To investigate the mechanisms underlying the strong volatility in expenditure, we pay attention to the concentration of purchases when commodities are on bargain sale. Figure 1 shows the price and the number of units sold of Nissin Cup Noodle at a supermarket over four months. As shown, more than 1,000 units of cup noodles sell in bargain sales, while only a few sell at regular prices. No research known has yet taken into account the importance of the bargain sales of processed food in the analysis of consumption smoothing. With the marketing data, we can evaluate the importance of bargain sales in the volatility of the consumption data. More specifically, we construct a model of multiple consumption goods with different degrees of durability and estimate the dynamic decision model. In addition, we simultaneously investigate the dynamic process of commodity price. Next, in this project, we investigate the heterogeneity in price levels among households. Even in inflationary and deflationary periods, commodity prices generally exhibit different movements; that is, the price data of some goods increase while others stay constant or decrease. If the elasticity of substitution of prices is different among households, the household price level may also differ across households. Because we can utilize information on household level actual transaction prices, it is possible to investigate the relationship between the price level and household characteristics such as labor status. The third topic to investigate in this project is the time allocation of households. Based on information on the price differential between convenience stores and supermarkets, we estimate the opportunity cost of shopping and its determinations in the form of household characteristics, such as the number of small children in the household.