April 24
Object Project
Heeyoung Choi

Receipt

1) Collect

MTA NYC Transit
SELECT BUS SERVICE TICKET
Keep as proof of payment
Show upon request

Stop ID: 012702
Machine ID: 010291
Tues 27 March 18 12:08

Route : M15
Direction : S/W

Payment Type:
MetroCard
Serial #:2845187371
Card Type: 116
30-DAY AGENCY

Questions? Call 511

Collected data from receipts

< Expense Pattern >

Collected data from receipts

⇒

[1] Records about expenses

[2] Data based on numbers and texts

[3] Shows expense pattern

2) Visualize

“Expense Pattern”

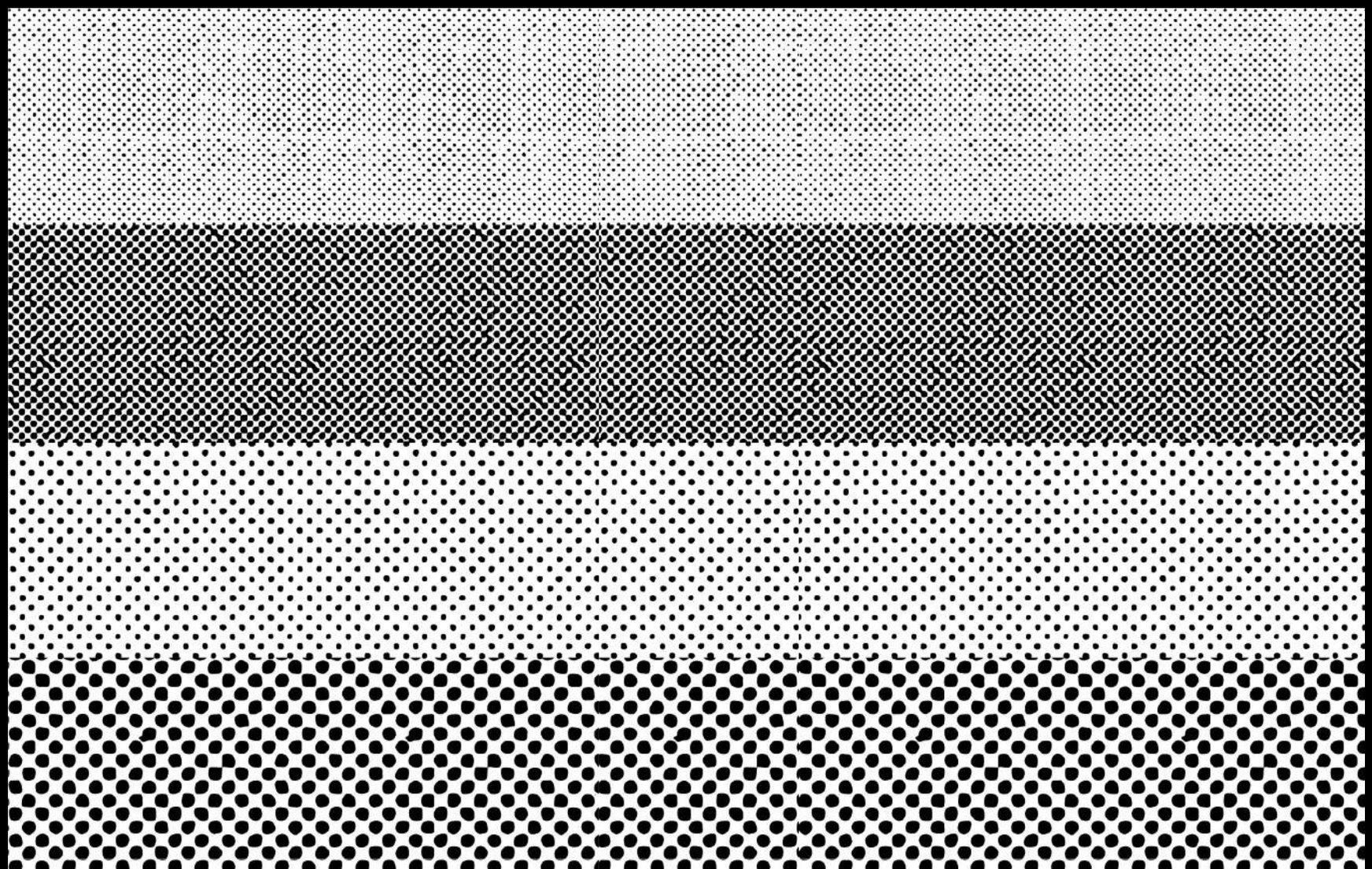
“Expense Pattern”

⇒

Which day
Which time
Which types of product
that I expensed

Experiment Process

Type of expense



Type A Supply

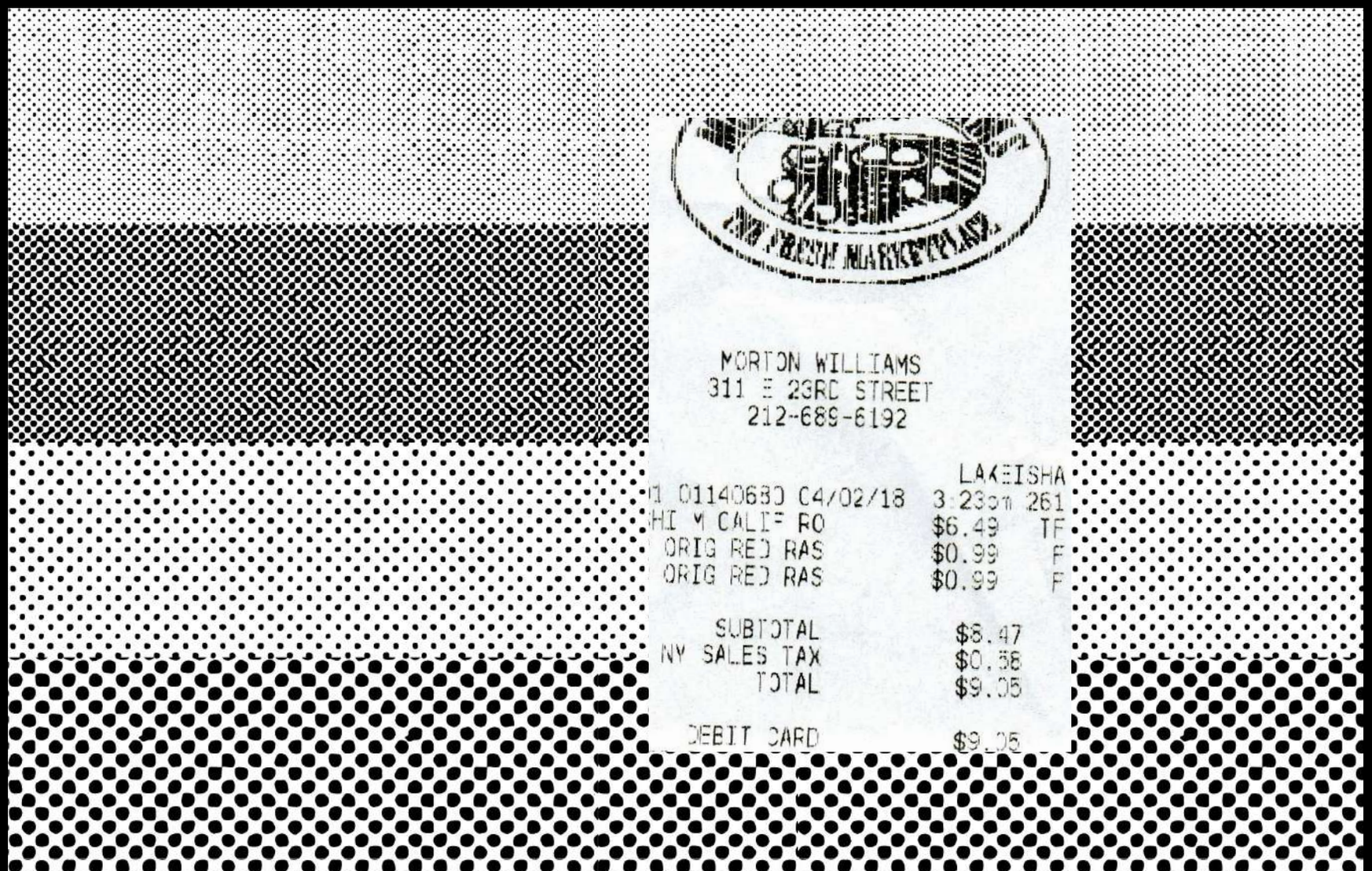
Type B Food

Type C Service

Type D Digital Good

Experiment Process

Type of expense



Type A Supply

Type B Food

Type C Service

Type D Digital Good

Experiment Process

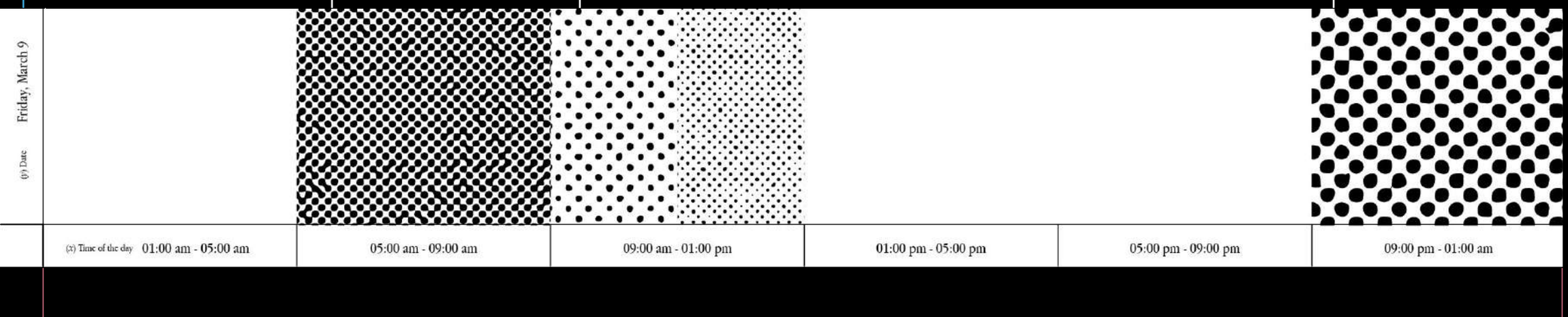
< Expense Pattern >

(y) Date

(b) Supply

(c) Service, (a) Food

(d) Digital Good

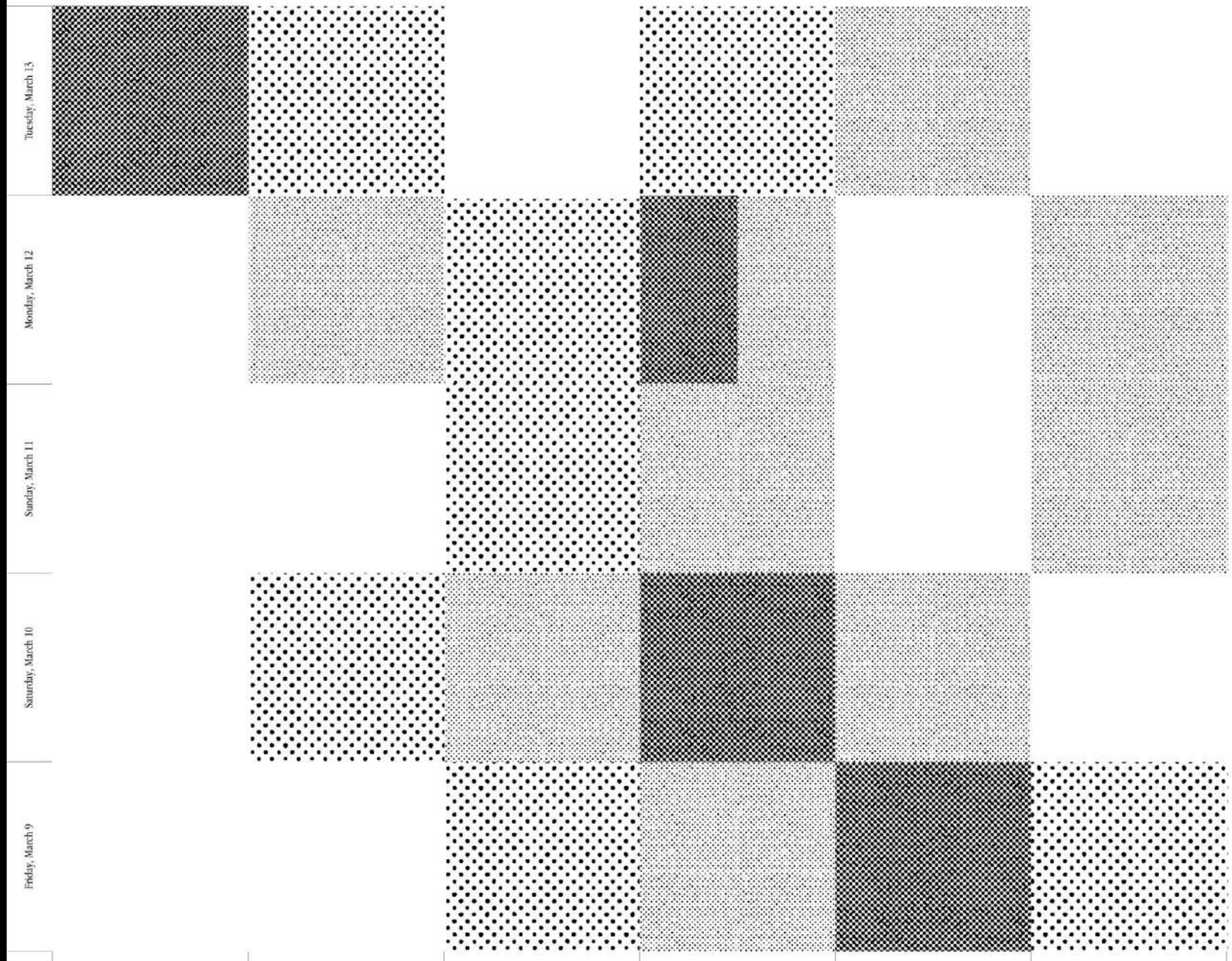


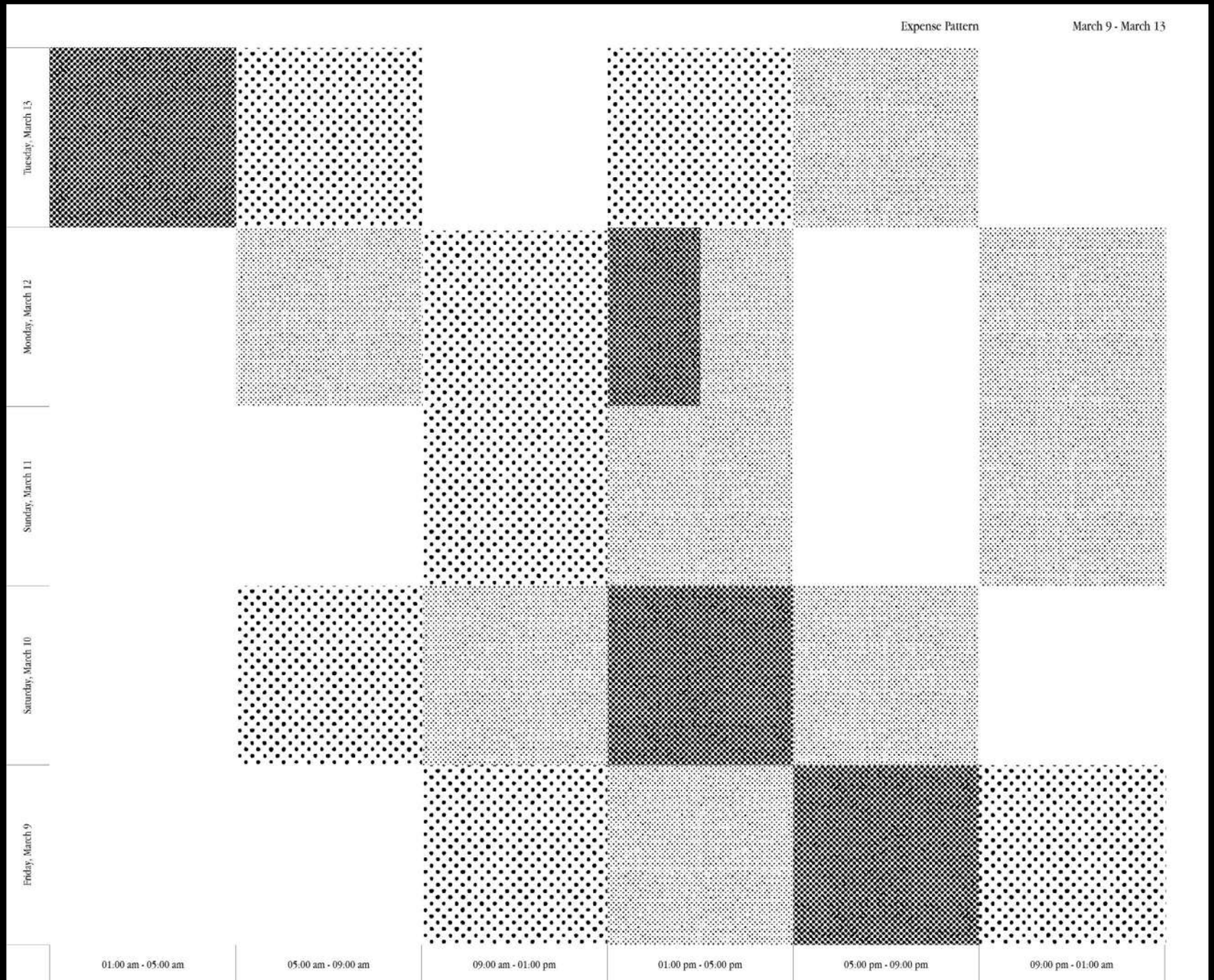
(x) 24 hours divided into 6 groups

March 9 - April 7
“Expenses Patterns”

Expense Pattern

March 9 - March 13





March 9 - March 13

1 Food (9)

2 Service (6)

3 Supply (4)

4 Digital Goods (0)

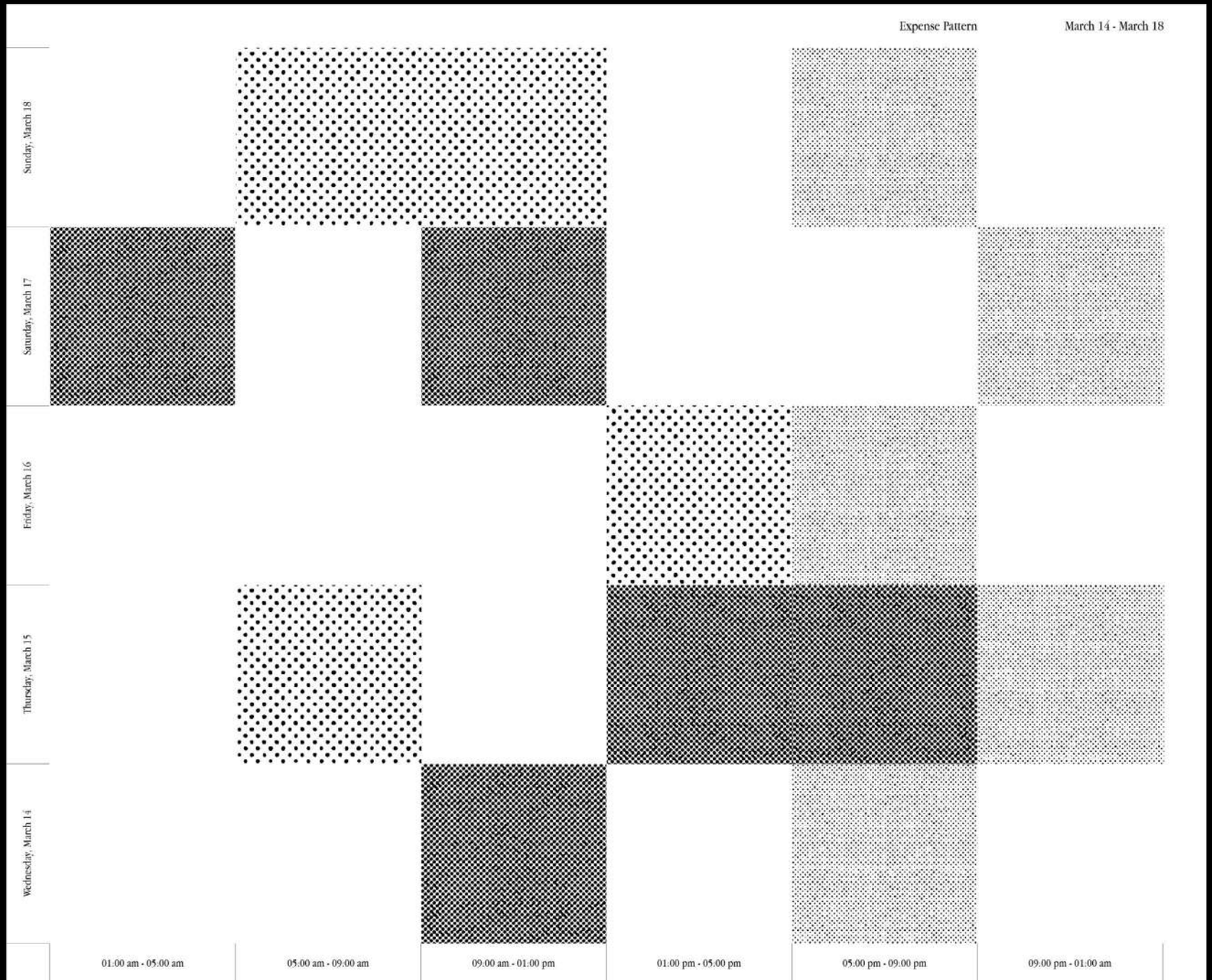
Types of product

(a) Food

(b) Supply

(c) Service

(d) Digital



March 14 - March 18

1 Food (5)

2 Supply (5)

3 Service (4)

4 Digital Goods (0)

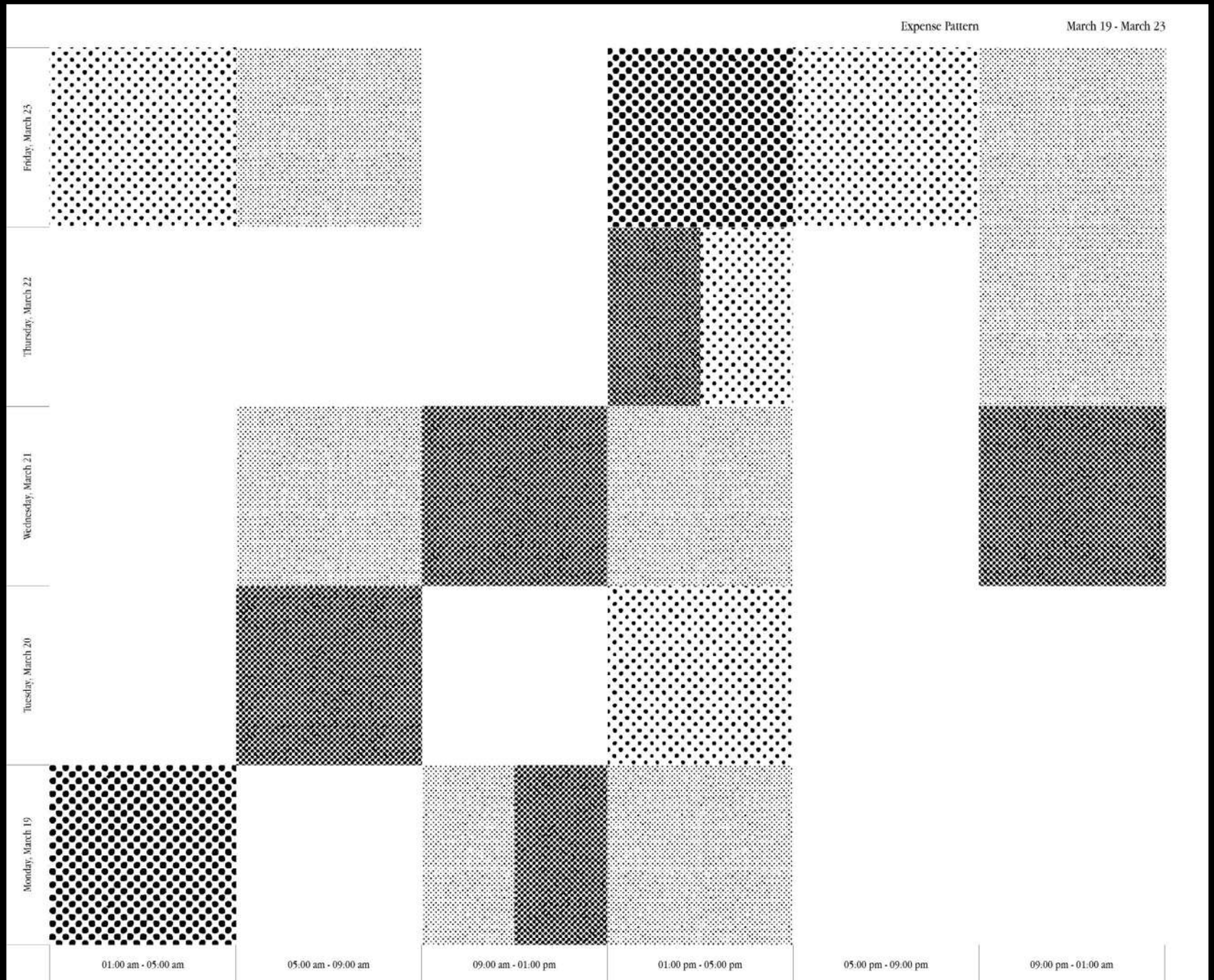
Types of product

(a) Food

(b) Supply

(c) Service

(d) Digital



March 19 - March 23

1 Food (7)

2 Supply (5)

3 Service (4)

4 Digital Goods (2)

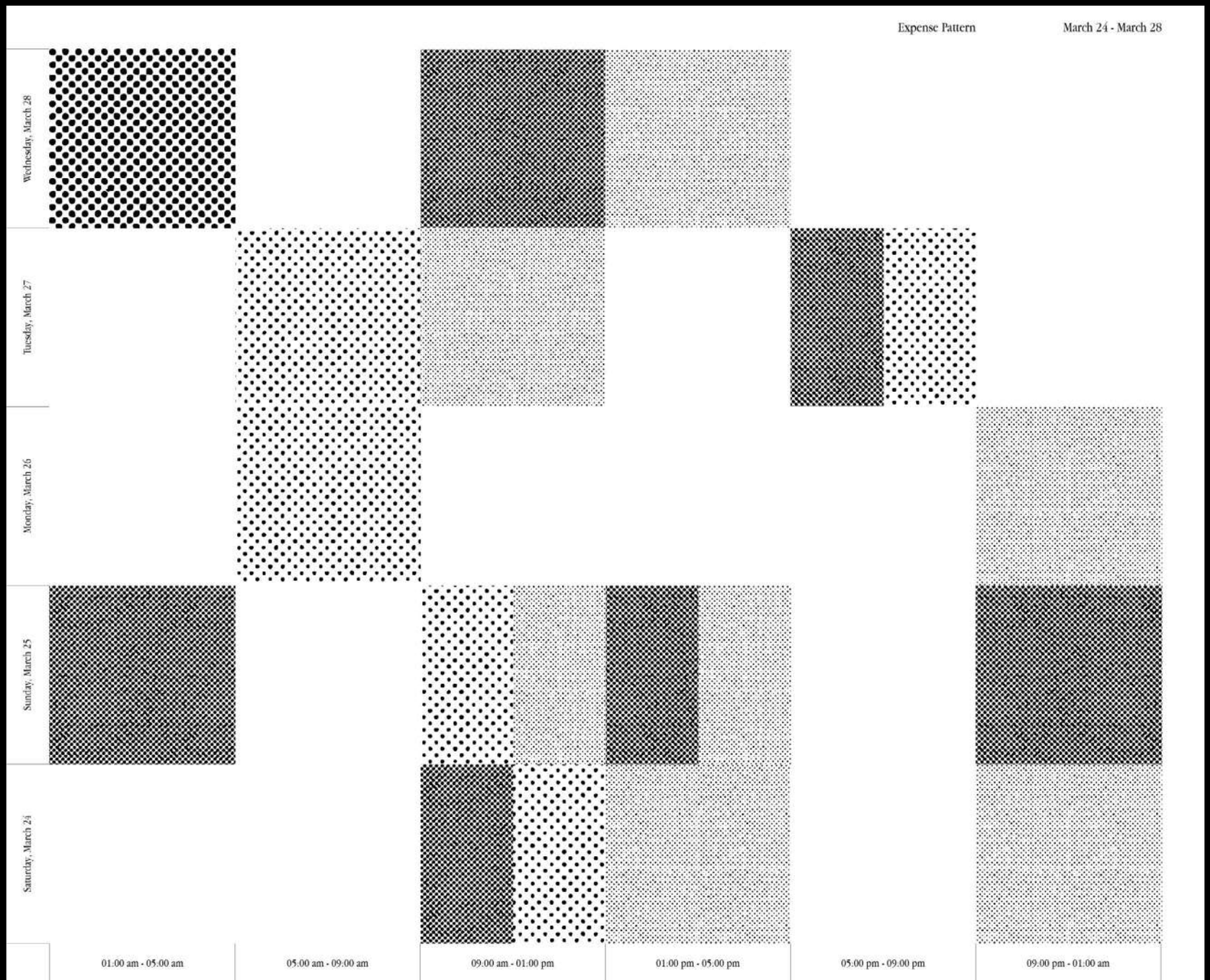
Types of product

(a) Food

(b) Supply

(c) Service

(d) Digital



March 24 - March 28

1 Food (7)

2 Supply (6)

3 Service (5)

4 Digital Goods (1)

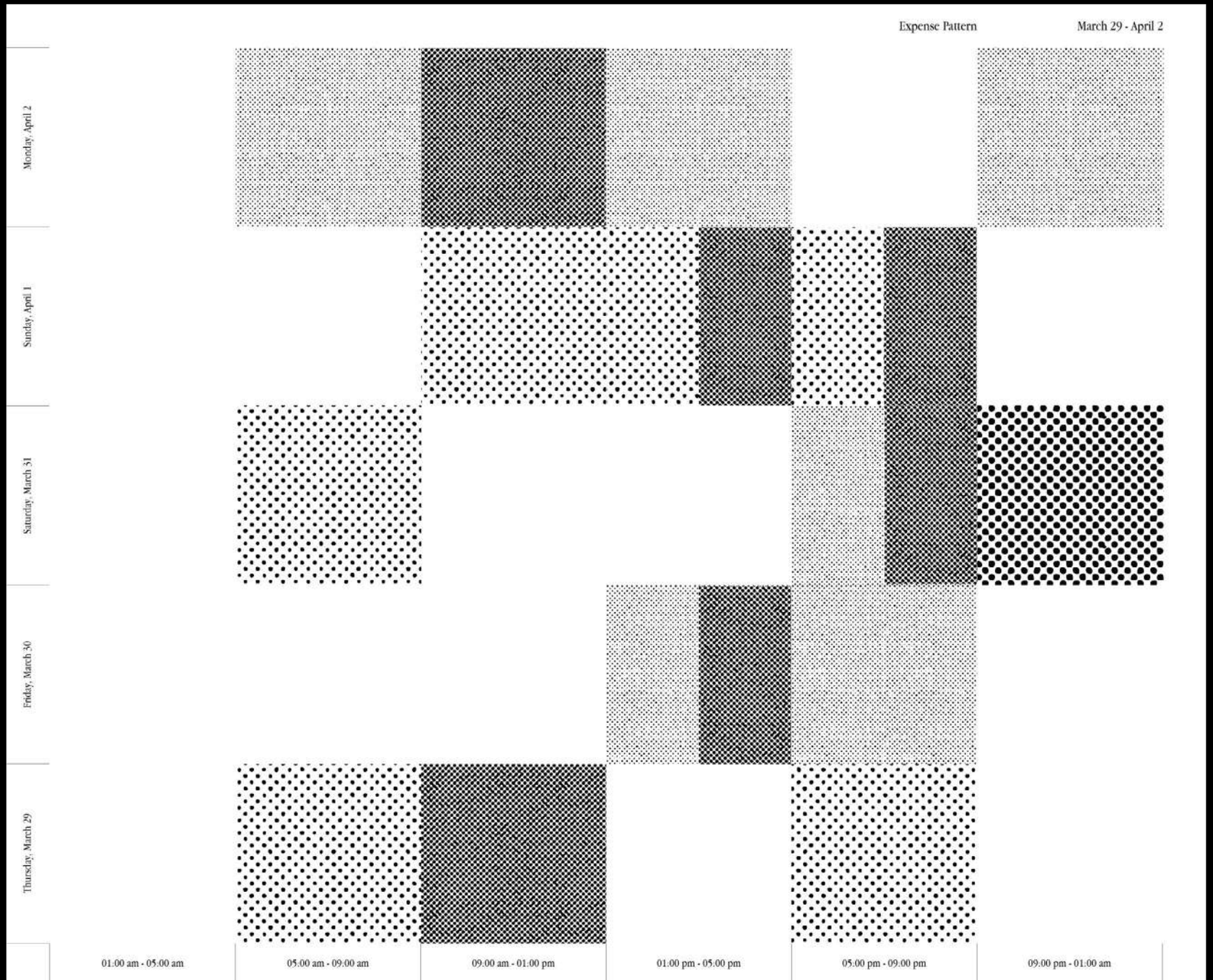
Types of product

(a) Food

(b) Supply

(c) Service

(d) Digital



March 29 - April 2

[1] Food (6)

[2] Supply (6)

[3] Service (6)

[4] Digital Goods (1)

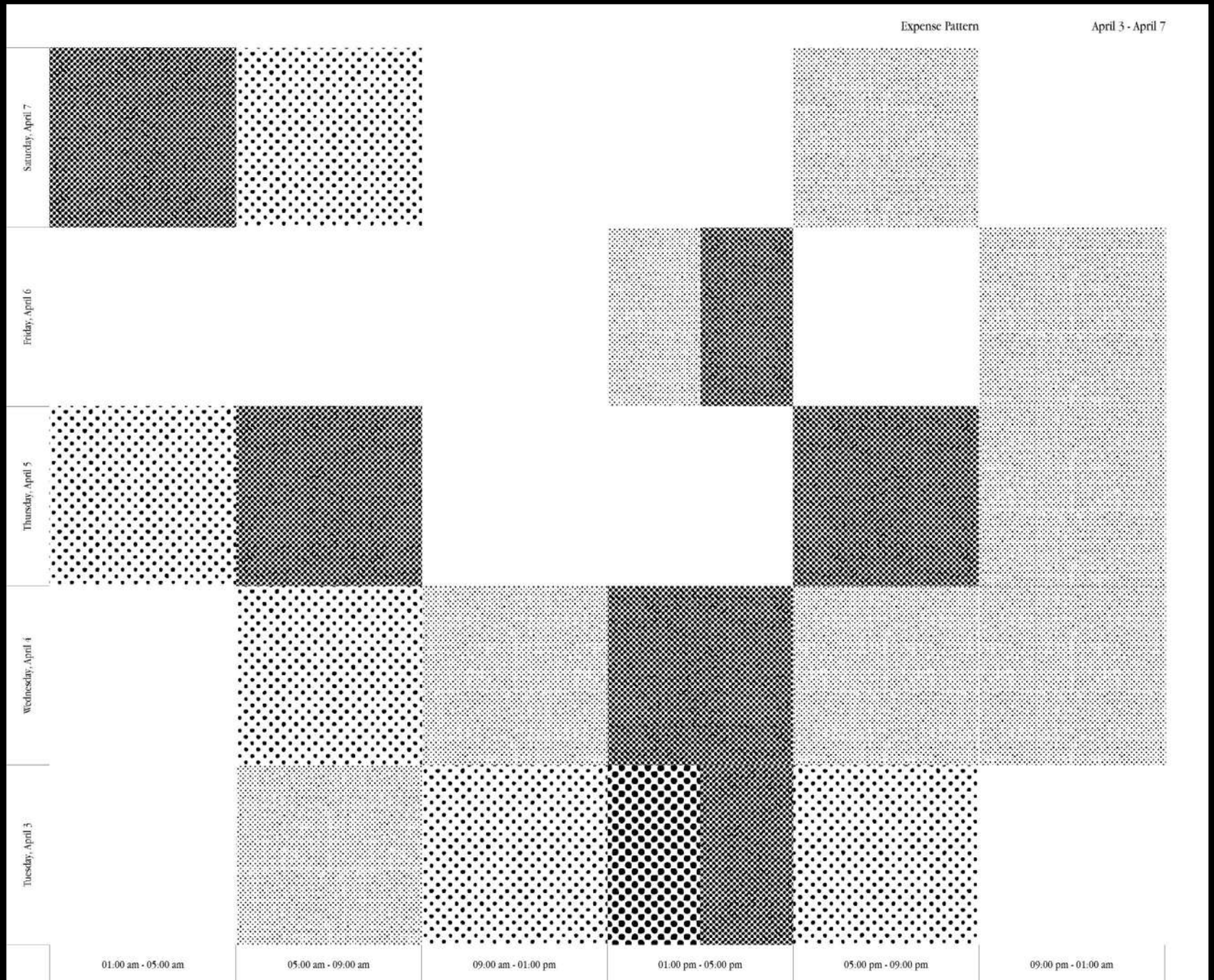
Types of product

(a) Food

(b) Supply

(c) Service

(d) Digital



April 3 - April 7

1 Food (8)

2 Supply (6)

3 Service (5)

4 Digital Goods (1)

Types of product

(a) Food

(b) Supply

(c) Service

(d) Digital

3) Analyze

Statistics of Expenses

Statistics of expenses

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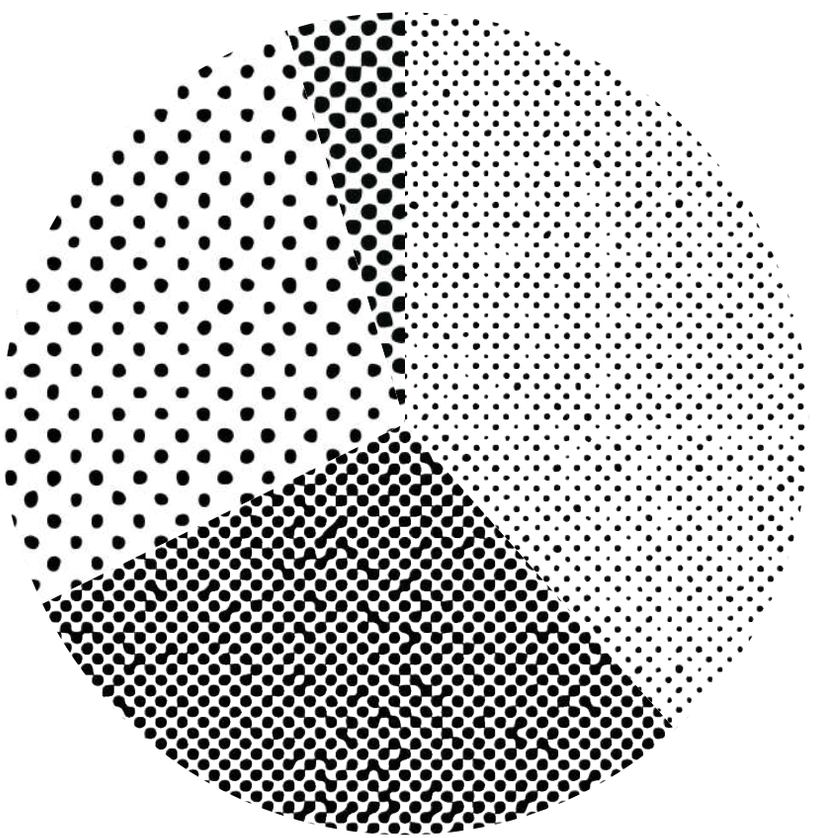
1 Most expensed type of product

2 Most expensed day of week

3 Most expensed time group

A. Most expensed type of product



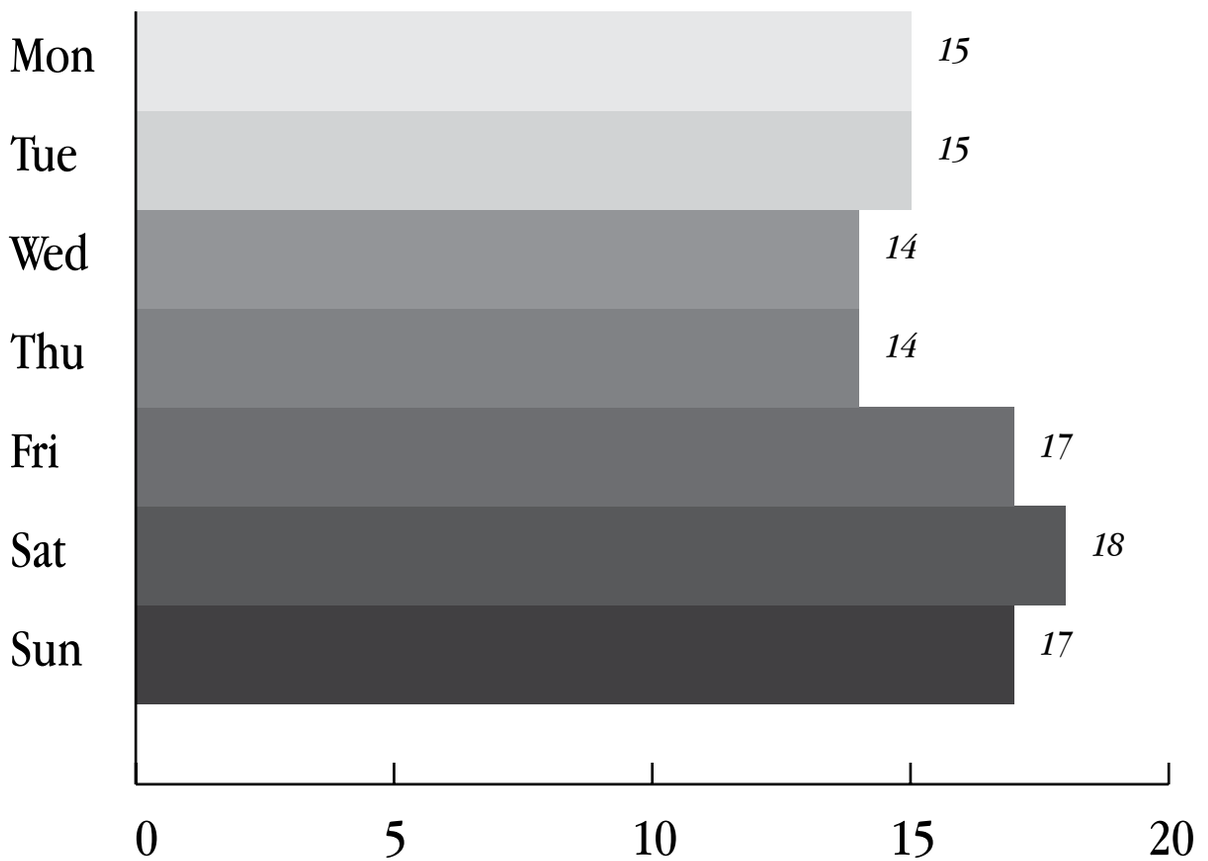
1 Food (42)

2 Supply (32)

3 Service (30)

4 Digital Goods (5)

B. Most expensed day of week



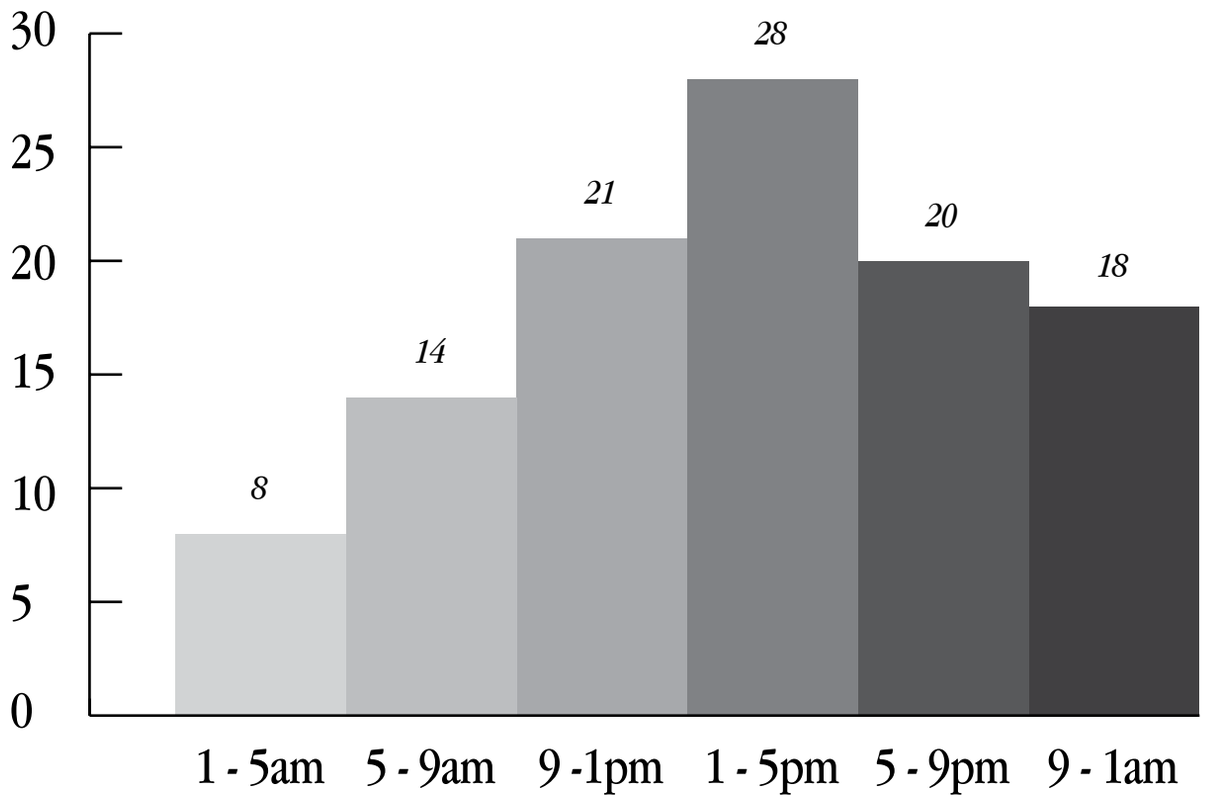
1 Sat (18)

2 Fri/Sun (17)

3 Mon/Tue (15)

4 Wed/Thu (14)

C. Most expensed time group



1 1pm - 5pm (28)

2 9am - 1pm (21)

3 5pm - 9pm (20)

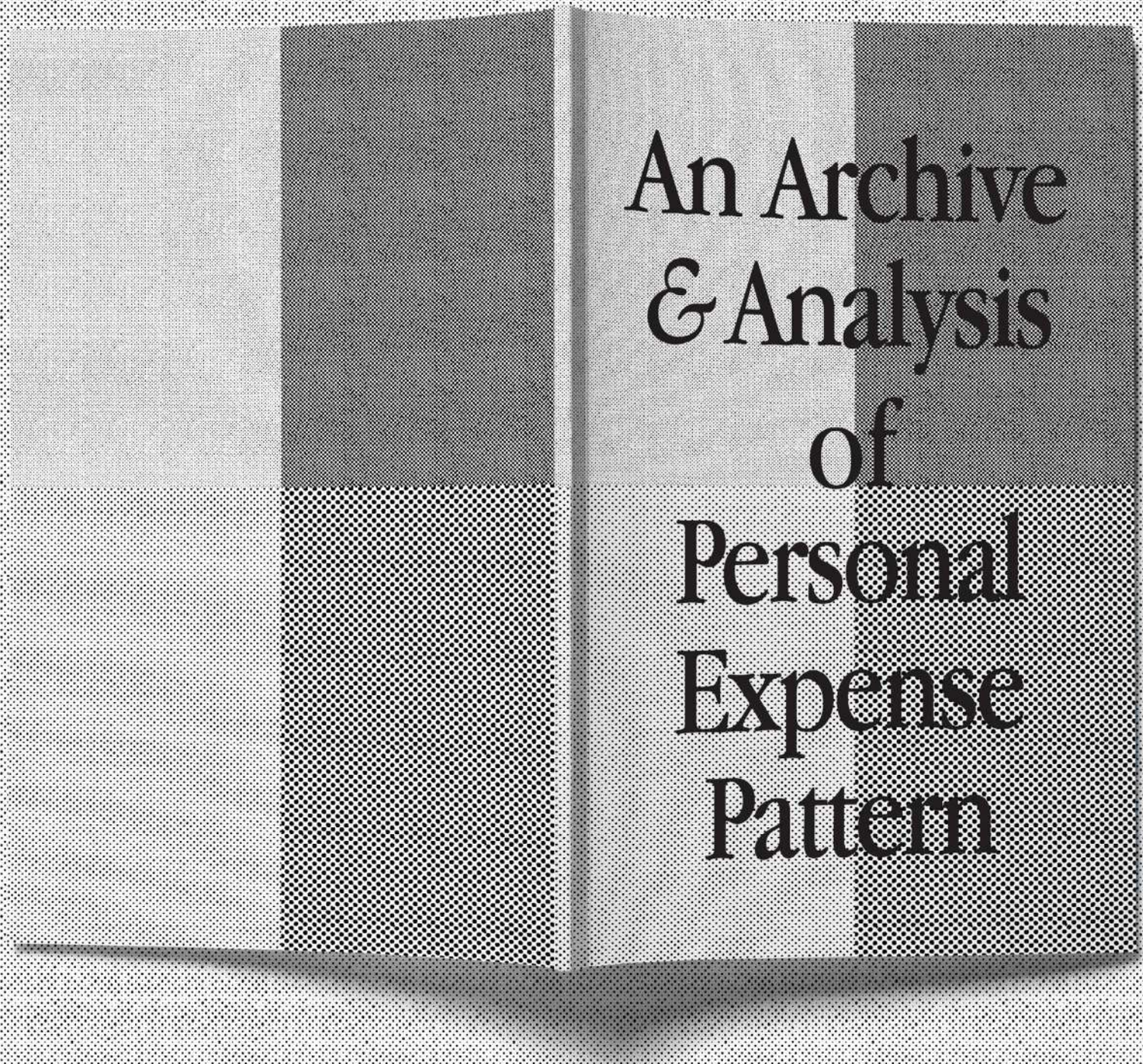
4 9pm - 1am (18)

5 5am - 9am (14)

6 1am - 5am (8)

4) Finalize

An Archive & Analysis of Personal Expense Pattern


An Archive
& Analysis
of
Personal
Expense
Pattern

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An Archive and Analysis of Personal Expense Pattern is a project examining the pattern of personal expenses based on receipts.

MTA NYC Transit
SELECT BUS SERVICE TICKET
Keep as proof of payment
Show upon request

Stop ID: 012702
Machine ID: 010291
Tues 27 March 18 12:08

Route : M15
Direction : S/U

Payment Type:
MetroCard
Serial #:2845187371
Card Type: 116
30-DAY AGENCY

Questions? Call 511

Okinii
216 Thomps ST
New York, New York 10012
2125744438

*** PACKAGER RECEIPT ***

Server: Ivan Station 5
Take Out
3/28/2018 4:56:46 PM

00
uber

1 811 pork box 17.95
1 California Roll. 0.00

SUB TOTAL: 17.95
Tax 1: 1.60
$19.55

TOTAL:

In House Charge Tendered: 19.55
0.00

Balance:

Ticket #: 31
Order #: 57037
$$$ SETTLED $$$

IV) Expense pattern shows;
1 Which day
2 Which time
3 Which types of product
That user expensed.

V) An experiment started with data; "Expense Pattern," which is visualizing personal expenses in graphic - pattern charts.

VI) Data is grouped into three categories; Day of the week, Time of the day, and Type of the product.

VI) Categorization

Category 1 Day of the week

1 Sunday
2 Monday
3 Tuesday
4 Wednesday
5 Thursday
6 Friday
7 Saturday

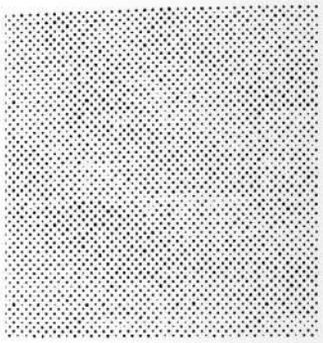
Category 2 Time of the day

Time Group 1 01:00 am - 05:00 am
Time Group 2 05:00 am - 09:00 am
Time Group 3 09:00 am - 01:00 pm
Time Group 4 01:00 am - 05:00 pm
Time Group 5 05:00 pm - 09:00 pm
Time Group 6 09:00 pm - 01:00 am

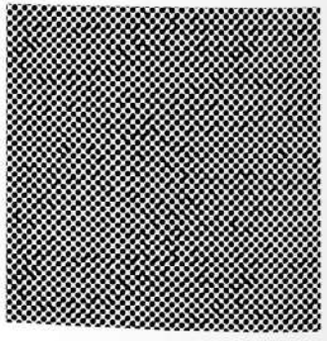
VI) Categorization

Category 3 Type of the product

Product Type 1 Food

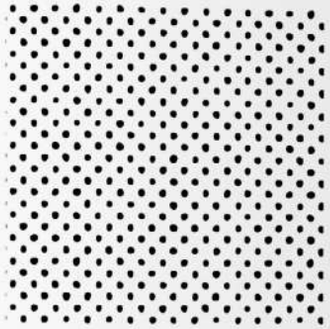


Product Type 2 Supply

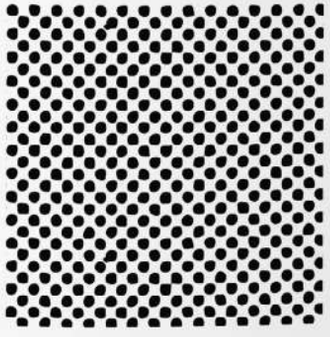


Category 3 Type of the product

Product Type 3 Service



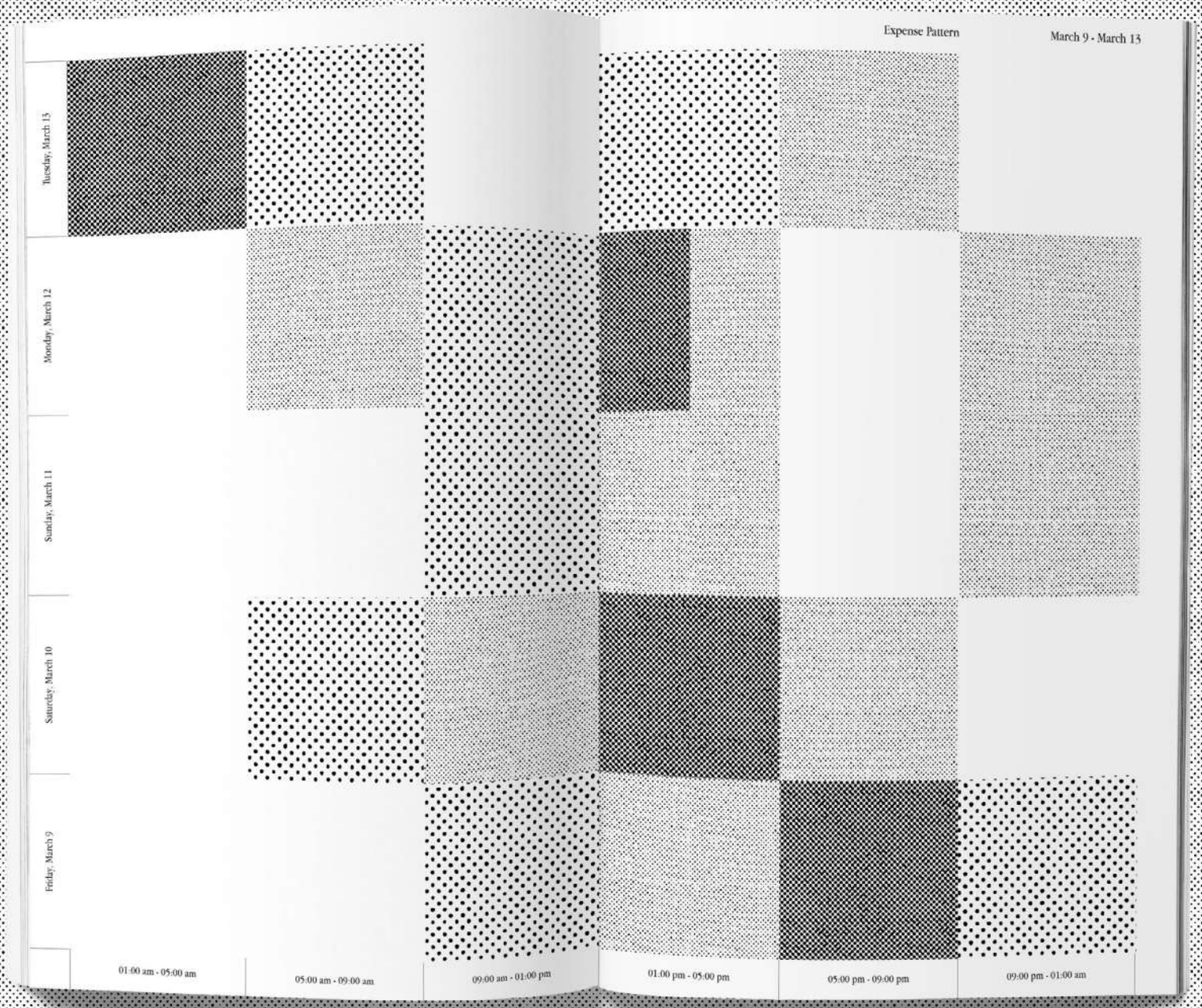
Product Type 4 Digital Goods

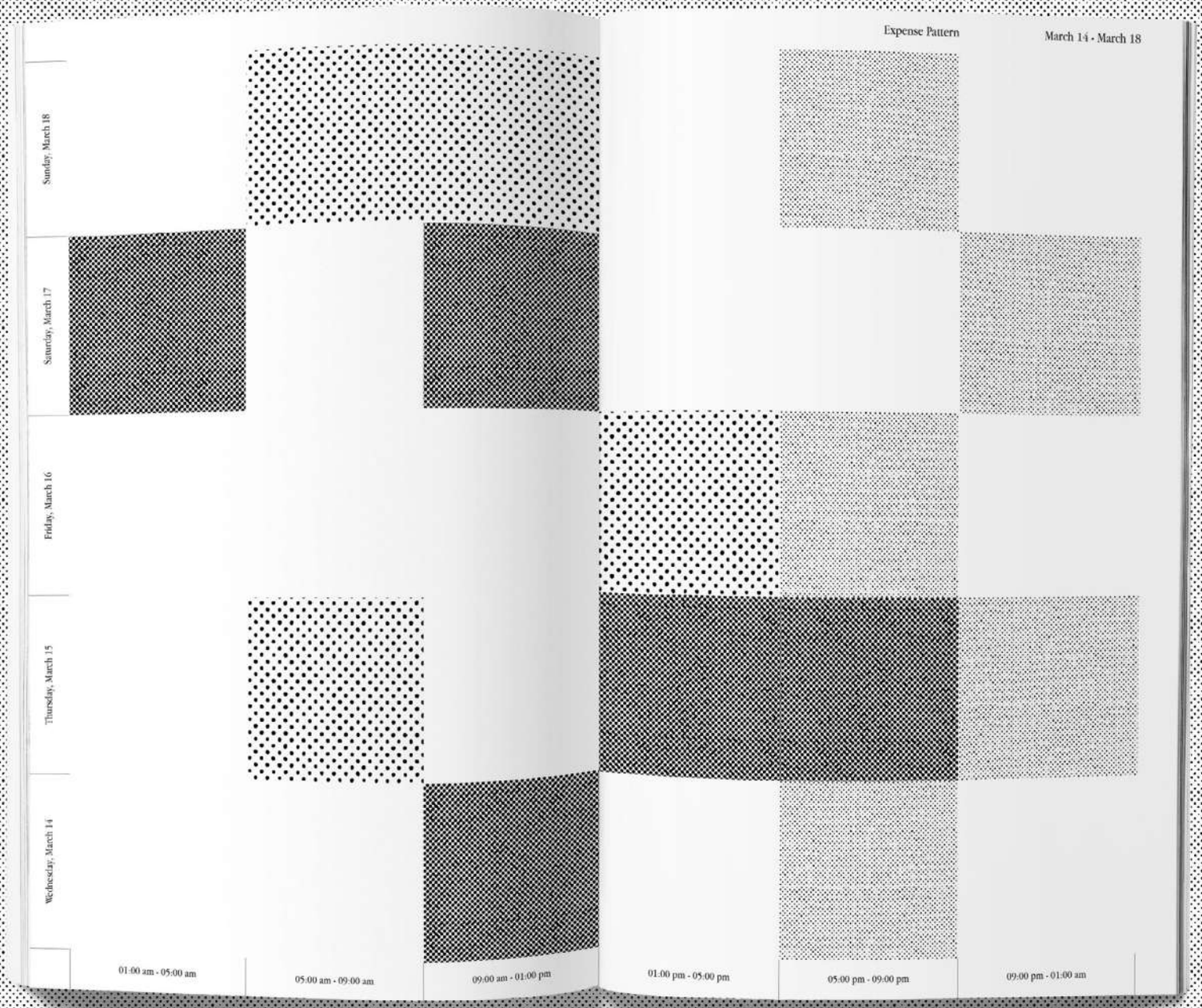


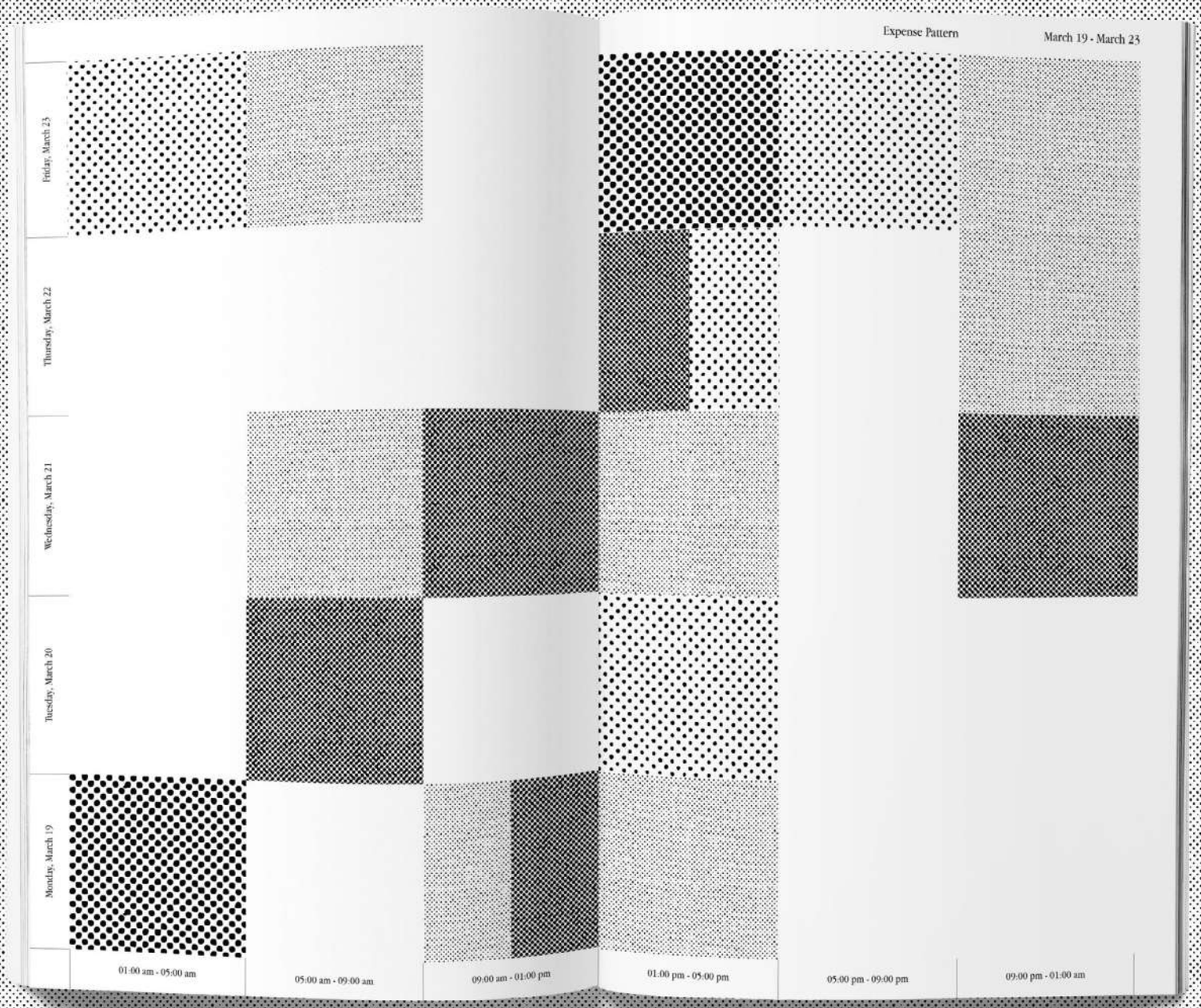
Experiment

Expense Pattern

March 9th - April 7th


Expense Pattern
March 9 - March 13
Tuesday, March 13
Monday, March 12
Sunday, March 11
Saturday, March 10
Friday, March 9
01:00 am - 05:00 am
05:00 am - 09:00 am
09:00 am - 01:00 pm
01:00 pm - 05:00 pm
05:00 pm - 09:00 pm
09:00 pm - 01:00 am

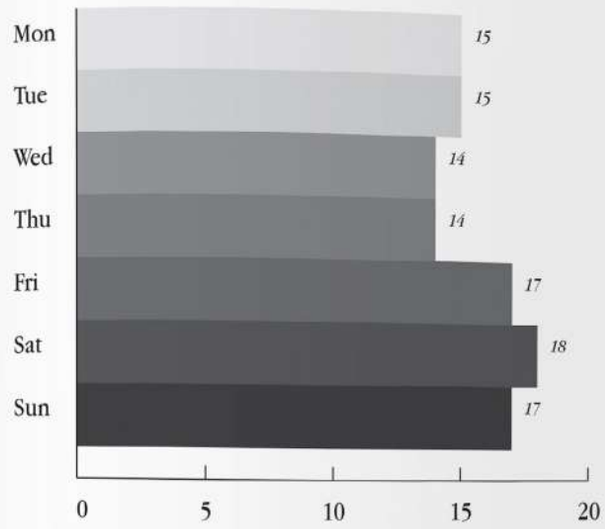

Expense Pattern
March 14 - March 18
Sunday, March 18
Saturday, March 17
Friday, March 16
Thursday, March 15
Wednesday, March 14
01:00 am - 05:00 am
05:00 am - 09:00 am
09:00 am - 01:00 pm
01:00 pm - 05:00 pm
05:00 pm - 09:00 pm
09:00 pm - 01:00 am


Expense Pattern
March 19 - March 23
Friday, March 23
Thursday, March 22
Wednesday, March 21
Tuesday, March 20
Monday, March 19
01:00 am - 05:00 am
05:00 am - 09:00 am
09:00 am - 01:00 pm
01:00 pm - 05:00 pm
05:00 pm - 09:00 pm
09:00 pm - 01:00 am

Statistics of expenses

Analyze “Expense Pattern”

The experiment "Expense Pattern" summarized into the statistics — the practice of analyzing numerical data in large quantities — which showing three categories; A. Most expensed day of the week, B. Most expensed time group and C. Most expensed type of product. Each statistics indicate the most frequent expense pattern of an individual.



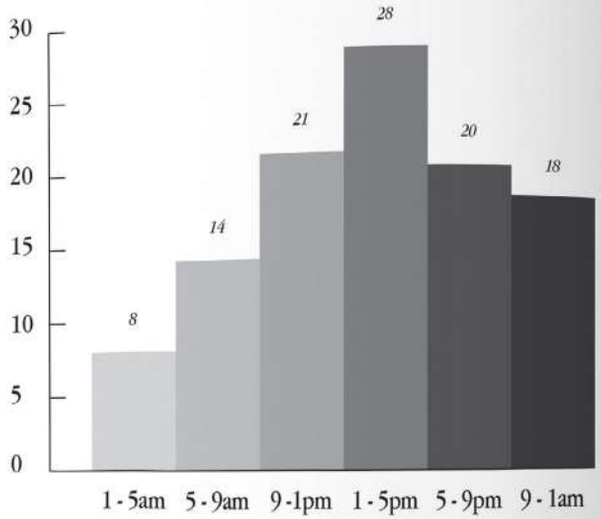
[1] Saturday (18)

[2] Friday / Sunday (17)

[3] Monday / Tuesday (15)

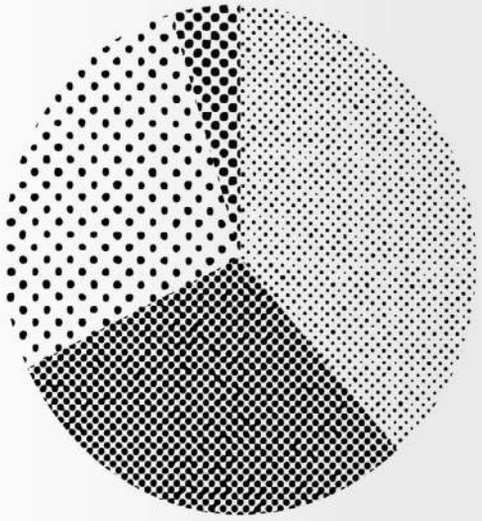
[4] Wednesday / Thursday (14)

B. Most expensed time group



1 1pm - 5pm (28)
2 9am - 1pm (21)
3 5pm - 9pm (20)
4 9pm - 1am (18)
5 5am - 9am (14)
6 1am - 5am (8)

C. Most expensed type of product



1 Food (42)
2 Supply (32)
3 Service (30)
4 Digital (5)

Research Paper

What is Consumer -ism?

Kent L. Granzin, University of Utah
Gary M. Grikscheit, University of Utah

What is Consumerism?

Kent L. Granzin and Gary M. Grikscheit (1976)
Advances in Consumer Research Volume 3

ABSTRACT

This research is a response to the question: "What is consumerism?" The hypothesis that general attitudes toward the socio-economic environment influence more specific attitudes toward buyer-seller relations is evaluated using factor and canonical correlation analysis. Consumerism exhibits a complex structure consisting of alternative views on consumer protection. The findings provide a foundation for designing preventative and remedial programs.

INTRODUCTION

Consumerism, the "social movement seeking to augment the rights and power of buyers in relation to sellers," (Kotler, 1972) is manifest in new laws, regulations, and marketing practices, as well as in new public attitudes toward government and business. Despite unprecedented affluence and a host of new and improve products and services, consumers are disenchanted with the marketing system. Symptomatic of consumers' malaise are complaints about rising prices, demands for improved products and services, suggestions for improving the adequacy of product information, and concern for the physical environment. In response to these consumer dissatisfactions, self-appointed spokesmen, unions,

professional consumer organizations, business leaders, and politicians have advocated numerous remedies for curing consumer ills. During the rise of consumerism at least one consumer spokesman, Ralph Nader, has become a modern folk-hero.

Yet, as is typical for youthful social movements in a state of rapid change, the structure of consumerism is neither well defined nor clearly understood. To be sure, both participants and observers have expressed their perceptions of consumerism, but little has been done to empirically characterize this social movement. Hence, the purpose of this research is to provide at least partial answers to the question "What is Consumerism?

Guiding the search for answers to the question is the hypothesis that general attitudes toward the socioeconomic environment influence more specific attitudes Toward buyer-seller relations. This hypothesis follows from the results of a number of studies reported in the behavioral literature. For example, Bolton's study of peace-group membership shows that a person's predisposition toward social action is related to his degree of alienation (Bolton, 1972). Zygmunt asserts the socio-cultural context is central to understanding movement affiliation, Longman and Pruden find anomie important to understanding attitudes toward specific marketing acts, and a number of other investigators report the viability of employing general measures to determine views on particular subjects (Zygmunt, 1972; Longman and Pruden, 1972; McCloskey and Schaar, 1965; Stole, 1956). Based on the behavioral and business literature, the present research employs three types of such general attitudinal measures to provide data for testing its hypothesis: (1) degree of reliance on business and/or government for regulating economic activities; (2) satisfaction with one's social and economic environment; and (3) trust of others.

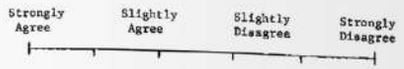
METHOD

Based on a cluster sampling scheme, Salt Lake City was divided into 49 cells according to census tracts, and blocks within each tract were selected at random. [The reader may be interested in speculating about how findings are affected by local demographic characteristics even though this research does not attempt to estimate parameters for a universe larger than residents of the Salt Lake metropolitan area.

According to the 1970 census, Salt Lake City, with a population of 175,798, was 98.1 percent whites and 1.9 percent nonwhite. The Spanish-American ethnic group (primarily recorded as white) constituted 4.8 percent of the total, while persons of foreign stock contributed 15.4 percent of the total population. Also of possible relevance, although local scholarly studies suggest otherwise, is the predominance of a single religion. Approximately 47 percent of the Salt Lake residents claim affiliation with the L.D.S. (Mormon) Church.] For each block a map detailing the number and location of dwelling units was drawn and the units to be contacted were selected on a systematic random basis. The sampling plan sought to include 20 percent of the dwelling units per block, alternating male and female respondents of at least 18 years of age. One callback was made before the next dwelling was substituted.

A total of 295 residents provided usable responses to the personally administered questionnaire. The instrument contained 28 opinion items representing both the three classes of general measures introduced above and items judged a priori to indicate respondents' specific interest in consumerism. All opinion items were 100 mm Likert-type scales such as:

"More protection is needed for the consumers of this country."



To avoid pattern responses by respondents, the instrument used some items stated as positive and some stated as negative opinions, an alternative approach to reversing the scales themselves. Naturally, the number of items that can reasonably be included in a questionnaire is limited by the willingness of respondents to cooperate with interviewers.

Business writings provide a rich source of the items expressing opinions on specific consumerism issues (Day and Aaker, 1970; Bauer and Greyser, 1967; Buskirk and Rothe, 1970). Typical of these measures is the item tapping support for the leaders of the consumerism movement: "Consumer spokesmen (like Ralph Nader) should be thanked for the work they are doing."

A number of more general items involve support for business and/or government control of marketing operations, based on the rationale that consumerism frequently calls on either or both of these institutions to protect the consumer (Herman, 1970). Underlying their inclusion was the desire to see whether the consumer views the two institutions as complementary or alternative means for furthering his ends. That is, are business and government perceived as equally responsible for remedying wrongs? Direct remedy by these institutions is exemplified by the items "Business should bear more of the cost of consumer protection" and "The government should do more to control prices." Government control of the economy varies, however, in the directness of its link to business matters. While control of

Thank you.