Male	34.2% (69)
		18-25 years	53.5% (108)
		26-35 years	13.9% (28)
		36-45 years	9.4% (19)

Demographics	Age	46-55 years	12.9% (26)
		56-65 years	7.9% (16)
		65 years<	2.5% (5)
	Region	South of Norway (Sørlandet)	47.5% (96)
		East of Norway (Østlandet)	13.9% (28)
		West of Norway (Vestlandet)	30.2% (61)
		Trondelag (Trøndelag)	5% (10)
		North of Norway (Nord-Norge)	3% (6)
		Outside of Norway	0.5% (1)
	Occupation	Full time job	47% (95)
		Part time job	26.7% (54)
		Student	38.6% (78)
		Unemployed/laid off	2% (4)
		Stay-at-home pensioner	1.5% (3)
		Disabled	5.4% (11)
	Have children under the age of 25	Do have	30.7% (62)
		Do not have	69.3% (140)
	Have grandchildren	Do have	7.9% (16)
		Do not have	92.1% (186)

5.4 Materials

The survey consisted of a set of questions divided into four main categories; sociodemographic questions, questions related to Christmas tradition and spending, questions about their standing in the times of pressure since February 2022, and questions about different adjustments of Christmas spending. The survey took about 10 minutes to complete, and as mentioned before, 202 participated in the survey. The length of the survey may have limited the number of respondents compared to if the survey would be shorter and more people would have taken the time to complete it. There was limited time to create the survey since it was distributed in

January to bring it as close to Christmas as feasible. The most crucial thing was to add variables that would be interesting for the study even if the research model had not been completed. As a result, when determining the structure of the thesis, a couple of questions were omitted from the analysis.

Outcome variable

The dependent variable, Christmas spending adjustment to downturn, is measured using the question "To what extent has the downturn impacted your Christmas gift trade in 2022?". It is weighed by using the five point likert scale; 1 = "No extent" 2 = "To a small extent" 3 = "To some extent" 4 = "To a large extent" 5 = "To a very large extent". Usual consumption adjustment to downturn will be measured by using the question "To what extent has the downturn impacted your usual consumption?", and this variable will be included in some tests for comparison as well as testing the first hypothesis. This is to see if there occur any differences or similarities to the dependent variable. This question uses the same five point likert scale as the dependent variable.

Predictor variables

The questions that the survey is made up of are mostly gathered from other sources. Our structure of the survey is based on the study conducted on British consumers in Leeds, England by McNair et al. (2016). We hope to uncover aspects pertaining to consumer behavior around Christmas in Norway by using the novel scales developed by McNair et al. on Norwegian consumers. The scales provided in the survey have previously been used and validated. The different gift giving behaviors we are testing is gathered from Wolfinbarger and Laura's (1993) Motivations for gift giving and Richins and Dawson's (1992) Materialistic Values Scale (*see appendix 2 and 3*). Reciprocation and altruism is defined using 12 items from Wolfinbarger and Laura's (1993) Motivations for gift giving, five is related to reciprocity and seven to altruism (Wolfinbarger & Laura, 1993). Materialism is defined using eight items from Richins and Dawson's (1992) Materialistic Values Scale. The chosen values were adjusted to be appropriate for the topic, with all items referencing Christmas, as for example "To what extent does it bother you if you can't afford to buy what you want for Christmas?".

Questions about the different gift giving behaviors have been divided into different constructs where several questions go under a category, the constructs will later be tested for reliability and construct validity, using Cronbach's Alpha and factor analysis. Questions that originally

were assigned to the different constructs, that are reciprocation, altruism and materialism, can be seen below in table 5-2. The response options to each question is 1 = "No extent", 2 = "To a small extent", 3 = "To some extent", 4 = "To a large extent" and 5 = "To a very large extent".

Table 5-2 *Questions: Different giving behaviors*

Construct	Questions	Based on
	To what extent do you recognize the points mentioned when choosing Christmas presents for others? Choose one of the 5 options for each of the statements.	
Reciprocation 1	I often feel obliged to give gifts	Reciprocation 1-5: Wolfinbarger and Laura (1993)
Reciprocation 2	I give Christmas presents because I would have felt guilty if I didn't	
Reciprocation 3	I give Christmas presents because I am expected to give them	Altruism 1-7: Wolfinbarger and Laura (1993)
Reciprocation 4	When I know I'm going to get a Christmas present from someone, I feel pressured to give a gift in return	
Reciprocation 5	I often wait until the last minute to buy gifts	Materialism 1-7: Richins and Dawson (1992)
Altruism 1	Carefully choosing a gift is important to me	
Altruism 2	It is important to me that the gift is unique	
Altruism 3	Choosing a gift brings out my creative side	
Altruism 4	I especially like giving funny gifts	
Altruism 5	I try to choose a gift that conveys a personal message to the recipient	
Altruism 6	I think I'm better at choosing gifts than others	
Altruism 7	Gifts are important for communicating love and friendship to others	
Materialism 1	To what extent would you say that the things you buy at Christmas tell how you do in life?	
Materialism 2	To what extent does it bother you if you can't afford to buy what you want for Christmas?	

Materialism 3	To what extent do you enjoy spending money on things that are not practical?
Materialism 4	To what extent do you enjoy buying things?
Materialism 5	To what extent do you enjoy buying gifts that impress others?
Materialism 6	To what extent would you be happier if you could afford to buy expensive things this Christmas?
Materialism 7	To what extent do you attach importance to the material objects other people buy at Christmas?

Questions regarding different adjustments made during the downturn were gathered from the economic hardship model by Lempers et al., (1989). The original questions can be found in *appendix 4*. Some adjustments to these questions were made to make it fit with our topic, so instead of asking for adjustments made during the last six months the participants answered how often adjustments were made during the downturn. Some of the questions were left out because of the level of relevancy and to limit the length of the survey (Lempers et al., 1989). The economic hardship questions used in the survey are listed in table 5-3. The response options for questions regarding adjustments during the downturn are 1 = "Never", 2 = "Rarely", 3 = "Sometimes", 4 = "Often" and 5 = "Very Often". For the remaining two questions in relation to financial state before and during the downturn the response options are 1 = "No issues", 2 = "Small issues", 3 = "Large issues", 4 = "Very large issues" and 5 = "Do not want to answer".

Table 5-3 *Questions: Adjustments during the downturn and financial situation*

Questions	Based on
During the downturn how often have you…	
Reduced social activities and expenses related to entertainment	Lempers et al., (1989)
Postponed large purchases for the household	
Changed food purchases and eating habits to save money	
Reduced gifts to charity	
Reduced consumption of electricity, telephone, heating, etc.	
Sold assets	

Performed extra work to cover expenses

Postponed medical treatment

Which option best describes the *current* financial situation of your household?

Which option best describes the financial situation of your household *before* the downturn?

Questions related to borrowing are based on the scale provided by McNair et al., some of which have been excluded because of the level of relevancy and to limit the length of the survey. Some adjustments were made to create a greater fit to the research of this paper. The original questions are included in *appendix 5*. The questions used in the survey for this study are listed below in table 5-4. The response options for each question are 1 = "Agree", 2 = "Somewhat agree", 3 = "Neither agree nor disagree", 4 = "Disagree" and 5 = "Strongly disagree".

Table 5-4 *Questions: Borrowing to cover Christmas costs*

Questions	Based on
Borrowing money, making use of partial payment and/or payment deferral services was the only option I had to cover the costs in Christmas 2022	McNair et al. (2016)
I have borrowed money, made use of partial payment and/or payment deferral services in Christmas 2022 to give family and/or friends what they want/want	
The most important thing about borrowing money, using partial payment and/or payment deferral services in Christmas 2022 was having money to spend then, and not how much it would cost to pay after Christmas	
It was easier for me to borrow money, use partial payment and/or payment deferral services for Christmas costs in 2022 than to save up in advance	

Dummy variables

A dummy variable consists of two or more distinct levels that are coded 0 or 1. Researchers can utilize dummy variables to explain, understand, or predict the dependent variable by using nominal or ordinal variables as independent variables (Sekaran & Bougie, 2016, p. 315). They are used to indicate subgroups in the study, and they make it possible to use a single regression

equation to represent several groups (Trochim, n.d). We established dummy variables for several of the nominal or ordinal independent variables in order to understand and explain our dependent variable. For later doing a binomial logistic regression there was created a dummy variable for the dependent variable as well, that equaled "1" if Christmas spending was affected by the downturn from some extent to a very large extent, and "0" if it was not affected or affected to a small extent (Sekaran & Bougie, 2016). Dummy-variables were also implemented for gender, income, children, grandchildren, Christmas gift, second hand gift, and for the questions if they had borrowed money before/during the Christmas, as well as all the position variables. Several variables was recoded as follows in the table;

Table 5-5 *Dummy variables*

Variables	Dummy variables
Christmas spending adjustment to downturn	"No extent - to a small extent" = 0 and "To some extent - to a very large extent" = 1
Gender	"Male" = 0 and "Female" = 1
Do you have children under 25 years?	"No" = 0 and "Yes" = 1
Do you have grandchildren?	"No" = 0 and "Yes" = 1
Did you give Christmas gifts in 2022?	"No" = 0 and "Yes" = 1
Have you bought second hand gifts for Christmas 2022?	"No" = 0 and "Yes" = 1
Have you borrowed money, made use of partial payment and/or payment deferral services to cover the costs *before* Christmas 2022?	"No" = 0 and "Yes" = 1
Have you borrowed money, made use of partial payment and/or payment deferral services to cover the costs *in* Christmas 2022?	"No" = 0 and "Yes" = 1
Low-income	"> 399.999kr" = 0 and "0 - 399.999" = 1
Middle-income	"<399.999 or 799.999<" = 0 and "400.000 - 800.000" = 1
High-income	"<800.000" = 0 and ">800.000" = 1
Full time job	"Not full time job" = 0 and "Full time job" = 1

Part time job	"Not part time job" = 0 and "Part time job" = 1
Student	"Not student" = 0 and "Student" = 1
Unemployed/laid off	"Not unemployed/laid off" = 0 and "Unemployed/laid off" = 1
Stay at home pensioner	"Not stay at home pensioner" = 0 and "Stay at home pensioner" = 1
Disabled	"Not disabled" = 0 and "Disabled" = 1

5.5 Reliability and construct validity

In this part of the paper the reliability and construct validity will be mentioned. There are different measures taken to ensure reliability and validity. The Statistical Package for the Social Sciences (SPSS) is chosen for the primary data analysis. Since the research is based on quantitative data, SPSS is an appropriate tool for data analysis. The SPSS output for the different conducted analyses in this study can be found in *appendix 7*. Exploratory factor analysis and Cronbach's alpha are both implemented in this section. The primary purpose of the factor analysis was to reduce the number of variables and separate them into broad components in order to better explain the findings. As a result, a Principal Component Analysis (PCA) was performed on the data. Although this method occasionally fails to provide the most accurate or ideal solution for finding latent constructs or components, it is an effective method for data reduction (Jolliffe, 2002). In addition, other tests were run to ensure the data's reliability and validity.

5.5.1 Reliability

Reliability examines whether the research was conducted in a trustworthy manner, with an emphasis on measurement error. Reliability can be defined as the researcher's evaluation on how data was collected in order to identify potential sources of error. Reliable studies are those that can be replicated by others in exactly the same way, regardless of who is conducting the study (Tracy, 2013, p. 228).

Cronbach's alpha is the most commonly used internal consistency (reliability) indicator. It is usually utilized when many likert questions form a scale in a survey/questionnaire and you

want to determine if the scale is dependable (Laerd statistics, 2018). Cronbach's alpha can be expressed as a function of the number of test items and their average inter-correlation. The Cronbach's alpha formula is shown below for conceptual purposes.

$$\alpha = \frac{N\bar{c}}{\bar{v} + (N-1)\bar{c}}$$

N is the number of items, $\bar{c}$ is the average inter-item covariance among the items, and $\bar{v}$ is the average variance. This formula shows that increasing the number of items increases Cronbach's Alpha. The alpha will be low if the average inter-item correlation is low. Cronbach's Alpha improves as the average inter-item correlation rises (UCLA, 2021). The alpha (α) is between 0 and 1. George and Mallery (2003) have provided the following interpretations of the Cronbach's Alpha Coefficient value;

< 0.50 Unacceptable   > 0.50 Poor

> 0.60 Questionable   > 0.70 Acceptable

> 0.80 Good   > 0.90 Excellent

Cronbach's Alpha Coefficient values greater than 0.7 are required for the scale to be deemed reliable, and more than 0.8 to be considered "Good" (George & Mallery, 2003).

5.5.2 Validity

Validity is linked to the quality of the interpretations made and whether the results provided by the project are supported by additional research (Ringdal, 2001, p. 247). Social desirability bias is a response bias that can affect the validity of the research. The tendency of research subjects to choose responses that they believe are more socially desirable or acceptable rather than ones that reflect their genuine thoughts or feelings is referred to as social desirability bias. This tendency leads to over-reporting of socially favorable responses and under-reporting of responses regarded as socially undesirable/less desirable. Based on the subject's need for approval, this tendency is considered to be a personality trait. When gathering data on personal or socially serious topics, social desirability bias may become a concern. Data collection via a process that gives privacy may reduce social desirability bias. An online survey may be less prone to such bias due to the impersonal character of responses and the respondent's

opportunity to complete the survey anonymously. Assuring people that their responses will be kept private and/or anonymous should also help to reduce social desirability bias (Grimm, 2010).

The survey of this research consisted of several questions regarding personal information, such as income, financial situation and personality traits. These questions may have been answered by some participant in what is portrayed as a socially desirable way that does not fully reflect the truth. This is something to keep in mind while analyzing the results. It is difficult to avoid this type of bias, but the fact that the survey is online and is anonymous and its anonymity is highlighted and explained before the participants started the survey will likely contribute to reducing the social desirability bias. Because the research subjects volunteer to participate in the survey, there is a chance of self-selection bias. For example, the decision to engage in the research may reflect some inherent bias in the participants' characteristics. This can result in the sample not being representative of the population being investigated or inflating specific study results (Sharma, 2017, p. 752).

5.5.3 Factor analysis

The following includes different conducted tests in SPSS to reassure reliability and validity and prepare the dataset for further analyzes. Different outliers are investigated, an exploratory factor analysis is conducted with other tests like Principal components analysis (PCA), Kaiser-Meyer-Olkin (KMO) measure and Bartlett's sphericity test and including the scores from Cronbach's Alpha.

Outliers have a large impact on study outcomes and should be thoroughly examined to ensure that they are correct (Sekaran & Bougie, 2016, p. 276). Throughout the dataset there are some occurring outliers. These have been reviewed by looking into different box-plots and histograms. The outliers that are far out are only in some of the occupational status sociodemographic variables, that are "Disabled"(4), "Stay-at-home pensioner"(2), and "Unemployed/laid off"(3). There are some outliers across the gift giving behavior variables, these are not far out. After evaluating the different outliers, the decision is concluded to not eliminate any of these as they are in place of representing a true dataset. It is important to note that the low respondent rates of "Disabled", "Stay-at-home pensioner" and "Unemployed/laid

off" will not leave a reliable result by using these as independent predictor variables, so are therefore not used as control variables.

Factor analysis is a multivariate method that confirms the operationally specified dimensions of the concept while also showing which items are most appropriate for each dimension (establishing construct validity) (Sekaran & Bougie, 2016, p. 222). Principal components analysis (PCA) is a variable-reduction technique that is comparable to exploratory factor analysis in many ways. Its goal is to condense a large set of variables into a smaller set of 'artificial' variables (referred to as principal components) that account for the majority of the variance in the original variables. Although principal components analysis is conceptually distinct from factor analysis, it is frequently used interchangeably in practice and is included in the factor process in SPSS Statistics (Laerd statistics, 2013b).

The Kaiser-Meyer-Olkin (KMO) measure is used to determine whether there are linear correlations between variables and, as a result, whether it is appropriate to perform a principal components analysis on the present data set. Its value can range from 0 to 1, with values above 0.6 regarded as a minimal requirement for sampling adequacy and values above 0.8 considered good and indicative of the use of principal components analysis (Laerd statistics, 2013b). Shown below is Kaiser's classification of measure values (Kaiser, 1974):

< 0.50 Unacceptable   > 0.50 Miserable

> 0.60 Mediocre   > 0.70 Middling

> 0.80 Meritorious   > 0.90 Marvelous

Bartlett's sphericity test examines the null hypothesis that the correlation matrix is an identity matrix. An identity matrix contains 1s on the diagonal and 0s on all off-diagonal components. It effectively states that there are no relationships between any of the variables. This is crucial because if there are no correlations between variables, then it will not be capable of narrowing the variables to a lower number of components, and no reason for running a PCA (Laerd statistics, 2013b).

A PCA was performed on a 19-question questionnaire that measured gift characteristics related to reciprocation, altruism, and materialism. Prior to analysis, the suitability of PCA was

determined. The correlation matrix revealed that every variable had at least one correlation coefficient greater than 0.3. The overall Kaiser-Meyer-Olkin (KMO) score was 0.792, with Kaiser classifying it as 'middling' to 'meritorious' (1974). Bartlett's test of sphericity was statistically significant ($p < 0.001$), rejecting the null hypothesis and the data is suitable for a PCA (Laerd statistics, 2013b).

The PCA reveals five components with eigenvalues greater than one, three of which account for 23.6 percent, 16.4 percent, and 9.4 percent of the total variance, respectively. The visual examination of the scree plot suggested that three components should be preserved by looking at the inflection point (Cattell, 1966), so the two final components are eliminated. A three-component solution also met the interpretability requirement. As a result, three components were kept for rotation and interpretation.

Figure 5-1 Principal Component Analysis Scree plot of eigenvalue and components
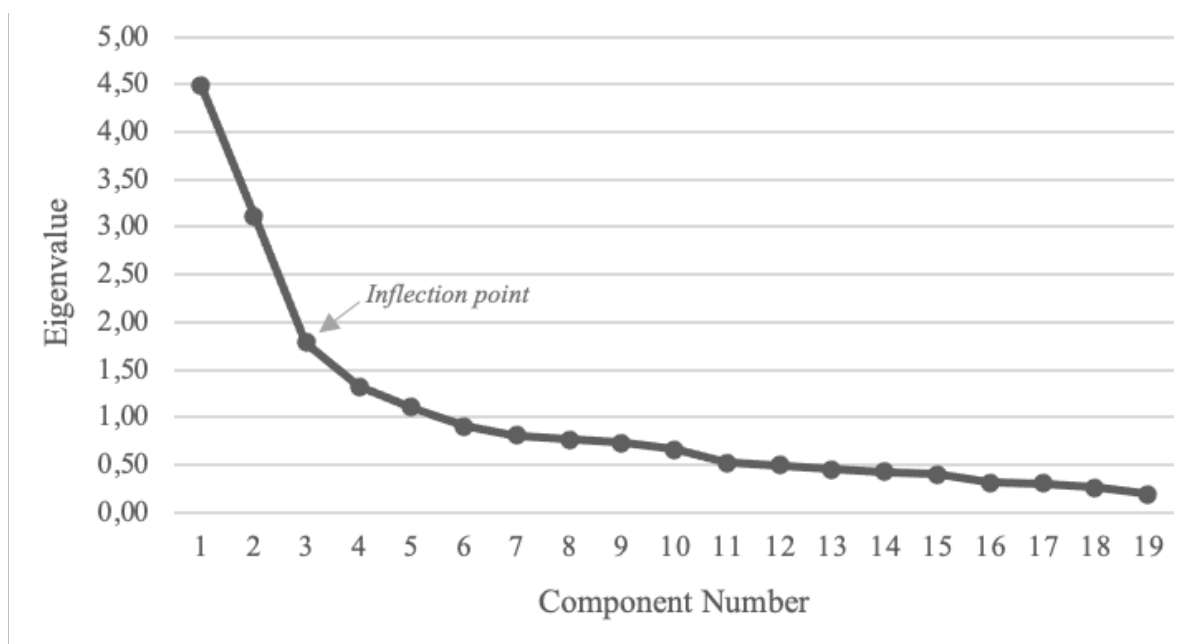
The three-component solution accounts for 49.4 percent of the total variance. To improve interpretability, a Varimax orthogonal rotation was used. The rotated solution shows a "simple structure" that is desired (Thurstone, 1947). The data interpretation was consistent with the personality characteristics measured by the questionnaire, with generally strong loadings of altruism items on Component 1, materialism items on Component 2, and reciprocation items on Component 3. There are some exceptions that are Altruism 7, Materialism 3 and

Reciprocation 5 with communalities extraction values of 0.238, 0.257 and 0.102. All of these values are <0.3 and are not strong, however, removing Altruism 7 and Materialism 3 will result in reduced KMO and is for that reason kept as well as they showed correlating relationships with other items. The low value and lack of correlation of Reciprocation 5 is the reason for removing this item. Final component loadings and communalities of the rotated solution are presented in the table below.

Table 5-6 Principal Component Analysis component loadings and communalities

Item	Factor 1	Factor 2	Factor 3	Communalities
Reciprocation 1			0.858	0.760
Reciprocation 2			0.880	0.787
Reciprocation 3			0.889	0.798
Reciprocation 4			0.650	0.490
Altruism 1	0.671			0.451
Altruism 2	0.786			0.599
Altruism 3	0.747			0.590
Altruism 4	0.601			0.363
Altruism 5	0.739			0.581
Altruism 6	0.564			0.396
Altruism 7	0.456			0.237
Materialism 1		0.536		0.348
Materialism 2		0.655		0.511
Materialism 3		0.473		0.253
Materialism 4		0.617		0.450
Materialism 5		0.656		0.542
Materialism 6		0.736		0.595
Materialism 7		0.734		0.575

The final PCA shows that Reciprocation 1-4 in factor 3 explains 10.2 percent. Reciprocation 1-5 had a Cronbach's Alpha value of 0.764. The removal of Reciprocation 5 resulted in higher reliability with a Cronbach's Alpha value of 0.858, which is between "Good" and "Excellent". This is done to increase the reliability. Altruism 1-7 in factor 1 explains 25 percent of the variance, and has a Cronbach's Alpha value of 0.790, that is on the higher end of acceptable. None of the items would leave a higher value if deleted, and therefore are all items included. Materialism 1-7 in factor 2 explains 17.8 percent, and has a Cronbach's Alpha value of 0.780, and no removal of items will result in a higher value and the original items will be included in the research. This in total accounts for 53 percent of the variance explained. The total scores were calculated using the mean.

5.6 Selected statistical analyses

In this part of the thesis will descriptions of the statistical analyses used be presented. The statistical analysis in question are Spearman correlation coefficient and binomial logistic regression. The results of these analyses will be provided in the sixth section of the study.

5.6.1 Spearman correlation coefficient

The spearman correlation test is the nonparametric model comparable to the Pearson correlation test (Laerd Statistics, 2018). The Spearman's correlation test is used to analyze the relationship between two different variables, and measures the strength and direction of monotonic association between them (Laerd Statistics, 2018). In our analysis we have several ordinal and nominal variables, so that is why we choose to use the Spearman correlation test, to find out the relationship between the variables. A r_s value of 1 indicates perfect positive association of ranks and -1 indicates a perfect negative association of ranks. The following list can be used as a guideline for the strength of the correlation, regardless of positive or negative charging (Kuckartz et al., 2013, p. 213).

< 0.10 No correlation   > 0.10 Little correlation

> 0.30 Medium correlation   > 0.50 High correlation

> 0.70 Very high correlation

5.6.2 Binomial logistic regression

A binomial logistic regression seeks to determine the probability that an observation belongs into one of two categories of a dichotomous dependent variable dependent on one or more independent variables that can be either continuous or categorical (Laerd statistics, 2013a). Binomial logistic regression is comparable to linear regression in many aspects, with the exception of the dependent variable's measurement type (i.e., linear regression uses a continuous dependent variable rather than a dichotomous one). In contrast to linear regression, you are aiming to calculate the probability of being in a certain category of the dependent variable given the independent variables, rather than the projected value of the dependent variable. An observation is allocated to the most likely prediction category. Binomial logistic

regression, like other types of regression, can employ interactions between independent variables in predicting the dependent variable (Laerd statistics, 2013a).

As previously mentioned, there was created a dummy variable for the dependent variable, that will be used in the binomial logistic regression. The two different categories are having Christmas spending affected by the downturn from no extent to a small extent, with the remaining response options being in the last category, consisting of to some extent to a very large extent.

6.0 Results

In this section of the thesis, the collected data will be provided and presented into greater detail of the findings. We will present some descriptive statistics to provide a more complete understanding of the results. The primary data from the survey will be presented from the tests run in SPSS. Results will be shown from conducting both a univariate (Spearman correlation coefficient) and multivariate (binomial logistic regression) tests. All results will be further discussed in the next part of the study.

6.1 Change in financial situation

To see the difference in the financial situation of the participants there are two figures included that show answers to their financial state before and during the downturn. The first figure illustrates that 60 percent did not have financial issues prior to the downturn. There were 32 percent that had "Small issues" and only three and one percent that had "Large-" and "Very large issues". Two percent did not want to answer, and the same amount goes for the second figure of their current financial situation. The second figure shows that the amount that had "No issues" has decreased from 60 to 44 percent. "Small issues" have increased from 34 to 40 percent. The portion of those who had "Large issues" have increased from three to ten percent, and those with "Very large issues" have increased from one to four percent.

Figure 6-1 *Financial situation before and during downturn*

Which option best describes the financial situation of your household before the downturn?

Which option best describes the current financial situation of your household?

These days, during the downturn, there are fewer that do not have financial issues. The decrease in this option is in conjunction with the increase in all the others that range
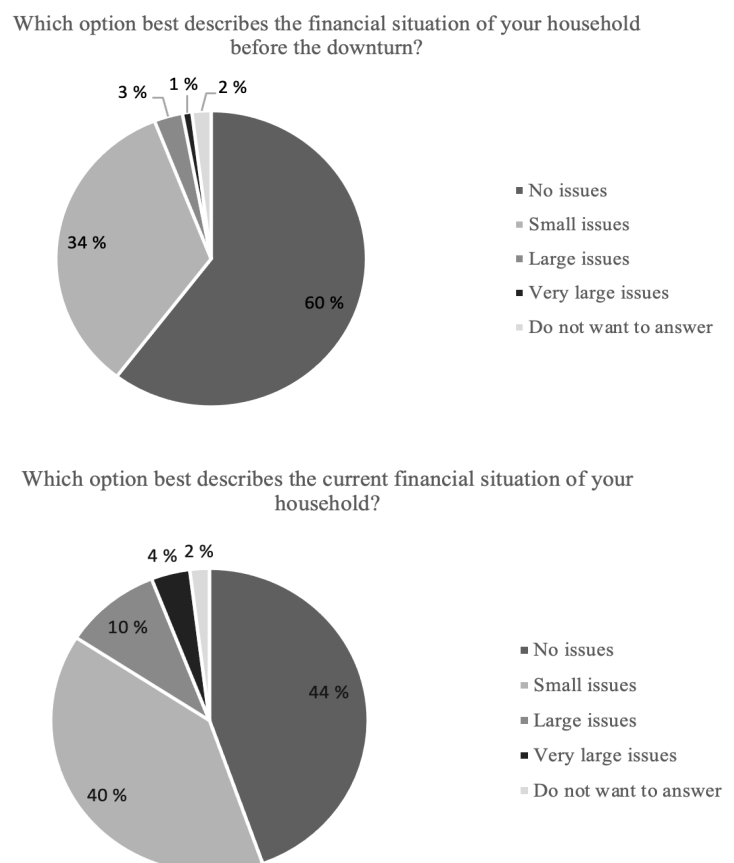
from "Small issues" to "Very large issues". There is a noticeable change that the financial situation of the participants has worsened during the downturn that the country is facing.

6.2 Comparison of usual consumption and Christmas gift trade

From two of the questions in the survey the answers express the difference in how the downturn has affected usual consumption and Christmas gift trade in 2022. It is also interesting to investigate each figure of its own. The first figure that represents the question

Figure 6-2 Usual consumption and Christmas spending affected by the downturn

To what extent would you say that the downturn has affected your usual consumtion pattern? (e.g. grocery shopping)
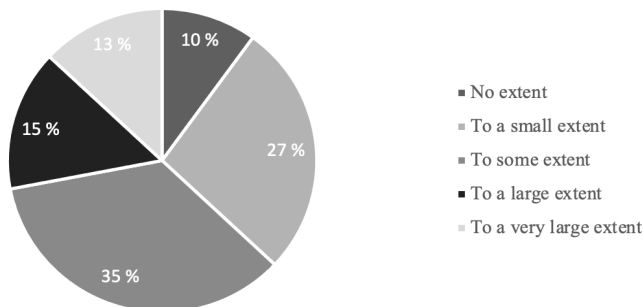
- No extent
- To a small extent
- To some extent
- To a large extent
- To a very large extent

To what extent would you say the downturn has affected your Christmas gift trade in 2022

- No extent
- To a small extent
- To some extent
- To a large extent
- To a very large extent
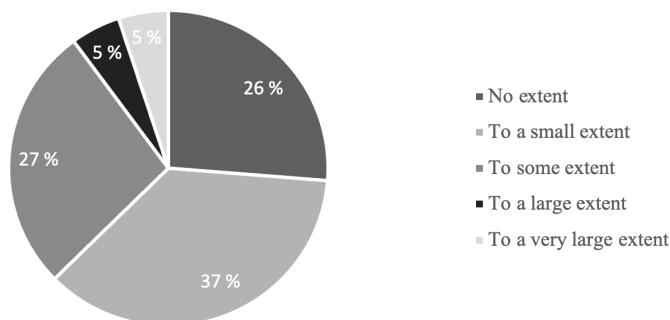
"To what extent would you say that the downturn has affected your usual consumption pattern?", shows us that 90 percent of people's consumption patterns have, more or less, been affected by the downturn. There are only ten percent that claim it has not made a difference. The majority, 35 percent, answered that it affected them to "some extent". There were 15 percent that answered, "To a large extent", and 13 percent answered "To a very large extent". The second figure demonstrates the answers to the question "To what extent would you say the downturn has affected your Christmas gift trade in 2022?". There are some noticeable differences in this figure compared to the answers related to the usual consumption pattern. The group of which have not been affected has grown from ten to 26 percent. The majority belongs to the group of those who have been affected "To a small extent", that make up 37 percent," To a very large extent" and "To a large extent" have decreased from 13 and 15 percent to five percent when it comes to Christmas gift trade.

6.2.1 Adjustment to downturn

To see if adjustments made during the downturn was related to the impact of downturn on Christmas gift trade there was conducted a Spearman correlation test on these variables. All the drawn correlations are significant at a 99 percent confidence level, except the ones related to second hand gifts. The independent variables having the highest correlation with the dependent variable, being closer to 1 than 0, are reduced social activities and expenses related to entertainment at r_s (197) = .607, $p < 0.01$, postpone large purchases for the household at r_s (197) = .596, $p < 0.01$, changed food purchases and eating habits to save money at r_s (197) = .552, $p < 0.01$ and reduced gifts to charity at r_s (197) = .504, $p < 0.01$. The correlations are all positive. The same variables that have a statistically significant correlation with the dependent variable, also have a statistically significant correlation with the impact of the downturn on usual consumption, although at different strengths but with the same charge.

Borrow money to cover costs for Christmas 2022 have a little to medium significant positive correlation to the dependent variable, r_s (197) = .377, $p < 0.01$. Out of 197 respondents, 33 have borrowed money to cover the costs for Christmas 2022. Of these, 33 percent believe that it was the only option to cover the costs. There are 33 percent who also somewhat agree with the statement. Borrowing money was perceived to be easier than saving up beforehand by 33 percent, with a further 27 percent somewhat agreeing. As many as 90 percent of those who have borrowed money to cover the costs have used Klarna, and 45 percent have borrowed money from family and/or friends.

Buying second hand gifts did not correlate with the dependent variable, and 24 respondents have bought second hand gifts, which account for 12 percent of the sample. Only three of the respondents bought second hand gifts because it is cheaper. The highest portion of reason to buy second hand is environmental considerations, which make up 33 percent. Out of those who bought second hand gifts there are 29 percent that claim high prices is not the reason for their decision to buy second hand gifts, and 38 percent answered that high prices had little effect. The remaining claimed high prices affected their decision to buy second hand gifts from "Some-" to a "Very large extent".

***Table 6-1** Bivariate Spearman correlation between Christmas spending and usual consumption adjusted to downturn and different adjustments*

	1	2	3	4	5	6	7	8	9	10	11	12
Spending adjustment												
1. Christmas spedning adjustment to downturn	1.000	.678**	.607**	.596**	.552**	.504**	.330**	.431**	.366**	.427**	.377**	.072
2. Usual spending adjustment to downturn		1.000	.576**	.595**	.614**	.493**	.469**	.379**	.351**	.459**	.382**	.045
Type of adjustments												
3. Reduced social activities and expenses related to entertainment			1.000	.719**	.621**	.635**	.395**	.353**	.436**	.467**	.325**	.011
4. Postpone large purchases for the household				1.000	.645**	.552**	.382**	.352**	.372**	.500**	.389**	.041
5. Changed food purchases and eating habits to save money					1.000	.565**	.497**	.277**	.407**	.452**	.415**	.116
6. Reduced gifts to charity						1.000	.463**	.396**	.368**	.418**	.249**	.103
7. Reduced consumption of electricity, telephone, heating, etc.							1.000	.304**	.250**	.223**	.215**	.048
8. Sold assets								1.000	.404**	.354**	.321**	.161*
9. Performed extra work to cover expenses									1.000	.513**	.362**	.004
10. Postponed medical treatment										1.000	.370**	.030
11. Borrow money to cover costs for Christmas 2022											1.000	.039
12. Bought second hand gifts for Christmas 2022												1.000

**. Correlation is significant at the 0.01 level (1-tailed).

*. Correlation is significant at the 0.05 level (1-tailed).

The figure below shows us that many adjustments have been taken during the downturn. Adjustments related to reducing consumption of electricity and changing food purchases and eating habits are done the most. There are 87 percent that have reduced their electricity consumption from "Rarely" to "Very often", with the largest portion being "Sometimes" that constitutes 27 percent. Regarding changing food purchases and eating habits there are 84 percent that have taken measures from "Rarely" to "Very often", with the largest portion being "Sometimes" that make up 32 percent.

Figure 6-3 How often adjustments were made during downturn
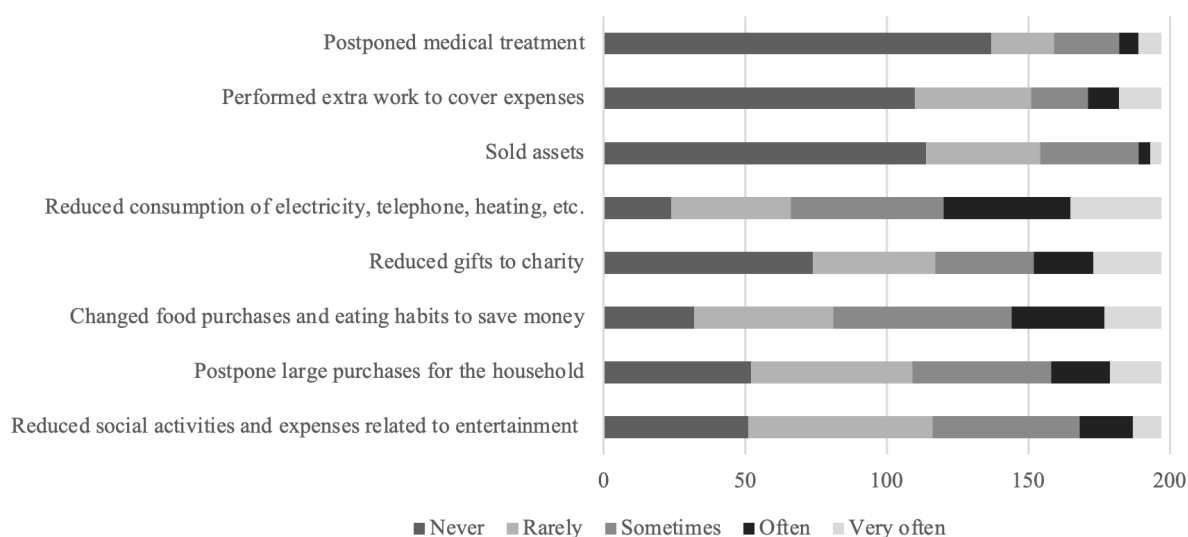
To summarize, there is a shift in the figures related to the financial state of households before and during the downturn where it has worsened. The answers in the figure related to usual consumption are more widely spread with the weight being put on the alternative "To some extent". When comparing it with the second figure of which is related to Christmas gift trade there is a shift, with the increase being put on "To a small extent" and "No extent". There are several adjustments made during the downturn. All the different adjustments are significant with the dependent variable except second hand gifts for 2022. The most common adjustments are in relation to electricity and food.

6.3 Variation in Christmas spending adjustment to downturn

The dependent variable "Christmas spending adjustment to downturn" showed significant correlation with several of the variables measured in the Spearman analysis. Firstly, the dependent variable showed significantly high positive correlation with the variable "Usual spending adjustment to downturn", which was an expected connection between the variables. The correlation between the variables was r_s (197) = .678, $p < 0.01$, and assumes that those who had adjusted during their Christmas spending, also affected their usual consumption patterns during the downturn. Secondly, reciprocation with a correlation of r_s (197) = .192, $p < 0.01$ and materialism with r_s (197) = .307, $p < 0.01$ had little to medium positive correlation to "Christmas spending adjustment to downturn". On the other side the altruism variable had no correlation with the dependent variable, but altruism had positive significant correlation with several of the sociodemographic variables. Both reciprocation and altruism have a significant positive correlation with materialism.

Furthermore, there is a statistically significant negative correlation between the dependent variable and high income, r_s (197) = -.168, $p < 0.05$. High income does also have a significant relationship with some sociodemographic factors, some of which are full time job, having children and having grandchildren. The correlation between high income and full time job, r_s (197) = .262, $p < 0.01$, is positive. The correlation with having children and grandchildren is also positive, r_s (197) = .211, $p < 0.01$ and r_s (197) = .159, $p < 0.05$. Having grandchildren has a statistically negative correlation with the impact of the downturn on Christmas gift trade, r_s (197) = -.207, $p < 0.01$. There is also a negative correlation between being a grandparent and reciprocation and materialism, r_s (197) = -.222, $p < 0.01$ and r_s (197) = -.239, $p < 0.05$.

The same variables having statistically significant correlation with the impact of downturn on Christmas gift spending, also have statistically significant correlation with the impact of downturn on usual consumption, with different strengths but same charge. The relationship between the occupational status variables, full time job, part time job and student, and the impact of the downturn on Christmas gift spending was not statistically significant. The same applies for what region people belong to, low income, middle income and having children that are under the age of 25. See results in table 6-5.

Table 6-2 *Bivariate Spearman correlation between Christmas spending and usual consumption adjusted to downturn, giving behaviors and control variables*

	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Spending adjustment														
1. Christmas spedning adjustment to downturn	1,000	.678**	.192**	0,082	.307**	0,084	-0,048	0,073	-0,005	0,084	0,020	-.168*	0,004	-.207**
2. Usual spending adjustment to downturn		1,000	.152*	0,065	.231**	0,040	-0,013	0,075	-0,038	0,060	0,050	-.177**	-0,019	-.181**
Giving behaviors														
3. Reciprocation			1,000	0,029	.314**	0,058	-0,017	-0,002	0,105	0,086	-0,038	-0,081	-0,012	-.222**
4. Altruism				1,000	.291**	0,085	-.241**	.176**	.228**	.213**	-.139*	-.127*	-.243**	-0,071
5. Materialism					1,000	0,002	-.218**	.201**	.234**	.210**	-0,097	-.188**	-.162*	-.239**
Sociodemograpic factors														
6. Region						1,000	-0,100	-0,039	.126*	0,028	-0,026	-0,003	-0,080	-0,023
7. Full time job							1,000	-.547**	-.645**	-.720**	.574**	.262**	.319**	-0,019
8. Part time job								1,000	.348**	.367**	-.264**	-.178**	-.208**	-0,011
9. Student									1,000	.649**	-.490**	-.279**	-.462**	-.233**
10. Low income										1,000	-.800**	-.359**	-.483**	-0,087
11. Middle income											1,000	-.273**	.362**	-0,012
12. High income												1,000	.211**	.159*
13. Presence of children													1,000	.123*
14. Presence of grandchildren														1,000

**. Correlation is significant at the 0.01 level (1-tailed).
*. Correlation is significant at the 0.05 level (1-tailed).

A binomial logistic regression was employed to assess the effects of reciprocation, altruism, materialism, occupational status, income, region, and the presence of children and grandchildren on the likelihood that participants have more or less impacted Christmas spending due to the downturn. The Box-Tidwell approach was used to examine the linearity of the continuous variables with respect to the logit of the dependent variable (Box & Tidwell, 1962). A Bonferroni correction was used on all 17 terms in the model, and statistical significance was validated when $p < .00294$ (Tabachnick & Fidell, 2014). The continuous independent variables were found to be linearly connected to the logit of the dependent variable based on this assessment.

Because no outliers were discovered, there was no casewise list. The logistic regression model was statistically significant, $\chi2(14) = 30.53$, $p < .05$. The model explained 21.9 percent of the variance in downturn impact on Christmas spending (Nagelkerke R2) and accurately identified 79.3 percent of cases. The sensitivity value is 97.1 percent, the specificity value is 30.0 percent, the positive predictive value is 79.3 percent, and the negative predictive value is 79.0 percent. Only two of the 14 predictor variables were statistically significant, these are materialism and income (as shown in table 6-3). Increased materialism is associated with an increase of downturn impacting Christmas spending, whereas increase in income is connected with a decrease in the likelihood of downturn impacting Christmas spending (Laerd statistics, 2013a).

Table 6-3 *Multivariate binomial regression analysis predicting Christmas spending adjustment to downturn*

	B	SE	Wald	df	p	Odds Ratio	95% CI for Odds Ratio Lower	95% CI for Odds Ratio Upper
Reciprocation	-.095	.200	.225	1	.635	.909	.614	1.346
Altruism total	-.039	.281	.019	1	.890	.962	.555	1.668
Materialism total	.936	.344	7.398	1	.007	2.549	1.299	5.003
Full time job	.108	.663	.026	1	.871	1.114	.304	4.082
Part time job	.500	.540	.859	1	.354	1.649	.573	4.749
Student	.298	.569	.275	1	.600	1.348	.442	4.108
Yearly income	-.239	.117	4.206	1	.040	.787	.626	.989
Children	-.540	.466	1.341	1	.247	.583	.234	1.453
Grandchildren	.711	.681	1.090	1	.297	2.035	.536	7.725
Region			6.433	4	.169			

7.0 Discussion

In this section, we will link relevant data to the theory to shed light on the research question. The discussion is based on theory which has been studied as well as the results that were provided in the sixth section. This part will also address the answers to the hypotheses stated in section four.

7.1 Difference in usual consumption and Christmas spending

H1: *Christmas spending has been **less** affected than usual consumption by the downturn.*

H0: *Christmas spending has been affected no differently than usual consumption by the downturn.*

We reject the null hypothesis, and the alternative hypothesis is supported.

The importance of tradition likely plays a crucial role in the high Christmas expenditure even during downturn. As mentioned earlier, consistency is an important key factor in Christmas celebrations in Norway (Bugge et al., 2019). One wants to maintain these traditions as they mean so much to us. There occurred several differences in the figure portraying adjustment to usual consumption and adjustment to Christmas gift spending (figure 6-2). There is a considerably greater threshold in allowing Christmas gift shopping to influence. There are however 74 percent that have Christmas gift spending impacted by the downturn from a small to a very large extent. With the majority being affected to a small extent. In comparison, the usual consumption has been more or less affected for 90 percent, with the majority to some extent. Overall, the downturn has affected Christmas gift spending, but not to such a degree as usual consumption. For these reasons we can reject the null hypothesis and the alternative hypothesis is supported.

It is reason to believe that the worsened financial state of households is a result of the downturn. High inflation has led many in difficult financial situations. Consumers become more price-sensitive and focused on making better choices through more acceptable trade-offs during economic downturns (Sarmento et al., 2019, p. 233). They develop coping strategies to maintain economic equilibrium, such as planned behavior and waste avoidance. As previewed in figure 6-3, many have taken different measures during the downturn. The most common adjustments are related to electricity and food habits, which is a natural result of the significant price increases in these fields.

49

According to the Debt Register data, more Norwegians borrowed money for Christmas shopping in 2022 than in 2021. However, the Christmas spending decreased compared to the two prior years (Ashraf, 2022). There is reason to believe that the downturn is the cause of why people to a greater degree borrow money and why the Christmas expenditure had a decrease in 2022. This is reflected in the results, where borrowing money to cover the costs of Christmas 2022 appeared as significant with the dependent variable with a small to medium positive correlation in the Spearman correlation. This suggests that people who borrowed to cover their costs have also adjusted their Christmas gift spending to the downturn more. A third of those who borrowed to cover Christmas costs said it was the only option to cover them. There were 60 percent that agreed or somewhat agreed that borrowing was easier than saving up in advance, which may be related to the fact that the downturn carries with it extra high regular expenses.

The second hand market has grown and the stigma for buying used has declined. More people have become positive about buying second hand gifts for Christmas. There are economic benefits of buying second hand (FINN, 2022). However, there are still barriers tied to second hand commerce, that may be the reason that only 24 respondents in our sample had bought second hand gifts for Christmas 2022. It also emerged in the results that second hand trade and adjustments to the downturn did not have a clear connection. The additional questions also show that the majority of people buy second hand with the environment in mind and that price is not as important.

7.2 Gift giving behaviors adjustment to downturn

In this section the theory and results related to Christmas spending adjustment to downturn will be discussed in light of the different giving behaviors. The different hypotheses regarding variation in Christmas spending will be reviewed as well as control variables.

7.2.1 Reciprocity relationship

H2: *Reciprocation is **negatively** related to Christmas spending adjustment to downturn.*

H0: *Reciprocation is not related to Christmas spending adjustment to downturn.*

We fail to reject the null hypothesis, and the alternative hypothesis is not supported.

The Spearman correlation coefficient shows a significant correlation between reciprocation and the dependent variable at a 99 percent confidence level. The correlation is positive and low at r_s (197) = .192, p < 0.01. This is an interesting finding as the hypothesis proposed the relation to be negative. The thought was that the higher reciprocity values the less one will adapt to the downturn during Christmas gift spending. The result gives us another answer, that the higher reciprocation the more Christmas gift spending has been adjusted to the downturn. Reciprocation also has a positive correlation to materialism. The reason for this can be that both gift giving behaviors are related to some type of pressure sticking to or exceeding expectations in the form of giving back and giving gifts with materialistic values. The binomial logistic regression showed no significant relation between reciprocation and the dependent variable. This suggests that other factors may have a greater impact on Christmas gift spending adjustment to downturn than reciprocation alone, and the alternative hypothesis is not supported.

Gift-giving expectations create a sense of obligation to return the favor. As Gouldner proposed (1960) that more is likely to be offered than previously received as a result of strengthening social interactions might lead to further pressure. Because there is a stigma involved with giving money back, stress may originate from the need to locate a gift instead of solely financial pressure. This pressure could be the reason for the positive correlation to the dependent variable. When making adjustments this seems like a greater effect for someone who is fixated about giving at least the same worth gift in return, and that the defeat of not doing it feels stronger. These are only speculations, and more research is needed to draw conclusions.

7.2.2 Altruistic relationship

H3: *Altruism is **negatively** related to Christmas spending adjustment to downturn.*

H0: *Altruism is not related to Christmas spending adjustment to downturn.*

We fail to reject the null hypothesis, and the alternative hypothesis is not supported.

As presented in the theory section, altruism is a selfless act, which is about giving good to others even if it can affect oneself to a positive or negative degree. It can also be explained as the "motivation with the ultimate goal of increasing another's welfare" (Batson, 2010). This can be well linked to Christmas gift shopping in times of downturn, as you want to give joy to others even though you may not be able to afford it very well during this period. In the theory

section, it was also presented that people in Norway in 2022 had broken the record for the most funds collected for people in need (Strømme et al., 2022). During this tough economic period, several people want everyone to be able to afford to enjoy themselves at Christmas, by giving monetary donations and gifts to others in need, even if they themselves may be in a bit of a tight spot with their finances.

The basis for altruism is to give joy to others, and as mentioned in the theory section, tradition is an important part of Christmas, and Christmas is often associated with being with family and making others happy (Elianne, 2022). The hypothesis suggests that people who are altruistic would not be as affected by the downturn when it comes to Christmas spending, due to their wish to give good to others even if it may negatively affect them.

Based on the Spearman correlation analysis, the variable altruism was not significant with the dependent variable "Christmas spending adjustment to downturn". The binomial logistic regression also yielded that altruism was not significant. This may suggest that altruism alone does not have an impact on Christmas gift spending adjustments. We thought that the relationship between our independent variable and the fixed variable would be negative, but to our surprise, these variables have no relationship. From the results we can conclude that we failed to reject the null hypothesis, and in addition the alternative hypothesis was not supported.

7.2.3 Materialistic relationship

H4: *Materialism is **negatively** related to Christmas spending adjustment to downturn.*
H0: *Materialism is not related to Christmas spending adjustment to downturn.*
We can reject the null hypothesis, but the alternative hypothesis is not supported due to the positive relationship.

Materialism has a significant positive relationship to the dependent variable both in the Spearman correlation coefficient and the binomial logistic regression. Materialism with r_s (197) = .307, $p < 0.01$ had a little to medium positive correlation to "Christmas spending adjustment to downturn" in the Spearman correlation coefficient. In the binomial logistic regression, the p value is significant at $0.007 < 0.01$. The null hypothesis can be rejected, but the strength, odds ratio and Beta shows that there is a positive relation that contradicts the alternative hypothesis. The results are surprising as the hypothesis proposed the relationship to be negative. The idea was that the more one's materialistic ideals, the less one will adapt to a downturn in Christmas

gift spending. The result indicates that the greater the materialism, the more Christmas gift spending has been adjusted to the downturn.

Many Norwegians give great importance to the material gifts that they exchange throughout the holiday season. Because of this material possession, some Norwegians tend to overspend in order to meet social standards by providing equal gifts to others, even if they cannot afford it (Tvetenstrand, 2019). However, Norwegian households' financial well-being has declined drastically since the beginning of 2022, significantly more than during the COVID-19 epidemic, and may even have led those with higher materialistic values to cut back. As mentioned earlier, the Christmas expenditure in 2022 had a slight decline from the previous years, but still an increase from 2019 which is the last normal year (Solheim et al., 2022). Those with high materialistic values may prioritize themselves first when it comes to material objects as this is something they value. This could be the reason for why this gift giving behavior is positively related to the dependent variable and is potential for further research.

7.2.4 Control variables relationship

The control variables in this thesis were selected to see whether these various variables could impact Christmas shopping in times of downturn and examine the effect of the independent variable on the dependent variable.

When examining these variables in the Spearman analysis, significant findings were made on the variables income and grandchildren in connection with the dependent variable "Christmas spending adjustment to downturn" and the variable "usual spending adjustment to downturn". The Spearman correlation coefficient shows a significant negative correlation between both income and grandchildren with the dependent variable. The correlation is negative and shows r_s (197) = -0.168, p < 0.01 for income, and r_s (197) = -0.207, p < 0.01 for grandchildren. It also showed negative correlation for the same variables in connection to "usual spending adjustment to downturn".

These findings indicate the higher income the less of an impact by the downturn. As mentioned before, it is explained that those with higher income cope better with increased expenses than those with less (Poppe & Kempson, 2022, p. 5). They are therefore not affected to the same

extent as the findings also indicate. Income was also significant in the binomial logistic regression with a p value of 0.04 at a 95 percent confidence level.

After analyzing the results for grandparents, we can try to draw a conclusion as to why this is the case. As presented in the theory section, parents will often exceed to give their children what they want and because of comparison to others, there is reason to believe that this also applies to grandparents (McNair et al., 2016, p. 214). Seen in the results grandparents have been less affected by downturn when it comes to Christmas gift spending, which is consistent with the theory. However, grandparents are positively correlated with high income, which means that the income may affect how affected they are by the downturn. As having children did not show any significance, the correlation between high income and having grandchildren may be the greatest reason for why they have been less affected. On the other hand, the variable grandparents were not significant in the regression analysis, so other variables may play a greater role.

The remaining control variables were not significant with the dependent variable in the binomial logistic regression. These are the variables related to occupational status that are full time job, part time job and student. The variables consisting of regions were also not significant, and these are South of Norway, East of Norway, West of Norway, Trondelag, North of Norway and outside of Norway. Presence of children does not play a significant role, and as mentioned above the presence of grandchildren was not significant in the regression analysis.

8.0 Conclusion

The purpose of the study was to answer the research question: Has the downturn affected Christmas gift spending? A survey has been carried out by 202 respondents, where 197 have given Christmas gifts in 2022. Answers have later been analyzed in SPSS, and various results have been discussed in relation to theory. Different hypotheses have been tested, as well as control variables. In this section, we will therefore focus on the most important findings made in the research. Further in the conclusion will the limitations, implications and recommendations for further research be presented.

8.1 Main findings

The study suggests that the worsened financial state of Norwegian households is a result of the economic downturn tied to increased interest rates and high inflation. The Christmas spending in 2022 had a slight decline from the previous years, but still had increased since 2019 even though it was before the pandemic. The downturn has affected Christmas gift spending to some extent, with 74 percent of respondents impacted from a small to a very large extent, but not as much as usual consumption where 90 percent have been impacted from a small to a very large extent. The importance of tradition likely plays an important role in maintaining high Christmas expenditure even during downturns. The first hypothesis that proposed that Christmas spending has been less affected than usual consumption by the downturn is therefore supported.

Many have adjusted during the downturn, with the most common ones being related to electricity usage and food purchases. In addition, 33 participants had borrowed money to cover the costs of Christmas 2022, which had a significant positive correlation with the dependent variable that is "Christmas spending adjustment to downturn" in the Spearman correlation. This makes sense considering that more Norwegians borrowed money for Christmas shopping in 2022 than in 2021, within a year with drastic changes in the economy. Furthermore, the second hand market has expanded, and more individuals are willing to buy used items for Christmas. In this study there were found no clear link between second hand Christmas gifts and the dependent variable. Most people bought second hand to help the environment, and the price was less an important factor.

The second hypothesis proposed that the relationship between reciprocation and Christmas spending adjustment to downturn would be negative. The thought was that people feeling the

need for reciprocity would not be affected by the downturn to cut back on their "obligations" to give back. The Spearman correlation coefficient analysis revealed a significant positive association between reciprocation and Christmas gift spending adjustment to the downturn, contradicting the hypothesis that reciprocation would have a negative relationship with the dependent variable. The binomial logistic regression revealed no significant relationship between reciprocation and the dependent variable, implying that other factors may have a greater impact on Christmas gift spending adjustment to the downturn than reciprocation alone. The second hypothesis is therefore not supported.

Regarding altruism, the hypothesis suggested the relationship between the independent variable and Christmas spending adjustment to downturn to be negative. Neither the binomial logistic regression nor Spearman correlation coefficient showed a significant relationship between altruism and Christmas spending adjustment to downturn. The results do not support the hypothesis that altruism has a negative relationship with the dependent variable, and there does not appear any relationship between the independent variable and the dependent variable.

The fourth hypothesis proposed that the relationship between materialism and Christmas spending adjustment to downturn would be negative. Both the Spearman correlation coefficient and the binomial logistic regression show a significant positive relation between materialism and Christmas spending adjustment to downturn. The results refute the hypothesis that materialism has a negative connection with the dependent variable. According to the findings, the greater the materialism, the more likely one is to adjust their Christmas gift spending to the downturn. This was surprising as one would have thought from the theory that individuals with high materialistic values would not be as affected by the downturn when it comes to Christmas gift spending.

Regarding the control variables only income became significant in connection with the dependent variable in both Spearman analysis and the binomial logistic regression. It indicates that those with higher income have been less affected by the downturn in relation to Christmas gift spending. The theory also highlights that those with lower income have been affected more, as the increased costs make up a larger portion of their income.

To answer the research question, we can conclude that the downturn has impacted Christmas gift spending, however to a less extent than usual consumption as the first hypothesis proposed.

56

Contrary to the hypothesis, materialism had a significant positive relationship with Christmas spending adjustment to downturn, while altruism and reciprocation did not show significant relationships in the binomial logistic regression. Income and grandchildren were significant control variables in the Spearman analysis with a negative relationship, but only income showed significance in the binomial logistic regression. The remaining control variables were not significant.

8.2 Limitations

Our study, like any other, has limitations. After the completion of a research assignment, it is important to assess the research quality surrounding the work that has been carried out, and at the same time reflect on what could have been done different.

The questionnaire that was carried out in advance, is the first factor that we see as having a potential for improvement in our task. The questionnaire itself, which was shared with the respondents, had a lot of questions. The number of questions caused the survey to be quite long and time consuming, which led to some of the respondents not wanting or having the time to complete it. This has been affected by our theme, which was about Christmas. Getting the survey out that was about Christmas was a time-critical phase of our thesis, as we had to get answers from respondents quickly after Christmas so that they still remembered their consumption during the holiday. We therefore created a survey that contained several themes, so that we had the opportunity to get enough data from the respondents to answer our research question. But on the positive side, we were able to get just over 200 respondents, which means that the responses we collected will provide fairly high survey accuracy.

When it comes to conducting data from an online survey, there may occur some drawbacks. Firstly, there may be issues in connection to privacy issues. Some people may be concerned about the processing of data and may doubt the anonymity. This can result in that some people may not want to answer the survey we sent out, even if it was anonymous. This study's questionnaire included various questions upon personal information such as income, financial situation, and personality attributes. These questions may have been answered in a socially desired manner that does not entirely reflect the truth by some participants. It is difficult to prevent this type of bias, but the fact that the survey is anonymous, and that anonymity is highlighted and explained to participants before they begin the survey, will most likely help to

reduce the social desirability bias. In addition to social desirability bias and anonymity, there is also the possibility of bias in the selection.

There occurred some imbalance in the variables gender, age and county, where 66 percent of the respondents are women and among 50 percent are in between the age of 18 to 25 and from the southern part of Norway. This was mentioned in more detail in the method section and can be explained by the fact that we ourselves are students, and most of the respondents to the survey are most likely to be in our social network. Since our research then had a limited sample size and not a representative sample, we cannot generalize our results to population of Norway, but the findings can be applied to gain a better understanding of the topic and behaviors that have not been researched a lot in Norway. In order to gain an understanding for the Norwegian population, it would be sufficient to conduct a survey that was shared nationwide on the topic. However, as we only have a short period to research this topic and limited resources, this was not possible.

8.3 Implications

The results from this study is important for consumers who spend money during the Christmas season while the prices are high, companies who are reluctant to sell during the Christmas season as well as those who work with consumer protection.

Planning ahead for Christmas spending can lessen their effect on total consumption, suggesting that they may not have the same negative effects as regular spending. It is essential to comprehend how people make up for differences in spending between different categories. People can more effectively manage their financial resources and ease the burden on their usual consumption patterns by actively budgeting and saving aside money expressly for Christmas expenses throughout the year.

This means that both individuals and businesses must comprehend these trends. Businesses can modify their marketing plans and product offers to match consumer preferences and priorities during the Christmas season by looking at how people shift their spending across several categories. The last few months of the year are critical for businesses and can have a significant impact on whether they are able to make enough money for the entire year. For those working

with consumer protection it is also vital to gain broad knowledge of consumers behavior, especially in times with rising consumer debt.

In conclusion, careful planning can lessen the influence of Christmas spending on overall consumption, indicating that it might not be as greatly impacted as usual spending. Understanding how people balance various spending categories over the Christmas season is crucial because it enables individuals, businesses and those working with consumer protection to make educated judgments and modify their strategy accordingly.

8.4 Suggestions for further research

From our conducted study there is potential for further research. Further research could help to find out more about how consumers spend during a downturn, and especially with regard to periods where it is known that consumers tend to spend a lot of money.

The results showed a positive relationship between materialism and "Christmas spending adjustment to downturn", which contradicted the hypothesis. Suggestion for further research is investigating this relationship to a greater extent and see if individuals with materialistic values prioritize themselves during downturn. The association between the downturn and usual consumption would also be fascinating to investigate further. According to the findings, usual consumption was more affected than Christmas trade by the downturn. It would be interesting to see what factors individuals are willing to compromise during downturn and those they are not. It is also possible to investigate various behaviors and characteristics associated with downturn adjustments.

References

Ashraf, K. (2022, December 29). *Flere låner penger til juleshoppingen*. Dagbladet.

    https://www.dagbladet.no/forbrukslan/flere-laner-penger-til-juleshoppingen

Batson, C. D. (2010). *Empathy-induced altruistic motivation*. American Psychological

    Association. https://doi.org/10.1037/12061-001

Belk, R. W. (1976). It's the Thought that Counts: A Signed Digraph Analysis of Gift-Giving.

    Journal of Consumer Research, *3*(3), 155–162. https://doi.org/10.1086/208662

Belk, R. W. (2020). The changing notions of materialism and status in an increasingly

    dematerialized world. *Research Handbook on Luxury Branding*, 2–21.

    https://doi.org/10.4337/9781786436351.00010

Box, G. E. P., & Tidwell, P. W. (1962). Transformation of the independent variables.

    Technometrics, *4*, 531–550. https://doi.org/10.1080/00401706.1962.10490038

Brekke, K. A., Howarth, R. B., & Nyborg, K. (2003). Status-seeking and material affluence:

    Evaluating the Hirsch hypothesis. *Ecological Economics*, *45*(1), 29–39.

    https://doi.org/10.1016/S0921-8009(02)00262-8

Bugge, A. B., Klepp, I. G., Borch, A., Schjøll, A., Laitala, K., & Haugrønning, V. (2019). *Jul*

    – pynt, gaver, mat og klær (No. 12). https://oda.oslomet.no/oda-

    xmlui/handle/20.500.12199/2928

Burgoyne, C. B., & Routh, D. A. (1991). Constraints on the use of money as a gift at

    Christmas: The role of status and intimacy. *Journal of Economic Psychology*, *12*, 47–

    69. https://doi.org/10.1016/0167-4870(91)90043-S

Cattell, R. B. (1966). The scree test for the number of factors. *Multivariate Behavioral*

    Research, *1*(2), 245–276. https://doi.org/10.1207/s15327906mbr0102_10

Dosek, T. (2021). Snowball Sampling and Facebook: How Social Media Can Help Access

    Hard-to-Reach Populations. *PS: Political Science & Politics*, *54*(4), 651–655.

https://doi.org/10.1017/S104909652100041X

Eberhard, M. J. W. (1975). The Evolution of Social Behavior by Kin Selection. *The Quarterly Review of Biology*, *50*(1), 1–33.

Eilertsen, T., & Vekony, D. (02.01.2023). *Hvordan blir 2023? [Audiopodcast-episode]*. Aftenposten. https://www.aftenposten.no/podkast/ap/program/100194?pageId=1

Eisenberger, R., Cotterell, N., & Marvel, J. (1987). Reciprocation Ideology. *Journal of Personality and Social Psychology*, *53*(4), 743–750. https://doi.org/10.1037/0022-3514.53.4.743

Ekström, M. (2018). *Seasonal altruism: How Christmas shapes unsolicited charitable giving* (Vol. 153, pp. 177–193). https://doi.org/10.1016/j.jebo.2018.07.004

Elianne, S. (2022, December 4). *Hvem er det egentlig som elsker å kjøpe julegaver?* Forskning. https://forskning.no/forbruk-jul/hvem-er-det-egentlig-som-elsker-a-kjope-julegaver/2117834

Ellingsen, T., & Johanneson, M. (2011). Conspicuous generosity. *Journal of Public Economics*, *95*(9–10), 1131–1143. https://doi.org/10.1016/j.jpubeco.2011.05.002

Falck, L. S. (2022, October 12). *– Nå strammer konsumentene inn*. Finansavisen. https://www.finansavisen.no/nyheter/handel/2022/10/12/7943807/na-synker-kjopesentrenes-omsetning

Farbotko, C., & Head, L. (2013). Gifts, sustainable consumption and giving up green anxieties at Christmas. *Geoforum*, *50*, 88–96. https://doi.org/10.1016/j.geoforum.2013.08.004

FINN. (2022, June 10). *50 prosent av nordmenn har kjøpt brukte klær*. https://www.finn.no/bap/artikler/bruktmarkedsrapporten/50-prosent-av-nordmenn-har-kjopt-brukte-klaer

Galak, J., Givi, J., & Williams, E. (2016). Why Certain Gifts Are Great to Give but Not to

Get: A Framework for Understanding Errors in Gift Giving. *Current Directions in Psychological Science*, *25*, 380–385. https://doi.org/10.1177/0963721416656937

George, D., & Mallery, P. (2003). *Using SPSS for Windows step by step: A simple guide and reference.* Pearson education.

Gouldner, A. W. (1960). The norm of reciprocity: A preliminary statement. *American Sociological Review*, *25*(2), 161–178.

Great Brook. (2023). *Survey Statistical Confidence: How Many is Enough?* https://greatbrook.com/survey-statistical-confidence-how-many-is-enough/

Greater Good. (2023, February 2). *Altruism Definition | What Is Altruism*. Greater Good. https://greatergood.berkeley.edu/topic/altruism/definition

Grimm, P. (2010). Social desirability bias. *Wiley International Encyclopedia of Marketing*. https://zhangjianzhang.gitee.io/management_research_methodology/files/readings/sdb _intro.pdf

Haram, A. (2022, September 22). *Norsk resesjon får Norges Bank til å slakke av*. Finansavisen. https://www.finansavisen.no/nyheter/makro/2022/09/22/7933813/norsk-resesjon-far-norges-bank-til-a-slakke-av

Hellevik, O. (2003). Economy, Values and Happiness in Norway. *Journal of Happiness Studies*, *4*(3), 243–283. https://doi.org/10.1023/A:1026232018534

Hirsch, E. von. (2023, February 15). *Norsk økonomi i 2022: Høy vekst, høye priser*. SSB. https://www.ssb.no/nasjonalregnskap-og-konjunkturer/nasjonalregnskap/statistikk/nasjonalregnskap/artikler/norsk-okonomi-i-2022-hoy-vekst-hoye-priser

Holleran. (2021). *The Pros and Cons of Anonymous Surveys*. https://holleranconsult.com/2020/02/the-pros-and-cons-of-anonymous-surveys/

Indrebø-Langlo, M. (2023, January 6). *Årets julehandel overrasker økonomi-ekspertene*. TV

    2. https://www.tv2.no/nyheter/innenriks/arets-julehandel-overrasker-okonomi-

    ekspertene/15399826/

Jacobs, S. (2007). Edward Schils' Theory of Tradition. *Philosophy of the Social Sciences*,

    37(2), 115–260. https://doi.org/10.1177/0048393107299685

Jacobsen, B. L. (2022, December 31). *En ny type fattigdom har kommet til Norge*. Stavanger

    Aftenblad. https://www.aftenbladet.no/meninger/debatt/i/VPQejW/en-ny-type-

    fattigdom-har-kommet-til-

    norge?code=geJXQ2vif3rQ5wfvNJptr4GXunKy1Ubn1AecgQJgW5DAbq6zE7JtuGT

    YX9IPl9fF

Jolliffe, I. T. (2002). *Principal Component Analysis* (2nd ed.). Springer.

Kaiser, H. F. (1974). An index of factorial simplicity. *Psychometrika*, *39*(1), 31–36.

Knudsen, C. (2019, December 23). *Nesten én million nordmenn tar julehandelen på kreditt: –*

    Mange betaler for julen helt til sommeren. E24. https://e24.no/norsk-

    oekonomi/i/pLEd8w/nesten-en-million-nordmenn-tar-julehandelen-paa-kreditt-

    mange-betaler-for-julen-helt-til-sommeren

Knudsen, C., Hagmansen, J., Meisinget, S., Lea, A., Lier, T., Rustad, M. E., Bach, D., Fraser,

    S. A., & Stensland, M. (2023, May 4). *Norges Bank setter opp renten*. E24.

    https://e24.no/norsk-oekonomi/i/0QXPG0/norges-bank-setter-opp-renten

Kolm, S.-C. (2006). *Handbook of the Economics of Giving, Altruism and Reciprocity*. *1*, 1–

    122. https://doi.org/10.1016/S1574-0714(06)01001-3

Kuckartz, U., Rädiker, S., Ebert, T., & Julie, S. (2013). *Statistik, Eine verständliche*

    Einführung. VS Verlag.

Laerd statistics. (2013a). *Binomial logistic regression*.

    https://statistics.laerd.com/premium/spss/blr/binomial-logistic-regression-in-spss.php

Laerd statistics. (2013b). *Principal components analysis (PCA)*.

    https://statistics.laerd.com/premium/spss/pca/pca-in-spss.php

Laerd statistics. (2018). *Cronbach's Alpha (α) using SPSS Statistics*.

    https://statistics.laerd.com/spss-tutorials/cronbachs-alpha-using-spss-statistics.php

Laerd Statistics. (2018). *Spearman's correlation using SPSS Statistics*. Laerd Statistics.

    https://statistics.laerd.com/premium/spss/sroc/spearmans-rank-order-correlation-in-

    spss.php

Leedy, P., & Ormrod, J. (2001). *Practical research: Planning and design* (7th ed.). Thousand

    Oaks: SAGE Publications.

Lempers, J. D., Clark-Lempers, D., & Simons, R. L. (1989). Economic hardship, parenting,

    and distress in adolescence. *Child Development*, *60*(1), 25–39.

    https://doi.org/10.2307/1131068

Løvold, L. M. B. (2022, August 28). *Studentene trenger et økonomisk løft – ikke en regjering*

    som «følger situasjonen nøye». Aftenposten.

    https://www.aftenposten.no/meninger/sid/i/1OgKzB/studentene-trenger-et-

    oekonomisk-loeft-ikke-en-regjering-som-foelger-situasjonen-noeye

McKinsey & Company. (2020). *Perspectives on retail and consumer goods* (No. 8).

    https://www.mckinsey.com/~/media/mckinsey/industries/retail/our%20insights/perspe

    ctives%20on%20retail%20and%20consumer%20goods%20number%208/perspective

    s-on-retail-and-consumer-goods_issue-8.pdf

McNair, S., Summers, B., Bruine de Bruin, W., & Ranyard, R. (2016). Individual-level

    factors predicting consumer financial behavior at a time of high pressure. *Personality*

    and Individual Differences, *99*, 211–216. https://doi.org/10.1016/j.paid.2016.05.034

Meløe, J. Y. (2022, July 29). *Historisk forskjell på strømpris i nord og sør: – Det er så*

    ufattelig mye billigere her. E24. https://e24.no/energi-og-klima/i/QyQvyA/historisk-

forskjell-paa-stroempris-i-nord-og-soer-det-er-saa-ufattelig-mye-billigere-her

Nymoen, M., & Tullut, I. (2023, January 1). *Flere studenter drar kredittkortet: – Trangere enn noen gang*. TV 2. https://www.tv2.no/nyheter/innenriks/flere-studenter-drar-kredittkortet-trangere-enn-noen-gang/15379714/

Passos, S. C., Leite, R. S., & Pinto, M. de R. (2020). Personal values and gift giving act: A proposed connection. *Journal of Management and Economics for Iberoamerica*, *36*(155), 218–228. https://doi.org/10.18046/j.estger.2020.155.3539

Poppe, C., & Kempson, E. (2022). *Dyrtid under oppseiling II* (No. 8). https://oda.oslomet.no/oda-xmlui/handle/11250/3021799

Richins, M., & Dawson, S. (1992). A Consumer Values Orientation for Materialism and Its Measurement. *Journal of Consumer Research*, *19*, 303–316. https://doi.org/10.1086/209304

Ringdal, K. (2001). *Enhet og mangfold: Samfunnsvitenskapelig forskning og kvantitativ metode*. Fagbokforlaget.

Sarmento, M., Marques, S., & Galan - Ladero, M. (2019). Consumption dynamics during recession and recovery: A learning journey. *Journal of Retailing and Consumer Services*, *50*, 226–234. https://doi.org/10.1016/j.jretconser.2019.04.021

Schibsted. (2022, November 30). *Hvordan ser nordmenn for seg julehandelen 2022?* Schibsted for Business. https://schibstedforbusiness.com/no/hvordan-ser-nordmenn-for-seg-julehandelen-2022/

Schwartz, B. (1967). The Social Psychology of the Gift. *American Journal of Sociology*, *73*(1), 1–11. https://doi.org/10.1086/224432

Scott, S., Geddes, A., & Parker, C. (2019). Snowball Sampling. *SAGE Research Methods Foundations*, 1–13. https://doi.org/10.4135/

Sekaran, U., & Bougie, R. (2013). *Research Methods for Business: A Skill-Building*

Approach (6th ed.). Wiley.

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (7th ed.). Wiley.

Sharma, G. (2017). Pros and cons of different sampling techniques. *International Journal of Applied Research*, *3*(7), 749–752.

Shils, E. (1971). Tradition. *Comparative Studies in Society and History*, *13*(2), 122–159. https://doi.org/10.2307/540610

Shils, E. (1981). *Tradition*. University of Chicago Press.

Solheim, U., Sørenes, S., Kristensen, C. H., & Rønning, M. (2022, December 27). *Nordmenn brukte nærare 100 milliardar på julehandelen i år*. NRK. https://www.nrk.no/vestland/julehandel-2022_-nordmenn-brukte-naerare-100-milliardar.-handla-for-meir-enn-frykta_-ifolge-virke-1.16235125

SSB. (2022a, June 27). *Nordmenns forbruk nest høyest i Europa*. SSB. https://www.ssb.no/priser-og-prisindekser/konsumpriser/statistikk/sammenlikning-av-prisniva-i-europa/artikler/nordmenns-forbruk-nest-hoyest-i-europa

SSB. (2022b, September 9). *High inflation leads to downturn in Norwegian economy* [Statistisk sentralbyrå]. https://www.ssb.no/en/nasjonalregnskap-og-konjunkturer/konjunkturer/statistikk/konjunkturtendensene/articles/high-inflation-leads-to-downturn-in-norwegian-economy

Statnett. (2022, October 3). *Derfor har vi prisområder*. https://www.statnett.no/om-statnett/bli-bedre-kjent-med-statnett/om-strompriser/fakta-om-prisomrader/

Strømme, S. H., Lundgaard, M., & Nordal, B. B. (2022, December 26). *Har samlet inn over 50 millioner kroner*. TV 2. https://www.tv2.no/nyheter/innenriks/har-samlet-inn-over-50-millioner-kroner/15381998/

Tabachnick, B. G., & Fidell, L. S. (2014). *Using multivariate statistics* (6th ed.). Pearson.

Thurstone, L. L. (1947). *Multiple factor analysis*. University of Chicago Press.

Tracy, S. J. (2013). *Qualitative research methods: Collecting evidence, crafting analysis, communicating impact*. Wiley-Blackwell.

Trochim, W. M. K. (n.d). *Dummy Variables—Research Methods Knowledge Base*. https://conjointly.com/kb/dummy-variables/

Tvetenstrand, C. (2019, December 13). *Julen synliggjør de økonomiske skillene*. Nettavisen. https://www.nettavisen.no/12-95-3423895294

UCLA. (2021). *WHAT DOES CRONBACH'S ALPHA MEAN? | SPSS FAQ*. https://stats.oarc.ucla.edu/spss/faq/what-does-cronbachs-alpha-mean/

Vartdal, R., & Knudsen, C. (2023, January 19). *Norges Bank holder styringsrenten uendret på 2,75 prosent*. E24. https://e24.no/norsk-oekonomi/i/gELmEq/norges-bank-holder-styringsrenten-uendret-paa-275-prosent

Virke. (2022). *Virkes spådom for julehandelen 2022: Kort oppsummert*. https://www.virke.no/pavirkningsarbeid/julehandel/

Visit Oslo. (n.d.). *Norske juletradisjoner*. https://www.visitoslo.com/no/artikler/juletradisjoner/

Williams, C. (2007). Research Methods. *Journal of Business & Economic Research*, *5*(3), 65–72. https://doi.org/10.19030/jber.v5i3.2532

Wolfinbarger, M. F., & Laura, J. (1993). Three Motivations For Interpersonal Gift Giving: Experiental, Obligated and Practical Motivations. *Association for Consumer Research*, *20*, 520–526.

Yadav, S. K., Singh, S., & Gupta, R. (2019). *Biomedical Statistics*. Springer. https://doi.org/10.1007/978-981-32-9294-9

Appendix

Appendix 1 - Survey for the research

Undersøkelse om julehandelen 2022

Denne spørreundersøkelsen blir gjennomført i forbindelse med vår masterutredning som gjennomføres som del av utdanning ved Universitetet i Agder. Undersøkelsen omhandler julehandel og økonomi. Undersøkelsen er helt anonym og vi lagrer ikke personlig informasjon. Vi lagrer heller ikke IP-adresse og kan derfor ikke spore svarene tilbake til deg. Av den grunn ber vi deg svare på hele skjemaet på en gang ettersom det ikke vil være mulig å fortsette der du slapp senere.

Spørreundersøkelsen tar rundt 10 minutter å gjennomføre, og din tilbakemelding vil være til stor hjelp for oss i vårt arbeid med vår masteroppgave. Takk for at du tar deg tid til å svare på undersøkelsen!

Mvh Victoria Bjørnarå og Julie Tvedt

Dersom du har noen spørsmål om undersøkelsen kan du sende mail til victob18@student.uia.no

*Må fylles ut

| Hvem er du og hva er din situasjon? | I denne delen ønsker vi å få info om deg og din situasjon. Du setter kryss ved de alternativene som er riktig for deg. |

1. Ditt kjønn *

   Markér bare én oval.

   ◯ Kvinne

   ◯ Mann

   ◯ Andre: _____

2. Hvor gammel er du? *

   Markér bare én oval.

   ◯ Under 18 år

   ◯ 18-25 år

   ◯ 26-35 år

   ◯ 36-45 år

   ◯ 46-55 år

   ◯ 56-65 år

   ◯ Eldre enn 65 år

3. Hvilken landsdel hører du til? *

   Markér bare én oval.

   ◯ Sørlandet

   ◯ Østlandet

   ◯ Vestlandet

   ◯ Trøndelag

   ◯ Nord-Norge

   ◯ Bor ikke i Norge

   ◯ Ønsker ikke å svare

68

4. Hva er din årlige bruttoinntekten? *

Markér bare én oval.

◯ Under 200.000 kr

◯ 200.000-299.999 kr

◯ 300.000-399.999 kr

◯ 400.000-499.999 kr

◯ 500.000-599.999 kr

◯ 600.000-699.999 kr

◯ 700.000-799.999 kr

◯ 800.000-999.999 kr

◯ Over 1.000.000

◯ Ønsker ikke å svare

5. Hvem er i din husholdning? *

Markér bare én oval.

◯ Ektefelle/samboer

◯ Ektefelle/samboer og barn

◯ Dine barn

◯ Dine foreldre

◯ Kun deg

◯ Du deler bolig med andre voksne (bofellesskap eller tilsvarende)

◯ Ønsker ikke å svare

6. Hva er den årlige bruttoinntekten for din husholdning? *

Markér bare én oval.

◯ Under 200.000 kr

◯ 200.000-399.999 kr

◯ 400.000-599.999 kr

◯ 600.000-799.999 kr

◯ 800.000-999.999 kr

◯ 1.000.000-1.199.999 kr

◯ 1.200.000-1.399.999

◯ 1.400.000-1.599.999

◯ 1.600.000-1.799.999

◯ Over 1.800.000

◯ Ønsker ikke å svare

7. Hva er ditt utdannelsesnivå? *

Markér bare én oval.

◯ Grunnskole

◯ Videregående (Allmennfag, yrkesskole eller annet)

◯ Fagutdanning/yrkesutdanning/fagbrev/videregående yrkesfaglig utdanning

◯ Fagskoleutdanning

◯ Universitet/høyskole inntil 4 år

◯ Universitet/høyskole mer enn 4 år

◯ Ingen av de overnevnte alternativene

◯ Ønsker ikke å svare

69

8. Hva er din stilling? Flere svar er mulig. *

Merk av for alt som passer

☐ Fulltidsjobb
☐ Deltidsjobb
☐ Student
☐ Arbeidsledig/permittert
☐ Hjemmeværende
☐ Pensjonist
☐ Ufør
☐ Ønsker ikke å svare

9. Har du barn under 25 år? *

Markér bare én oval.

◯ Ja   *Hopp til spørsmål 10*

◯ Nei   *Hopp til spørsmål 11*

Barn

10. Hvor mange barn under 25 år har du? *

Barnebarn

11. Har du barnebarn? *

Markér bare én oval.

◯ Ja   *Hopp til spørsmål 12*

◯ Nei   *Hopp til spørsmål 13*

Barnebarn

12. Hvor mange barnebarn har du? *

Julen | I denne delen ønsker vi å få vite mer om din situasjon i julen 2022 og hva julen betyr for deg. Du setter kryss ved de alternativene som er riktig for deg.

13. Har du gitt julegaver i 2022? *

Markér bare én oval.

◯ Ja   *Hopp til spørsmål 14*

◯ Nei   *Hopp til del 12 (Tusen takk for din deltakelse i spørreundersøkelsen.).*

14. Velg et av de 5 alternativene til hver av påstandene. Når jeg forberedte meg til julen 2022 tenkte jeg på...

Markér bare én oval per rad

	Aldri	Sjeldent	Noen ganger	Ofte	Svært ofte
Kjøpe ting så tidlig som mulig	⬭	⬭	⬭	⬭	⬭
Hvor mye andre bruker på julegaver	⬭	⬭	⬭	⬭	⬭
Lage budsjett	⬭	⬭	⬭	⬭	⬭
Hvor mye jeg brukte forrige jul	⬭	⬭	⬭	⬭	⬭
Være sikker på at jeg har nok penger til overs for resten av julen	⬭	⬭	⬭	⬭	⬭
Ikke la pengebekymringer holde meg tilbake	⬭	⬭	⬭	⬭	⬭
Spare opp penger på forhånd	⬭	⬭	⬭	⬭	⬭
Være sikker på at jeg har nok penger igjen for oppvarming og elektrisitet	⬭	⬭	⬭	⬭	⬭

15. I hvilken grad kjenner du deg igjen i de nevnte punktene når du velger julegaver til andre? *

Markér bare én oval per rad

	Ingen grad	I liten grad	I noen grad	I stor grad	I svært stor grad
Å nøye velge ut en gave er viktig for meg	⬭	⬭	⬭	⬭	⬭
Det er viktig for meg at gaven er unik	⬭	⬭	⬭	⬭	⬭
Å velge en gave får ut min kreative side	⬭	⬭	⬭	⬭	⬭
Jeg liker spesielt å gi morsomme gaver	⬭	⬭	⬭	⬭	⬭
Jeg prøver å velge en gave som formidler et personlig budskap til mottaker	⬭	⬭	⬭	⬭	⬭
Jeg tror jeg er bedre på å velge gaver enn andre	⬭	⬭	⬭	⬭	⬭
Gaver er viktig for å kommunisere kjærlighet og vennskap til andre	⬭	⬭	⬭	⬭	⬭

16. I hvilken grad kjenner du deg igjen i de nevnte punktene når du velger julegaver til andre? *

Markér bare én oval per rad

	Ingen grad	I liten grad	I noen grad	I stor grad	I svært stor grad
Jeg føler meg ofte forpliktet til å gi gaver	⬭	⬭	⬭	⬭	⬭
Jeg gir julegaver fordi jeg hadde følt meg skyldig om jeg ikke gjorde det	⬭	⬭	⬭	⬭	⬭
Jeg gir julegaver ettersom det er forventet at jeg skal gi dem	⬭	⬭	⬭	⬭	⬭
Når jeg vet jeg skal få en julegave av noen, føler jeg meg presset til å gi en gave i retur	⬭	⬭	⬭	⬭	⬭
Jeg venter ofte til siste øyeblikk med å kjøpe gaver	⬭	⬭	⬭	⬭	⬭

71

17. I hvilken grad kjenner du deg igjen i de nevnte punktene når du velger julegaver til andre? *

Markér bare én oval per rad

	Ingen grad	I liten grad	I noen grad	I stor grad	I svært stor grad
Det er spesielt viktig for meg at gaven er nyttig for mottaker	◯	◯	◯	◯	◯
Det er viktig å velge gaver som alle trenger, men ikke eier	◯	◯	◯	◯	◯
Jeg tror det er viktig å gi gaver som varer lenge	◯	◯	◯	◯	◯
Jeg liker å kjøpe praktiske gaver	◯	◯	◯	◯	◯

18. Hvor mye har du brukt på julegaver for julen 2022? *

Markér bare én oval.

◯ 1 -1.499 kr

◯ fra 1.500-2.999 kr

◯ fra 3.000-5.999 kr

◯ fra 6.000-8.999 kr

◯ fra 9.000-11.999 kr

◯ fra 12.000-14.999 kr

◯ fra 15.000-17.999 kr

◯ Over 18.000 kr

19. I hvilken grad forsøkte du å bruke like mye penger på gaver til andre som andre gjorde på deg i julen 2022? *

Markér bare én oval.

◯ I svært stor grad

◯ I stor grad

◯ I noen grad

◯ I liten grad

◯ Ingen grad

20. Velg et av de 5 alternativene til hver av påstandene.   *
Når jeg tenker på hva julen betyr for meg, tenker jeg på...

Markér bare én oval per rad

	Aldri	Sjeldent	Noen ganger	Ofte	Svært ofte
å gi gaver	◯	◯	◯	◯	◯
å motta gaver	◯	◯	◯	◯	◯
å tilbringe tid med venner og familie	◯	◯	◯	◯	◯
å glemme bekymringer	◯	◯	◯	◯	◯
stress og press	◯	◯	◯	◯	◯
å få ting jeg ønsker meg	◯	◯	◯	◯	◯
religion og kirkebesøk	◯	◯	◯	◯	◯
hvor dyrt det er med jul	◯	◯	◯	◯	◯

21. I hvilken grad vil du si at tingene du kjøper i julen forteller hvordan du gjør det i livet? *

Markér bare én oval.

- ( ) I svært stor grad
- ( ) I stor grad
- ( ) I noen grad
- ( ) I liten grad
- ( ) Ingen grad

22. I hvilken grad plager det deg om du ikke har råd til å kjøpe det du ønsker deg i julen? *

Markér bare én oval.

- ( ) I svært stor grad
- ( ) I stor grad
- ( ) I noen grad
- ( ) I liten grad
- ( ) Ingen grad

23. I hvilken grad liker du å bruke penger på ting som **ikke** er praktiske? *

Markér bare én oval.

- ( ) I svært stor grad
- ( ) I stor grad
- ( ) I noen grad
- ( ) I liten grad
- ( ) Ingen grad

24. I hvilken grad får du glede av å kjøpe ting? *

Markér bare én oval.

- ( ) I svært stor grad
- ( ) I stor grad
- ( ) I noen grad
- ( ) I liten grad
- ( ) Ingen grad

25. I hvilken grad liker du å kjøpe gaver som imponerer andre? *

Markér bare én oval.

- ( ) I svært stor grad
- ( ) I stor grad
- ( ) I noen grad
- ( ) I liten grad
- ( ) Ingen grad

26. I hvilken grad ville du vært mer glad hvis du hadde råd til å kjøpe dyre ting i julen? *

Markér bare én oval.

- I svært stor grad
- I stor grad
- I noen grad
- I liten grad
- Ingen grad

27. I hvilken grad legger du vekt på de materielle gjenstandene andre kjøper i julen? *

Markér bare én oval.

- I svært stor grad
- I stor grad
- I noen grad
- I liten grad
- Ingen grad

28. Kjøpte du brukte julegaver i julen 2022? *

Markér bare én oval.

- Ja   *Hopp til spørsmål 29*
- Nei   *Hopp til spørsmål 31*

Brukte julegaver

29. Hva påvirket deg til å kjøpe brukte julegaver fremfor nye i julen 2022? Flere svar er mulig. Legg til "Annet" dersom du ønsker å tilføye mer eller alternativene ikke er relevante *

Merk av for alt som passer

- Billigere
- Miljøhensyn
- Ikke tilgjengelig som ny
- Mottaker ønsket seg brukte gaver
- Kan gi mer for samme beløp
- Andre: _____

30. I hvilken grad vil du si høye priser påvirket deg til å kjøpe brukte julegaver fremfor nye i julen 2022? *

Markér bare én oval.

- I svært stor grad
- I stor grad
- I noen grad
- I liten grad
- Ingen grad

74

Nedgangstider	I denne delen vil det komme spørsmål om effekten til nedgangstider i Norge. Med nedgangstider mener vi perioden i Norge etter starten av krigen i Ukraina, renteøkning, økte strøm- og drivstoffpriser og økt inflasjon som strekker seg **fra 2022 til dags dato**.

31. I hvilken grad vil du si at nedgangstidene har påvirket ditt vanlige kjøpemønster? (f.eks. dagligvarehandel, shopping, o.l.) *

    Markér bare én oval.

    ◯ I svært stor grad

    ◯ I stor grad

    ◯ I noen grad

    ◯ I liten grad

    ◯ Ingen grad

32. I hvilken grad vil du si nedgangstidene har påvirket julegavehandelen din i julen 2022? *

    Markér bare én oval.

    ◯ I svært stor grad

    ◯ I stor grad

    ◯ I noen grad

    ◯ I liten grad

    ◯ Ingen grad

33. Velg et av de 5 alternativene til hver av påstandene. *
    Gjennom nedgangstidene hvor ofte har du...

    Markér bare én oval per rad

	Aldri	Sjeldent	Noen ganger	Ofte	Svært ofte
Minsket sosiale aktiviteter og utgifter knyttet til underholdning	◯	◯	◯	◯	◯
Utsatt store kjøp til husholdningen	◯	◯	◯	◯	◯
Endret innkjøp av mat og spisevaner for å spare penger	◯	◯	◯	◯	◯
Minsket gaver til veldedige formål	◯	◯	◯	◯	◯
Redusert forbruk av strøm, telefon, oppvarming, ol.	◯	◯	◯	◯	◯
Solgt eiendeler	◯	◯	◯	◯	◯
Utført ekstra arbeid for å dekke utgifter	◯	◯	◯	◯	◯
Utsatt medisinsk behandling	◯	◯	◯	◯	◯

34. Har du gjort noen tiltak for å spare penger i nedgangstidene? Hvis "ja" spesifiser hva, hvis "nei" hvorfor ikke?

35. Hvilket alternativ beskriver best den nåværende økonomiske situasjonen til din husholdning? *

Markér bare én oval.

◯ Ingen problemer

◯ Små problemer

◯ Store problemer

◯ Svært store problemer

◯ Ønsker ikke å svare

36. Hvilket alternativ beskriver best den økonomiske situasjonen til din husholdning **før** nedgangstidene? *

Markér bare én oval.

◯ Ingen problemer

◯ Små problemer

◯ Store problemer

◯ Svært store problemer

◯ Ønsker ikke å svare

Ulike tiltak	I den siste delen skal du svare alternativet som er mest relevant for deg utifra spørsmålene og påstandene. Spørsmålene dreier seg om ulike tiltak gjort for å finansiere julen.

37. Har du lånt penger, benyttet deg av delbetaling og/eller betalingsutsettelse tjenester for å dekke kostnadene **før** julen 2022? Eksempel Klarna, banklån, avdragsfrihet, lånt penger av familie og/eller venner *

Markér bare én oval.

◯ Ja

◯ Nei

◯ Ønsker ikke å svare

38. Har du lånt penger, benyttet deg av delbetaling og/eller betalingsutsettelse tjenester for å dekke kostnadene i julen 2022? Eksempel Klarna, banklån, avdragsfrihet, lånt penger av familie og/eller venner *

Markér bare én oval.

◯ Ja   *Hopp til spørsmål 39*

◯ Nei   *Hopp til del 12 (Tusen takk for din deltakelse i spørreundersøkelsen.).*

◯ Ønsker ikke å svare   *Hopp til del 12 (Tusen takk for din deltakelse i spørreundersøkelsen.).*

Lån av penger

39. Hvilke lån, delbetaling og/eller betalingsutsettelse tjenester har du brukt i sammenheng med julen 2022? Flere svar er mulig. Legg til "Annet" dersom du ønsker å tilføye mer eller alternativene ikke er relevante *

Merk av for alt som passer

☐ Klarna

☐ Banklån med sikkerhet

☐ Forbrukslån

☐ Lånekassen

☐ Avdragsfrihet

☐ Lånt penger av familie og/eller venner

☐ Andre: _____

40. Å låne penger, ta bruk av delbetaling og/eller betalingsutsettelse tjenester var den eneste muligheten jeg hadde til å dekke kostnadene i julen 2022 *

Markér bare én oval.

⬭ Enig

⬭ Litt enig

⬭ Verken enig eller uenig

⬭ Litt uenig

⬭ Uenig

41. Jeg har lånt penger, tatt bruk av delbetaling og/eller betalingsutsettelse tjenester i julen 2022 for å gi familie og/eller venner det de vil ha/ ønsker seg *

Markér bare én oval.

⬭ Enig

⬭ Litt enig

⬭ Verken enig eller uenig

⬭ Litt uenig

⬭ Uenig

42. Det viktigste med å låne penger, ta bruk av delbetaling og/eller betalingsutsettelse tjenester i julen 2022 var å ha penger til å bruke da, og ikke hvor mye det ville koste å betale etter jul *

Markér bare én oval.

⬭ Enig

⬭ Litt enig

⬭ Verken enig eller uenig

⬭ Litt uenig

⬭ Uenig

43. Det var lettere for meg å låne penger, ta bruk av delbetaling og/eller betalingsutsettelse tjenester til julens kostnader i 2022 enn å spare opp på forhånd *

Markér bare én oval.

⬭ Enig

⬭ Litt enig

⬭ Verken enig eller uenig

⬭ Litt uenig

⬭ Uenig

Tusen takk for din deltakelse i spørreundersøkelsen.

Du trykker send for å avslutte undersøkelsen.

Vi ønsker deg et riktig godt nyttår!

Appendix 2 - Motivations for gift giving

TABLE 2

Items Used in Studies

Experiential/Positive Motivations For Giving

Carefully selecting a gift is important to me.
It is important to me to choose a unique gift.
Choosing gifts brings out my creative side.
I especially like to give gifts that are fun.
I try to choose gifts that convey a personal message to the receiver.
I think I do a better job choosing gifts than do most people.
Gifts are an important way of communicating love and friendship to others.

Obligated Motivations For Giving

I often feel obliged to give gifts.
I often give gifts because I would feel guilty if I didn't.
I often give gifts because I am expected to give them.
When I receive a gift, I feel that I am obligated to reciprocate at that time or at some time in the future.
I often wait until the last minute to purchase a gift.

Practical Motivations For Giving

I feel it is especially important to give gifts that are useful to the receiver.
It's important to choose gifts that everybody needs, but don't yet own.
I think it is important to give gifts that last a long time.
*I like to buy practical gifts.

Appendix 3 - Materialistic values

Item

Success:
- I admire people who own expensive homes, cars, and clothes.
- Some of the most important achievements in life include acquiring material possessions.
- I don't place much emphasis on the amount of material objects people own as a sign of success.*
- The things I own say a lot about how well I'm doing in life.
- I like to own things that impress people.
- I don't pay much attention to the material objects other people own*

Centrality:
- I usually buy only the things I need.*
- I try to keep my life simple, as far as possessions are concerned.*
- The things I own aren't all that important to me.*
- I enjoy spending money on things that aren't practical.
- Buying things gives me a lot of pleasure.
- I like a lot of luxury in my life.
- I put less emphasis on material things than most people I know.*

Happiness:
- I have all the things I really need to enjoy life.*
- My life would be better if I owned certain things I don't have.
- I wouldn't be any happier if I owned nicer things.*
- I'd be happier if I could afford to buy more things.
- It sometimes bothers me quite a bit that I can't afford to buy all the things I'd like.

For the following 10 questions choose one of the answers listed below:

A = never   C = often
B = sometimes   D = very often

During the last 6 months, how often did your family:

1. Cut back on social activities and entertainment expenses?   A B C D

2. Postpone major household purchases?   A B C D

3. Postpone clothing purchases?   A B C D

4. Change transportation patterns to save money?   A B C D

5. Change food shopping or eating habits to save money?   A B C D

6. Cut back on charitable contributions?   A B C D

7. Reduce household utility use?   A B C D

8. Sell some possessions?   A B C D

9. Postpone medical care to save money?   A B C D

10. Take additional employment to help meet expenses?   A B C D

Appendix 5 - Willingness to borrow at Christmas

Q1 Borrowing money is the only way I could cover the cost of Christmas
○ Strongly disagree
○ Disagree
○ Neither Agree nor Disagree
○ Agree
○ Strongly Agree

Q2 I would consider borrowing money at Christmas if I knew everyone else was borrowing too
○ Strongly disagree
○ Disagree
○ Neither Agree nor Disagree
○ Agree
○ Strongly Agree

Q3 I would consider borrowing money at Christmas so I have more money to spend on the things I want
○ Strongly disagree
○ Disagree
○ Neither Agree nor Disagree
○ Agree
○ Strongly Agree

Q4 I would consider borrowing money at Christmas in order to provide my family with everything that they wanted
○ Strongly disagree
○ Disagree
○ Neither Agree nor Disagree
○ Agree
○ Strongly Agree

Q5 I would only borrow money at Christmas if I'm 100% sure I can repay it after Christmas
○ Strongly disagree
○ Disagree
○ Neither Agree nor Disagree
○ Agree
○ Strongly Agree

Q6 The most important thing about borrowing money at Christmas is having the money to spend now rather than how much it costs to repay it after Christmas
○ Strongly disagree
○ Disagree
○ Neither Agree nor Disagree
○ Agree
○ Strongly Agree

Q7 I would always try to consider things that might happen after Christmas which could prevent me from being able to repay any money I might borrow
- ○ Strongly disagree
- ○ Disagree
- ○ Neither Agree nor Disagree
- ○ Agree
- ○ Strongly Agree

Q8 It is easier for me to borrow money to pay for Christmas than it is for me to save money in advance for Christmas
- ○ Strongly disagree
- ○ Disagree
- ○ Neither Agree nor Disagree
- ○ Agree
- ○ Strongly Agree

Appendix 6 - Sociodemographic table

Study measure	Study variable	Category	Percentage (Frequency)
Demographics	Gender	Female	65.8% (133)
		Male	34.2% (69)
	Age	18-25 years	53.5% (108)
		26-35 years	13.9% (28)
		36-45 years	9.4% (19)
		46-55 years	12.9% (26)
		56-65 years	7.9% (16)
		65 years<	2.5% (5)
	County	Sørlandet	47.5% (96)
		Østlandet	13.9% (28)
		Vestlandet	30.2% (61)
		Trøndelag	5% (10)
		Nord-Norge	3% (6)
		Outside of Norway	0.5% (1)
	Annual gross income	<200.000 kr	34.7% (70)
		200.000-299.999 kr	5.9% (12)
		300.000-399.999 kr	8.4% (17)
		400.000-499.999 kr	14.4% (29)
		500.000-599.999 kr	9.4% (19)
		600.000-699.999 kr	8.4% (17)
		700.000-799.999 kr	4% (8)
		800.000-999.999 kr	5% (10)

		1.000.000 kr<	5.4% (9)
	Education level	Primary school	4% (8)
		Secondary school (general subjects, vocational school or other)	12.9% (26)
		Vocational education/vocational certificate	15.8% (32)
		Higher vocational school education	3.5% (7)
		University/college up to 4 years	39.1% (79)
		University/college more than 4 years	23.3% (47)
		None of the above	0.5% (1)
	Position	Full time job	47% (95)
		Part time job	26.7% (54)
		Student	38.6% (78)
		Unemployed/laid off	2% (4)
		Stay-at-home pensioner	1.5% (3)
		Disabled	5.4% (11)
	Have children under the age of 25	Do have	30.7% (62)
		Do not have	69.3% (140)
	Have grandchildren	Do have	7.9% (16)
		Do not have	92.1% (186)

Appendix 7 - SPSS output

Cronbach's Alpha

Reciprocation (before removing reciprocation 5)

Reliability Statistics

Cronbach's Alpha	N of Items
.764	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Jeg føler meg ofte forpliktet til å gi gaver	12.54	11.300	.728	.659
Jeg gir julegaver fordi jeg hadde følt meg skyldig om jeg ikke gjorde der	12.83	10.110	.735	.642
Jeg gir julegaver ettersom det er forventet at jeg skal gi dem	12.74	9.950	.772	.627
Når jeg vet jeg skal få en julegave av noen, føler jeg meg presset til å gi en gave i retur	12.12	12.757	.446	.750
Jeg venter ofte til siste øyeblikk med å kjøpe gaver	13.20	15.357	.093	.858

Altruism

Reliability Statistics

Cronbach's Alpha	N of Items
.790	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Å nøye velge ut en gave er viktig for meg	17.71	18.901	.493	.767
Det er viktig for meg at gaven er unik	18.37	17.672	.604	.747
Å velge en gave får ut min kreative side	18.69	16.756	.635	.738
Jeg liker spesielt å gi morsomme gaver	18.52	19.026	.420	.780
Jeg prøver å velge en gave som formidler et personlig budskap til mottaker	18.34	17.236	.618	.743
Jeg tror jeg er bedre på å velge gaver enn andre	19.05	17.942	.484	.770
Gaver er viktig for å kommunisere kjærlighet og vennskap til andre	18.34	19.011	.379	.789

Materialism

Reliability Statistics

Cronbach's Alpha	N of Items
.780	7

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I hvilken grad vil du si at tingene du kjøper i julen forteller hvordan du gjør det i livet?	16.66	18.908	.410	.770
I hvilken grad plager det deg om du ikke har råd til å kjøpe det du ønsker deg i julen?	16.48	17.159	.557	.741
I hvilken grad liker du å bruke penger på ting som ikke er praktiske?	16.30	19.833	.351	.779
I hvilken grad får du glede av å kjøpe ting?	15.56	18.778	.462	.760
I hvilken grad liker du å kjøpe gaver som imponerer andre?	15.94	16.441	.576	.737
I hvilken grad ville du vært mer glad hvis du hadde råd til å kjøpe dyre ting i julen?	16.31	15.950	.621	.726
I hvilken grad legger du vekt på de materielle gjenstandene andre kjøper i julen?	16.80	18.438	.555	.745

Factor analysis

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.792
Bartlett's Test of Sphericity	Approx. Chi-Square	1295.878
	df	153
	Sig.	<.001

Communalities

	Initial	Extraction
Å nøye velge ut en gave er viktig for meg	1.000	.451
Det er viktig for meg at gaven er unik	1.000	.599
Å velge en gave får ut min kreative side	1.000	.590
Jeg liker spesielt å gi morsomme gaver	1.000	.363
Jeg prøver å velge en gave som formidler et personlig budskap til mottaker	1.000	.581
Jeg tror jeg er bedre på å velge gaver enn andre	1.000	.396
Gaver er viktig for å kommunisere kjærlighet og vennskap til andre	1.000	.237
Jeg føler meg ofte forpliktet til å gi gaver	1.000	.760
Jeg gir julegaver fordi jeg hadde følt meg skyldig om jeg ikke gjorde der	1.000	.787
Jeg gir julegaver ettersom det er forventet at jeg skal gi dem	1.000	.798
Når jeg vet jeg skal få en julegave av noen, føler jeg meg presset til å gi en gave i retur	1.000	.490
I hvilken grad vil du si at tingene du kjøper i julen forteller hvordan du gjør det i livet?	1.000	.348
I hvilken grad plager det deg om du ikke har råd til å kjøpe det du ønsker deg i julen?	1.000	.511
I hvilken grad liker du å bruke penger på ting som ikke er praktiske?	1.000	.253
I hvilken grad får du glede av å kjøpe ting?	1.000	.450
I hvilken grad liker du å kjøpe gaver som imponerer andre?	1.000	.542
I hvilken grad ville du vært mer glad hvis du hadde råd til å kjøpe dyre ting i julen?	1.000	.595
I hvilken grad legger du vekt på de materielle gjenstandene andre kjøper i julen?	1.000	.575

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues Total	Initial Eigenvalues % of Variance	Initial Eigenvalues Cumulative %	Extraction Sums of Squared Loadings Total	Extraction Sums of Squared Loadings % of Variance	Extraction Sums of Squared Loadings Cumulative %	Rotation Sums of Squared Loadings Total	Rotation Sums of Squared Loadings % of Variance	Rotation Sums of Squared Loadings Cumulative %
1	4.481	24.895	24.895	4.481	24.895	24.895	3.265	18.140	18.140
2	3.085	17.137	42.033	3.085	17.137	42.033	3.066	17.036	35.176
3	1.762	9.791	51.824	1.762	9.791	51.824	2.997	16.648	51.824
4	1.118	6.214	58.037						
5	.988	5.491	63.528						
6	.903	5.017	68.545						
7	.802	4.455	73.000						
8	.729	4.052	77.052						
9	.663	3.683	80.735						
10	.604	3.353	84.088						
11	.516	2.868	86.956						
12	.458	2.542	89.499						
13	.422	2.346	91.845						
14	.405	2.249	94.094						
15	.313	1.737	95.831						
16	.305	1.696	97.527						
17	.258	1.434	98.962						
18	.187	1.038	100.000						

Extraction Method: Principal Component Analysis.

Scree Plot

Rotated Component Matrix[a]

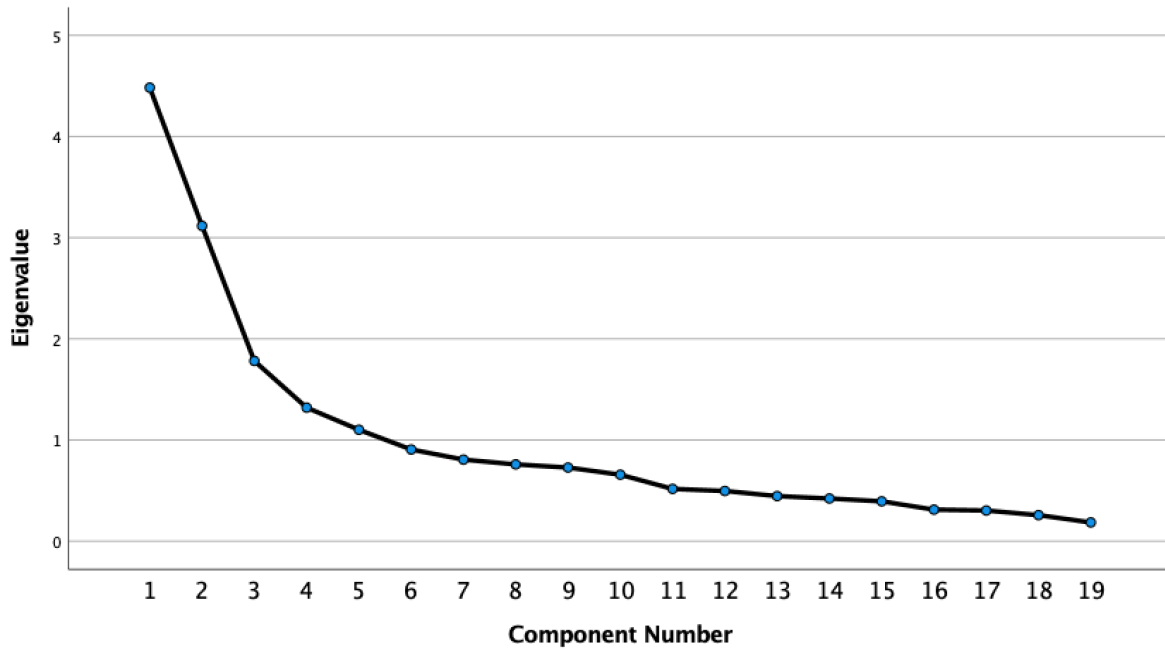|	Component 1	Component 2	Component 3
Å nøye velge ut en gave er viktig for meg	.671		
Det er viktig for meg at gaven er unik	.768		
Å velge en gave får ut min kreative side	.747		
Jeg liker spesielt å gi morsomme gaver	.601		
Jeg prøver å velge en gave som formidler et personlig budskap til mottaker	.739		
Jeg tror jeg er bedre på å velge gaver enn andre	.564		
Gaver er viktig for å kommunisere kjærlighet og vennskap til andre	.456		
Jeg føler meg ofte forpliktet til å gi gaver			.858
Jeg gir julegaver fordi jeg hadde følt meg skyldig om jeg ikke gjorde der			.880
Jeg gir julegaver ettersom det er forventet at jeg skal gi dem			.889
Når jeg vet jeg skal få en julegave av noen, føler jeg meg presset til å gi en gave i retur			.650
I hvilken grad vil du si at tingene du kjøper i julen forteller hvordan du gjør det i livet?		.536	
I hvilken grad plager det deg om du ikke har råd til å kjøpe det du ønsker deg i julen?		.655	
I hvilken grad liker du å bruke penger på ting som ikke er praktiske?		.473	
I hvilken grad får du glede av å kjøpe ting?		.617	
I hvilken grad liker du å kjøpe gaver som imponerer andre?		.656	
I hvilken grad ville du vært mer glad hvis du hadde råd til å kjøpe dyre ting i julen?		.736	
I hvilken grad legger du vekt på de materielle gjenstandene andre kjøper i julen?		.734	

Extraction Method: Principal Component Analysis.
Rotation Method: Varimax with Kaiser Normalization.[a]

a. Rotation converged in 5 iterations.

90

Component Transformation Matrix

Component	1	2	3
1	.565	.689	.453
2	.693	-.098	-.715
3	.448	-.718	.533

Extraction Method: Principal Component Analysis.
 Rotation Method: Varimax with Kaiser Normalization.

Spearman Correlation

Correlations

		I hvilken grad vil du si nedgangstidene har påvirket julegavehandelen din i julen 2022?	I hvilken grad vil du si at nedgangstidene har påvirket ditt vanlige kjøpemønster? f.eks. dagligvarehandel, shopping, o.l.)	Reciprocation total mean	Altruism total mean	Materialism total mean	Hvilken landsdel hører du til?	Full time job	Part time job	Student	Lowincome	MiddleIncome	Highincome	Har du barn under 25 år?	Har du barnebarn?
Spearman's rho I hvilken grad vil du si nedgangstidene har påvirket julegavehandelen din i julen 2022?	Correlation Coefficient	1.000	.678**	.192**	.082	.307**	.084	-.048	.073	-.005	.084	.020	-.168*	.004	-.207**
	Sig. (1-tailed)	.	<.001	.003	.127	<.001	.121	.250	.154	.472	.125	.393	.010	.479	.002
	N	197	197	197	197	197	196	197	197	197	189	189	189	197	197
I hvilken grad vil du si at nedgangstidene har påvirket ditt vanlige kjøpemønster? f.eks. dagligvarehandel, shopping, o.l.)	Correlation Coefficient	.678**	1.000	.152*	.065	.231**	.040	-.013	.075	-.038	.060	.050	-.177**	-.019	-.181**
	Sig. (1-tailed)	<.001	.	.016	.183	<.001	.290	.431	.148	.300	.205	.247	.007	.397	.005
	N	197	197	197	197	197	196	197	197	197	189	189	189	197	197
Reciprocation total mean	Correlation Coefficient	.192**	.152*	1.000	.029	.314**	.058	-.017	-.002	.105	.086	-.038	-.081	-.012	-.222**
	Sig. (1-tailed)	.003	.016	.	.344	<.001	.209	.408	.492	.070	.119	.303	.135	.432	<.001
	N	197	197	197	197	197	196	197	197	197	189	189	189	197	197
Altruism total mean	Correlation Coefficient	.082	.065	.029	1.000	.291**	.085	-.241**	.176**	.228**	.213**	-.139*	-.127*	-.243**	-.071
	Sig. (1-tailed)	.127	.183	.344	.	<.001	.119	<.001	.007	<.001	.002	.028	.041	<.001	.161
	N	197	197	197	197	197	196	197	197	197	189	189	189	197	197
Materialism total mean	Correlation Coefficient	.307**	.231**	.314**	.291**	1.000	.002	-.218**	.201**	.234**	.210**	-.097	-.188**	-.162*	-.239**
	Sig. (1-tailed)	<.001	<.001	<.001	<.001	.	.487	.001	.002	<.001	.002	.093	.005	.012	<.001
	N	197	197	197	197	197	196	197	197	197	189	189	189	197	197
Hvilken landsdel hører du til?	Correlation Coefficient	.084	.040	.058	.085	.002	1.000	-.100	-.039	.126*	.028	-.026	-.003	-.080	-.023
	Sig. (1-tailed)	.121	.290	.209	.119	.487	.	.078	.293	.037	.351	.358	.481	.130	.372
	N	196	196	196	196	196	201	201	201	201	192	192	192	201	201
Full time job	Correlation Coefficient	-.048	-.013	-.017	-.241**	-.218**	-.100	1.000	-.547**	-.645**	-.720**	.574**	.262**	.319**	-.019
	Sig. (1-tailed)	.250	.431	.408	<.001	.001	.078	.	<.001	<.001	<.001	<.001	<.001	<.001	.393
	N	197	197	197	197	197	201	202	202	202	193	193	193	202	202
Part time job	Correlation Coefficient	.073	.075	-.002	.176**	.201**	-.039	-.547**	1.000	.348**	.367**	-.264**	-.178*	-.208**	-.011
	Sig. (1-tailed)	.154	.148	.492	.007	.002	.293	<.001	.	<.001	<.001	<.001	.007	.001	.436
	N	197	197	197	197	197	201	202	202	202	193	193	193	202	202
Student	Correlation Coefficient	-.005	-.038	.105	.228**	.234**	.126*	-.645**	.348**	1.000	.649**	-.490**	-.279**	-.462**	-.233**
	Sig. (1-tailed)	.472	.300	.070	<.001	<.001	.037	<.001	<.001	.	<.001	<.001	<.001	<.001	<.001
	N	197	197	197	197	197	201	202	202	202	193	193	193	202	202
Lowincome	Correlation Coefficient	.084	.060	.086	.213**	.210**	.028	-.720**	.367**	.649**	1.000	-.800**	-.359**	-.483**	-.087
	Sig. (1-tailed)	.125	.205	.119	.002	.002	.351	<.001	<.001	<.001	.	<.001	<.001	<.001	.114
	N	189	189	189	189	189	192	193	193	193	193	193	193	193	193
MiddleIncome	Correlation Coefficient	.020	.050	-.038	-.139*	-.097	-.026	.574**	-.264**	-.490**	-.800**	1.000	-.273**	.362**	-.012
	Sig. (1-tailed)	.393	.247	.303	.028	.093	.358	<.001	<.001	<.001	<.001	.	<.001	<.001	.433
	N	189	189	189	189	189	192	193	193	193	193	193	193	193	193
Highincome	Correlation Coefficient	-.168*	-.177**	-.081	-.127*	-.188**	-.003	.262**	-.178*	-.279**	-.359**	-.273**	1.000	.211**	.159*
	Sig. (1-tailed)	.010	.007	.135	.041	.005	.481	<.001	.007	<.001	<.001	<.001	.	.002	.014
	N	189	189	189	189	189	192	193	193	193	193	193	193	193	193
Har du barn under 25 år?	Correlation Coefficient	.004	-.019	-.012	-.243**	-.162*	-.080	.319**	-.208**	-.462**	-.483**	.362**	.211**	1.000	.123*
	Sig. (1-tailed)	.479	.397	.432	<.001	.012	.130	<.001	.001	<.001	<.001	<.001	.002	.	.041
	N	197	197	197	197	197	201	202	202	202	193	193	193	202	202
Har du barnebarn?	Correlation Coefficient	-.207**	-.181**	-.222**	-.071	-.239**	-.023	-.019	-.011	-.233**	-.087	-.012	.159*	.123*	1.000
	Sig. (1-tailed)	.002	.005	<.001	.161	<.001	.372	.393	.436	<.001	.114	.433	.014	.041	.
	N	197	197	197	197	197	201	202	202	202	193	193	193	202	202

**. Correlation is significant at the 0.01 level (1-tailed).
*. Correlation is significant at the 0.05 level (1-tailed).

Correlations

		I hvilken grad vil du si nedgangstidene har påvirket julegavehandelen din i julen 2022?	I hvilken grad vil du si at nedgangstidene har påvirket ditt vanlige kjøpemønster? (f.eks. dagligvarehandel, shopping, o.l.)	Minsket sosiale aktiviteter og utgifter knyttet til underholdning	Utsatt store kjøp til husholdningen	Endret innkjøp av mat og spisevaner for å spare penger	Minsket gaver til veldedige formål	Redusert forbruk av strøm, telefon, oppvarming, ol.	Solgt eiendeler	Utført ekstra arbeid for å dekke utgifter	Utsatt medisinsk behandling	Har du lånt penger, benyttet deg av delbetaling og/eller betalingsutsettelse eller tjenester for å dekke kostnadene i julen 2022? Eksempel Klarna, banklån, avdragsfrihet, lånt penger av familie og/eller venner	Kjøpte du brukte julegaver i julen 2022?
Spearman's rho	I hvilken grad vil du si nedgangstidene har påvirket julegavehandelen din i julen 2022?												
	Correlation Coefficient	1.000	.678**	.607**	.596**	.552**	.504**	.330**	.431**	.366**	.427**	.377**	.072
	Sig. (2-tailed)	.	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.313
	N	197	197	197	197	197	197	197	197	197	197	195	197
	I hvilken grad vil du si at nedgangstidene har påvirket ditt vanlige kjøpemønster? (f.eks. dagligvarehandel, shopping, o.l.)												
	Correlation Coefficient	.678**	1.000	.576**	.595**	.614**	.493**	.469**	.379**	.351**	.459**	.382**	.045
	Sig. (2-tailed)	<.001	.	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.530
	N	197	197	197	197	197	197	197	197	197	197	195	197
	Minsket sosiale aktiviteter og utgifter knyttet til underholdning												
	Correlation Coefficient	.607**	.576**	1.000	.719**	.621**	.635**	.395**	.353**	.436**	.467**	.325**	.011
	Sig. (2-tailed)	<.001	<.001	.	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.876
	N	197	197	197	197	197	197	197	197	197	197	195	197
	Utsatt store kjøp til husholdningen												
	Correlation Coefficient	.596**	.595**	.719**	1.000	.645**	.552**	.382**	.352**	.372**	.500**	.389**	.041
	Sig. (2-tailed)	<.001	<.001	<.001	.	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.568
	N	197	197	197	197	197	197	197	197	197	197	195	197
	Endret innkjøp av mat og spisevaner for å spare penger												
	Correlation Coefficient	.552**	.614**	.621**	.645**	1.000	.565**	.497**	.277**	.407**	.452**	.415**	.116
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	.	<.001	<.001	<.001	<.001	<.001	<.001	.105
	N	197	197	197	197	197	197	197	197	197	197	195	197
	Minsket gaver til veldedige formål												
	Correlation Coefficient	.504**	.493**	.635**	.552**	.565**	1.000	.463**	.396**	.368**	.418**	.249**	.103
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	.	<.001	<.001	<.001	<.001	<.001	.152
	N	197	197	197	197	197	197	197	197	197	197	195	197
	Redusert forbruk av strøm, telefon, oppvarming, ol.												
	Correlation Coefficient	.330**	.469**	.395**	.382**	.497**	.463**	1.000	.304**	.250**	.223**	.215**	.048
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	.	<.001	.002	.003	.003	.507
	N	197	197	197	197	197	197	197	197	197	197	195	197
	Solgt eiendeler												
	Correlation Coefficient	.431**	.379**	.353**	.352**	.277**	.396**	.304**	1.000	.404**	.354**	.321**	.161*
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.	<.001	<.001	<.001	.024
	N	197	197	197	197	197	197	197	197	197	197	195	197
	Utført ekstra arbeid for å dekke utgifter												
	Correlation Coefficient	.366**	.351**	.436**	.372**	.407**	.368**	.250**	.404**	1.000	.513**	.362**	.004
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	<.001	<.001	.	<.001	<.001	.958
	N	197	197	197	197	197	197	197	197	197	197	195	197
	Utsatt medisinsk behandling												
	Correlation Coefficient	.427**	.459**	.467**	.500**	.452**	.418**	.223**	.354**	.513**	1.000	.370**	.030
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	.002	<.001	<.001	.	<.001	.679
	N	197	197	197	197	197	197	197	197	197	197	195	197
	Har du lånt penger, benyttet deg av delbetaling og/eller betalingsutsettelse eller tjenester for å dekke kostnadene i julen 2022? Eksempel Klarna, banklån, avdragsfrihet, lånt penger av familie og/eller venner												
	Correlation Coefficient	.377**	.382**	.325**	.389**	.415**	.249**	.215**	.321**	.362**	.370**	1.000	.039
	Sig. (2-tailed)	<.001	<.001	<.001	<.001	<.001	<.001	.003	<.001	<.001	<.001	.	.588
	N	195	195	195	195	195	195	195	195	195	195	195	195
	Kjøpte du brukte julegaver i julen 2022?												
	Correlation Coefficient	.072	.045	.011	.041	.116	.103	.048	.161*	.004	.030	.039	1.000
	Sig. (2-tailed)	.313	.530	.876	.568	.105	.152	.507	.024	.958	.679	.588	.
	N	197	197	197	197	197	197	197	197	197	197	195	197

**. Correlation is significant at the 0.01 level (2-tailed).
*. Correlation is significant at the 0.05 level (2-tailed).

Binomial Logistic Regression

Classification Table[a]

			Predicted		
			Dummy_dependent		Percentage Correct
Observed			.00	1.00	
Step 1	Dummy_dependent	.00	15	35	30.0
		1.00	4	134	97.1
	Overall Percentage				79.3

a. The cut value is .500

Case Processing Summary

Unweighted Cases[a]		N	Percent
Selected Cases	Included in Analysis	188	93.1
	Missing Cases	14	6.9
	Total	202	100.0
Unselected Cases		0	.0
Total		202	100.0

a. If weight is in effect, see classification table for the total number of cases.

Model Summary

Step	−2 Log likelihood	Cox & Snell R Square	Nagelkerke R Square
1	187.244[a]	.150	.219

a. Estimation terminated at iteration number 20 because maximum iterations has been reached. Final solution cannot be found.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B) Lower	Upper
Step 1[a]	Full time job(1)	.108	.663	.026	1	.871	1.114	.304	4.082
	Part time job(1)	.500	.540	.859	1	.354	1.649	.573	4.749
	Student(1)	.298	.569	.275	1	.600	1.348	.442	4.108
	Har du barn under 25 år? (1)	−.540	.466	1.341	1	.247	.583	.234	1.453
	Har du barnebarn?(1)	.711	.681	1.090	1	.297	2.035	.536	7.725
	Reciprocation total mean	−.095	.200	.225	1	.635	.909	.614	1.346
	Altruism total mean	−.039	.281	.019	1	.890	.962	.555	1.668
	Materialism total mean	.936	.344	7.398	1	.007	2.549	1.299	5.003
	Hva er din årlige bruttoinntekt?	−.239	.117	4.206	1	.040	.787	.626	.989
	Hvilken landsdel hører du til?			6.433	4	.169			

a. Variable(s) entered on step 1: Full time job, Part time job, Student, Har du barn under 25 år?, Har du barnebarn?, Reciprocation total mean, Altruism total mean, Materialism total mean, Hva er din årlige bruttoinntekt?, Hvilken landsdel hører du til?.

Variables in the Equation

		B	S.E.	Wald	df	Sig.	Exp(B)	95% C.I.for EXP(B) Lower	Upper
Step 1[a]	Reciprocation total mean	1.401	2.378	.347	1	.556	4.058	.038	428.720
	Altruism total mean	3.521	4.099	.738	1	.390	33.832	.011	104377.227
	Materialism total mean	4.972	3.607	1.900	1	.168	144.351	.123	169783.531
	Hvilken landsdel hører du til?			2.020	4	.732			
	Hvilken landsdel hører du til?(1)	.073	.531	.019	1	.890	1.076	.380	3.049
	Hvilken landsdel hører du til?(2)	.369	.384	.920	1	.338	1.446	.681	3.071
	Hvilken landsdel hører du til?(3)	−.720	.899	.642	1	.423	.487	.084	2.834
	Hvilken landsdel hører du til?(4)	.565	1.123	.253	1	.615	1.759	.195	15.879
	Har du barn under 25 år? (1)	.553	.453	1.486	1	.223	1.738	.715	4.227
	Har du barnebarn?(1)	−20.339	9853.966	.000	1	.998	.000	.000	.
	Part time job(1)	.297	.402	.546	1	.460	1.346	.612	2.959
	Hva er din årlige bruttoinntekt?	.040	.117	.117	1	.732	1.041	.828	1.308
	LnReciprocation by Reciprocation total mean	−.557	1.077	.267	1	.605	.573	.069	4.735
	Altruism total mean by LnAltruism	−1.661	1.935	.737	1	.391	.190	.004	8.424
	LnMaterialism by Materialism total mean	−2.071	1.737	1.421	1	.233	.126	.004	3.796
	Hvem er i din husholdning? by LnYearlyincom	−.026	.083	.097	1	.755	.974	.828	1.147
	Constant	−15.906	8.115	3.842	1	.050	.000		

Appendix 8 - Discussion paper by Victoria Bjørnarå

Master's Programme in Business Administration

Competency goal: Responsible

This paper will analyse the ethical challenges regarding our master thesis in the light of the broad concept "responsible". Our master's thesis investigates the impact of the recent financial downturn on Christmas gift trade in Norway, which is recognized for high consumption and gift-giving. The financial downturn in question is the time in Norway from the start of the war in Ukraine in the beginning of 2022 to the present, which includes interest rate increases, rising power and fuel prices, and increased inflation. The research explored how the downturn has impacted the financial well-being of Norwegian households, as well as changes in consumer behaviour. The study is prompted by the fact that many households have been struggling to afford necessities such as food and power, and that financial distress among Norwegian households has significantly increased the past year (Poppe & Kempson, 2022, p. 5).

To write a paper to discuss our master thesis highlighted by the aspect of responsible, it is important to find a fitting definition of the word to properly understand the task. There are several definitions of the word responsible, I chose a definition provided in the Cambridge Dictionary.

Responsible *adjective* (GOOD JUDGEMENT)

"having good judgment and the ability to act correctly and make decisions on your own"

(Cambridge Dictionary, 2023).

Being responsible Is thereby about doing what is right based on your own decisions. The part of making your own decisions is important to reflect on moral issues, and not base decisions on what everybody else is doing. It equips you to act in a moral way, and tackle future ethical issues. As this is an important key concept in University of Agder's (UiAs) mission statement and strategy, it is relevant to tie this up to our conducted master thesis. This paper will discuss the topic, research question and hypothesis, findings, units of analysis and process of the thesis in the light of being responsible. It will also include any difficulties surrounding the subject, to provide a transparent overview of the conducted study for the reader to keep in mind and possibly improve in future cases.

The topic of the master thesis is to investigate the relationship of downturn effect on Christmas gift trade. One of our main motivations for this topic is being responsible. Acting at the current time issues arises. Norwegian households' financial well-being has fallen drastically in the last year, much more than during the COVID-19 pandemic. And there are clear indications that rising living costs are having a significant influence on many Norwegians' lives, causing them to make difficult decisions in order to afford necessities. These effects, however, are not evenly distributed, with low-income households, families with children, and households with a disabled or seriously ill person bearing the brunt of the burden (Poppe & Kempson, 2022, p. 5). Highlighting these current issues is a part of being responsible, and findings can contribute with solutions and motivation for future research. It is a topic about people and society.

The Christmas tradition is strong in Norwegian culture (Ekström, 2018). Tradition, according to Shils, is the transmission of patterns of belief and representations of models of action from "the past into the present" when they are rethought and embodied in actions to be carried forward. Shils' focuses on agents being irreversibly ignorant of aspects of their traditions and is a way of understanding the unavoidable ignorance that comes with adhering to traditions (Jacobs, 2007, pp. 139–140). The family is the source and support of a dispersed openness to embrace traditional concepts, and the survival and recovery of families re-establishes the conditions favorable to the reception of traditional beliefs (Shils, 1971, p. 158). The high consumption during Christmas is something that should be highlighted more as the consumption is increasing, even in the years since the COVID-19 outburst, and in a time of an environmental crisis (Virke, 2022). Our paper shows the importance of Christmas tradition that 26 percent have not let the downturn affect their gift shopping, while for usual consumption there are only 10 percent that have not been affected. People are operating with worse economy, but still concerned about keeping the Christmas tradition. This arises many ethical questions, that the pressure of tradition may be too high and are resulting in difficult situations for those who have limited financial resources.

Research question and hypothesis

Our research question, "Has the downturn affected Christmas gift spending?", will give more insight in consumer behavior. It will investigate the different behaviors during difficult times and behavior related to Christmas as an important tradition. Christmas trade is critical for the

retail industry, and for many, they are the only way to stay in business (Virke, 2022). As a result, it is critical to be able to forecast Christmas purchasing. If more individuals go into debt for the sake of tradition, it is critical for those who work in consumer protection. The thesis will contribute to gain broader knowledge of these themes. This is also relevant at a political and international level. The topic of the thesis is therefore responsible as it covers several important aspects.

Our thesis include four different hypotheses and control variables. The first hypothesis proposes that Christmas spending has been less affected than usual consumption by the downturn. The remaining three hypotheses include different giving behaviors that are key factors in the thesis. The hypotheses propose that the three different giving behaviors, "reciprocation", "altruism" and "materialism", have negative relation to Christmas spending adjustment to downturn, as the dependent variable. This will provide more insight into consumer behavior. The research itself is responsible by providing more knowledge, done in an ethical way that will be explained later in this paper. The different socio demographic control variables included in the study are occupational status, income, presence of children and grandchildren and region. These were chosen as they play a role in the Christmas season. As mentioned before differences in income have made many people vulnerable during downturn. Students are one of the groups most impacted by rising fuel, power, and food expenses. The student stipend is not representative of society price development (Løvold, 2022). Because of social standards and peer comparisons, parents may feel pressure to maximize their children's Christmas desires (McNair et al., 2016, p. 214). As the high prices differs in different regions, especially when it comes to electricity, it was responsible to include this as a control variable (Larsen, 2022). Some variables ended being left out as there were too few respondents, so the results would potentially not reflect the reality to a great extent. The responsible thing to do was excluding them from further analysis.

Findings

The answer to the research question, "Has the downturn affected Christmas gift spending?", is that it has affected Christmas gift spending to some extent. However, to answer the first hypothesis, the Christmas gift spending have been affected less than usual consumption as the hypothesis proposed. This is valuable insight to the threshold that is associated with Christmas.

These findings are especially important for businesses and those working with consumer protection, and providing these findings is therefore part of being responsible.

The main findings of the study also show a significant relationship in the binomial logistic regression between materialistic behavior and the downturn impact on Christmas gift trade in 2022. The relationship is positive and indicates that higher materialistic characteristics results in higher impact of the downturn on Christmas gift trade. Our hypothesis proposed that the relationship would be negative, and this is therefore an interesting finding. One would believe that the value of materialism would be less affected, due to tendency of consumerism and status. The finding facilitates future research to gain more understanding of why the variables worked out in this way. Significant finding related to income and the dependent variable confirms the theory that those with less income have been more affected to make adjustments to Christmas gift spending by the downturn. This finding is especially important in sense of being responsible as it is a current societal issue. The two other hypothesis, related to reciprocation and altruism, did not show any significance in the binomial logistic regression. The same goes for the remaining control variables. It is important to keep in mind that this also provide knowledge about the topic. It also prompts for further research gaining more insight of why these variables did not show significance to the dependent variable. It is responsible to show transparency throughout the thesis and not manipulate results into something they are not.

Units of analysis

There are a lot of ethical issues regarding the survey and its participants for the study. Using a platform to assure anonymity is the first step, as this was the main focus of our data collection. We used SurveyXact as a survey platform, which allow participants to answer anonymous without being able to track answers back to them. In the survey the anonymity was highlighted to attain the most reliable answers. Survey statistical confidence and response rates are always considerations for anyone involved in conducting a survey. With most survey project assumptions and limits, 200 responses will offer reasonably high survey accuracy (Great Brook, 2023). Our goal was therefore to get at least 200 people to participate in the survey, which we managed to do with 202 participating in the survey. To conduct a responsible study, it requires a good selection to reflect the results correctly.

In the beginning of the process, we needed to put a time frame on the downturn. Since the last normal year is 2019, it was hard defining a time of downturn. Because the financial well-being of Norwegian households has dropped significantly by the start of 2022, even higher than during COVID-19, we chose to use the timeframe from 2022 till date (Poppe & Kempson, 2022, p. 5). As the time period is not that long it is easier for the participants of remembering the time before our set time of the downturn, and also their Christmas trade during 2022. All this was specified in our survey. This time period was chosen to get more reliable results, compared to using a longer time period.

For the process of conducting a research study to be responsible it has to be transparent and carried out in an honest manner. Several methods were used to assure reliability and validity. Reliability investigates whether the research was carried out in a trustworthy manner, with a focus on measurement inaccuracy. The researcher's evaluation of how data was acquired in order to uncover potential sources of inaccuracy is characterized as reliability. Reliable studies are those that can be duplicated in the same way by others, regardless of the researcher conducting the study (Tracy, 2013, p. 228). Validity is related to the quality of the interpretations made and whether the project's outcomes are validated by additional study (Ringdal, 2001, p. 247). For the primary data analysis, the Statistical Package for the Social Sciences (SPSS) was used. SPSS is an appropriate tool for data analysis because the research is based on quantitative data. This program to use tests regarding reliability and validity, some of which are Cronbach's alpha and factor analysis, where Cronbach's alpha is to assure internal consistency (reliability) and factor analysis to achieve construct validity (Laerd statistics, 2018; Sekaran & Bougie, 2016, p. 222).

Presenting our limitation in the study is also an important part of being responsible. These show the study's weaknesses and is important to bear in mind while interpreting the results. Our limitations were connected to the response rate, imbalance of the respondents, social desirability bias, defining the downturn and time. Survey statistical confidence and response rates are always major considerations for those involved in survey research. With most survey project assumptions and limits, and as mentioned earlier, 200 responses will result in fairly high survey accuracy (Great Brook, 2023). Our survey had 202 respondents which is acceptable, but higher number of respondents will result in more accurate results. There was

some imbalance in the factors gender, age, and county, with 66 percent of the respondents being women, 50 percent being between the ages of 18 and 25, and 50 percent being from the southern region of Norway. There are many students in the 18 to 25 age brackets, and there are also noticeable income variations. It would therefore not be responsible to claim the results as representative of the Norwegian population. As the sample was tested using theory and control variables, so the sample does not need to be representative.

Social desirability bias refers to the tendency of study participants to select responses that they believe are more socially desirable or acceptable than those that reflect their real thoughts or feelings (Grimm, 2010). This can also result in less reliable results as our survey included sensitive questions regarding income, downturn, financial situation and more. The social desirability bias is difficult to avoid, but we included answer option to those who do not want to answer question like these to reduce the bias. The survey was also anonymous that reduce this bias and also help us avoid ethical issues regarding storing data. The anonymity was also highlighted in the survey to make the respondents feel more secure. These were our responsible choices of attaining the most reliable results in an ethical way, and providing a well thought limitation section in out thesis to show transparency. The limited time period of conducting the study is also an impact on the final outcome, with more completion time more research could be done to draw lines and conclusions.

References

Cambridge Dictionary. (2023). *Responsible*.
   https://dictionary.cambridge.org/dictionary/english/responsible

Ekström, M. (2018). *Seasonal altruism: How Christmas shapes unsolicited charitable giving*
   (Vol. 153, pp. 177–193). https://doi.org/10.1016/j.jebo.2018.07.004

Great Brook. (2023). *Survey Statistical Confidence: How Many is Enough?*
   https://greatbrook.com/survey-statistical-confidence-how-many-is-enough/

Grimm, P. (2010). Social desirability bias. *Wiley International Encyclopedia of Marketing*.
   https://zhangjianzhang.gitee.io/management_research_methodology/files/readings/sdb
   _intro.pdf

Jacobs, S. (2007). Edward Schils' Theory of Tradition. *Philosophy of the Social Sciences*,
   37(2), 115–260. https://doi.org/10.1177/0048393107299685

Laerd statistics. (2018). *Cronbach's Alpha (α) using SPSS Statistics*.
   https://statistics.laerd.com/spss-tutorials/cronbachs-alpha-using-spss-statistics.php

Larsen, M. H. (2022, December 12). *Strømprisrekord i Sør-Norge i 2022*. E24.
   https://e24.no/i/3EqQdA

Løvold, L. M. B. (2022, August 28). *Studentene trenger et økonomisk løft – ikke en regjering
   som «følger situasjonen nøye»*. Aftenposten.
   https://www.aftenposten.no/meninger/sid/i/1OgKzB/studentene-trenger-et-
   oekonomisk-loeft-ikke-en-regjering-som-foelger-situasjonen-noeye

McNair, S., Summers, B., Bruine de Bruin, W., & Ranyard, R. (2016). Individual-level
   factors predicting consumer financial behavior at a time of high pressure. *Personality
   and Individual Differences*, *99*, 211–216. https://doi.org/10.1016/j.paid.2016.05.034

Poppe, C., & Kempson, E. (2022). *Dyrtid under oppseiling II* (No. 8).
   https://oda.oslomet.no/oda-xmlui/handle/11250/3021799

Ringdal, K. (2001). *Enhet og mangfold: Samfunnsvitenskapelig forskning og kvantitativ
   metode*. Fagbokforlaget.

Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (7th ed.). Wiley.

Shils, E. (1971). Tradition. *Comparative Studies in Society and History*, *13*(2), 122–159.
   https://doi.org/10.2307/540610

Tracy, S. J. (2013). *Qualitative research methods: Collecting evidence, crafting analysis,
   communicating impact*. Wiley-Blackwell.

Virke. (2022). *Virkes spådom for julehandelen 2022: Kort oppsummert*.
   https://www.virke.no/pavirkningsarbeid/julehandel/

Appendix 9 - Discussion paper by Julie Tvedt

Master's Programme in Business Administration
Competency goal: International

<u>Sammendrag, hovedfunn og konklusjon</u>

I denne masteroppgaven har vi forsøkt å undersøke om den økonomiske nedgangstiden har hatt påvirkning på julehandelen 2022. Den økonomisk nedgangstiden i vår oppgave det blir snakket om er perioden i Norge etter krigens start i Ukraina, renteøkninger, økte strøm- og drivstoffpriser og økt inflasjon som strekker seg fra 2022 til dags dato. Vi ønsket å finne ut om en nedgang i personlig økonomi har påvirket julehandelen, eller om folk har gjort tiltak for å kunne opprettholde deres normale økonomiske forbrukeratferd i julen slik som de gjorde før nedgangstiden. Hypotesene vi ønsket å teste var som følgende;

H1: Juleforbruket har blitt mindre påvirket enn vanlig forbruk av nedgangstidene.
H2: Gjensidighet er negativt knyttet til juleutgiftstilpasning til nedgangstider.
H3: Altruisme er negativt knyttet til juleutgiftstilpasning til nedgangstider.
H4: Materialisme er negativt knyttet til juleutgiftstilpasning til nedgangstider.

Julen har stor betydning for det norske folk, og er en viktig tradisjon. I en undersøkelse gjort blir det presentert at julen er svært viktig for 7 av 10 mennesker (Poppe & Kempson, 2022, p.5). I julen er julegaver den største økonomiske utgiften, og i en rapport gjort av Bugge, er julegaver det som skaper mest press i juletidene ettersom folk føler de er pliktet til å gi gaver og å opprettholde tradisjonen (Bugge et al., 2019). Ifølge den nasjonale betalingstjenesten BankAxept, brukte nordmenn 97 billioner kr på julehandel i 2022 (Solheim et al., 2022). Samfunnet har utviklet seg i en ny retning de siste årene hvor flere bruker mer penger på julehandelen enn det de egentlig har råd til å bruke. I tider med økonomisk press er det grunn til å tro at den enkelte forbruker tilpasser seg situasjonen ved å endre vaner, disse tilpasningene gjenspeiles kanskje ikke i en tid med høy forbruksforventning knyttet til en tradisjon som jul. I denne masteroppgaven er det derfor hovedfokus på julegavehandel, og å forstå forbrukeratferden i disse tider for å klare å få et perspektiv på nordmenns forbruksmønstre i tider med press knyttet til både økonomiske bekymringer og tradisjon.

Denne oppgaven hadde en kvantitativ tilnærming gjennom en nettbasert spørreundersøkelse gjort i SurveyXact, ved bruk av beskrivende data. Undersøkelsen var helt anonym for

respondentene, noe som åpner opp for å få ærlige, ekte og upartiske svar. Utvalget vårt bestod av 202 respondenter, hvor av 197 personer av disse hadde kjøpt julegaver i julen 2022.

Analysen vår som ble gjort ga flere interessante resultatet, men det er vanskelig å trekke en bestemt konklusjon ettersom ikke alle av våre antakelser ble støttet. Analysen viste, blandt annet at jo mer materialistiske mennesker er, jo større sannsynlighet er det for at de tilpasser julegaveutgiftene til nedgangen. Når det kommer til altruisme, viste dette ikke noe resultat, og denne hypotesen ble kastet. Ifølge vår analyse var ikke Altruisme i seg selv en stor nok variabel som ga en forskjell. De som hadde en gjensidighets atferd hadde ikke en signifikant korrelasjon med vår avhengige variabel, men var signifikant med variabelen materialisme. Dette vil si at variabelen ikke påvirket endring i julegavehandel alene, men kan påvirkes i sammenheng med andre variabler til stedet. Når det kommer til kontrollvariablene ble det gjort flere interrestante funn, blandt annet at forbrukere har blitt mer pris sensitive, og fokuserer i denne vanskelige perioden på å gjøre gode valg som for eksempel å velge billigere alternativer. Det ble også gjort funn på variablene som omhandlet inntekt og barnebarn. De med høyere inntekt har blitt mindre påvirket av denne tiden, dette gjelder også for de som har barnebarn. Dette kan forklares med at de med høyere inntekt har mer penger til å klare seg selv når prisene øker. Når det kommer til de med barnebarn var denne variabelen også signifikant med inntekt. Vi kan derfor trekke konklusjon at de som hadde barnebarn også hadde høy inntekt, som igjen viser til at de ikke har blitt påvirket i like stor grad av høyere utgifter. Etter analysene kan vi derfor konkludere vår masteroppgave med at man kan se at nedgangstidene har påvirket julehandelen til en viss grad, men til en mindre grad enn det normale forbruksmønsteret har blitt påvirket. Hypotese nummer 1 da i følge av resultatene våre godkjent, mens de resterende 3 ble kastet.

Hvordan min oppgave kan knyttes opp mot internasjonale trender og krefter
Vårt tema om økonomisk forbrukeratferd rundt julehandelen i Norge, er relevant for andre land enn bare Norge som vår analyse er basert på i denne oppgaven. Julen er en internasjonal høytid som feires over hele verden, og funnene fra vår analyse kan derfor være av betydning for flere land. I tillegg til julen, er også nedgangstidene vi snakker om i vår oppgave noe flere land i hele verden har blitt påvirket av. Under vil jeg derfor diskutere internasjonale trender og krefter som kan ha direkte innvirkning på julehandelen i nedgangstider. Disse trendene og kreftene kan påvirke både tilbudet og etterspørselen av julegaver og- tjenester, noe som igjen kan påvirke bedrifter som er avhengige av julesalg. Julehandelen har stor betydning av

årsomsetningen til mange bedrifter, og de er svært avhengige av omsetningen som kommer i årets siste måned (Virke, 2022).

Økonomiske faktorer:

Internasjonale økonomiske forhold som for eksempel økonomisk endringer, kan ha en betydelig innvirkning på forbruk, og spesielt i en forbindelse med jul der folk pleier å bruke mye penger (Sarmento et al., 2019, p. 233). I en nedgangstid vil forbrukere være mer forsiktige med å bruke penger, og gjøre tiltak slik at de har råd til det de trenger. Dette kan vises til i undersøkelsen som ble gjort i denne oppgaven, hvor man kan se at respondentene har gjort tiltak i sine normale kjøpevaner for å kunne opprettholde sine vaner rundt juletidene. Julen er en sterk tradisjon for mange, og de ønsker ikke å vise til den dårlige økonomien, så det spares penger på for eksempel mat, strøm og transport for å kunne kjøpe det de ønsker (Poppe & Kempson, 2022, p.5). I tillegg til å spare på enkelte områder, er det også i nedgangstider mange som bruker av oppsparte midler eller tar og låner penger for å kunne opprettholde forbruket. Selv om forbrukerne ønsker å ha råd til alt i julen, kan man fortsatt se i undersøkelsen at de er påpasselige med kjøp på grunn av dårligere økonomiske tider. Dette påvirker dermed forbrukeren, men også butikkene som er avhengige av at forbrukere fortsetter å bruke penger slik at de også klarer å holde åpent.

Valutakurser:

Valutakurser kan påvirker forbrukere i julen under en dårlig økonomisk situasjon. Valutasvingninger kan påvirke kostanden for varer som både selges på nett, men også fysisk i butikker over hele verden. Disse svingningene kan gjøre produktene både dyrere eller billigere avhengig av retningen på kursbevegelsen. For eksempel dersom en økonomisk nedgang fører til dårligere verdi av valutaen innenlands, kan importerte julegaver som selges på å bli dyrere for forbrukeren, og omvendt om valutakursen er bedre (Lier et al., 2023). Disse valutasvingningene kan derfor føre til en reduksjon/økning på etterspørselen av varer ettersom prisen vil bli påvirket av dette.

Internasjonale trender:

Sosiale medier har blitt en svært kraftig påvirkningskraft når det kommer til kjøp for forbrukere, og en faktor som bedrifter er nødt til å forholde seg til. Sosiale medieplattformer hevdes å være en av de viktigste aspektene ved internasjonale trender (Lou & Yuan, 2019). De ulike medieplattformene og influensere kan påvirke kjøpere til å handle varer fra både lokale

og internasjonale bedrifter ved bruk av sosiale medier. Trender påvirker forbrukere til å ønske å kjøpe diverse varer, og for eksempel i juletider kan man se at trendene påvirker hvilke gaver som folk ønsker seg, og som blir kjøpt. Ved hjelp av trender, kan det dermed bli populært å kjøpe bestemte varer og produkter, selv om økonomien går dårlig ettersom man blir påvirket av hva som er en trend. Som nevnt i oppgaven kan man også føle på press til å kjøpe den spesifikke gaven til sitt barn ettersom venner ol. får dette produktet. Internasjonale trender kan også være med på å påvirke prisen på en bestemt vare. Dersom det er diverse produkter som er trend, kan dette gjøre at bedrifter øker prisene ettersom de er mest etterspurt. (Lou & Yuan, 2019).

Netthandel:

Veksten av netthandel har hatt en enorm utvikling, og gjort det svært mye enklere for forbrukere å kjøpe julegaver fra både internasjonale og lokale bedrifter. Netthandel kan være en sterk konkurranse mot lokale butikker som fortsatt satser på salg i butikk, ettersom de mister kunder til netthandel istedenfor. Men på andre siden under en lavkonjunktur kan forbrukere være mer forsiktige med å handle varer, noe som igjen kan redusere etterspørselen i hele butikkjeden. Netthandel kan også føre til økt konkurranse og prispress for lokale butikker. Ved økt digitalisering er det enklere enn noen gang for forbrukere å sammenligne priser og tilbud fra ulike leverandører. Forbrukerne er gjerne mer motivert til å finne gode tilbud, rabattkoder eller handle varer på salg for å få mest mulig verdi for pengene sine.

Dette kan føre til mer prisbevissthet og tilnærming til julehandelen, som igjen kan føre til økt press for bedriftene for å være konkurransedyktige og muligheten til å tiltrekke seg kunder. Men på andre siden være en fordel for forbrukere som ønsker å kjøpe et spesifikt produkt til lavest mulig penge, for å kunne spare de kronene de kan (SSB, 2019). Dette kan sterkt påvirke bedrifter som er avhengige av salg, og spesielt i juleperioden, hvor det er forventet at butikkene tjener mye på salg av julegaver. Under koronapandemien ble mesteparten av julegavene handlet på nett på grunn av restriksjoner, men netthandelen har holdt seg høyt de siste årene etter også. Ifølge Virke vil nordmenn i løpet av november og desember bruke 21,2 milliarder kroner på varer over nett, noe som er omtrent det samme som i 2021(Virke, 2022).

Inflasjon og forbruksutgifter:

Inflasjon fører til at prisen på varer og tjenester går opp over tid. Inflasjon er forbundet med noe negativt som påvirker kjøpekraften til forbrukere. I Norge endte gikk konsumprisindeksen (KPI) opp 5,8% bare fra år 2021 til 2022 (Thorsnes & Økland, 2023). De fleste produktene og

tjenestene i landet steg i pris, men det som påvirket mest var høye strøm- og matpriser. Som nevnt i oppgave var det stor kontrast mellom den norske befolkningen, hvor noen kunne kjøpe varer som vanlig, mens andre hadde så vidt råd til det mest nødvendige (Hirsch, 2023). Dette er derfor en faktor som kan påvirke forbruksutgifter. Dersom prisen øker, vil forbrukerne være mer følsomme for prisendringene og være mindre villige til å kjøpe produktet. Inflasjon kan også øke kostandene for produksjon som igjen fører til høyere priser. Bedriftene er derfor nødt til å prøve å tilpasse priser i henhold til endringene i kostander, som kan påvirke forbrukernes kjøpevaner.

Sammendrag og oppsummering:

Oppsummert kan internasjonale trender og krefter ha en direkte innvirkning på julehandelen i nedgangstider. Bedrifter som er avhengige av julehandel bør være klar over disse trendene og tilpasse strategiene sine deretter for å trekke til seg mest mulig kunder. Samtidig påvirkes også forbrukerne. Under en lavkonjunktur kan forbrukere ha mindre disponibel inntekt å bruke på julegaver, noe som kan føre til reduserte krav til julevarer og tjenester. De ønsker gjerne å spare inn penger der det er mulig, og kan fokusere på å vise omtanke for nære og kjære ved å gi personlige og meningsfulle gaver, istedenfor materielle gaver, for å kunne legger mer vekt på tid sammen med familie og venner. Samlet sett bør både bedrifter og forbrukere være oppmerksomme på internasjonale trender og krefter som kan påvirke julehandelen i nedgangstider. Ved å forstå disse trendene kan bedrifter betjene kundene sine bedre og redusere virkningen av økonomiske utfordringer, mens forbrukere kan ta informerte beslutninger om juleutgifter samtidig som de har råd til det de ønsker. Økonomi, valutakurs, trender, netthandel og inflasjon er alle sterke internasjonale faktorer som er med på å påvirke julehandel i en nedgangstid. Alt i alt er vår oppgave svært relevant internasjonalt, ettersom jul er en internasjonal feiring og nedgangstidene er et internasjonalt økonomisk problem den dag i dag, som flere er og har blitt påvirket av. I konklusjonen til vår oppgave har vi også funnet ut at julehandelen blir påvirket av nedgangstidene, men at folk gjerne sparer mer inn på det daglige forbruket for å skjerme julehandelen mest mulig.

Kilder

Bugge, A. B., Klepp, I. G., Borch, A., Schjøll, A., Laitala, K., & Hauggrønningen, V. (2019). *Jul – pynt, gaver, mat og klær (No. 12).*

Lier, T., Stensland, M., Meisingset, S., Lea, A., Bach, D., Fraser, S., Rustad, M. (2023). Norges bank: Svak krone kan gi flere rentehopp. Hentet 5.mai 2023 fra https://e24.no/boers-og-finans/i/nQOkpJ/norges-bank-svak-krone-kan-gi-flere-rentehopp

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of interactive advertising*, *19*(1), 58-73.

Poppe, C., & Kempson, E. (2022). *Dyrtid under oppseiling II (No.8).* https://oda.oslomet.no/oda-xmlui/handle/11250/3021799

Sarmento, M., Marques, S., & Galan – Ladero, M. (2019). Consumption dynamics during recession and recovery: A learning journey. Journal of Retailing and Consumer.

Solheim, U., Sørenes, S., Kristensen, C. H., & Rønning, M. (2022, desember 27). *Nordmenn brukte nærare 100 milliardar på julehandelen i år*. NRK.

SSB. (2019). Tast og kjøp – hva, hvor og når som helst. Hentet 5.mai 2023 fra https://www.ssb.no/priser-og-prisindekser/artikler-og-publikasjoner/tast-og-kjop-hva-hvor-og-nar-som-helst

Thorsnes, S. S. & Økland, T. K. (11.januar, 2023) *Ekstraordinært år for prisveksten i 2022. SSB. Hentet 5.mai 2023 fra https://www.ssb.no/priser-og-prisindekser/konsumpriser/statistikk/konsumprisindeksen/artikler/ekstraordinaert-ar-for-prisveksten-i-2022#:~:text=Konsumprisindeksen%20(KPI)%20gikk%20opp%205,prosent%20fra%202021%20til%202022*

Virke. (2022) *Julehandelen 2022.* Hentet 5.mai 2023 fra https://www.virke.no/pavirkningsarbeid/julehandel/