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This study investigated re-gifting, the act of taking a previously received gift and using it as a gift for another, by asking, “What is the role of re-gifting in the consumer gift-giving process?” The study sought: (1) to explore consumers’ feelings and thinking about re-gifting; (2) to use qualitative methodology, that is, in-depth interviews with men and women; and (3) to analyze the interview text for emergent themes to improve our understanding of re-gifting. Analysis of the text from 22 interviews yielded 44 initial emergent themes. Iterative analysis resulted in 16 evolved themes representing five theme categories: gift assessment (three themes), gift response (three themes), re-gifting triggers (three themes), disposal strategies (five themes), and meeting social norms (two themes). Re-gifting was found to be a common practice socially, but one in which secrecy was carefully maintained to protect the feelings of the gift recipient involved in the re-gifting.

AN EXPLORATION OF GIFT GIVING: RE-GIFTING  
AS A GIFT-GIVING BEHAVIOR

by

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## CHAPTER I

### INTRODUCTION

Chapter I includes the following sections: (1) Introduction to the Study; (2) Background of the Study; (3) Research Question; (4) Research Objectives; (5) Assumptions; and (6) Definition of Terms.

#### **Introduction to the Study**

For most people, gift giving is an integral part of their social experience. Webster's Third New International Dictionary (Gove, 1993) defines a gift as "something that is voluntarily transferred by one person to another without compensation" (p. 953). The ancient practice of gift giving has significantly influenced cultures around the world, and it remains a crucial part of the process of creating and maintaining social relationships today (Sherry, 1983). Furthermore, gift giving has huge economic impact. Garner and Wagner (1991) have estimated that at least \$78 billion are spent annually for gifts outside the household. Research was originally very sparse in gift giving, but in recent years research in gift giving has yielded some common understandings of the gift-giving process. One of the phenomena associated with the process of gift giving is re-gifting, which is defined in this study as the act of taking a previously received gift and using it as a gift for another. Little is currently known about the re-gifting process and it deserves research attention.



## **Background of the Study**

### **Economic Impact**

A significant amount of expendable income, by consumers, is being allotted toward gift giving. Consumers have been found to spend over 10 percent of their household income on gifts alone (Shama and Thompson 1989). Garner and Wagner (1991) found that consumers are spending over \$110 billion each year in the United States on gift giving. Additionally, research has shown that if income increases, extra-household gift giving increases, while, when income decreases, people reduce extra-household gift expenditures (Garner and Wagner, 1991).

### **Social Impact**

Initially, gift giving received little recognition from the marketing profession; however, due to the prevalence and strong interpersonal meaning of gift giving, interest in research on gift giving has grown over the years (Belk 1976). Across this body of research, studies have consistently found certain things to be characteristic of the gift-giving process. At the broadest level, gift giving is an ancient practice and has significantly influenced cultures around the world. In fact, gift giving could be called a universal social process (Belk, 1976). Research findings clearly tie it to the process of creating and maintaining social relationships (Sherry, 1983). Given that each relationship is unique, gift giving varies with the circumstance and the relationship—making it highly contextual (Sherry, 1983).

Another pervasive issue throughout gift-giving research is the impact of gender. Research has shown that women play a dominant role in the gift-giving process in our society (Rugimbana et al., 2003). Researchers have often focused on gender-related issues relevant to gift-giving behavior. Studies have indicated that

women are typically more involved in gift giving, as well as devoting more time to it than men (Fischer et al., 1990; Areni et al., 1998). Research also has indicated that men see gift giving as women's work (Otnes, 1994). Although women have been found to be the primary gift-giving decision makers, research has shown that men actually spend more money on individual gifts than women (Rugimbana et al., 2003).

Although many things about gift giving have remained the same, other aspects have modified over time. Numerous recent studies have described a significant increase in self-giving. This reflects the overall trend beginning around the turn of the century (the beginning of the 21<sup>st</sup> century) towards a more self-centered shopping experience with a focus on individual material goods (O'Donnell et al. 2004). The self-centered focus is evidenced by the fact that the most popular gifts are cash and gift-cards (Lally 2005), which provide value without actually searching for gifts for others. The fact that these are the most popular gift items further exemplifies an emphasis on the self, as gift cards and cash are quick and convenient for their giver and provide a simple means for the buyer to purchase what he or she actually desires. Too, gift giving has evolved into a complex activity in developed economies where people enjoy many material goods. No longer is gift giving viewed solely as a social obligation; rather, the art of gift giving has become a well thought out process where the gift giver puts more time and effort into choosing his or her purchase, as gifts are given frequently for events like birthdays, holidays, and "thank you's."

### **Overview of the Gift-giving Literature**

As previously mentioned, the practice of gift giving is ancient and has significantly influenced cultures worldwide. It has been a major vehicle for the creating and maintaining of social relationships (Sherry, 1983), as well as being an

integral part of the economic structure of some cultures, for example the Northwest Native American potlatch. Today it remains a crucial part of the process of creating and maintaining social relationships. From a research perspective, gift giving received little attention initially from the marketing profession; however, due to the prevalence and strong interpersonal meaning of gift giving, interest in gift-giving research has grown (Belk 1976).

An interest in gift-giving research began in the 1920s with guidance provided from the visionary who initially addressed this topic, Marcel Mauss, a noted French anthropologist and sociologist. Mauss provided researchers with a foundation and a process model, which influenced the research area. Up until the 1950s, little research was seen regarding gift giving other than Mauss's theoretical analysis, where an emphasis on the obligation to give, receive and repay played a significant role in the conceptualization of the gift-giving process. However, by the 1960s, other studies began to emerge, as anthropology, sociology, psychology, economics, and consumer research perspectives on gift giving were pursued. The consumer's decision to purchase a particular gift became extremely important in gift-giving studies during the late 1970s. By the 1980s, socioeconomic culture played a key role, gift swaps amongst employees gained popularity, and a greater emphasis was placed on the exchange of gifts on festive occasions. Once the 1990s emerged and society became more time-pressured, women were assumed to play the role of the gift purchaser. These same gift-buying trends have continued into the current decade. Since the beginning of the 21<sup>st</sup> century, a number of research studies have focused on how modern lifestyles have affected gift giving. Research findings suggest that the more anxiety-ridden consumers are about their purchases, the more they spend on gift

giving (even considering inflation), and the earlier they start the holiday-buying process.

### **Gaps in the Literature**

Although there has been a dramatic increase in gift-giving research from the 1920s until current time, gaps still remain in the literature. These gaps range from methodological weaknesses to specific topical areas that have been overlooked by researchers. One methodological weakness in gift-giving research has been the use of a narrow range of groups, specifically relative to gender. For example, many gift-giving studies have investigated females' gift-giving behavior while few studies have focused on males' gift-giving behavior. One reason for this is that females have historically been more likely to respond to research surveys, skewing the data collected toward a female perspective. Overlooking men's contributions to gift giving fails to provide a true picture of consumers' overall gift-giving behavior and does not provide a true picture of the complexity of the social interactions involved either in society in general or between men and women.

Another gap in the gift-giving research area is research attention to non-traditional gift giving such as hoarding. Researchers have not yet explored this new trend which involves purchasing large numbers of gifts at bargain prices, for example, making purchases of highly reduced merchandise, and then holding the merchandise until a time of gift exchange. Gift uniqueness may motivate purchasers as well. Researchers have yet to thoroughly monitor the steps an individual takes when choosing a unique gift to suite a particular individual. This process could be entirely different than average gift giving, as this method may take the buyer considerably more time and be a much more complex process. Little research has been done

regarding the mental steps one takes as he or she chooses the appropriate wedding or birthday gift. This process often involves more thought and time due to the personal and social importance of the gift.

Re-gifting is another non-traditional gift-giving behavior on which little research has been done. Re-gifting takes place when someone uses a gift that was previously given to him or her as a gift for someone else, with the re-gifter assuming that the original giver of the gift will not be aware that the present is missing. Re-gifting appears to have become a relatively common option only recently. This may reflect the level of affluence in the United States and the cultural norm of frequent gift exchange within US society. Despite re-gifting being a part of the gift-giving process that appears to be easily recognized by the average consumer, a literature review found no research on the topic of re-gifting.

### **Research Question**

Given that a review of the literature found no studies on re-gifting and its relationship to the gifting process, it is appropriate to consider exploratory research in this area. In order to help fill the gap in our understanding of the gift-giving process, the research question for this exploratory study is “What is the role of re-gifting in the consumer gift-giving process”?

### **Research Objectives**

This research will investigate the research question by specifically seeking:

1. To explore consumers’ feelings and thinking about gifting and re-gifting;
2. To access consumers’ feelings and thinking via in-depth interviews with men and women;

3. To analyze the interview text for emergent themes to develop our understanding of the gift-giving process in general and the re-gifting process in particular.

### **Assumptions**

This study is founded on the following assumptions:

1. Based on the literature, women are primarily responsible for gifting and re-gifting;
2. Men's gift-giving behaviors have been under-researched;
3. Gift giving is reciprocal, i.e., once one receives a gift, he or she often feels obligated to give a gift in return; and
4. Re-gifting is characteristic of economic munificence.

### **Definition of Terms**

The following terms are relevant to this study:

<b>Term</b>	<b>Definition</b>
<b>Case Studies</b>	The researcher explores a single entity or phenomenon ("the Case") bounded by time and activity (e.g., a program, event, process, institution, or social group) and collects detailed information through a variety of data collection procedures over a sustained period of time.
<b>Experimental Studies</b>	Characterized by random assignment of subjects to experimental conditions and the use of experimental control.
<b>Gift</b>	Something that is voluntarily transferred by one person to another without compensation (Webster, 1986).
<b>Gifting</b>	The act of giving a gift

<b>Phenomenological Studies</b>	Human experiences are examined through the detailed description of the people being studied- the goal is to understand the “lived experience” of the individuals being studied; involves studying a small group of people intensively over a long period of time.
<b>Qualitative Research</b>	A process of inquiry with the goal of understanding a social or human problem from multiple perspectives; conducted in a natural setting with a goal of building a complex and holistic picture of the phenomenon of interest.
<b>Quantitative Research</b>	An inquiry into an identified problem, based on testing a theory composed of variables, measured with numbers, and analyzed using statistical techniques; the goal is to determine whether the predictive generalizations of a theory hold true.
<b>Re-gifting</b>	The act of taking a previously received gift and using it as a gift for another.

## CHAPTER II

### REVIEW OF THE LITERATURE

Chapter II includes the following sections: (1) Introduction to the Gift-giving Literature; (2) A Review of the Gift-giving Literature; (3) Gaps in the Literature; and (4) Restatement of the Research Question.

#### **Introduction to the Gift-giving Literature**

Gift-giving research began initially in the 1920s by the visionary who addressed this topic, Marcel Mauss, a noted French anthropologist and sociologist who published the book *The Gift* (Mauss, 1925). Mauss provided researchers with a foundation and a process model about gift giving, which both opened up the topical area to researchers and focused that research initially on the social processes involved in gift exchange. Mauss's (1925) work was based on texts only, not field work, and he therefore, viewed gift giving as an act of collective solidarity that demonstrated mutual obligations. Although Mauss's work was relatively unsophisticated, it inspired others who followed to explore more sophisticated and mature approaches to gift-giving research.

Growing out of Mauss's anthropological/sociological foundation, the gift-giving research area has evolved over the decades: (1) the methodology used to research gift giving has advanced, becoming more sophisticated, taking advantage of technological changes and better analysis techniques; (2) multiple perspectives have been introduced, including economic, demographic, psychological and marketing views of gift giving; (3) the number of studies has grown from a handful in the 1960s



to dozens of studies in recent decades; (4) research topics have expanded from broad research questions to more detailed subject matter; and (5) changes in social structure have been reflected in the gift-giving research (see Appendix A for gift-giving research by decade).

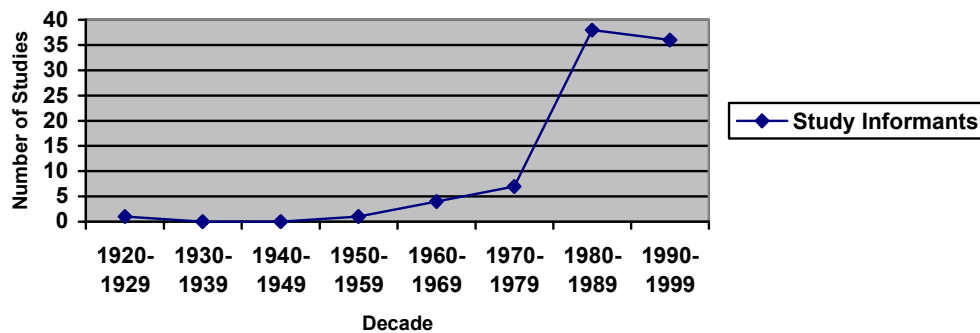
### A Review of the Gift-giving Literature

#### **An Overview of Gift-giving Research by Decade**

One way of assessing the research activity in regards to the gift-giving literature is to look at the actual number of studies focusing on the topic. Figure 1.1 presents the number of studies on gift giving by decade from the 1920s to present day. As can be seen, from the 1920s through the 1960s, relatively little research was conducted on gift giving. However, Figure 2.1 clearly shows an increase in the number of studies as the topic received greater research attention in more recent years. In the 1970s and 1980s gift-giving research grew and, starting in the mid-1980s, growth of research in this area exploded.

Figure 2.1

*Gift-giving Research from the 1920s to the Present*



Up until the 1950s, little research existed regarding gift giving other than Mauss's theoretical analysis, where an emphasis on the obligation to give, receive and repay played a significant role in the conceptualization of the gift-giving process. However, by the 1960s, other studies began to emerge, as anthropology, sociology, psychology, economics and consumer research perspectives were pursued. The consumer's decision to purchase a particular gift became extremely important in gift-giving studies during the late 1970s. By the 1980s, socioeconomic culture played a key role, gift swaps amongst employees gained popularity and a greater emphasis was placed on the exchange of gifts on festive occasions. Once the 1990s emerged and society became more time-pressured; women were assumed to play the role of the gift purchaser. These same gift-buying trends have continued into the current decade. Since the beginning of the 21<sup>st</sup> century, a number of research studies have focused on how modern lifestyles have affected gift giving. Research findings have suggested that consumers are more anxiety ridden about their purchases, spend more on gift giving (even taking inflation into consideration) and start the holiday-buying process earlier each year.

### ***Gift-giving Research: 1920-1929***

The father of gift-giving research was a French sociologist and anthropologist, Marcel Mauss. Mauss was born on May 10, 1872 in Epinal, France, and died February 1, 1950 in Paris (Winters, 1991). Mauss's uncle, the well-known Emile Durkheim, was his early mentor. Mauss studied philosophy and the history of religion, taught primitive religion and was the co-founder of the Ethnology Institute at the University of Paris. All of these roles led to his life of scientific research (Winters, 1991). He worked together with his uncle to produce *L'annee Sociologique*

("The Sociological Year,") a journal in which Durkheim's ideas and sociological methods were expounded. While producing this work, Durkheim died and Mauss became the journal's editor (Winters, 1991).

Although Mauss never did his own original fieldwork, he turned the attention of other French scientists such as sociologists, philosophers and psychologists towards the study of ethnology (Winters, 1991). Mauss also worked to demonstrate the close relationship between anthropology and psychology. Among one of his earliest is *Sacrifice: Its Nature and Function* in 1899 (Winters, 1991). His most influential work is thought to be *The Gift*, written in 1925, which produced the preeminent theoretical analysis of the gift-giving process for his time. This work concentrated on his theory of "gift exchange." It explored the religious, legal, economic, mythological and other aspects of giving, receiving and repaying in different cultures (Mauss, 1925). Mauss used case studies conducted in northwestern North America, Polynesia and Melanesia to demonstrate that gift exchange is a total system at the center of society.

Mauss was regarded as a highly intellectual man with an encyclopedic mind familiar with an exceptional breadth of ethnographic and linguistic knowledge. He was an inspiration to many of his contemporaries. Through his study, he concluded that gift giving could be viewed as a self-perpetuating system of reciprocity made up of three types of obligations which initially motivate and inspire the individual to become involved in the process of giving a gift. These three types of obligations included (1) the obligation to give, (2) the obligation to receive and (3) the obligation to repay (Mauss 1925). As the primary contributor to gift-giving research studies in the 1920s, Mauss had a positive influence on his students, which led to further

expansion of his ideas on gift giving.

#### ***Gift-giving Research: 1930-1939***

For the decade of the 1930s, no further reported research on gift giving was found during the literature review. Mauss's seminal work remained influential in Europe, but was accessible only to those who could read the original French.

#### ***Gift-giving Research: 1940-1949***

For the decade of the 1940s, no further research on gift giving was discovered by the literature review. This dearth of research is not too surprising due to the early part of the decade being dominated by World War II, which created a focus on commodity and war material production. It was hardly a friendly environment for gift giving. The later part of the decade struggled with financial stability and the rebuilding of war-damaged countries. Again, this was hardly a time for a focus on gift giving.

#### ***Gift-giving Research: 1950-1959***

Surprisingly, the major impact on gift-giving research during the decade of the 1950s was again made by Marcel Mauss. Mauss' work, *The Gift*, was first translated into English during the 1950s, making his ground-breaking work more accessible to the world. The translation, done by F. Cunnison of Glenco, and published by Illinois' Free Press in 1954, was the first major contribution to gift-giving research since *The Gift* was originally published in 1925, almost 30 years earlier. This seminal and significant work by Mauss became widely available at approximately the same time as Western countries were beginning to make significant economic recoveries from World War II.

### ***Gift-giving Research: 1960-1969***

During the 1960s, research demonstrated increased interest in advancing gift-giving knowledge. Interestingly, the attention to gift giving came from multiple perspectives, moving it beyond the purely anthropological/sociological views expressed by Mauss (1954). In the fields of anthropology (Levi-Strauss, 1965), sociology (Gouldner, 1960), psychology (Schwartz, 1967), economics (Belshaw, 1965) and consumer behavior (Lowes, Turner, & Wills, 1968; Bussey, 1967) researchers examined gift exchange in order to obtain a greater understanding of a broad range of gift-giving behaviors. Without specific direction from previous thinkers such as Mauss, research expanded, and the data acquired was highly fragmented as evidenced by the wide range of research topics addressed. Lowes and colleagues (1968) conducted the first extensive study targeted exclusively at Christmas gift giving. Their sample was taken from a broad range of subjects over an extended period of time. They interviewed 705 purchasers of small appliances in 1966, used Gallup polls covering 1963 through 1967, and utilized a quantitative random survey by National Opinion Polls to collect their data.

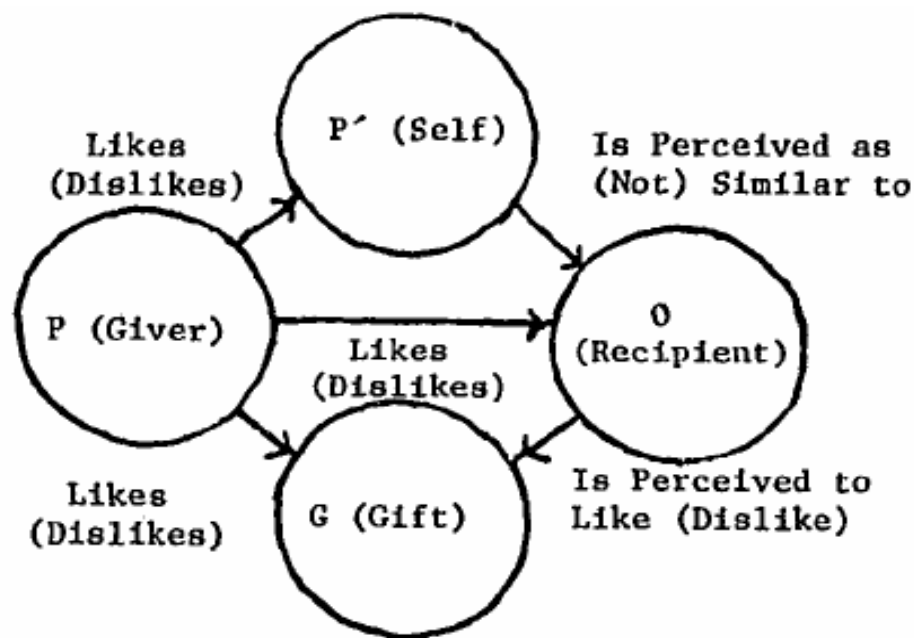
### ***Gift-giving Research: 1970-1979***

Gift-giving research flourished during the 1970s. Russell Belk, well known for his early conceptual model on gift selection introduced in 1976, greatly influenced future researchers for the rest of the decade (see Figure 2.2). The expansion in gift-giving research was due primarily to Belk's model, the only model of gift giving produced in the academic literature up to that date. Belk's 1976 model suggested that gifts are purchased based upon the interests of the buyer, who believes that the recipient would enjoy similar items to those of his/her liking. Conversely, if a

purchaser does not like the gift, he or she also assumes that the recipient will not like it either. The purchaser balances his/her own likes and self-concept with that of the recipient.

Figure 2.2

*Belk's 1976 Gift-giving Digraph*



Belk's research defined the 19<sup>th</sup> century as the starting point for buying mass-produced gifts. American industry began to pump excess goods into the US market, and therefore the manufacturing industries had a need to promote the idea of a holiday filled with gifts, rather than one or two special items. The manufacturing industries found a way to increase demand in order to distribute their increased supply (Belk, 1976). Until that time the season was more of a religious celebration. Most of what holiday spending there was went towards food and drink (Belk, 1976). Any gifts

purchased were more of a necessity rather than a luxury. Belk's view on gift giving beginning in the 1800s is supported by the publishing of "Twas the Night Before Christmas" [originally A Visit from Saint Nick] by Clement Moore in 1923. This poem focused on the arrival of Saint Nick to deliver gifts.

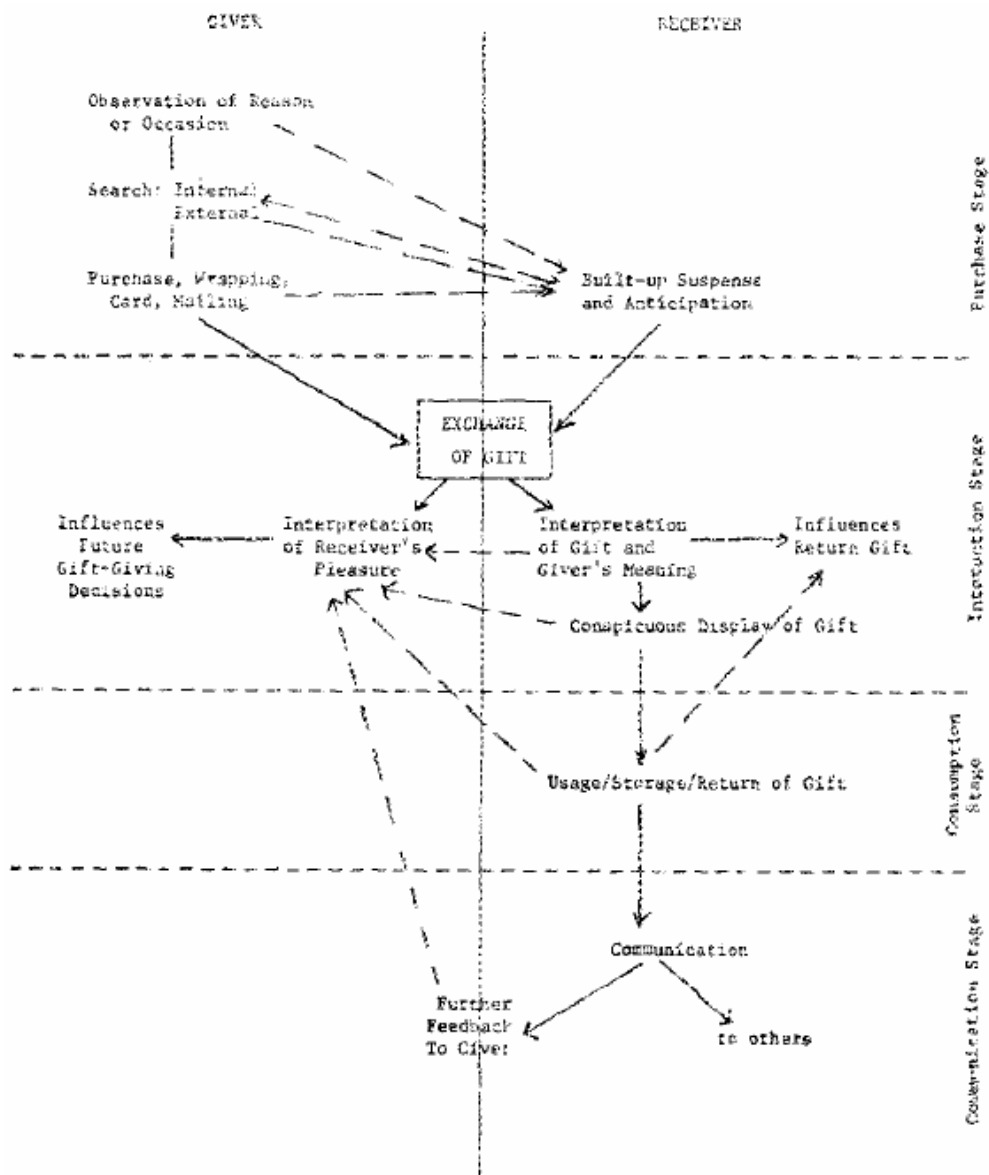
In 1979 Belk continued his research and introduced an interactive paradigm that described four stages of gift giving. This four-stage process included the purchase stage, the interaction/exchange stage, the consumption stage, and the communication/feedback stage. The purchase stage consists of not only the actual buying transaction, but also the planning and selection of the gift (Belk, 1979). The interaction/exchange stage describes the gifting occasion, whether associated with another event (for example, a Christmas dinner) or given independently as an independent surprise. Another important factor in this stage is the reaction of the recipient and giver. The third stage, the consumption stage, includes the usage and storage of the gift, the more conspicuously displayed the better. Lastly, the communication/feedback stage follows after some period of time, when the recipient has used the gift. The receiver may look for recognition that the recipient was satisfied with the gift. Figure 2.3 shows the various interrelationships between the giver and the receiver. Belk states that:

Because gift exchange is often two-sided and, the giver may also be a receiver and vice versa during the same time interval. Or the exchange may be one-sided and due to the interpretation of the first gift coupled with the observation of a need or occasion the process is often replicated (reciprocity, following some time lag) with the giver becoming the receiver and vice versa (Belk, 1979, p. 322).

Belk's approach to gift giving was the earliest to suggest that two parties, as opposed to one, are involved in the consumer buying process. Belk posed that the second party is the receiver, who may drop hints in anticipation of the gift, thereby influencing the purchase decision.

Figure 2.3

*Belk's 1979 Interactive Gift-giving Paradigm*





Throughout the decade, researchers focused primarily on the consumer behavior explanation of the gift-giving process. Studies stemming from this overall theme included topics such as the function of gift giving (Tigert, 1979), the influence gift giving has on the consumer (Gronhaug 1972; Lutz 1979), as well as relationships between the giver and the receiver (Banks, 1979).

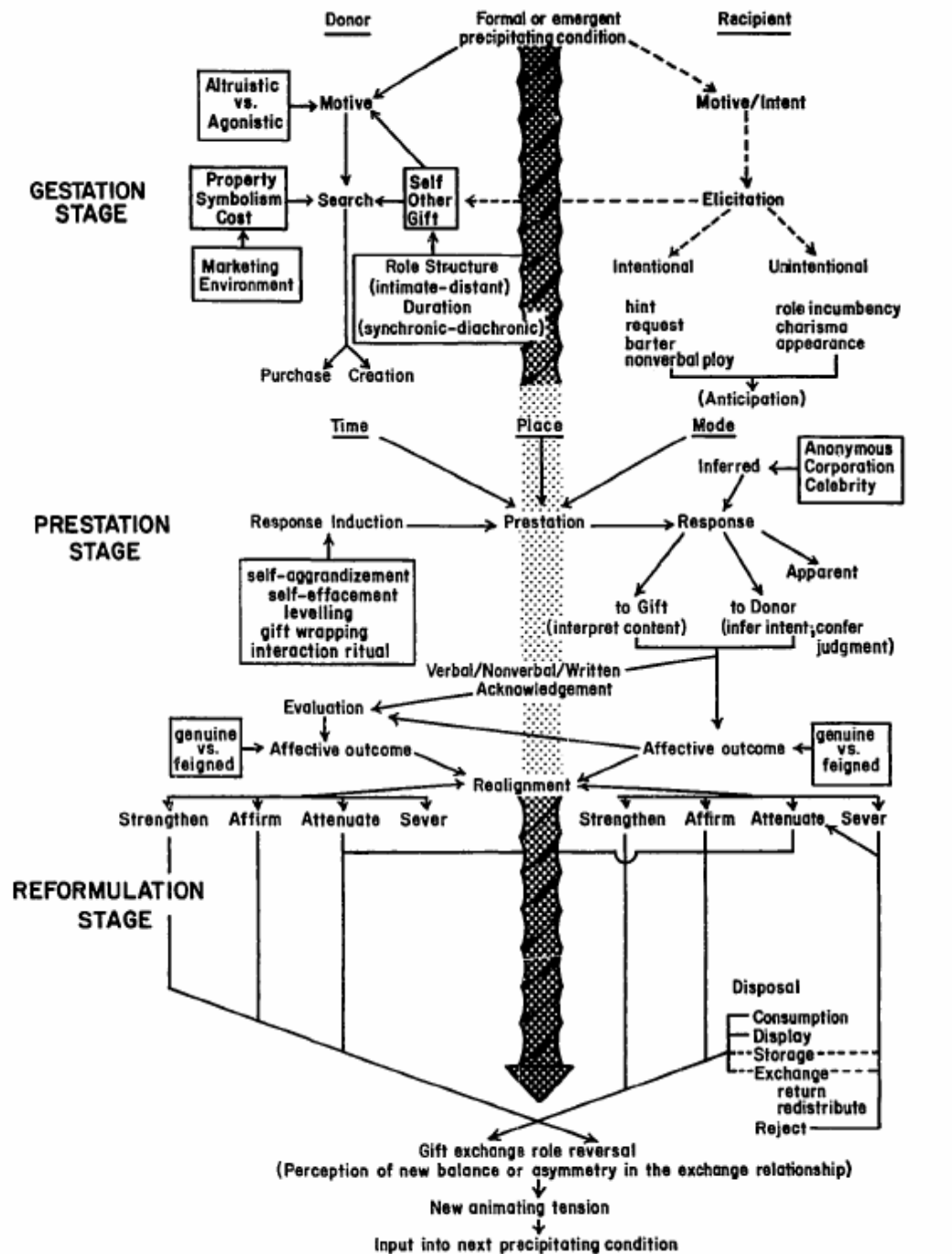
### ***Gift-giving Research: 1980-1989***

Belk's model provided guidance and a foundation for gift-giving models, but it remained authoritative only until the early 1980s, when numerous other models were created and utilized. The main successor of Belk's model was one proposed by Sherry in 1983 (see Figure 2.4). This model illustrated the process of gift giving by dividing it into three stages: Gestation, Prestation, and Reformulation. The gift giver and recipient relationship progresses through the stages of Sherry's model in an ongoing pattern of exchange (Sherry, 1983). The outcome of these stages is usually a reversal of exchange roles: donor becomes recipient, and vice versa (Sherry, 1983), indicating the reciprocity of the gift-giving process. Sherry's model also extended the gift-giving process to a longer, more complex consumer and social experience.

Throughout the remainder of the 1980s gift-giving research continued to mature, culminating in the expansion of research opportunities, and an overall emphasis was placed on the cultural aspects related to gift giving. For the first time topics such as the influence of culture on gift giving (Cronk, 1989), cross-cultural examinations relative to gift giving (Reardon, 1984; Green et al., 1988), cultural gift giving in business customs and practices (Otsubo, 1986; Barnum, 1989), as well as the cultural aspects of gift giving during festive occasions such as holidays were

Figure 2.4

*John Sherry's 1983 Model of the Process of Gift-giving Behavior*



examined (Jolibert, 1983). Specifically, research during the 1980s placed an emphasis on gift giving at Christmas (Caplow 1982; Hite et al. 1987; Cutler 1989), as well as inter-office gift exchange (Timmins 1982; Bird 1989), which had previously been overlooked.

### ***Gift-giving Research: 1990-1999***

In conjunction with the development of past gift-giving research, new topics and fresh ideas arose primarily focusing on gender-related issues relevant to gift-giving behavior. Issues such as these consumed researchers and remained the focus for the duration of the decade and into the subsequent one. Studies indicated that women were typically more involved in gift giving and devoted more time to it than men (Fischer et al., 1990; Areni et al., 1998). Research findings also indicated that men see gift giving as women's work (Otnes, 1994). According to Laroche, in addition to the focus on gender-related issues, substantial research was conducted in anthropology, sociology and marketing, concerning the motivations for gift giving (Wolfenbarger, 1990). These studies indicated that the predominant motivation to give is a direct result of the obligation to give gifts (Goodwin et al. 1990). Furthermore, numerous studies during the 1990s also aimed at interpreting the meaning of gift giving with regard to personal relationships (Belk et al. 1993, 1996; Komter et al., 1997). Research at this time also investigated the increased amount of money spent on each gift, as well as the increased pressure to provide a satisfactory gift.

A new research topic never discussed in previous research was gift giving among homosexuals. This research showed that gay males devoted more attention to the selection of their gifts and were more attentive to the utilization and appreciation of the gift than their heterosexual counterparts (Rucker, 1994.) Large-scale gifts, such

as those given by corporations and countries were also a focus of researchers towards the end of the 1990s.

### ***Gift-giving Research: 2000-Present***

Research studies from the year 2000 to the present have continued to explore cross-cultural issues (Gehrt et al., 2002; Lotz et al., 2003; Chan et al. 2003), gender differences (Saad et al., 2003), as well as the dominant role women play in the gift-giving process (Rugimbana et al., 2003; Yin 2003). However, research has now expanded into the areas of brand awareness (Parsons, 2002; O'Cass, 2002), the influence of gift-giving behaviors of women in other cultures (Dimitri et al., 2004), the increasing emphasis on the purchase of personal gifts (Trebay, 2004) and the secularization of religious holidays, such as Christmas. Moreover, additional studies have noted the increasing occurrence of gift purchasing in advance of the holiday (Dimitri, 2001).

The most current studies document the relationships between gift giving and other factors such as age and income (Lowrey et al. 2004). As mentioned in the above paragraph, studies have described a significant increase in self-giving. This reflects the overall trend beginning around the turn of the century (the beginning of the 21<sup>st</sup> century) towards a more self-centered shopping experience with a focus on individual material goods (O'Donnell et al. 2004). The self-centered focus has been evidenced by the fact that among the most popular gifts are cash and gift-cards (Lally 2005), which provide value without actually searching for gifts for others. The fact that these are among the most popular gift items further exemplifies an emphasis on the self, as gift cards and cash are quick and convenient for their giver and provide a simple means for the buyer to purchase what he or she actually desires.

### **Gaps in the Literature**

Although there has been a dramatic increase in gift-giving research from the 1920s until current time, gaps remain in the literature. These gaps range from methodological weaknesses to neglected specific topical areas. A recurring methodological weakness in gift-giving research has been the use of similar sample groups. For example, many gift-giving studies have followed females' behavior while few studies have focused on males' gift-giving behavior. One reason for this is that females have historically responded to the research surveys, further skewing the results. Overlooking men's contributions to gift giving does not provide a true picture of consumers' overall gift-giving behavior, nor a true picture of the complexity of the social interactions involved.

Another gap in the gift-giving research area is research attention to non-traditional gift giving such as hoarding. Researchers have not yet explored this new trend which involves purchasing large numbers of gifts at bargain prices, for example, making purchases of highly reduced merchandise, and then holding the merchandise until a time of gift exchange. For example, many shoppers wait until after the Christmas season to buy discounted gifts. They then find spots in their homes to store these gifts until the next Christmas season. Historically, most societies have not been in a position to hoard goods of any type, much less gifts for others, but some members of affluent modern societies with excess buying power would rather spend extra money in the short term to save time and money in the long term.

Gift uniqueness may motivate purchasers as well. Researchers have yet to thoroughly monitor the steps an individual takes when choosing a unique gift to suit a particular individual. This process could be entirely different than average gift giving,

as this method may take the buyer considerably more time and be a much more complex process and is yet another example of the increased disposable income seen in society today. A giver may have a large amount of cash to buy a handmade, unique gift, whereas years ago they may have had the skill to make the gift themselves. Also, important occasions such as weddings and birthdays often cause a buyer to take on a different purchasing plan. However, little research has been done regarding the mental steps one takes as he or she chooses the appropriate wedding or birthday gift. This process often involves more thought and time due to the personal and social importance of the gift.

Re-gifting is another non-traditional gift-giving behavior on which little research has been done. Re-gifting takes place when someone uses a gift, which was previously given to him or her as a gift for someone else, with the re-gifter assuming that the original giver of the gift will not be aware that the present is missing. Re-gifting appears to have become a relatively common option only recently. This may reflect the level of affluence in the United States and the cultural norm of frequent gift exchange within US society. Despite re-gifting being a part of the gift-giving process that appears to be easily recognized by the average consumer, a literature review found no research on the topic of re-gifting.

### **Restatement of the Research Question**

Given that the above literature review located no studies on re-gifting and its relationship to the gifting process, this study will explore re-gifting in order to help fill the gap in our understanding of the gift-giving process. The research question for this exploratory study is “What is the role of re-gifting in the consumer gift-giving process”?

## CHAPTER III

### METHODOLOGY

Chapter III includes the following sections: (1) Research Methodology Approaches; (2) Qualitative and Quantitative Methodology; (3) Using a Qualitative Approach; and (4) Qualitative Analysis.

#### **Research Methodology Approaches**

The design of any study begins with the selection of a topic and a research method. According to Creswell, these initial decisions “reflect assumptions about the social world, how science should be conducted, and what constitutes legitimate problems, solutions, and criteria of ‘proof’” (Creswell, 1994). Different approaches to educational research encompass both theory and methodology. Two general approaches to research methodology in social science are widely recognized: qualitative research and quantitative research.

Qualitative research is research involving detailed, verbal descriptions of characteristics, cases, and settings, and is generally conducted in a natural environment and involves a process of building a complex and holistic picture of the phenomenon of interest (Mason, 1996). The applicable *Oxford English Dictionary* defines qualitative as “of, concerned with or measured by quality; describing the quality of something in size, appearance, etc.” (Soanes and Hawker, 2005). Qualitative studies are based upon a process of inquiry with a goal of understanding a social or human problem from multiple perspectives typically using observation, interviewing, and documents (text) in data collection (Mason, 1996). These

specialized methods of gathering information require the interviewer to participate in the setting, observe participants directly, interview individuals in-depth, and/or analyze documents and material culture (Mason, 1996).

Quantitative research, on the other hand, is research that “examines phenomena through the numerical representation of observations and statistical analysis” (Dawson et al., 2006). As defined by the Oxford English Dictionary, quantitative is “of, concerned with, or measured by quantity” (Soanes and Hawker, 2005). The goal of quantitative research is to determine whether the predictive generalizations of a theory hold true (Mason, 1996). This research technique is based primarily on deductive forms of logic, theories and hypotheses which are then tested in a cause-effect order (Creswell, 1994). The research objective is to develop generalizations that contribute to a theory, which subsequently enable the researcher to predict, elucidate and recognize various phenomena (Creswell, 1994).

### **Qualitative and Quantitative Methodology**

#### **Qualitative Methodology**

Qualitative research essentially includes any information that can be captured and is not numerical in nature (Creswell, 1994). A major advantage of qualitative research is the collection of rich, deep, descriptive data that allows for fine distinctions to be drawn because it is not necessary to manipulate the data into a finite number of classifications. This includes sensitive topics that allow for unrestrained answers and the ability of the researcher to lessen the awkwardness of the subject matter. Another major advantage is the interactive, open exchange that takes place between the researcher and the participant, helping to generate new ideas and theories. Qualitative research is considered to be especially appropriate for exploratory



research (Westbrook, 1994). Furthermore, “Qualitative research techniques should be used to provide an understanding of the emotional framework surrounding a topic” (Monaco, 2007).

The main disadvantage of qualitative approaches to general analysis is that their findings cannot be extended to wider populations with the same degree of certainty that quantitative analyses can. This is because the findings of the research are not tested to discover whether they are statistically significant or due to chance (Westbrook, 1994). The nature of qualitative research makes it very difficult to replicate and, consequently, to make systematic comparisons (O’Neill, 2006). In qualitative research the data collector is a part of the data—meaning that the experiences and knowledge of both the informant and the subject affect the outcome of the data—a factor that is both a strength and a possible weakness. Additionally, the small samples generally used for data collection in qualitative research have the potential if not properly managed to lead to distorted data. Another disadvantage of qualitative research can be the extensive amount of time needed to collect and analyze data.

### **Qualitative techniques**

Qualitative research is dominated by in-depth interviews, focus groups, and observational studies. In-depth interviews, typically take place face-to-face (a shorter version can be carried out over the phone), which unlike the formal structured questionnaire of a quantitative survey, are designed to be open-ended, exploratory and to allow the interviewer to probe key areas of interest (Monaco, 2007). The in-depth interview is in the form of a “directed conversation,” where the interviewer takes on the responsibility to guide the discussion to cover the pertinent issues, while allowing

the informant complete freedom to express his/her opinions and feelings about the given topic. It is the quality of the information obtained that will determine the success of the study.

Focus groups generally consist of six to eight people brought together for a discussion, which typically lasts approximately ninety minutes, although this may vary. The focus group, like the in-depth interview, is moderated by an experienced researcher, whose role is to guide the conversation to ensure that certain topics are covered. The participants then feed off of one another's responses, prompting additional and deeper thoughts on the topic of concern. Additionally, focus groups capture some of the social influence involved in many consumer issues.

Observational studies have a long history in marketing research, but now, consumers are letting researchers into their lives like never before. Researchers are currently able to observe their respondents and gather information just from their observations. These direct observational studies include participant and non-participant observation, ethnographic diaries, and more recently photography and video observations (Chatman, 1984). Technology has enabled observational studies to become highly sophisticated, allowing observations that to some may seem a violation of their privacy.

### **Quantitative Methodology**

Quantitative research typically uses larger numbers of participants and collects information that can be represented in a numerical format. This type of research allows the researcher to identify which phenomena are likely to be genuine reflections of participants' behavior as opposed to chance occurrences (Chatman, 1984).

Quantitative research has been the dominant paradigm in marketing and consumer

behavior research because of the profit-driven desire of product producers to be able to predict future consumption activities of consumers.

A major advantage of quantitative research is the ability to have a broader study that includes many more subjects, leading to an enhanced ability to generalize the study results, as well as providing the validation of statistically significant results. It is ideally suited to investigate the who, what, when and where of a research topic (Day, 1998). From the perspective of the positivist paradigm and the scientific method, quantitative research maintains the ideal of an objective perspective and remains separated from the subject matter (Bradley, 1993). This allows greater objectivity and more accurate results. Studies can be replicated, as well as analyzed and compared to other similar research. From a pragmatic researcher perspective quantitative analysis provides a fast way to collect and analyze large amounts of data. Quantitative analysis can be an idealization of the data in some cases (Chatman, 1984).

The quantitative research method has several disadvantages as well. The focus of a quantitative study leads to narrower and possibly superficial datasets. Consequently, the picture of the data which emerges from quantitative analysis is less rich than that obtained from qualitative analysis and provides a less elaborate account of human perception. Often quantitative studies are carried out in unnatural, artificial environments in order to isolate phenomena for study purposes. This can result in laboratory findings instead of real world findings. Another disadvantage of quantitative research is that it is inappropriate for behavioral data given that it can only access what subjects perceive they do, not what they actually do. Furthermore, survey research is hampered by the inability to address the interpretation issues that

arise when survey items are ambiguous or otherwise unclear. In a sense, one can characterize quantitative research as “limited” in that it can only deal with issues already known at the beginning of the research process. Finally, quantitative research findings can be so statistically sophisticated that application of those findings may be difficult for practitioners.

### **Quantitative Techniques**

The most common quantitative research techniques include: observational techniques (tracking numbers without in-depth description of motivation, etc.), experimentation, and survey techniques. The observational technique records participants actual behavior, and not what they said/did or believe they will say/do. This technique sometimes provides greater insight than an actual survey.

One way of establishing causality between variables is through the use of experimentation. Experimentation plays a large role in scientific studies, such as chemistry, physics, and biology. Although used in consumer behavior research, it is less common. Experimentation is a highly controlled method, which allows the researcher to manipulate a specific independent variable in order to determine what effect this manipulation would have on other dependent variables. This technique calls for a control group as well as an experimentation group to which subjects are randomly assigned. The survey technique, one of the most common quantitative techniques used in consumer behavior research, involves the collection of primary data about subjects, usually by selecting a representative sample of the population or universe under study and administering a questionnaire. The questionnaire allows for standardization and uniformity both in the questions asked, and in the method of

approaching subjects, making it far easier to compare and contrast answers by respondent group. It also ensures higher reliability.

### ***Summary***

Several important differences are found between qualitative and quantitative research approaches. Qualitative research uses data in the form of words taken from interviews, or pictures taken from videos, where quantitative research uses data in the form of numbers or statistics. Another crucial difference between qualitative and quantitative research is that qualitative research focuses on building theories and using the researcher as an interactive part of the data collection; whereas, quantitative research tests existing theories with the researcher as an independent entity or an observer rather than a study participant (Westbrook, 1994). Additionally, qualitative research uses unstructured data collection and quantitative research uses structured data collection (Chatman, 1984). However, both approaches are systematic in their data collection and data analysis procedures.

### **Using a Qualitative Approach**

The selection of an appropriate research approach depends on the given study and should be based upon the problem of interest, resources available, the skills and training of the researcher, and the audience for the research (Mason, 1996). For this study, the qualitative method was selected as the appropriate methodological approach for two key reasons: (1) the exploratory nature of the research, that is, no studies were found during the literature review dealing directly with re-gifting; and (2) the nature of the research questions calls for significant detail and description to enhance our understanding.

Face-to-face, in-depth, interviews were the research tool selected for the study because this research technique allows the researcher the opportunity to relate with the interviewee through two-way conversations and open-ended questions. According to Atkinson and Silverman (1997), the use of interviewing to acquire information is so extensive today that it has been said that we live in an “interview society.” The interviews conducted during this study were lightly structured, that is, the interview was framed by a schedule of questions that moved the informants from a discussion of gift giving and receiving into a discussion of re-gifting (see Appendix B for the schedule of questions used for the in-depth interviews). The lightly structured interview approach provided a greater breadth of data than a highly structured approach, allowing informants to share their spontaneous thoughts and feelings on gifting and re-gifting (Fontana & Frey, 2000). These face-to-face interviews also allowed the interviewer to probe interviewees with questions relevant to their gift giving experiences and related views on giving and receiving gifts (see Appendix C for the interview transcripts). The interview process allowed the interaction of the informant and interviewer to result ultimately in a fusion of horizons (Spiggle, 1994). Specifically, twenty-three in-depth interviews were conducted during 2006 and 2007.

### **Description of the Sample**

“The sampling technique employed is a crucial element of the overall sampling strategy” (Creswell, 1994). Informants in this study were a purposive sample from Arizona, Florida, North Carolina and Tennessee. Informants were chosen to ensure appropriate representation of gender, age, race, marital status, geography, and income to provide a more accurate understanding of the gift-giving behavior among participants from a wide range of lifestyles. The study included 13

women and 9 men ranging in age from 18 to 85. Although time and budget were constraints, they did not undermine the qualitative sample design.

### **Interview Schedule of Questions**

A 32-item questionnaire was carefully constructed to lightly structure the exploration of gift-giving behaviors among the participants. The questions were focused on three key research topics: gift giving, gift receiving, and re-gifting. Interview questions were formulated and designed with the assistance of a marketing expert, as well as students, from a major university in order to solicit their thoughts on gift giving. The interview sessions began with the question “How do you feel about giving and getting gifts?” In each interview, this question inspired a far-ranging dialogue that encompassed all aspects of the participants’ gift-giving behaviors. Their reflections exhibited a gestalt-like quality in which experiences of product acquisition, product distribution, family, friends and acquaintances views were fundamentally interwoven. Whenever breaks occurred in the dialogue, the researcher would inquire about a follow-up issue that had not yet been addressed. During the beginning of the interview, the subjects were given very general questions related toward gift giving. As the interview continued, the questions continually became more specific and more in depth. For example, one of the earlier questions was “How do you know when you have chosen the right gift for someone?” to a more in-depth question like “What makes you feel you have received an undesirable gift? and “In what ways were you disappointed?”. These questions allowed the interviewer to move from a gift-giving discussion, to the research topic at hand, re-gifting. During the beginning of the interview, the subjects were given very general questions related to gift giving. As the interview continued, the questions continually became more specific and more in

depth. These topical frames later assisted with the analysis and interpretation process. By dividing up the questions, the study was able to provide meaningful data, despite how differently Americans behave during the three kinds of gifting experiences.

### **Data Collection**

Data was collected either at the subject's home, at their place of work or via the telephone. Participants were first asked to sign a consent form indicating that they had freely agreed to participate in the study (see Appendix D for the consent form). The consent form included a complete, but succinct description of the research and its purpose. The interviews lasted from thirty minutes to one hour. All interviews were audio taped to ensure accuracy and the integrity of the interview as well as to assist with future data analysis. The audiotapes were later transcribed into written text for analysis purposes.

### **Qualitative Analysis**

The fundamental activity of inferring meaning from written text in qualitative research involves a systematic, though unstructured, process. The operations in the analysis process include: categorization, abstraction, comparison, dimensionalization, integration, iteration, and refutation. According to Spiggle, "these techniques are neither discrete activities, nor do they occur in an ordered sequential fashion" (Spiggle, 1994). In other words, these techniques do not represent stages in the research process, but are operations through which researchers organize data, extract meaning, draw conclusions, and identify conceptual schemes/themes that have emerged from the data (Spiggle, 1994). Of the seven operations identified by Spiggle (1994), categorization, abstraction, comparison, and integration represent the fundamental operations that make up interpretive analysis. They build the



framework that leads to conceptual explanation. Dimensionalization aids the abstraction and comparison operations. Iteration and refutation promote epistemic warrant (Hunt, 1989).

For data analysis, four cycles of interpretive procedure will take place, a movement from the part to the whole. This involves: (1) an intratext cycle; (2) an intertext cycle; (3) interactive movements between the intratextual and intertextual interpretive cycles; and (4) an overall holistic interpretation (Dutton and Dukerich, 1991; Thompson, 1997). The intratext cycle in which each the interview data is read in its entirety provides a holistic view of the total interview text. The intertext cycle in which the texts are viewed and analyzed across the interview data, allows for the emergence of similarities and differences. Following these two cycles, a cycle in which the intratext and intertext cycles are evaluated takes place across the different interviews allowing for reflection on previous interpretations of interview text in light of newly developed understandings. The last cycle, a holistic interpretation, results from a fusion of horizons between the researcher's frame of reference and the study participants.

### **Qualitative Software**

The qualitative analysis in this study will be conducted using ATLAS.ti 5.2.2. This software package, which has been the long-time market leader in Qualitative Data Analysis (QDA), is currently used by a number of outstanding academic institutions, including Cambridge University, Harvard Business School, Indiana University, Massachusetts Institute of Technology, Stanford University, University of North Carolina, and Yale University. ATLAS.ti 5.2.2 fluidly supports the needed manipulation of textual data necessary for rich and deep data analysis and

interpretation, i.e., facilitating the process of organizing data, extracting meaning, arriving at conclusions, and generating or confirming the conceptual schemes or themes that ultimately make making sense of textual data.

## CHAPTER IV

### RESULTS

Chapter IV includes the following sections: (1) Sample Characteristics; (2) Descriptive Statistics of Re-gifting Participation; and (3) Re-gifting Analysis Thematic Results.

#### **Sample Characteristics**

The original study sample for the in-depth interviews included 28 informants. Six informants were eliminated from analysis due to the following issues: (1) distraction of one informant compromised the validity of her interview responses; (2) four interviews were compromised by consistent interruption by others in the room; and (3) one informant was unclear about his age to the interviewer (under 18). The study's sample was assigned coded initials to maintain confidentiality during the collection and reporting of data. All attempts possible were made to provide a broad range of informants that represented males and females, as well as differing ages, income levels, and backgrounds. The final adjusted sample included 22 informants. Table 4.1 presents the sample demographics for the study informants.

#### **Descriptive Statistics of Re-gifting Participation**

As a newer phenomenon in gift giving and as part of a social custom often controlled by unspoken, but nonetheless very specific norms, an interesting question is “How socially acceptable is re-gifting” and “How much do people participate in re-

Table 4.1

*Sample Demographics*

<b>Informant</b>	<b>Gender</b>	<b>Age</b>	<b>Informant Origin</b>	<b>Income</b>
AB	M	59	FL	75,000-100,000
BC	F	85	FL	<25,000
CD	F	38	NC	75,000-100,000
DE	F	27	NC	25,000-50,000
EF	M	26	NC	60,000-100,000
FG	F	54	NC	>100,000
GH	M	24	NC	<25,000
HI	F	50	NC	>100,000
IJ	F	22	TN	<12,000
JK	M	46	NC	>100,000
KL	F	35	NC	<60,000
LM	F	32	NC	<45,000
MN	F	29	NC	<50,000
NO	M	24	NC	<20,000
OP	M	24	NC	<30,000
PQ	M	22	NC	<15,000
QR	F	18	NC	<5,000
RS	M	59	NC	>100,000
ST	F	59	AZ	>100,000
TU	F	29	NC	>50,000
UV	F	26	NC	>50,000
VW	M	28	NC	>50,000

Note: Based on study in-depth interviews

gifting”? During the study interviews informants were asked four specific questions about their re-gifting participation—“How often do you re-gift”? “Have you ever been a re-gift recipient and how did you feel about that”? “Have you ever been afraid of getting caught re-gifting”? and “Do you feel guilty when you re-gift”?

Of the 22 study informants, 12 claimed to re-gift (55% of the sample), 4 said that they have yet to re-gift (18% of the sample), but given the opportunity would re-gift, and 6 said that they would never re-gift (27% of the sample). Of the 16 informants who supported the re-gifting phenomenon, those actively re-gifting and those open to re-gifting (73% of the sample ), 13 of them (81% of the sample), claimed not to fear getting

caught re-gifting. Only 6 informants out of 22 (27% of the sample) were aware of being re-gift recipients. Two of the 16 informants (13% of the sample) did fear getting caught re-gifting, while one had never re-gifted but might fear getting caught if he were to re-gift. Out of the 16 informants who supported the re-gifting phenomenon, four informants felt guilty when they re-gifted (25% of the sample), 11 did not feel guilty re-gifting (69% of the sample), and one informant indicated that he might feel guilty if he were to re-gift. Table 4.2 presents the re-gifting participation of the study sample.

### **Re-gifting Informants**

Of the 22 informants, 16 (73% of the sample), indicated that they would re-gift, or have re-gifted. The 73% of the informants who supported the re-gifting phenomenon believed that if they received a gift, and they could not use it, they would have no problem with giving that gift to someone else.

- CD     There are just some gifts that you get which you can't return to the store because you don't know where it came from because it was an out of town guest. I felt like it was a nice gift that someone would enjoy and I didn't have any use for it, and I didn't want it to just sit on my shelf. I would rather give it to someone who would use it.
- FG     If someone spent some time and effort in getting the gift, then I would never re-gift it. If I re-gift, I tell the recipient that I received the gift from someone else, but it's not my taste, and I ask if they would be interested. I want to be honest with them, this way I'm not giving them something that I didn't want without them knowing about it.
- HI     I think a lot of times re-gifting comes down to last minute decisions. I re-gift all the time. People give me a lot of nice things, but they don't always know what my tastes are. If I receive something that is nice, it goes into my stash, then when a time comes up that I need to get a gift for someone, then I may go into my stash. I will give gifts to my children that I've been

given and don't really like. I don't mind passing it along to them. I have way too much anyway.

Table 4.2

*Re-gifting Participation of Informants*

<b>Informants</b>	<b>Do you re-gift?</b>	<b>Awareness of being re-gifting recipient</b>	<b>Do you fear Getting Caught?</b>	<b>Feeling guilt for re-gifting</b>
AB	Yes	No	No	No
BC	No	No	Maybe*	Maybe*
CD	Yes	Yes	Yes	Yes
DE	No	No	No	Yes
EF	No	No	Maybe*	No
FG	Yes	Yes	No	No
GH	Yes	No	No	No
HI	Yes	No	Yes	No
IJ	Yes	No	No	No
JK	Yes	Ye	No	No
KL	Maybe*	No	Maybe*	Maybe*
LM	Maybe*	No	No	Yes
MN	Yes	No	No	No
NO	Maybe*	No	No	No
OP	No	No	Maybe*	Yes
PQ	No	No	Maybe*	No
QR	No	No	No	No
RS	Yes	No	No	No
ST	Yes	Yes	No	No
TU	Yes	Yes	No	Yes
UV	Maybe*	No	No	No
VW	Yes	Yes	No	Yes
22 Informants	Yes=12 No=6 Maybe*=4	Yes=6 no=16	Yes=2 no=15 maybe*=5	Yes=6 no=14 maybe*=2

Note: \* Maybe indicates that the informant has not re-gifted yet, but is open to the possibility in the future.

**Non Re-gifting Informants**

Research findings indicated that 6 of the 22 informants (27% of the sample) did not re-gift due to the simple fact that they did not believe in it, expressing concerns that re-gifting presented an ethical dilemma. All of the informants that did not believe in re-

gifting shared a common belief that all gifts purchased by them must be personalized to a certain extent and not just a generic gift or one that was passed along. These informants took time in all of their gift purchases and greatly valued the gift-giving process. One informant noted that if she could not find a use or just did not like a gift received, she believed that none of her friends would either.

- BC     Oh my, I would never do that. I love everything people do. I just keep everything, and say it was nice that they thought of me.
- EF     No, I don't believe in it. I think if you are going to give a gift, you should take the time to pick it out for that person, and personalize it.
- QR     No, because if I don't want it I probably wouldn't know of anyone else who wants it, and usually I have already bought my gifts before I receive mine. I mean who wants a mini stapler.

### **Informants' Awareness of Being Re-gifted To**

The majority, 16 out of 22 informants, (73% of the sample), had not been re-gift recipients or were unaware of being re-gift recipients. However, these informants mentioned that as long as the re-gift was not a gift they had purchased for the re-gifter, it did not matter if the gift they received was a re-gift, as long as they liked it. Only 6 out of the 22 informants (27% of the sample) were actually aware of being re-gift recipients.

- RS     Probably, but I really don't know. I was never aware.
- NO     Umm, I don't think so. It would not bother me as long as it's not used!
- ST     Yes, I was actually...I noticed a bag and then realized I had bought it for them the last Valentine's Day. It was a bag of chocolate which I had to

special order so I know they re-gifted it to me. It wasn't an expensive gift, but it was just hurtful because they re-gifted it to me.

RS Yes, I thought it was kind of funny. I got a wedding shower gift, some kind of kitchen appliance, I think it was an electric can opener and then when we took it back, we discovered that it hadn't been manufactured in several years.

### **Informants Who Did Not Fear Getting Caught Re-gifting**

Of the 16 informants supporting the re-gifting phenomenon, 13 informants (81% of the re-gifting informants) claimed not to fear getting caught re-gifting. However, throughout the interviews informants expressed concern for the gift recipients and indicated that they were careful to whom they chose to re-gift. Informants indicated that they felt the gifts they were re-gifting should have general value, just not a personal value to them. It appeared that informants were careful in their gift giving behaviors in-order to reduce their risk in getting caught, but felt confident that getting caught was not an issue.

LM I don't think I would be afraid of getting caught if I did it, because I won't re-gift to a person close to me.

RS No, because it's still a gift, it's not like it doesn't have any value. It's still a gift, and it just didn't have value for me.

MN I felt fine about the re-gifting experience because I knew that she wouldn't know.

### **Informants Who Feared Getting Caught Re-gifting**

Of the 16 informants who re-gifted, 2 (13% of the re-gifting informants) reported that they do fear getting caught re-gifting. These informants avoided re-gifting for fear of



hurting the recipients' feelings if they were to get caught. However, if the chance of getting caught was slim, one of the two informants who feared getting caught re-gifting, was willing to take that chance.

CD I think there is always that danger, but if you are going to re-gift you have to be careful. If you receive a gift from an out-of-town guest or family member, if you re-gift that gift to someone in town, there is a slim chance that you will get caught. There is that danger, but I think I have always been careful enough.

HI I don't want to be caught, because that would make the person feel bad.

### **Informants Who Felt Guilty Re-gifting**

Out of the 16 informants supporting the re-gifting phenomenon, four (25% of the re-gifting participants) informants felt guilty when they re-gifted, and one informant was undecided. The fear of getting caught re-gifting caused many informants to question their re-gifting actions. Other informants felt that the gift they were re-giving was a nice gift, and that it was ok to give it away to someone who would enjoy it.

VW Yes, because I think it shows a lack of respect in the gift-giving process.

LM Yes, I would if I got caught.

CD I think at times, perhaps, because I didn't spend any money on this, but then you think it is a nice gift and it was given to me, and someone else will enjoy it.

### **Informants Who Do Not Feel Guilty Re-gifting**

Out of the 16 informants who support the re-gifting phenomenon, 11 informants (69% of the re-gifting participants) did not feel guilty when they re-gifted. Informants who were guiltless felt fine about the re-gifting experience.

- ST     No, I didn't feel guilty at all. She's hard to shop for and I knew she would like the cookbook. So, I was excited!
- NO     No, because what's the point of you keeping something that is just going to sit on the shelf when you could give it again and make someone happy, plus best of all make someone happy!
- HI     No, as long as I know they won't find out.

### **Summary of Informant Re-gifting Participation**

The data support a general belief in the re-gifting phenomenon, as well as widespread participation. Many of the informants seemed to agree that there would be no chance of getting caught. Plus, many individuals felt that re-gifting the gifts would be more appropriate than having the gifts' usefulness lost. Most of the re-gifting informants were more willing to re-gift to an acquaintance rather than a close friend. However, opponents to re-gifting felt that there was a lack of individual attention in re-gifting gifts. These individuals appeared to see re-gifting as an unacceptable shortcut and were not willing to take the chance of getting caught re-gifting.

### **Re-gifting Analysis Thematic Results**

The interpretive analysis for this study used Spiggle's (1994) guidelines for qualitative analysis and interpretation. Spiggle (1994) identified seven manipulative

operations that are critical to quality interpretive analysis: categorization, abstraction, comparison, dimensionalization, integration, iteration, and refutation. As noted by Spiggle (1994) these operations, although each critical to the process, are not sequential, but woven throughout the analysis. These operations are the mechanisms through which the researcher organizes the data, recognizes and unitizes meaning, draws conclusions, and, ultimately, identifies emergent or confirms conceptual ideas and theories. This study incorporated all of these operations into an iterative interpretive analysis.

During the first cycle of interpretive analysis in this study the researcher read each interview text individually. During this process a profile was generated for each informant that served as important background for understanding the context of the informant's experience with re-gifting and the context within which each interview transpired. Next, the researcher read across all of the interview texts to allow commonalities across the interviews to become evident. As a result of this first cycle of the interpretive analysis initial codes were generated to capture the coherent meaning of the data (Spiggle, 1994), forming the "units of analysis as utterances" (McCracken, 1988). All other operations in qualitative text analysis depend on this initial categorization of text. From the first cycle of analysis, forty-four themes emerged.

After reviewing the initial themes closely, cross similarities occurred. Therefore, after reviewing cross similarities and integrating themes, sixteen evolved themes emerged. Out of the sixteen evolved themes, five key theme categories emerged. These categories included the following: gift assessment, gift response, re-gifting triggers,

disposal strategies, and meeting social norms. Table 4.3 presents the analysis thematic results.

Table 4.3

*Analysis Thematic Results*

<b>Topical Research Question (1)</b> <b>What is the role of re-gifting in the gift giving process?</b>	<b>Theme Categories (5)</b>	<b>Initially Emergent Themes (44)</b>	<b>Evolved Themes (16)</b>
	1. Gift Assessment	Unusable gifts Junk gifts Meaningless gifts gift	Not going to use... Not a personal gift... Junk...
	2. Gift Response	Verbal thanks Re-gifting thanks Positive nonverbal Positive emotions Negative emotions Positive re-gift recipient Negative re-gift recipient Re-giftable gift types Re-giftable gifts	Verbalize a thank you... Warm fuzzies... (non verbal) Acted like I enjoyed it...
	3. Re-gifting Triggers	Do re-gift Special days Re-gifting triggers Re-gifting motivation	Time... Lack of relationship... Duplicates...
	4. Disposal Strategy	Return strategy Pass it along My stash Make someone happy Hold on to it Disposal strategies Didn't want to waste Didn't want it Never re-gift	My stash... A gift I can return... Hold on to it... Didn't want to waste... Make Happy...
	5. Meeting Social Norms	Acquaintances Barriers Family friends Social strategies Re-gifting secrecy No guilt Guilt Coping process Faking it Reciprocity Receiving process Giving process Selection Gift recipient Holidays No occasion	Re-gift to an acquaintance... Knew they would not know..

## **Gift Assessment**

The first theme category that emerged from the data was gift assessment. It was clear from the data analysis that a major part of the gift-giving process was the personal assessment that people made of gifts that had been given to them. The outcome of that assessment could be either positive or negative. When positive, the gift had found a home. When negative, the possibility of future re-gifting emerged. When presented with gifts that recipients did not want, three themes came out of the data: unusable gifts, meaningless gifts, and junk gifts. The first theme described unusable gifts, such as gifts of which informants had a duplicate, gifts not matching home decor, and clothing gifts that did not fit. Unusable gifts represented a practical and rational assessment of simple utility. These gifts may have been very desirable, but simply did not work for the person receiving them. The other two themes that emerged, meaningless gifts and junk gifts, represented negative assessments in which the gift was not desirable and about which negative emotion was felt. Meaningless gifts were described as thoughtless and impersonal. Junk gifts were described as a symbol of not valuing the relationship. Junk gifts, according to study informants, were gifts that no one would be able to use or like. These gifts did not serve a purpose, and informants felt that the gifts were so bad, that they would not re-gift them.

CD    I remember one year I got these two really cool vases. One was pink and the other was green, and they were exactly the same vase—just two different colors. Well, I kept the pink one, because I like pink, and the green one was a funny green. It wasn't the green of my house...I gave it to a girl who liked green, and she really liked it.

- RS I got a golf book and gave it away to a golfer friend. It was a biography on Payne Stewart, and I am not interested in Payne Stewart. I don't play golf, and I'm not interested in golf, so I thought that since he played golf and Payne Stewart was one of his heroes I thought he would like it.
- FG My husband bought perfume for me and he knows what my favorite perfume is, but yet, he didn't bother to remember what it was, and he let some other man pick out perfume for me and it didn't smell very good. I was hurt because he didn't spend the time to know what I would have liked, and it's not that I didn't give suggestions, but I was hurt he didn't put any thought into it.
- ST She gave me this gift bag, and it was a beautiful gift bag, but in the bag, instead of gifts for me it was gifts for my dogs, dog bones and toys. She gave me a ton of stuff for the dog. I wished it were something for me, and not for my dogs. She owns a pet store and I guess her life revolves around animals, but it was my birthday and I wish she got *me* something.
- CD Well, I think some gifts you receive are just not gifts you want to pass on.
- HI I like to entertain. So, I re-gift out of the things that people like to give me. But if someone gives me junk, I will not re-gift that.

### **Gift Response**

The data showed that after assessing the personal value of the gift received, informants, if they had a positive response to the gift, were excited, enthusiastic, and appreciative—which appeared to represent a comfortable, natural social response. If, on the other hand, the response to the gift was negative, the informants were disappointed and were faced first with how to manage their negative feelings towards an undesired gift given the presence of the gift giver. In a sense, informants were trying to duplicate the social responses of having received a wanted gift—only under the duress of managing negative feelings. In responding to an unwanted gift, three themes emerged from the text

data: positive verbal response, positive non-verbal response, and “faking” it. The positive verbal response and the positive non-verbal response appeared to be automatic social responses that involved little thought or effort. However, the third theme, “faking” it, seemed to require thought, involvement, strategizing, and emotional effort.

LM I just said thank you.

CD I think I don’t really want to show that person a negative reaction. You always want to thank, I learned this back when I was getting married, you know the proper etiquette for, you can thank someone for the gift, but you don’t have to tell them that you are going to return it, you still thank them for it because they deserve your gratitude no matter what, and I think if I’m going to have a negative reaction towards a gift, I’m going to keep that to myself instead of telling the person.

MN I acted like I enjoyed it...

QR I tried to act like I liked it...

GH I just fake a smile and pretend it’s great.

HI I think we all lie or try our very best to put on a good social face. I think we owe that to the other person. We feel they deserve a positive response even if it’s not genuine.

JK I got a pair of shoes that I didn’t care for but I had to wear them a few times because my boys picked them out.

### **Re-gifting Triggers**

The third theme category that emerged from the data was re-gifting triggers. The data showed that after negative gift assessment and the management of negative emotions toward an unwanted gift in a public arena, informants later would be faced with the need to supply a gift for someone. They had the option to purchase a new gift or to re-cycle an

unwanted gift previously given to them. Among the informants who considered re-gifting an appropriate activity, three themes emerged that involved the triggers for re-gifting: time, lack of relationship, and duplicates. In general, it appeared that informants felt that what triggered using an unwanted gift as a gift for another was convenience, where social relationships were not an issue, and having a suitable, or desirable, gift that qualified for re-gifting.

HI I think a lot of times re-gifting comes down to last minute decisions—someone that’s having a party and you don’t really know that person too well.

AB Time [motivates re-gifting].

HI Oh, I think that in general that if it’s a convenience thing, I think it’s easier to do if it’s a person you don’t have a strong relationship with—someone from the office when you don’t feel there should be that personal attention and care.

ST I think I re-gifted one time because I got two books, exactly the same book, and my friend said oh my gosh I love that book, and I gave her my extra copy.

JK I probably would if the gift was nice enough, and I already had one.

### **Disposal Strategies**

The fourth theme category that emerged from the analysis of the text was disposal strategies. In addition to the process of assessing gifts, handling the appropriate social response to receiving gifts, and being triggered to re-gift, informants also expressed a range of strategies for the disposal of unwanted gifts. These strategies fell into two categories (a) non-re-gifting disposal strategies, and (b) re-gifting disposal strategies.



The first category of disposal strategies, non-re-gifting strategies, included two themes (a) a gift I can return, and (b) hold on to it. Informants indicated that gifts from acquaintances with few emotional attachments appeared relatively easy to let go of. If the gifts included a gift receipt, it also made it convenient for unwanted gifts to be returned. On the other hand, some informants felt obligated to keep the gift, even if it was unwanted—even to the extent of using the gift only when the giver was around.

- CD     If it's a gift I can return to the store because I've got the gift receipt or you know some stores will honor the gift especially small boutiques in town or certain places where they know your gift came from that store. They don't mind exchanging it or giving you store credit. I will definitely do that sometimes.
- UV     For my birthday, my mom got me a bunch of clothes which I didn't like, and I felt bad because she put a lot of thought into it, but I still took them back.
- QR     My grandmother got me a jean jacket this past Christmas, and I returned it to Belk to get a gift card. I tell her that I wear it to school, though, because I don't want to hurt her feelings.
- DE     I got a shirt once that I did not like at all. It was flat out ugly. I just said thank you and put it in the drawer, where it stayed.
- NO     One time I got a few shirts that I knew I would never wear. So, I didn't! I would only wear them when I was around the person who gave them to me.

The second category of disposal strategies, re-gifting disposal strategies, included three themes: my stash, didn't want to waste, and make happy. Study informants who fell within these categories believed that the gift they had received carried some value and was worthy of being given to someone else. Informants, who choose to stash away

their gifts, typically knew that at some point, they would think of someone who would enjoy the re-gifted gift. These informants did not necessarily have a person immediately in mind for the gift, therefore they would maintain possession of the gift - confident that another individual would appreciate and find a greater value in the gift. This approach involved an awareness of planning for Christmas or other known events in the future, as well as having something on hand in case a quick gift was needed. Other informants who fell within the re-gifting disposal strategies category expressed a belief that wasting a gift that could be re-gifted was wrong, while other study informants believed that their unwanted gift could potentially make someone else happy, therefore re-gifting the gift was a good thing to do.

- HI      People give me a lot of nice things, but they don't always know what my tastes are. If I receive something that is nice, it goes into my stash, then when a time comes up that I need to get a gift for someone, then I may go into my stash. Someone that's having a party that you don't really know the person really well. I will give gifts to my children that I've been given and don't really like. I don't mind passing it along to them. I have way too much anyway.
- IJ      I just hate to waste a gift.
- MN      No, because what's the point of you keeping something that is just going to sit on the shelf when you could give it again and make someone happy plus best of all save some money!

### **Meeting Social Norms**

The fifth theme category that emerged from the text data was meeting social norms. This theme category included two themes: *re-gift to an acquaintance* and *knew*

*they would not know.* *Re-gift to an acquaintance* described the informants' views on some of the rules that govern our re-gifting behavior, that is, the acceptable protocols for the re-gifting process. A recurring point noted in the research was that it was more acceptable to re-gift to casual acquaintances versus friends and family members. Another recurring point was a sensitivity to the source of the gift. Informants appeared to believe that it was more acceptable to re-gift a gift from an acquaintance and less acceptable to re-gift a gift given to them by a friend or family member.

- LM I wouldn't feel as bad re-gifting to an acquaintance as I would a family member or good friend.
- QR If I were to re-gift, which I don't see myself doing, I would re-gift to an acquaintance instead of a friend or family member because I don't care as much about them.
- MN I think re-gifting from an acquaintance is better because he or she probably didn't spend much time picking it out and didn't know my likes and dislikes.
- RS I would never re-gift something from a friend/family member because they are going to ask me what happened to that gift, but an acquaintance or distant family member won't ask you.
- HI Oh, I think that in general if it's a convenience thing, I think it is easier to do if it's a person you don't have a strong relationship with—someone from the office when you don't feel there should be that personal attention and care.

The second theme that emerged in the meeting social norms theme category was *knew they would not know.* Study informants confided that it was vital to re-gifting to maintain a certain level of secrecy—which they appeared to see as easier to accomplish within a casual relationship but more difficult within a more complex and involved

relationship such as with family members and friends. Interestingly, the motivation for secrecy did not appear to be fear of personal embarrassment for participating in re-gifting, but rather a genuine concern for the gift recipient. Informants consistently indicated that they did not want to in any way hurt the feelings of the person to whom they re-gifted.

- IJ I would be upset if my boyfriend, family, or good friends re-gifted to me a gift that they claimed to have picked out for me.
- HI I don't want to be caught because that would make the person feel bad. If I have the opportunity to pass along a gift, I don't mind re-gifting.
- CD I think you have to be careful if you are going to re-gift to a friend from a friend, because that friend might be like I gave that to my other friend—why do you have it? You have to be careful about it...

## CHAPTER V

### CONCLUSION

Chapter V includes the following sections: (1) A Review of the Study Purpose (2) Discussion of Key Findings of the Study (3) Study Limitations and (4) Future Research Recommendations.

#### **A Review of the Study Purpose**

The purpose of this research was to investigate the research question “What is the role of re-gifting in the consumer gift-giving process?” by specifically seeking: (1) to explore consumers’ feelings and thinking about gifting and re-gifting; (2) to access consumers’ feelings and thinking via in-depth interviews with men and women; and (3) to analyze the interview text for emergent themes to develop our understanding of the gift-giving process in general and the re-gifting process in particular.

Gift giving has been a topic of research interest since the 1920s; however, through the subsequent decades interest in gift-giving research has substantially increased. As attention to gift giving has increased, a variety of topics have been addressed including cultural differences, the influence of gender, economic and social differences, as well as differences in age. Although these particular topics have been addressed in a variety of research studies, re-gifting, as a research topic, has received relatively little attention, leaving a significant gap in the literature. To address the gap, this study used interpretive analysis to analyze the text data generated by 22 in-

depth, lightly structured interviews in which informants shared their views of gift giving and re-gifting. Initial analysis and coding of the data resulted in 44 emergent themes. Iterative cycles of text analysis and integration of text interpretation resulted in 16 evolved themes. Out of the 16 evolved themes, five key theme categories emerged. These categories included the following: gift assessment (three themes), gift response (three themes), re-gifting triggers (three themes), disposal strategies (five themes), and meeting social norms (two themes).

### **Discussion of Key Findings of the Study**

Two general comments can be made about the emergent theme categories and their related themes: (1) the theme categories reflected the linear process people experience in gift giving; and (2) the theme categories reflected the strong social context of gift giving. First, the linear process involved assessing gifts, then responding to gifts, then being motivated to re-gift, and finally developing strategies for handling unwanted gifts. Secondly, the informants were highly aware of gift-giving norms in terms of maintaining secrecy in re-gifting in order to protect the feelings of the gift recipient. Social considerations, however, permeated the theme categories, for example, gift response reflected social expectations to be outwardly appreciative of a received gift, re-gifting triggers reflected the pressure to give gifts, and disposal strategies reflected different individuals' perceptions of the "right" social thing to do given their particular situation. Likewise, a prevalent concern throughout the text was the desire by many respondents to see that the unwanted gift would be used, as was the importance of only re-gifting gifts seen to have significant value.

In addition to the specific emergent themes revealed by the data analysis, several general impressions about re-gifting emerged from the study. First was the simple prevalence of re-gifting—with almost of the sample either participating in re-gifting or open to participating in re-gifting. This appeared to be true among both young and middle-aged informants and suggested that the practice of re-gifting may be very common among many types of consumers. This was particularly interesting given that a certain tension was expressed by informants over keeping the re-gifting act a secret from the person with whom the re-gifting would take place. The desire for secrecy did not appear in any way, however, to restrain the informants from re-gifting and generated careful strategies to ensure concealment of the re-gifting act.

A second general impression was that the data, despite a good representation of men in the study sample, supported previous research in regards to the centrality of women in gift giving. Based on the study data women appeared to be more engaged with re-gifting activities as well. Some men participating in the study expressed that they preferred to purchase gifts for individuals rather than re-gifting excess gifts that had been previously given to them. This might be the result, however, of men focusing more exclusively on purchasing high involvement gifts for significant others or other persons with whom they have a close relationship. Further research will be needed to clarify this finding.

A third general impression that emerged from the data analysis was the role of munificence in enabling the re-gifting process. Those who re-gifted often re-gifted gifts they received at functions or social events where many gifts were received at once. For

example, wedding gifts, children's birthday party gifts and Christmas gifts appeared to be the most commonly re-gifted gifts because of the munificence of gifts received at one time. This idea also carried throughout the texts in the informants' discussions of duplicate products. Being given a gift that the gift receiver already owned appeared not to be a usual occurrence in today's consumer society. These duplicate gifts were frequently re-gifted, particularly books and wine.

### **Study Limitations**

As with all research, this study has its limitations. Although sample participants were chosen from various demographics, different regions, and from various income levels, this study explored a relatively restricted group of people. For example, Florida, Arizona, North Carolina, and Tennessee were the only states represented, and study informants were middle to upper-class individuals. New studies should consider including a wider range of economic backgrounds among informants. Furthermore, the vast majority of informants were between the ages of twenty-five and fifty; therefore, the teenage population as well as the senior citizen population were not strongly represented. Additionally, the study was exploratory in nature and used qualitative analysis. This suggests that great care should be taken in generalizing its findings.

### **Future Research Recommendations**

Although there has been a dramatic increase in gift-giving research from the 1920s until current time, gaps still remain in the literature. These gaps range from methodological weaknesses to neglected topical areas and offer many opportunities to continue gift-giving research.



A recurring methodological weakness in gift-giving research has been the use of similar sample groups. For example, many gift-giving studies have followed females' gift-giving behavior while few studies have focused on males' gift giving behavior. One reason for this is that females have historically responded to the research surveys, further skewing the results. Overlooking men's contributions to gift giving does not give a true picture of overall gift-giving behavior. This may be more imperative today for a number of reasons. First, given the number of single households, many of which are headed by men, men will be forced to be responsible for the household gift giving. Second, it could be argued that the romantic ideal established by the media has put additional pressure on men to give more gifts and to make sure that they are personalized for the important people in their lives. Research is truly needed to gain a better understanding of today's role of men in gift giving.

Another important gap in the gift-giving research area is non-traditional gift giving such as hoarding. Researchers have not to date monitored or explained this new trend which involves purchasing large numbers of gifts at a bargain price and then holding on to them until a later time for gift exchange. For example, many shoppers wait until after the Christmas season to buy discounted gifts and Christmas supplies. They then find spots in their homes to store these gifts and supplies until the next Christmas season occurs when they will actually exchange the gifts purchased a year ago. Historically, most societies have not been in a position to hoard goods of any type, much less gifts for others. With affluent modern societies and excess buying power, people are

finding that they would rather spend extra money in the short term to save time and money in the long term. This new gift-giving phenomenon deserves research attention.

Gift uniqueness, perhaps the antithesis of re-gifting, is another topic, which has been under researched. Researchers have yet to thoroughly monitor the steps an individual takes when choosing a unique gift to suite a particular individual. This process could be entirely different from following the media's advice, as this method may take the buyer considerably more time. Again, this is another example of the increased disposable income seen in society today. A giver may have a large amount of cash to buy a handmade, unique gift, whereas years ago they may have had the skill to make the gift themselves. Also, important occasions such as weddings and birthdays often cause a buyer to use a different gift selection/purchasing strategy. However, little research has been conducted regarding the mental steps one takes as he or she chooses the appropriate personalized gifts, for example for a wedding or birthday. This process may involve more personal thought and time given that purchasers are willing to spend more money.

A final gap in the gift-giving research that could be addressed is the media's effects upon the gift-giving process. With the hectic lifestyles of today's society, individuals are often swayed by the easy route, which is many gift-givers today often opt for highly advertised and impersonal gifts such as gift cards. Celebrities are highly visible and admired and many individuals prefer to follow their leads. Future research may want to address the particular effects of media on gift giving.

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APPENDIX A  
GIFT GIVING RESEARCH BY DECADE

Table A.1

Gift-giving Studies from 1920 through 1929

Date	Findings	Source	Type
1925	Topical Area: Mauss writes his most influential work, "The Gift", which explored the religious, legal, economic, mythological and other aspects of giving, receiving and repaying in different culture. Sample/Methodology: Only texts and papers, Mauss never did any field research. Findings: gift giving is a self-perpetuating system of reciprocity.	Mauss, Marcel (1954), The Gift: Form and Function in Archaic Society, trans. Ian Cunnison, Glencoe, IL: Free Press.	ANTH

Note: Information sources: EBSCO, InfoTrac, ProQuest, and Lexis-Nexis.

Note: ANTH = Anthropology  
ECON = Economics  
MKT = Marketing  
PSY = Psychology  
SOC = Sociology

Table A.2

Gift-giving Studies from 1930 through 1939

Date	Findings	Source	Type
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No published studies found

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Note: Information sources: EBSCO, InfoTrac, ProQuest, and Lexis-Nexis.

Note: ANTH = Anthropology  
 ECON = Economics  
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 SOC = Sociology



Table A.3

Gift-giving Studies from 1940 through 1949

Date	Findings	Source	Type
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No published studies found

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Note: Information sources: EBSCO, InfoTrac, ProQuest, and Lexis-Nexis.

Note: ANTH = Anthropology  
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Table A.4

Gift-giving Studies from 1950 through 1959

Date	Findings	Source	Type
1954	Topical Area: Mauss insistently views the gift as an act of collective solidarity, as demonstrations of mutual obligation. Sample/Methodology: Text research only as he never did any fieldwork. Findings: gift giving is a self-perpetuating system of reciprocity.	Mauss, M. (1954). <i>The Gift: Forms and Functions of Exchange in Archaic Societies</i> , English translation by F. Cunnison, Glencoe, Illinois: Free Press.	ANTH

Note: Information sources: EBSCO, InfoTrac, ProQuest, and Lexis-Nexis.

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Table A.5

## Gift-giving Studies from 1960 through 1969

Date	Findings	Source	Type
1960	Topical Area: Social reciprocity. Sample/Methodology: Review of Literature. Findings: the cost and value of a gift are two independent factors involved in determining the worth of a gift. This study concludes that "The norm may lead individuals to establish relations only or primarily with those who can reciprocate, thus inducing the neglect of the needs of those unable to do so."	Gouldner, A. (1960). The Norm of Reciprocity: A Preliminary Statement. <u>American Sociological Review</u> , 25 (2), 161-178.	SOC
1965	Topical Area: The principal of reciprocity. Findings: Emotions are given greater recognition, and security of tangible social support is directly related to successful gift giving. Extended the characterization of gift giving as reciprocal exchange and a complex game.	Levi-Strauss, C. (1965) The Principle of Reciprocity. In L.A. Coser and B. Rosenberg (Eds.), Sociological Theory. New York: Macmillan.	SOC
1967	Topical Area: Gift exchange. Sample/Methodology: Past research studies. Findings: Gift's characteristics act as a powerful statement of the giver's perception of the recipient.	Schwartz, B. (1967). The Social Psychology of the Gift, <u>American Journal of Sociology</u> , 73, 1-11.	PSY
1968	Topical Area: Examines patterns of gift giving in the society & their marketing implications. Sample: three studies. Most extensive study was 96 adults of electoral roll in Bradford, Yorkshire in 1967. Methodology: qualitative random probability samples. Other 2 studies were solely concerned with Christmas gifts. The 1st was quantitative quota samples. Methodology: interviews by the Gallup in 1963, 1964, 1965, 1966, and 1967. The 2nd was a quantitative random survey by National Opinion Polls. Sample: interviews with 705 purchasers of small appliances in 1966. Findings: Majority of gift giving takes place within the family network. Most expensive gifts are given within family.	Lowes, B., Turner, J; Wills, G. (1968). Patterns of Gift Giving and their Marketing Implications. <u>British Journal of Marketing</u> , 2 (3), 217-229	MKT

Note: Information Sources: EBSCO, InfoTrac, ProQuest, and Lexis-Nexis.

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Table A.6

## Gift-giving Studies from 1970 through 1979

Date	Findings	Source	Type
1972	Topical Area: This study examines the differences in consumer purchase behavior. Findings: When a product is to be presented as a gift, the giver spends more time & money on selecting the gift than they would if the purchase was for them.	Gronhaug, K. (1972). Buying Situation and Buyer's Information Behavior. <u>European Marketing Research Review</u> , 7, 33-48.	SOC
1976	Topical Area: Presenting & testing a model of gift selection. Sample: 73 people ages 14-65 of metropolitan Philadelphia during 1973. Methodology: self-administered questionnaires. Findings: Develops and supports the model. Helps predict future conditions on gift selection & amount of satisfaction to giver.	Belk, R. W. (1976). It's the Thought that Counts: A Signed Diagraph of Gift Giving. <u>Journal of Consumer Research</u> , 3, (3), 155-162.	SOC
1979	Topical Area: Comments on three gift-giving & consumer research papers. Function of gift giving as both a medium of exchange & an instrument of social reciprocity; Interactive gift giving paradigm which dichotomizes the giver & the receiver; Stages of gift giving; Testing of the level of effort extended in purchasing gifts for close versus distant friends. Sample/Methodology: Past research studies. Findings: Future research needed.	Tigert, D. J. (1979). Three Papers on Gift Giving: A Comment. <u>Advances in Consumer Research</u> , 6, (1), 332-334.	SOC
1979	Topical Area: Three gift-giving studies characterized by a "black box" orientation, which fails to reveal underlying gift-giving behavior determinants. Sample/ Methodology: Past research & literature reviews. Findings: Future research needed on gift-giving motivations.	Lutz, R. J. (1979). Consumer Gift-Giving: Opening the Black Box. <u>Advances in Consumer Research</u> , 6, (1), 329-331.	PSY
1979	Topical Area: Consolidates past theories & findings on gift giving within the marketing discipline. Sample/ Methodology: Literature review. Findings: Designed an interactive gift-giving model, including a view of both the giver and receiver. Consolidation of gift-giving literature.	Banks, Sharon K. (1979). Gift Giving: A Review and an Interactive Paradigm. <u>Advances in Consumer Research</u> , 6, (1), 319-324.	MKT
1979	Topical Area: Gift-giving behavior and new model produced. Sample/Methodology: Past research studies. Findings: Support model. Many gift giving topics unexplored.	Belk, Russell W. (1979) Gift-Giving Behavior. <u>Research in Marketing</u> , 2, 95- 126.	SOC

Note: Information Sources: EBSCO, InfoTrac, ProQuest, and Lexis-Nexis.

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Date	Findings	Source	Type
1979	Topical Area: Influencing recipient's perception of the giver. Sample: 110 unmarried male business administration majors at Arizona State University ranging from ages 19 to 28. Methodology: Verbal interview. Findings: Gift givers may choose gifts that convey some of the personality of the gift giver to the recipient & furthermore gifts are a means of changing the recipient's view of the giver.	Coney, K. A.; Harmon, R. R. (1979). Dogmatism and Innovation: A Situational Perspective. <u>Advances in Consumer Research</u> , 6, (1), 118-121.	SOC

Note: Information Sources: EBSCO, InfoTrac, ProQuest, and Lexis-Nexis.

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SOC = Sociology

Table A.7

## Gift-giving Studies from 1980 through 1989

Date	Findings	Source	Type
1982	Topical Area: Inter-office gift exchanges and the need for regulation. Sample: 100 public personnel agencies but only 67 were chosen. Methodology: Survey. Findings: Only relation found between employee gift exchange policy and other variables was a positive correlation between agency size and the existence of such a policy. Smaller agencies have not had problems with employee gift exchanges, but many larger units have written policies regarding employee gift giving.	Timmins, William M. Public Personnel Management. Washington: Spring 1982. Vol. 11, (1) 61-73.	SOC
1982	Topical Area: Flower purchasing behavior across gift-giving situations. Sample: Customer uses six retail florists to provide 155 past customer names. 107 people were used. Methodology: questionnaires. Findings: Research suggests that knowledge of whether a non-personal purchase is being made for an obligatory event or for a gift occasion. Differentiates situations into obligatory or voluntary.	Scammon, Shaw, and Bamossy Advances in Consumer Research; 1982, Vol. 9 Issue 1, 531-536.	SOC
1982	Topical Area: Examines the effects of gift giving involvement on gift selection strategies. Sample: Chose 12 cities by size and geographic region including medium and large cities from six regions of the U.S. Then chose 150 females from 1980s telephone directory of chosen cities. Methodology: 16 various questionnaires were used. Just over 20 percent were returned. Results: Supports the expectation that differences in involvement brought about by different gift giving situations because of different consumer purchase strategies.	Belk, R. W. (1982). Effects of Gift- giving Involvement on Gift Selection Strategies. <u>Advances in Consumer Research</u> , 9 (1) 408-412	SOC
1982	Topical Area: Christmas gifts and kin networks. Sample: 110 random Middletown adults alternating male and female respondents. Methodology: interview through a survey over four-month period. Findings: Most gifts are scaled to the formal relationship between giver and receiver. Ritualized gift giving reinforces relationships that are highly valued but insecure.	Caplow, T. Christmas Gifts and Kin Networks. <u>American Sociological Review</u> , 47 (3) 383.	SOC

Note: Information Sources: EBSCO, InfoTrac, ProQuest, and Lexis-Nexis.

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 SOC = Sociology

Date	Findings	Source	Type
1983	Topical Area: Exploratory Comparison between French and Mexican Christmas gift giving. Sample: 340 Mexicans from Grenoble and Puebla Mexico. Methodology: questionnaires and initial personal at home interviews. Findings: Substantial cross-cultural differences in consumer behavior. Mexicans spend more at Christmas.	Jolibert, A. J.P.; Fernandez-Moreno, C. (1983). A Comparison of French and Mexican Gift Giving Practices. <u>Advances in Consumer Research</u> , 10, (1), 191-196.	SOC PSY
1984	Topical Area: Gift giving between businesses. Sample: Over 125 international business executives averaging 18 years of foreign travel. Methodology: research study. Findings: Investigate first. Thought counts; the thought one gives to understanding the culture and the taste of the people with whom one plans to do business.	Reardon, K. K. (1984). It's The Thought That Counts. <u>Harvard Business Review</u> , 62 (5), 136-141.	SOC
1985	Topical Area: Model of consumer behavior is developed using psychology and microeconomics. Sample: One Student Volunteer. Methodology: Subject studied over a 12 night period. Findings: Support the model. Analysis of mental arithmetic can influence marketing decisions either in the product design or in the choice of product description.	Thaler, Richard. (1985). Mental Account and Consumer Choice. <u>Marketing Science</u> , 4, (3) 199-214.	PSY
1987	Topical Area: Giving Christmas gifts as a long-term relationship strategy with business clients is not effective. Sample: 193 random salespeople drawn from the country's largest brokers list. 137 were industrial salespeople/52 were consumer salespeople Methodology: self-administered questionnaires, evaluated customer entertainment practices. Findings: Overall agreement on giving birthday gifts and that entertainment and gift giving does tend to obligate clients. However, there was overall disagreement on giving Christmas gifts and using entertainment as a long-term relationship strategy.	Hite, R. E., Bellizzi, J. A. (1987). Salespeople's Use of Entertainment and Gifts. <u>Industrial Marketing Management</u> , 16, (4), 279-285.	MKT
1988	Topical Area: Explores the functional equivalence of gift giving that exists between U.S. and Japanese consumers. Sample: Seven American national students (4 females and 3 males.) and eight Japanese national students (4 males and 4 females). Methodology: Focus group interview. Findings: The results suggest a lack of functional equivalence of this activity. There is a difference between Eastern and Western cultures. Differences in Western cultures are not as pronounced. More research is needed.	Green, R.T., Alden, D.L. (1988). Functional Equivalence in Cross-Cultural Consumer Behavior: Gift Giving in Japan and the United States. <u>Psychology and Marketing</u> , 5, (2), 155-168.	ANTH

Note: Information Sources: EBSCO, InfoTrac, ProQuest, and Lexis-Nexis.

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Date	Findings	Source	Type
1989	Topical Area: Gift-giving in the global marketplace. Sample/Methodology: Taken from past research and business executives from around the world including emails of stories. Findings: Gift giving has become increasingly complicated in the global marketplace. Since cultures vary, it is best to speak to someone of a particular culture to determine an appropriate gift. Ex: Japanese clients should not be given anything wrapped in white, for it is their color of mourning and funerals.	Barnum, C., Wolniansky, N. (1989). Glitches in Global Gift Giving. <u>Management Review</u> , 78, (4), 61-63.	ANTH
1989	Topical Area: Cultural meanings of gift giving. Sample/Methodology: Literature review. Findings: People have always understood a gift's ambivalent power to unify, aggravate or subjugate. Gifts can be powerful and potent.	Cronk, Lee. (1989). Strings Attached. <u>Sciences</u> , 29, (3) 2-4.	SOC
1989	Topical Area: Gift giving within large corporations. Sample: Managers representing 344 manufacturing firms. Methodology: Questions asked in face to face meetings held throughout the U.S. Findings: Studies revealed that many successful industrial sales representatives do not enjoy giving gifts, rather they are encouraged by other departments.	Bird, M.M. (1989). Gift-Giving and Gift-Taking in Industrial Companies. <u>Industrial Marketing Management</u> , 18, (2), 91-94.	MKT
1989	Topical Area: Gifts and ethics. Sample: 186 purchasing professionals. Methodology: Subjects were given 6 situations in which a salesperson gave a gift worth \$10, \$25, or \$50 to a purchasing agent who was either a good customer or a prospect. The dependent variables were: 1. ethical stance 2. commonality 3. supplier choice 4. impact on purchaser's career. The study was a 2 (customer versus prospect) X 3 (\$10, \$25, or \$50 value) repeated measures, factorial design. Findings: Gift giving to customers was seen as more ethically appropriate than gifts to prospects.	Trawick, F., Swan, E., Rink, D. (1989). Industrial Buyer Evaluation of the Ethics of Salesperson Gift Giving; Value of the Gift and Customer vs. Prospect Status. <u>The Journal of Personal Selling &amp; Sales Management</u> , 9, (2), 31-37.	SOC
1989	Topical Area: Extension of the Holiday season. Sample/Methodology: Past research studies. Findings: consumers support this off-season market. Christmas is a very resilient industry that can support such economic dependence.	Cutler, B. (1989). Here Comes Santa Claus (again). <u>American Demographics</u> , 11, (12), 30-35.	MKT

Note: Information Sources: EBSCO, InfoTrac, ProQuest, and Lexis-Nexis

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Date	Findings	Source	Type
1989	Topical Area: Reciprocity in gift giving. Sample: 251 Norwegian evening business school students. 50% men and 50% women. Methodology: Self-administered scales/ situational descriptions. Self-administered questionnaire. Findings: Results suggest that the reciprocity through flowers and other gifts is more likely when men are reciprocating rather than women and when the flowers are given as a thank-you.	Rynning, M. (1989). Reciprocity in a Gift-Giving Situation. <u>The Journal of Social Psychology</u> , 129, (6), 769-778.	PSY

Note: Information Sources: EBSCO, InfoTrac, ProQuest, and Lexis-Nexis

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Table A.8

## Gift-giving Studies from 1990 through 1999

Date	Findings	Source	Type
1990	Topical Area: Obligation to give gifts: reciprocity and ritual. Obligatory versus voluntary motives. Sample: 90 graduate and undergraduate students. Average age was 24.7 years ranging from 19-41 years. Methodology: questionnaires. Findings: Importance of the act in building and maintaining relation with others; Connection of product category selection on decision making about time and monetary aspects in purchasing gifts; Association of gift giving with rituals and obligations during holidays.	Goodwin, C., Smith, K. L., Spiggle, S. (1990). Gift Giving: Consumer Motivation and the Gift Purchase Process. <u>Advances in Consumer Research</u> , 17, (1), 690-698.	SOC
1990	Topical Area: Examines the effect of donor and recipient involvement on consumer gift giving decisions. Sample: 100 P.T.A. mothers. membership list. Methodology: Experimental design consisting of 16 cases. Instruments were sent out. 77 returned the instruments. Findings: Mothers in the new neighbor conditions were affected by size, fiber content, and price when gift purchasing. Mothers in the best friend category were affected by fiber content and by size. Price affected fewer mothers purchasing gifts for best friends.	Wagner, J.; Ettenson, R.; Verrier, S. (1990). The Effect of Donor-Recipient Involvement on Consumer Gift Decisions. <u>Advances in Consumer Research</u> , 17 (1), 683-689.	PSY
1990	Topical Area: Motivations and symbolism in gift giving. Sample: 18 subjects (9 couples), married over 25 years. (Not a representative sample because study was exploratory). Methodology: Interviews ranging from 30 minutes to an hour. Findings: Gifts are more valuable to participants for the symbols involved than for the material benefits exchanged.	Wolfinbarger, F. (1990). Motivations and Symbolism in Gift-Giving Behavior. <u>Advances in Consumer Research</u> , 17, (1), 699-706.	ANTH
1991	Topical Area: Personal values and gift giving. Sample: A total of 240 students from the US and 82 Oriental students. Methodology: Students were surveyed, utilizing the List of Values scale and 2 gift-giving scales (amount of gift giving and effort involved in gift selection). Findings: Values are related to reports of behaviors in the area of gift giving. Individuals in social segments reported higher levels of gift giving and greater effort in the process than those in non-social segments. Those who exerted more are divided into 2 important segments 1. Giving to feel better about themselves 2. Giving to maintain or enhance relationships.	Beatty, S. E., Kahle, L. R., Homer, P. (1991). Personal Values and Gift-Giving Behaviors: A Study Across Cultures. <u>Journal of Business Research</u> , 22, (2), 149-157.	MKT

Note: Information Sources: EBSCO, InfoTrac, ProQuest, and Lexis-Nexis.

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Date	Findings	Source	Type
1991	Topical Area: Economic dimensions of a consumer gift-giving model. Two dimensions of extra household gift expenditures were modeled: the probability of giving and the expected value of the gifts. Sample: 4,139 households in the Quarterly Interview component of the 1984-1985 U.S. Continuing Consumer Expenditure Survey. Methodology: Survey. Findings: The results demonstrated that people will give more when they have more income. In addition, the probability of gift giving is related to the number of female adults, ethnicity, and urbanization, and the value of gift expenditures is related to region.	Garner, Thesia I.; Wagner, Janet. (1991). Economic Dimensions of Household Gift Giving. <u>Journal of Consumer Research</u> , 18, (3), 368-379.	SOC
1991	Topical Area: Comparing males and females in different gift-giving contexts and how they may vary on a within-individual basis. Sample: 127 undergraduate students from introductory psychology classes. 59 were males and 68 were female. Methodology: Questionnaire designed to assess subjects' feelings when comparing gift experiences. Findings: The results show that the sexes describe themselves differently in terms of expressiveness and instrumentality.	Gould, S.J., Weil, C.E. (1991). Gift-Giving Roles and Gender Self-Concepts. <u>Sex Roles</u> , 24, (9-10), 617-?.	SOC
1992	Topical Area: Effectiveness of business gifts. Sample: Controlled field experiment where customers were randomly assigned to experimental groups, which received a business card file, and control groups, which received no business gift, according to a Solomon 4-group design. Methodology: Mail questionnaires were utilized to collect data on respondent attitudes toward 4 product attributes - price, quality, service, and delivery - across 3 product lines and on customers' likelihood to contact the donor company versus the majority of its major competitors. Findings: Consistent with the reciprocal intent of business giving, the results indicate the ability of business gifts to work in synergy with the other elements of an organization's marketing communications program.	Beltrami, R.F. (1992). Exploring the Effectiveness of Business Gifts: A Controlled Field Experiment. <u>Academy of Marketing Science Journal</u> , 20, (1) 87-92.	MKT
1992	Topical Area: Investigates gift-giving and solicitation in international business practice. Sample: 111 New Zealand international business firms. Methodology: Findings: show variable conduct and contradictory attitudes. These findings suggest that, with the variety of ethical standards and levels of morality, which exist in different cultures, only "culturalism," should be the guiding principle to international business ethics.	Anonymous (1992). A New Look at Ethics in International Business Shengliang Deng. <u>The International Executive</u> , 34 (2), 151-164.	SOC

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Date	Findings	Source	Type
1993	Topical Area: An important feature of gift-giving is that consumption choices are made by someone other than the final consumer. While it is possible for a giver to choose a gift, which the recipient ultimately values above its price, it is more likely that the gift will leave the recipient worse off than if he had made his own consumption choice with an equal amount of cash. Sample: 86 Microeconomics Yale undergraduates. Methodology: two surveys. Findings: holiday gift-giving destroys between 10% and 1/3 of the value of gifts. A simple expected-utility model is developed to explain the decision to give cash, as opposed to in-kind gifts depending on relationships and age of the recipient.	Waldfoegel, J. (1993). The deadweight Loss of Christmas. <u>The America Economic Review</u> , 83, (5), 1328-1337.	ECO N
1993	Topical Area: Gift giving risk reduction strategy Sample: 15 informants of a Midwestern city. 14 were females and one male. Methodology: 1-2 hour shopping trip, 30 to 90 minute Interview, and a questionnaire. Findings: Six roles that givers express to each recipient on their gift lists are identified as: 1. the pleaser, 2. the provider, 3. the compensator, 4. the socializer, 5. the acknowledger, and 6. the avoider.	Otnes, C.L., Lowrey, T.M., Young Chan, K. (1993). Gift Selection for easy and Difficult Recipients: A Social Roles Interpretation. <u>Journal of Consumer Research</u> , 20, (2), 299-245.	PSY
1993	Topical Area: Experimental, obligated, and practical motivations. Sample (study 1): 159 undergraduate marketing students at a major Southern California University. Methodology: literature review, three-gift-giving questionnaires, open ended responses of respondents in a role playing experiment, and an early questionnaire constructed by Beatty (1990). Sample (Study 2): 225 staff at a major Southern California University. Ages ranged from 22 to 78. 73% of respondents were female. Findings: Givers have general feelings about giving and that these feelings differ between givers.	Wolfinbarger, F., Yale, J. (1993). Three Motivations for Interpersonal Gift Giving: Experiential, Obligated and Practical Motivations. <u>Advances in Consumer Research</u> , 20, (1), 520-526.	ANT H
1993	Topical Area: Compares theory of reasoned action (TORA), theory of planned behavior (TOPB), and the Miniard and Cohen model (MCM) in terms of their ability to predict behavioral intention (BI) of consumers. Sample: 82 female undergraduate students. Each female was currently dating someone on a steady basis. Methodology: questionnaires. Findings: Clothing was the most popular gift purchased by females in a dating relationship on Valentine's day. 7% of the respondents gave flowers. Greeting cards were the second most popular gift given, where 22% gave this as the only gift.	Netemeyer, G.; Andrews, C. (1993). A Comparison of Three Behavioral Intention Models: The case of Valentine's Day Gift-Giving. <u>Advances in Consumer Research</u> , 20, (1), 135-141.	PSY

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Date	Findings	Source	Type
1993	Topical Area: Research on dating and gift giving. The social sciences are dominated by a paradigm that views human behavior as instrumental exchange. Sample: Approximately 100 graduate students and undergrads. Methodology: Qualitative investigation, using questionnaires and interviews. Findings: It is suggested that agapic expressiveness is a needed addition to exchange instrumentalism for understanding gift giving and perhaps for understanding consumer behavior in general.	Belk, R. W. (1993). Gift Giving as Agapic Love: An Alternative to the Exchange. <u>Journal of Consumer Research</u> , 20, (December), 393-417.	SOC
1993	Topical Area: US and Japan gift giving behaviors. Findings: Females in both cultures put more effort into gift selection. Values do not play a significant role in the amount of search effort one engages in.	Title Beatty, E., Kahle, R, Utsey, M., Keown, C. (1993). <u>Journal of International Consumer Marketing</u> , 6, (1) 49- (18 pages)	MKT
1994	Topical Area: Gift giving is an integral part of conducting business both domestically and internationally. Findings: Sample: Past research studies. Methodology: Past research. Findings: In the US, the volume of business gift giving spent by American businesses has risen steadily from \$200 million annually in the 1950s to about \$1.8 billion in 1992, accounting for about 21 % of total consumer premiums and business gifts combined	Arunthanes, W., Tansuhaj, P., Lemak, D.J. (1994). Cross-Cultural Business Gift Giving. <u>International Marketing Review</u> , 11, (4), 44-55.	MKT
1994	Topical Area: Investigates attitudes and practices associated with "thank you" gifts and explores the male perspective regarding these gifts. Sample: 86 male college students responded to a campus bulletin. Ages ranged from 16 to 29. 50% were Asian, 29% were white, 8% were Hispanic, 6% were Black and 7% were from another ethnic group Methodology: Questionnaire and interview about their gift giving attitudes and practices. Findings: gifts are matched with the value of the hospitality.	Rucker, M.; Freitas, A. (1994). A toast for the host? The male perspective on gifts that say thank you. <u>Advances in Consumer Research</u> , 21 (1), 165-168.	ANTH
1994	Topical Area: The effects of time pressures, deadlines and planning on holiday gift purchases. Sample: Consumers in a small town who had purchased a gift that day. Methodology: Self administered surveys Findings: indicated that 90% of the consumers surveyed planned their purchases to some extent. Also, consumers were less concerned about price for holiday gift purchases than for everyday gifts.	Jap, S. (1994). <u>Stores</u> , 76, (10), RR7.	SOC

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1994	Topical Area: Evaluation of Gifts. Sample: 112 participants (49 women and 63 men). Mostly undergraduate social science students from Tilburg University. Methodology: 4 situational experiments Findings: Costly gifts, in terms of time and mental and physical effort, were preferred.	Robben, H. S. J, Verhallen, T. M. (1994). Behavioral costs as determinants of cost perception and preference formation for gifts to receive and gifts to give. <u>Journal of Economic Psychology</u> , 15, (2),333-350.	SOC
1994	Topical Area: Men's' mixed feelings about participating on Valentine's Day. Sample: 105 male undergraduates at a large university in the Midwest. Methodology: Self administered survey. Findings: Men are reluctant to buy gifts for women on Valentine's day. Those, which do participate in this holiday, do not have positive attitudes.	Otnes, C.; Ruth, J. (1994). The pleasure and pain of being close: Men's mixed feelings about participation in Valentine's Day...Advances in Consumer Research, 21, (1), 159-164.	MKT
1995	Topical Area: Presents a consumer choice model for the relationship between the population of children and per capita Christmas spending. Sample/Methodology: Literature review. Findings: Development of a more complete model. Children increase the amount of Christmas spending.	Tremblay, Carol Horton; Tremblay, Victor J. (1995). Children and the economics of Christmas gift-giving. <u>Applied Economics Letters</u> , 2, (9), 295-297.	ECON
1996	Topical Area: Gift giving and business relationships. Sample: 220 persons top management and business sector. Methodology: Questionnaires and personal interviews. Findings: Gift giving can be developed into an important communication tools.	Bruhn, Manfred. (1996).Business gifts: A form of non-verbal and symbolic communication. European Management Journal. London: Feb 1996. Vol. 14, Iss. 1; p. 61-68.	MKT
1996	Topical Area: The relationship between gift giving and hierarchy. Sample/Methodology: Data about early-20th-century colonial contacts in western Central Sulawesi, Indonesia was used. Findings: Dutch colonial officials and European missionaries disrupted prior community and regional exchange patterns and initiated strategic policies of asymmetric interethnic gift giving.	Aragon, L. V. (1996).Twisting the gift: Translating pre-colonial into colonial exchanges in Central Sulawesi, Indonesia. <u>American Ethnologist</u> , 23,(1), 43-60.	ANTH

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Date	Findings	Source	Type
1996	Topical Area: What do you buy the person who has Nothing? Researching Disaster Victims. Sample: Group of homeowners in a disaster area. Methodology: 18 interviews were conducted, participants watched a video and answered questionnaires and a follow up interview to clarify any questions. Findings: While it is possible that no social imperative exists for the giving of gifts in this type of situation, findings show this behavior common. Gifts come from sources outside of traditional circles.	Horne, D. R., Sayre, S. (1996). What do you buy the person who has Nothing? <u>Advances in Consumer Research</u> , 23, (1), 30-35.	ANTH
1996	Topical Area: An exploratory look at the meaning and practices surrounding the consumer ritual of Valentine's Day from the perspective of homosexual men. Methodology: Depth interviews within an interpretative framework. Findings: Research suggests similarities for the celebration of Valentine's Day between homosexual and heterosexual singles, while differences may exist for the functions of Valentine's Day gift-giving between these groups. Some homosexual couples feel they cannot "legitimately participate" in the dominant rituals associated with the holiday due to oppression by a "heterosexual society."	Newman, Peter J., Jr., Nelson, Michelle R. (1996). Mainstream legitimization of homosexual men through Valentine's Day gift-giving and consumption rituals. <u>Journal of Homosexuality</u> , 31, (1/2) 57.	SOC
1996	Topical Area: Gay gift-giving. Sample: 32 men from a University based gay organization. Ages ranged from 18-30. 15 white, 8 Asian, 4 Hispanic, 1 Black, 4 No response. Methodology: Personal interview by 1 or 2 gay males. Findings: Gay males devoted more attention to selection or creation of gifts, and they were also more concerned about the recipient's appreciation and utilization of the gift.	Rucker, M., Freitas, A., Huidor, O. (1996). Gift-Giving Among Gay Men: The Reification of Social Relations. <u>Journal of Homosexuality</u> , 31, (1-2), 43-56.	SOC
1997	Topical Area: Gift giving is a practice common to many societies. Sample/ Methodology: A study of the economy with a continuum of agents. Findings: In an evolutionary model, the social custom of giving gifts at the beginning of a relationship can lead to trust and cooperation. The evolutionary approach makes predictions about the character of the goods that can be used as gifts. For example, gift goods may have little use value even at low levels of consumption. Although the gifts themselves are useless, the institution is not.	Carmichael, H.C., MacLeod, W.B. (1997). Gift Giving and the Evolution of Cooperation. <u>International Economic Review</u> , 38, (3), 485-110.	ANTH

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Date	Findings	Source	Type
1997	Topical Area: a study that examines gift giving in Western society. The construction of an emotional hierarchy of different social relationships. Sample: 513 respondents aged 20-70. 51% males and 49% females. Methodology: self-administered questionnaires. Findings: The importance of one's own children is not very remarkable, nor is the importance of parents or parents-in-law. The importance of extended kin and friends is more interesting.	Komter, A., Vollebergh, W. (1997). Gift Giving and the Emotional Influence of Family and Friends. <u>Journal of Marriage &amp; the Family</u> , 59, (3), 747-758.	SOC
1997	Topical Area: A research anthology the act of giving a gift. Sample/Methodology: Past research studies. Findings: giving a gift is an affirmation of complex cultural and interpersonal values, and it is an act rich in meaning for both parties. Recognition, affection, importance-all are conferred along with gifts. Many times what is given is not as important as the fact that it is given.	Stafford, T.F. (1997). Gift Giving: A Research Anthology. Academy of Marketing Science. Journal, 25, (4), 376.	ANTH
1997	Topical Area: The gift exchange-a social phenomenon woven into the fabric of the world's cultures and entwined in the lives of consumers. Sample/Methodology: Past research studies and knowledge. Findings: (1) assemble scholars from a variety of disciplines who are interested in gift giving, (2) illustrate several potential research issues, and (3) "innovate, integrate and reflect upon gift-giving scholarship" (p. 6).	Sprott, D.E. (1997). Gift Giving: A Research Anthology. <u>Journal of Marketing Research</u> , 34, (4), 541-542.	ANTH
1998	Topical Area: The desire to give or the need to have. Sample/ Methodology: past research and knowledge. Findings: US, was founded on a system of gift-giving, on a continuous, free circulation of goods among the members of the society. Results: One's status depends on the generosity of one's gift giving.	Schneiders, S.M. (1998). The desire to give or the need to have. <u>Vital Speeches of the Day</u> , 64, (18), 568-570.	SOC
1998	Topical Area: When gift giving is appropriate in business relationships. Sample/ Methodology: Past studies and research. Discussions in the weekly seminar on Culture and Economics at the Erasmus University have influenced the authors thinking as well. Findings: Gifts can create and sustain human relations.	Dolfsma, W. (1998). Labor Relations in Changing Capitalists Economies: The Meaning of Gifts in Social Relations. <u>Journal of Economic Issues</u> , 32, (2). 631-638.	ECON

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1998	Topical Area: A Comparison of Korean and American Gift-Giving Behaviors. Sample: 237 Koreans and 222 Americans. Chosen from Korean and American business and manufacturing firms, financial management, consumer services, and other industries. Methodology: Firms distributed questionnaires to their employees working at various levels within the company. Findings: Wives in both cultures primarily buy gifts, but Korean husbands are more active in gift giving.	Park, S. (1998). A Comparison of Korean and American Gift-Giving Behaviors. <u>Psychology &amp; Marketing</u> , 15, (6), 577-593.	PSY
1998	Topical Area: Examines Consumers' use of ins-store information sources while Christmas shopping. Sample: 366 people from a major metropolitan area. Majority of respondents were female, and were married, and posses above average income and education. Methodology: Survey after Christmas/ questionnaire. Findings: the three dimensions are general information Search, specific information search, and assistance of sales clerks. Situational variables appeared more strongly influential than personal or demographic.	Laroche, M., Saad, G., Browne, E., Cleveland, M., Kim, C. (1998). Determinants of In-store Information Search Strategies Pertaining to a Christmas Gift Purchase. <u>Canadian Journal of Administrative Science</u> , 17(1), 1-19.	SOC
1999	Topical Area: Gift Giving in Chinese Businesses. Sample/Methodology: Past research studies. Findings: Westerners unfamiliar with Chinese associate gifts with bribes and allege that the Chinese are corrupt in their business practices.	Steidlmeier, P. (1999). Gift Giving, Bribery and Corruption: Ethical Management of Business Relationships in China. <u>Journal of Business Ethics</u> , 20, (2), 121-132.	SOC
1999	Topical Area: Gift -giving behaviors in Taiwan and the USA Sample: 64 students from a national university in Taiwan and 65 students from a state university in the U.S. Methodology: Two gift giving written situations. Findings: Cultural and relationship strength between dyads may affect people's decision on which elementary form of social behavior they will apply in reciprocal gift-giving behavior.	Chiou, J. (1999). Reciprocal Gift-giving behavior in Taiwan and the USA: The Influence of Culture and Relationship Strength Between Dyads. <u>American Marketing Association</u> , 10, 208-215.	MKT

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1999	Topical Area: Evaluation of money as a gift. Sample: 49 undergraduates in business administration at a large university in the Netherlands. Methodology: Eight scenarios about receiving gifts. Findings: Recipient/giver relationship is closer when a regular present is given rather than money . Test #2: Sample: 96 undergraduates at a university in the Netherlands. Methodology: 12 scenarios. Findings: money gifts are valued less than wrapped money gifts.	Rik Pieters, R., Robben, H (1999). Consumer Evaluation of Money as a Gift: A two-utility model and an empirical test. <u>Kyklos</u> , 52, (2), 173-200.	ECON
1999	Topical Area gift-purchasing behavior in Hong Kong. Sample/Methodology: Past studies and research. Findings: Gift giving is a social behavior among family members and business friends. The importance of the symbolism of gifts would suggest that social referents may affect the purchase decisions for gifts. One's social referents are often determined by one's cultural background or affiliation.	Yau, O.H.M., Chan, T.S., Lau, K.F. (1999). Influence of Chinese cultural values on consumer behavior: A proposed Model of Gift-Purchasing Behavior in Hong Kong. <u>Journal of International Consumer Marketing</u> , 11, (1), 97.	SOC
1999	Topical Area: Model of gift-giving where emotions matter is presented. Sample/Methodology: Past research studies to create a game for two players. Findings: Emotions play a role in all gift giving scenarios.	Ruffle, B. J. (1999) Gift Giving with Emotion. <u>Journal of Economic Behavior &amp; Organization</u> , 39, (4), 399-420.	ECON

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Table A.9

## Gift-giving Studies from 2000 to Present

Date	Findings	Source	Type
2000	Topical Area: Gender and gender identity differences in gift-giving motivations. Sample: 138 mall shoppers. 77 females and 61 males. Thirty-eight were under the age of 35 (27.5%), 54 were 35-50 (39.1%), and 46 were over age 50 (33.30%). Methodology: Interviews. Findings: Females experience more pleasure in gift giving. Females experience more positive motivations and males more practical motivations in gift giving. No difference between the sexes with respect to obligated motivations.	Webster, C., Nottingham, L. (2000). Gender Differences in the motivations for Gift Giving. <u>American Marketing Association</u> , 11, 272-278.	PSY
2000	Topical Area: Anxiety among gift givers. Sample: Undergraduate students (66 female and 49 male) Methodology: Surveys and Interviews. Findings: Givers become motivated when they anticipate a favorable reaction but are pessimistic about their prospects of success.	Wooten, D. (2000). Qualitative Steps toward an Expanded Model of Anxiety in Gift-Giving. <u>Journal of Consumer Research</u> , 27, (1), 84-94.	SOC PSY
2000	Topical Area: Business gift giving. Sample: A company's customers' perceived satisfaction and intention to continue repurchasing are surveyed both before and after being sent a more expensive gift, a less expensive gift, or no gift at all. 243 customers were used. Methodology: Questionnaires. Findings: Business gift giving represents an effective part of a marketer's overall marketing communications strategy.	Beltramini, R.F. (2000). Exploring the Effectiveness of Business Gifts: Replication and Extension. <u>Journal of Advertising</u> , 29, (2) 75-78.	MKT
2000	Topical Area: Gifts are proclaimed to play a vital role in making dating relationships. Sample: 225 unmarried male and female undergraduate and graduate students at a large university. Methodology: Questionnaires. Findings: Using gifts at the proper level and frequency helps to ensure the relationship will be successful and last.	Huang, M., Yu, S. (2000). Duration models to Analyze Dating Relationship: The Controversial Role of Gift Giving. <u>Family and Consumer Sciences Research Journal</u> , 28, (4), 411-427.	PSY

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Date	Findings	Source	Type
2000	Topical Area: Consumers' use of in-store information sources while Christmas shopping. Sample: 366 people. Majority of respondents are female and married, and tend to possess above average education and income. Methodology: questionnaires. Findings: In-store search behavior consists of 3 dimensions: general information search, specific information search, and assistance of sales clerks. Situational variables outperform all other variables, and personal variables outperform demographics for the 2 non-personal search variables.	Laroche, M., Saad, G. Browne, E., Cleveland, M., Kim, C. (2000). Determinants of In-Store Information Search Strategies Pertaining to a Christmas Gift Purchase. <u>Revue Canadienne des Sciences de l'Administration</u> , 17, (1), 1-19.	SOC
2001	Topical Area: Gift giving goes beyond the rational. A model is proposed. Sample/ Methodology: Literature review. Findings: The model breaks the gift giving process into examinable elements. The concept of value should be central to any examination of the gift-giving phenomenon.	Larsen, D., Watson, J.J. (2001). A Guide Map to the Terrain of Gift Value. <u>Psychology and Marketing</u> , 18, (8), 889-906.	PSY
2001	Topical Area: Gift-giving in Hong Kong. Sample: 35 Hong Kong students (25 females and 10 males). Ages ranged from 20 to 30. Most were from lower middle class to middle class. Methodology: Interviews. Findings: the boundaries of the familial self are permeable and may include others, such as important romantic partners and, close friends. In family and like-family contexts, reciprocity is discouraged, and there is no need to build relationships through gift giving.	Joy, A. (2001), Gift Giving in Hong Kong and the Continuum of Social Ties. <u>Journal of Consumer Research</u> , 28, (2), 239-255.	SOC
2001	Topical Area: American and Japanese gift giving practices. Sample/Methodology: Past knowledge and research studies. Findings: For successful business practice, there must be adaptation to the customs and practices of the Japanese and the individual is more important than the process. Many businesses have been unsuccessful in Japan because of their failure to understand Japanese practices and customs.	Sagara, B., Kleiner, B.H. (2001). Helping Americans Adapt to the Japanese Cultural System. <u>Management Research News</u> , 24, (3/4), 137-140.	SOC
2001	Topical Area: Motives for gift giving by young males examines Valentine's Day. Sample: 61 young males. Methodology: Qualitative approach and focus groups. Findings: The giving and receiving of gifts is a ritual that takes place in all societies. Motivations for gift giving vary, the most prevalent motivations are obligation, self-interest, altruism and basic exchange or reciprocity.	Rugimbana, R., Donahay, B., Neal, C., Polonsky, M.J. The Role of Social Power Relations in Gift Giving on St. Valentine's Day. <u>American Marketing Association</u> , 12, 144-145.	MKT

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2001	Topical Area: Ceremonial exchange of gifts on New Year's Day at the Valois courts, Buettner examines gift giving in late medieval court society. Sample/Methodology: Based on visual clues from a few surviving objects, book presentation scenes, information from inventories, and household accounts. Findings: Past gifts given across cultures are now valuables in our museums.	Buettner, B. (2001). Past Presents: New Year's Gifts at the Valois Courts. Ca. 1400. <u>Art Bulletin</u> , 83, (4), 598-605.	ANTH
2001	Topical Area: Money being spent on gifts. Three to four percent of individuals' income is spent on gifts. Sample/Methodology: past research studies. Findings: people buy gifts not to prove they have searched for the perfect gift, but to prove that they are sure that what they are giving is the right thing. Cash gifts are offered by those who are less certain of the recipient's preference.	Prendergast, C., Lars, S. (2001). The Non-Monetary Nature of Gifts. <u>European Economic Review</u> , 45, (10), 1793-1810.	ECON
2001	Topical Area: Every year Christmas gift-giving occasions start earlier. Discusses how people experience this increasing commercial pressure. Sample: research started in 1999. Random sample drawn from Flemish population over the age of 18. 731 respondents. Methodology: questionnaires. Findings: Although Holidays start on the same day, the duration of these events are gaining more commercial attention and are expanding gradually.	Mortelmans, D., Damen, S. (2001). Attitudes on Commercialization and Anti-Commercial Reactions on Gift-Giving Occasions in Belgium. <u>Journal of Consumer Behavior</u> , 1, (2), 156-173.	SOC
2002	Topical Area: Brand choice when purchasing a gift. Sample: 250 respondents from a medium-sized population. Methodology: Telephone Interviews. Only people over 18 who had a birthday present in the household at the time of the call were used. Findings: consumers vary in their choice of brands for different recipient groups. Gender, age, and income all affect brand choices. Overall consumers tend to look for brands with greater perceived symbolic benefits.	Parsons, A.G., (2002). Brand Choice in Gift-Giving: Recipient Influence. <u>Journal of Product and Brand Management</u> , 11, (5), 237-248.	MKT
2002	Topical Area: Japanese gift-giving. Sample: 16 Tokyo housewives. Methodology: 75 minute interviews. Findings: Significant situational main and interaction benefits and demonstrate an ability to transcend product-based segmentation methods by identifying products that, although they are dissimilar from a product attribute perspective, satisfy similar needs and are directly competitive from a situational perspective. The study is among the first to examine situational influence outside of the US market.	Gehrt, K.C., Shim, S. (2002). Situational Influence in the International Marketplace: An Examination of Japanese Gift-Giving. <u>Journal of Marketing Theory and Practice</u> , 10, (1), 11-23.	SOC MKT

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Date	Findings	Source	Type
2002	Topical Area: examines brand awareness and request styles at Christmas of Australian children and adults. Sample: letters written to Santa was obtained from a national retailer. 499 children's letters were used. Methodology: data was quantitative and qualitative divided into 5 brand styles. Findings: results indicate that children are brand-oriented in their request behavior, adopt fairly meaningful request strategies and use visual imagery in their communication strategies in their attempts to secure their requested gifts and specific brands.	O' Cass, A., Clarke, P. (2002). Dear Santa, Do You Have My Brand? A Study of the Brand Requests, Awareness, and Request Styles at Christmas Time. <u>Journal of Consumer Behavior</u> , 2, (1) 37-53.	SOC
2003	Topical Area: The surge in self-gifting - it made up 23 percent of all money spent on last year's holiday gifts. Sample/Methodology: past research groups, consulting firms, past credit card surveys, authors, and statistics. Findings: Historically gift giving symbolized an economic or social bond between two people. Self-gifting turns that tradition. It is a sign of shifting societal values and a statement of self-satisfaction. Due to the fact that 51% of households are made of one person in America, many adults don't have a significant other to buy them a present - or to buy for. Women are responsible for most self-gifting, say experts - perhaps because they do 70 percent of the holiday shopping.	Paul, N.C. This holiday, More Shoppers are Looking Out for No. 1. <u>The Christian Science Monitor</u> . Boston, Mass.: Dec 22, 2003. p. 01	PSY
2003	Topical Area: The purpose of this study is to increase the understanding of Japanese consumers' cognitive processes as well as situational influences on the dimensional relationships among cognitions during the gift-giving process. Sample: approximately 700 respondents ranging from 22 to 75 years old. Methodology: self administered questionnaire. Findings: Unique, tailored promotional strategies based on different situations within each consumer segment may be necessary for marketing gift products to Japanese consumers. Evidence suggests that the internally driven individuals in this study were especially concerned about intrinsic qualities such as freshness and taste in the informal setting.	Lotz, S.L., Shim, S., Gehrt, K.C. (2003). A Study of Japanese Consumers' Cognitive Hierarchies in Formal and Informal Gift-Giving Situations. <u>Psychology and Marketing</u> , 20, (1), 59.	PSY

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Date	Findings	Source	Type
2003	Topical Area: The art of gift giving in China. Sample: past knowledge. Methodology: Compiling past information and research. Findings: gift giving is a signifier of appropriate emotion, a demonstration of social courtesy, a practice of bestowing respect and dignity and a process of reciprocity and relationship building. The selected gift should be expensive enough to match the income of the giver, but not luxurious enough to make the receiver liable to be considered greedy. Gift giving can be a ritual that assists in maintaining an ongoing bond between business partners.	Chan, A.K.K., Denton, L., Tsang, A.S.L. (2003). The Art of Gift Giving in China. <u>Business Horizons</u> , 46, (4), 47.	SOC
2003	Topical Area: Fairness is a strong concern as shown by dictator and ultimatum experiments Sample: 24 participants from an undergraduate course in microeconomics. Methodology: questionnaires, and an experimental session. Findings: The results indicate that efficiency concerns are dominated by fairness concerns that are less stringent in mutual exchanges than in one-sided gift relationships.	Guth, W., Kliemut, H., Ockenfels, A. (2003). Fairness Versus Efficiency- An Experimental Study of Mutual Gift Giving. <u>Journal of Economic Behavior and Organization</u> , 50, (4), 465.	ECON
2003	Topical Area: Gift Giving among young adults. Sample: 93 undergraduates (48 men and 45 women) at an eastern Canadian university. Methodology: survey consisting of 18 questions. Findings: men report tactical motives for giving gifts to their romantic partners more frequently than women. No sex differences in situational motives... for kin members, amount spent on gifts increases with the genetic relatedness of the particular kin. Gift expenditures were the highest to romantic partners, followed by those to close kin members and then to close friends.	Saad, G., Gill, T. (2003). An Evolutionary psychology Perspective on Gift Giving Among Young Adults. <u>Psychology &amp; Marketing</u> , 20, (9), 765.	PSY
2003	Topical Area: investigates young males' motives for gift giving on Valentine's Day. Sample: 61 participants between ages of 18 and 25. Methodology: in- depth interviews. Findings: motivations based on obligation, self-interest and altruism do exist. This study points to the finding that individual motivations may be more intricately intertwined and have deeper manifestations in the perceived social power relationship between the genders.	Rugimbana, R., Donahay, B., Neal, C., Polonsky, M.J. (2003). The Role of Social Power Relations in Gift Giving on Valentine's Day. <u>Journal of Consumer Behavior</u> , 3, (1), 63.	SOC

Note: Information Sources: EBSCO, InfoTrac, ProQuest, and Lexis-Nexis.

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Date	Findings	Source	Type
2003	Topical Area: attempts to provide an understanding of gift giving for a more systematic assessment of relationship building to succeed in an Asian realm. Examines the underlying linkage between the intensity of gift-giving and constructing relationships. Provides researchers and businesses insight into how to manage profitable relationships in a culture rich environment. Sample/Methodology: past research. Findings: Gift-giving is seen as an act of reciprocity, and often misconstrued as bribery by Westerners, yet it appears to be an important constituent of the Asian culture and can be seen as a form of relationship investment, that if cultivated well, can uplift interactions between businesses.	D'Souza, C. (2003). An inference of Gift-Giving within Asian Business Culture. <u>Asia Pacific Journal of Marketing and Logistics</u> , 15, (1/2), 27.	SOC
2003	Topical Area: in-store information search for a Christmas clothing gift, focusing on cross-cultural differences. Sample: households from three countries. Households were selected randomly. For the USA there were 179 usable surveys, for Canada there were 259 usable surveys and for the UK, 86 usable surveys, totally 524 usable surveys. The majority of the respondents were female. Methodology: A field survey. Findings: revealed 3 distinct and reliable in-store search behaviors (macro, micro, and salesclerk help). Cross-national differences were found with respect to the relationships/importance of the various search antecedents to in-store search behaviors. Females acquire macro and micro info. Males seek the assistance of store sales personnel.	Cleveland, M., Babin, B.J., Laroche, M., Ward, P., Bergeron, J. (2003). Information Search Patterns for Gift Purchases: A Cross- National Examination of Gender Differences. <u>Journal of Consumer Behavior</u> , 3, (1), 20-47.	SOC
2003	Topical Area: 95% of adults age 18 and over plan to buy gifts this holiday season. Sample: The online poll of 2,074 adults was fielded between September 26 and 30, 2003. Methodology: online survey. Findings: women are often more generous than men: Nearly two-thirds of women (65%) say they plan to buy gifts for their children, while just over half of men (53%) share that goal. Although the vast majority of adults say they'll buy gifts this holiday season, only half (53%) plan to spend as much as they did last year. Close to one-third (28%) say they will likely spend less than last year. Among them, 61% say personal savings are a major factor in the decision to cut back, and one-third cite the state of the US economy	Sandra Yin. American Demographics. Ithaca: Nov 2003. Vol. 25, Iss. 9; p. 12	SOC

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Date	Findings	Source	Type
2003	Topical Area: Consumer goods both reflect and construct the complex social relations that give rise to gift-giving. Sample: past marketing information. Methodology: Summarizing past marketing Information. Findings: Toys emerged as mass consumer items in the nineteenth century because the responded to the internal antinomies within the ideology of bourgeois domesticity. Christmas emphasized the mutual affection of the family members through attention to the immediate desires of other family members. This attention to the desires of children tended to encourage toys as a gift since more than any other gift, particularly books; they were capable of generating immediate excitement and happiness.	Hamlin, D. (2003). The Structures of Toy Consumption: Bourgeois Domesticity and Demand for Toys in Nineteenth- Century Germany. <u>Journal of Social History</u> , 36, (4), 857-869.	SOC
2004	Topical Area: dominant role of women in the process of gift buying. Examines the consumption process of gifts in Belgium. Sample: random sample of adults 18 years and older was drawn from the Flemish population. Ages ranged from 17 to 92 years. The majority of respondents lived with a partner and almost 70% had one or more children. A telephone database was used to draw the sample. Methodology: Questionnaires. Data collection Findings: confirm that gift buying in Belgium is clearly a women's job and women enjoy gift buying more than men do. Differences exist in attitudes toward the practice and that men still consider this to be more of a woman's task. There also is a clear indication that gender-related attitudes on gift buying are different among younger respondents	Mortelmans, D., Sinardet, D. (2004). The Role of Gender and Gift Buying in Belgium. <u>Journal of Family and Consumer Sciences</u> , 96, (2), 34-39.	SOC
2003	Topical Area: Finding the perfect gift, which is culturally acceptable. Sample/ Methodology: Review of Literature. Findings: gifts that are culturally inappropriate may do more harm than good. It is very important to understand cultural differences before giving a corporate gift.	Colin, T. (2003). Great Gifts. <u>New Zealand Management</u> , 50, (7), 59-61.	ANTH
2004	Topical Area: people are really spending money again, but on themselves Sample: Various retailers from around the country. Methodology: Verbal survey given by Guy Trebay, an author for the New York Times. Findings: Shoppers are buying with great enthusiasm for themselves	Trebay, G. (2004). Dear Santa, I Want . . . Oh, Never Mind. I'll Buy It Myself. <u>New York Times</u> , (Late Edition (East Coast)), B.8.	SOC

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Date	Findings	Source	Type
2004	Topical Area: receiving a gift causes the recipient to feel deferential toward the exchange partner. Sample: 20- 22 undergraduates from U.C Irvine for each condition. Methodology: two part experiment involving a computer simulated partner. Findings: gift giving, when linked to a behavioral interchange pattern, has the capacity to induce differential performance expectations.	Bienenstock, E.J., Bianchi, A. J. (2004). Activating Performance Expectations and Status Differences Through Gift Exchange: Experimental Results. Social Psychology Quarterly, 67, (3), 310-318.	PSY
2004	Topical Area: The Pacific population in New Zealand and traditional gift commitments and the effect it had on their household financially. Sample: 1,376 mothers of Pacific infants. Methodology: asking of questions. Findings: Sixty-two percent reported that they and/or their partner usually gave to their family or church, with 66.5% of this group giving to family in New Zealand, 58% to family in the Pacific Islands, and 75.9% to their church. Fifty-nine percent of these mothers reported that this gift commitment made their household financial situation more difficult.	Cowley, E.T., Paterson, J., Williams, M. (2004). Traditional Gift Giving Among Pacific Families in New Zealand. <u>Journal of Family and Economic Issues</u> , 25, (3), 431.	ECON
2004	Topical Area: Examines age differences with respect to consumers' usage of in-store information sources, and the underlying antecedents of in-store information search, in the context of a Christmas clothing gift purchase. Sample: Christmas Shoppers after Christmas. Methodology: A survey, containing items designed to measure the identified antecedent search variables, as well as usage of various in-store information sources. Findings: In-store information search appears to be composed of three distinct dimensions: general information search, specific information search and sales clerk assistance. Distinct patterns of in-store search behavior, in terms of the three identified search dimensions, were apparent for the four age groups (<30, 30-49, 50-59, 60+ years). Also, the degree to which various personality, situational, and demographic variables influenced in-store search behaviors sharply varied. across the four age groups.	Laroche, M., Cleveland, M., Browne, E. (2004). Exploring Age-related Differences in Information Acquisition for a Gift Purchase. Journal of Economic Psychology, 25, (1), 61.	PSY
2004	Topical Area: The ethical and therapeutic implications of receiving gifts from clients are explored. Therapeutic meanings that underlie client gift giving are explored. Sample: Various Clients. Methodology: studying clients' gift giving behavior. Findings: Receiving gifts from clients are a frequently occurring therapeutic event.	Gerig, M.S. (2004). Receiving Gifts from Clients: Ethical and Therapeutic Issues. Journal of Mental Health Counseling, 26, (3), 199.	SOC

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Date	Findings	Source	Type
2004	Topical Area: longitudinal study of Christmas giving and how social relationships impact gift exchange. Sample: Five key informants over five Christmas seasons over a 12 year period. Methodology: shopping trips and Interviews. Findings: givers allow themselves to be influenced by, third parties when selecting gifts. Givers' motivations for incorporating these influences can change over time. Thus, personal gifts reflect givers' relationships with others in the social network	Lowery, T.M., Otnes, C.C., Ruth, J.A. (2004). Social Influences on Didactic Giving Over Time: Taxonomy from the Giver's Perspective. <u>Journal of Consumer Research</u> , 30, (4). 547-558.	SOC
2005	Topical Area: Consumer responses to gift receipt in business to consumer context. This article delineates business-to-consumer from consumer-to-consumer and business-to-business gift giving, and discusses the influence of gift, recipient, and giver characteristics on gift evaluation and reciprocation likelihood in business-to-consumer contexts. Sample: 202 undergraduate students. Methodology: A study examines the impact of relationship strength, gift value, nature of request, and recipient gender on gift evaluation, reciprocation likelihood, and future store choice. Study included dependent measures, given scenarios, manipulation checks, and demographic measures. Findings: A stronger relationship with the business and an implicit request for reciprocation affect consumer responses to business-to-consumer gifts positively. Gift value and recipient gender did not have a significant effect on outcome variables.	Onur Bodur, H., Grohmann, B. (2005). Consumer Responses to Gift Receipt in Business –to –Consumer Contexts. <u>Psychology and Marketing</u> , 22, (5), 441-456.	PSY
2005	Topical Area: highlights interpretive work on gift giving, love, sacredness, purity, and boundaries as it pertains to exchange taboos. Sample: interpretive research/ commentary. Methodology: interpretive research/ perspective. Findings: suggest that there is a ritual and moral substrate that underlies exchange behaviors. Interpretive perspective may deepen relational framing by revealing an ideal moral template that guides behavior and leads to polite ruses in order to reframe behaviors that violate these norms.	Exchange Taboos From an Interpretive Perspective Russell W Belk. <u>Journal of Consumer Psychology</u> . Hillsdale: 2005. Vol. 15, Iss. 1; p. 16	PSY
2005	Topical Area: Book review. Discusses past anthropologists work. Discusses other possible theories. Sample: Past studies. Methodology: Compiling past studies. Findings: past gift giving studies are described as being narrow in comparison to Mauss's work.	Miyazaki, H. (2005). The Question of the Gift: Essays Across Disciplines/Gift Giving in Japan: Cash, Connections, Cosmologies. <u>American Anthropologist</u> , 107, (1), 137-138.	ECON

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APPENDIX B  
SCHEDULE OF QUESTIONS

### Schedule of Questions

- #1) How do you feel about giving and getting gifts?
- #2) Tell me about a recent gift you gave or received.
- #3) What gift giving occasions are most important to you for giving gifts? Why?
- #4) What are the gifting occasions you feel you must participate in annually?
- #5) To whom do you most enjoy giving gifts?
- #6) How do you select gifts—on your own or with help?
- #7) What are the key factors in determining your final gift selection?
- #8) Do you have an idea as to what to buy before you go into the store?
- #9) How do you know when you have chosen the right gift for someone?
- #10) Does your history of gift exchange with the receiver influence your selection of a gift for that person?
- #11) How does the recipient's reaction affect your future gift giving plans?
- #12) Did you experience any barriers or problems with giving gifts this past year?
- #13) What gift giving occasions are most important to you for receiving gifts? Why?
- #14) What are the gifting occasions for which you feel you should absolutely receive a gift?
- #15) From whom do you most enjoy receiving gifts?
- #16) How does personalization affect your response to a gift?
- #17) How does your consciousness of the money spent on a gift received affect you?
- #18) What makes you feel you have received a great gift?
- #19) How did you handle a positive reaction to a gift?
- #20) What makes you feel you have received an undesirable gift? In what ways were you disappointed?

- #21) How did you handle a negative reaction to a gift?
- #22) Did you experience any barriers or problems with receiving gifts this past year?
- #23) Tell me about a time that you received a gift that you didn't want.
- #24) What do you do with gifts that are unwanted?
- #25) Have you ever re-gifted? To whom did you re-gift?
- #26) What was your motivation for re-gifting?
- #27) What types of gifts are you willing or interested in re-gifting?
- #28) How often do you re-gift?
- #29) Have you ever been a re-gift recipient? How did you feel about that?
- #30) How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?
- #31) Have you ever been afraid of getting caught re-gifting?
- #32) Do you feel guilty when you re-gift

APPENDIX C

INTERVIEW TRANSCRIPTS

Informant #AB

#1. How do you feel about giving and getting gifts?

“I love giving, and I love receiving gifts. “

#2. Tell me about a recent gift you gave or received.

“I just came back from a trip to Italy so I brought gifts to all of my friends as souvenirs.”

#3. What did you bring back?

Depending on who it was some of them got chocolates, some of them got an Italian liquor called Lemoncila, some of them had aprons with recipes of Italian food on them.

#4. What gift giving occasions are most important to you for giving gifts? Why?

Ahh, probably I'm hesitating between Christmas and Birthdays, but I think I'll go with Birthdays because it's ahhh, It's your day, it's not anyone else's' you're the star of that day so that is when I like to give gifts, on the birthday.

#5. What are the gifting occasions you feel you must participate in annually?

Ahh, all of the special holidays, Christmas, Birthday's, Mother's Day, Father's day, Valentine's day, Easter, wedding anniversaries that's about it I think.

#6. To whom do you most enjoy giving gifts?

Ahhh, before I was a widower, it would have been my wife, because we would spoil each other with everything we would want and would see through the year we would buy just for the fun of it. Now, it's probably my grandson, if I see a toy or clothes or something He would like I just go buy it.

#7. How do you select gifts—on your own or with help?

Usually on my own, I don't need any help with gifts.

#8. What are the key factors in determining your final gift selection?

I just want to make sure that the person I get the gift for will be pleased. Usually when I choose a gift, one of criteria's is would I like to receive it. If the answer is yes, I'll buy it if I don't want to receive it I don't buy it.

#9. Do you have an idea as to what to buy before you go into the store?

Yes, usually I do have something I've already figured in my mind. But I'm also very intuitive, I might just see something and that's it period. Usually I do have an idea, but if I see something special I'll just buy it.

#10. How do you know when you have chosen the right gift for someone?

You never really know because I always buy stuff, which I know will please me. Most of the people I hope it will please them also, but you're never completely sure.



#11. Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Yes, yes because I go about the principal that everyone buys stuff that they would like to get, so when you do exchange with a friend, you see what he really likes to give you, and even the colors might help you because as funny as it is I know a friend who likes blue and the other friend likes brown. So I used to buy him clothes that are blue and he used to buy me clothes that are brown. Now we both understand that I buy him clothes that are brown and he buys clothes for me that are blue. If it's a shirt or sweater or something, you need to be careful color wise especially when you have clothes.

#12. How does the recipient's reaction affect your future gift giving plans?

I'm mostly a demonstrative person, so I like a person to show their appreciation when they do receive a gift. If they hardly acknowledge it, next time I won't be very tempted to give them a gift. You need to show me how much you enjoy it.

#13. Did you experience any barriers or problems with giving gifts this past year?

No, no.

#14. What gift giving occasions are most important to you for receiving gifts? Why?

My birthday, It's my day of the year so when it's my birthday I like to have gifts.

#15. What are the gifting occasions for which you feel you should absolutely receive a gift?

My friends usually only give me a gift on my birthday, family will exchange gifts at Christmas, with my daughter Easter father's day that's about it.

#16. From whom do you most enjoy receiving gifts?

I just enjoy receiving gifts, whoever wants to give me a gift I'm going to be very happy to get it. I don't really have a special person it's just get me a gift.

#17. How does personalization affect your response to a gift?

Ahh, for me it's very important if I buy a gift I always have this person in mind, and I'll make a difference between gift and souvenir when your on a trip and you might buy everyone the same thing, but at Christmas or somebody's birthday, it's very important that I buy the gifts for that one person. Most of the time, if I bought a gift for Pierre I couldn't give it to Richard. Most of the time when I buy a gift it was intended to go to one person.

#18. How does your consciousness of the money spent on a gift received affect you?

None what so ever. Ahh, That's not true, you can never spend too much money on my gift, but if I feel it's a cheap gift I'll be disappointed. You need to splurge on my gift.

#19. What makes you feel you have received a great gift?

The more thought that was put into buying the gift, the more personalized it's going to be, the more out of the way gift if you understand what I mean. I would enjoy a shirt

or a sweater but if somebody went to the trouble to find me a CD of an artist they know that I enjoy and has been out of circulation for a while and they can put there name and hand on it, then I feel that they went out of their way to find something that would really please me.

#20. How did you handle a positive reaction to a gift?

Oh, people always know even if I try to mask it, they will know if I'm pleased or disappointed. It's going to show every time, even if I try to say how much I like it and don't, people will read to me, I'm not that good of an actor.

#21. What makes you feel you have received an undesirable gift? In what ways were you disappointed?

Ahh, an undesirable gift is really when I feel somebody bought me a gift just to buy me a gift, there's nothing personalized about it, or sometimes they'll buy a thing and anybody who knows me knows I hate that kind of stuff. So when I really feel that it was a burden or a social thing I think that happens more with employees and people like that. It hardly ever happens with friends, it's more like when somebody has an obligation and end up giving you a gift, so that's when sometimes I'll be disappointed because I don't feel they really thought of me, it was just a social gesture.

#22. How did you handle a negative reaction to a gift?

I just shut up, and I know that at one time somebody somewhere will like it, Ill give it away or drop it because it will break.

#23. Did you experience any barriers or problems with receiving gifts this past year?

No

#24. Tell me about a time that you received a gift that you didn't want.

Ahh, a gift I didn't want, ahh, two examples come to mind, one it was friends who visited Italy and went to Venice and they brought me a candle holder, and it was the awfulest thing I have seen in my life, but then since they are friends, every time they come to my place they want to see it, so finally I gave it away to a friend and said that was nice here you are. I told my cleaning lady to not be too careful around it if she could drop it and break it. The other situation was a Christmas gift my wife had given me, and I know that in her mind it was the perfect gift for me, but it was more like the perfect gift for her and even years later I was still teasing her about the time she had given me a rug which I put beside the bed. I didn't need that so she used it. It matched our décor and everything. She was so proud to have found it. But I didn't care a lot about it.

#25. What do you do with gifts that are unwanted?

I won't throw them away, some of them I give to other people, but I'll make sure they want them. I remember when I was a school principal; I got cologne and would give them to charities and garage sales. That's a good place to get ride of gifts.

#26. Have you ever re-gifted? To whom did you re-gift?

Yes, people that I know who will enjoy that gift. I hardly ever like unwrapped a gift and wrapped it again to give to someone else. It will be lying around my house and somebody will look at it and say that's nice, and I'll say it's yours. But, wrapping and unwrapping I don't remember ever doing that.

#27. What was your motivation for re-gifting?  
Time.

#28. What types of gifts are you willing or interested in re-gifting?  
Pause... I don't. Nothing perishable that's for sure.

#29. How often do you re-gift?  
Seldom, I might give stuff away but not as gifts.

#30. Have you ever been a re-gift recipient? How did you feel about that?  
If I ever was I don't know. If the gift pleased me I don't think I would mind.

#31. How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?  
Ahhh, I think it's more difficult if it was a family member who was in your environment especially if he expecting to see it in your house. That's kind of difficult because if I give somebody a gift I want to see them use it from time to time.

#32. Have you ever been afraid of getting caught re-gifting?  
No, no.

#33. Do you feel guilty when you re-gift?  
No, no not really.

Informant BC

#1) How do you feel about giving and getting gifts?

“I love giving gifts, and I love getting gifts. “

#2) Tell me about a recent gift you gave or received.

I love flowers, and my dear friends just bought me some flowers.

#3) What gift giving occasions are most important to you for giving gifts? Why?

All family occasions.

#4) What are the gifting occasions you feel you must participate in annually?

Birthdays, weddings, and with the children it's birthdays and Christmas that's a big time for me, I really knock it over.

#5) To whom do you most enjoy giving gifts?

My family, and I'm along way from my family.

#6) How do you select gifts—on your own or with help?

Myself.

#7) What are the key factors in determining your final gift selection?

Well, you try to remember what kids like and you can follow that till they are in there twenties. I like having grandchildren.

#8) Do you have an idea as to what to buy before you go into the store?

I often think I know just what they like because I listen when the birthdays are coming close. They like to get money too, I know Lauren does.

#9) How do you know when you have chosen the right gift for someone?

I feel it inside, that they'll really like it.

#10) Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Yes, if I hear someone say they really like something, and it's within my limits I'll buy it for them.

#11) How does the recipient's reaction affect your future gift giving plans?

I've never had any trouble yet; they seem to be really happy. I don't like to buy clothes for them. They have their own idea of colors, but they can buy for me really nicely.

#12) Did you experience any barriers or problems with giving gifts this past year?

No.

#13) What gift giving occasions are most important to you for receiving gifts? Why?

Mother's day and my Birthday.

#14) What are the gifting occasions for which you feel you should absolutely receive

a gift?

If my children weren't doing well, I don't expect anything from them, they come here and take care of me.

#15) From whom do you most enjoy receiving gifts?

Marty and Diane, Lauren and Matt, they all do a nice job.

#16) How does personalization affect your response to a gift?

I got things from the children when they were younger.

#17) How does your consciousness of the money spent on a gift received affect you?

Well, I'm more liable to give like that to Marty and Diane because I don't need it.

#18) What makes you feel you have received a great gift?

Just receiving it I guess, but you know actually, I never wonder how much that cost because I know when I give to them I buy what I want to give to them and that's it.

#19) How did you handle a positive reaction to a gift?

I don't think I've ever gotten anything I wasn't able to say thank you I love it very much. I'll thank them and say I really like that.

#20) What makes you feel you have received an undesirable gift? In what ways were you disappointed?

I can't tell you one thing I was disappointed in getting.

#21) How did you handle a negative reaction to a gift?

I don't remember but if I did honey I would never mention it.

#22) Did you experience any barriers or problems with receiving gifts this past year?

No

#23) Tell me about a time that you received a gift that you didn't want.

Maybe that I couldn't use, but not that I didn't want, but I can't remember.

#24) What do you do with gifts that are unwanted?

Well, I would just keep it and say it was nice that they thought of me.

#25) Have you ever re-gifted? To whom did you re-gift?

Oh, my, I would never do that. I love everything people do.

#26) What was your motivation for re-gifting?

N/A

#27) What types of gifts are you willing or interested in re-gifting?

N/A

#28) How often do you re-gift?

N/A

#29) Have you ever been a re-gift recipient? How did you feel about that?  
If I ever was I don't know. If the gift pleased me I don't think I would mind.

#30) How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?  
N/A

#31) Have you ever been afraid of getting caught re-gifting?  
N/A

#32) Do you feel guilty when you re-gift?  
If I were to yes.

Informant CD

#1) How do you feel about giving and getting gifts?

It is a lot of fun and it gives me great joy to give gifts especially when you can put a lot of time and thought into it. As far as getting gifts that's always a lot of fun especially if it is a surprise gift.

#2) Tell me about a recent gift you gave or received.

I gave my sister a kitchen organizer to organize papers and pads, and she's excited by that and it was on her registry for her wedding.

#3) What gift giving occasions are most important to you for giving gifts? Why?

I think it is important to remember people's birthdays, and Christmas, but I also like to give gifts for no reason.

#4) What are the gifting occasions you feel you must participate in annually?

Christmas definitely, and birthdays as well.

#5) To whom do you most enjoy giving gifts?

I love to give gifts to my husband, my children, my parents, my sister, my close family members, that is always fun.

#6) How do you select gifts—on your own or with help?

It would depend on the person I think as far as whether I would need help or not. It's easy to shop for my kids. It's hard to shop for my dad and husband. Sometimes I have to get creative, and like for my dad, ask my mother. For my husband, it's really tricky to buy for him because he doesn't give me ideas of things he wants, so I usually buy him something he needs. For my mother, I'll ask her what she wants or needs.

#7) What are the key factors in determining your final gift selection?

I think the money is not as much an issue. I don't think buying an expensive gift is going to make a person happy. I think sometimes you just want to buy the person something you know that person will like.

#8) Do you have an idea as to what to buy before you go into the store?

Yes, I shop more like a man then a woman because I like to have a couple things in mind before. I like to have a plan B and a plan C.

#9) How do you know when you have chosen the right gift for someone?

You usually know it when you see it that it is going to be the perfect gift.

#10) Does your history of gift exchange with the receiver influence your selection of a gift for that person?

I think that if you have been with someone for a long time or you know that that person is a good gift giver, you want to get them something they will like.

#11) How does the recipient's reaction affect your future gift giving plans?

That's a tough question to answer. It's tricky when people are picky about things.

#12) Did you experience any barriers or problems with giving gifts this past year?  
It was tough to buy for my husband on father's day, but I couldn't remember if he had something or not so I had to come up with another idea. That was tricky but it ended well.

#13) What gift giving occasions are most important to you for receiving gifts? Why?  
I would say my birthday; Christmas is a nice time of the year. Mother's day I would rather have something made for me from my kids.

#14) What are the gifting occasions for which you feel you should absolutely receive a gift?  
My birthday. Especially from my mother and father in law. They can be forgetful about my birthday. They usually remember it, but it's not on the exact day.

#15) From whom do you most enjoy receiving gifts?  
I enjoy receiving them from my family, my parents, my husband and children.

#16) How does personalization affect your response to a gift?  
I really enjoy that. I like to make handmade gifts, I like to cook, and I like to make jewelry. I enjoy making jewelry for my friends. I think that's a lot of fun.

#17) How does your consciousness of the money spent on a gift received affect you?  
Well, sometimes you are amazed, like wow that person spent a lot of money and I wish they hadn't, um, but then it's just as much fun to get a little gift. I think it's really important when people take the time to remember special occasions.

#18) What makes you feel you have received a great gift?  
When I feel a gift is something that reflects who I am or my personality, or something I'm going to enjoy or use a lot and I know the person put a lot of thought into it, instead of just grabbing something off the shelf trying to get out the door.

#19) How did you handle a positive reaction to a gift?  
I would be genuine on that. I would be like "I can't believe you did that" and I can get pretty excited about that.

#20) What makes you feel you have received an undesirable gift? In what ways were you disappointed?  
I think undesirable ones are gifts that people don't put much thought into. Umm. It might not be the right size if it's clothes or even in rare occasions when someone leaves the price tag on and you can see that it was marked down on sale and then you feel like they just bought it because it was on sale not because it was something I would really like.

#21) How did you handle a negative reaction to a gift?  
I think I don't really want to show that person a negative reaction. You always want



to thank, I learned this back when I was getting married, you know the proper etiquette. You can thank someone for the gift, but you don't have to tell them that you are going to return it. You still thank them for it because they deserve your gratitude for it no matter what, and I think if I'm going to have a negative reaction towards a gift, I'm going to keep that to myself instead of telling the person. I might tell my husband, "I'm not sure if this is my favorite gift, and I think someone who gives you a gift deserves your thanks, but I don't want to lie and say " yeah it's great, I love it, it's perfect". I wouldn't want to lie when it's not perfect. I would say, "thank you, I really appreciate it, and you taking time to do this for me", and you can leave it like that and not really say that you hate it.

#22) Did you experience any barriers or problems with receiving gifts this past year? I don't remember any, this past year was an interesting year because right at the time of my birthday we went on a trip to Florida to take the kids to Disney World, and it happened to be my birthday, and I received money to be put towards the trip, but there wasn't anything negative there. I don't remember any problems at Christmas time.

#23) Tell me about a time that you received a gift that you didn't want. I know there are many of these. I remember getting a dress. It was probably a beach cover up or some kind of dress, but I remember being offended by it because it was a really large size, and I don't think of myself as a large person, but it was given to me probably I think maybe even before my children were born, or maybe after my first child was born, and I really didn't gain that much weight because I had this child 2 1/2 months before my due date so I never really got that big, so I was really offended by how large the size was. It was one of those dresses: small, medium, or large, and they bought me the x-large, and I was like do you really think that she thinks that I am that big. It was really truly an awful thing.

#24) What do you do with gifts that are unwanted? If it's a gift I can return to the store because I've got the gift receipt or you know some stores will honor the gift especially small boutiques in town or certain places where they know your gift came from that store they don't mind exchanging it or giving you store credit. I will definitely do that sometimes. Now, if it's a gift I think is a good gift, it might not be my taste, but I think someone else might enjoy it, I certainly have given some gifts which I have received to other people when I thought I could do that.

#25) Have you ever re-gifted? To whom did you re-gift? I probably did it the most when I got married. There are just some gifts that you get which you can't return to the store because you don't know where it came from because it was an out of town guest. Gifts like that. I remember one year I got these two really cool vases. One was pink and the other was green, and they were exactly the same vase just two different colors. Well, I kept the pink one because I like pink, and the green one was a funny green. It wasn't the green of my house. It was just a really weird green, but I gave it to a girl, who liked green, and she really liked it and she got married three weeks after that. I don't know if that was the best thing to do, but I really liked the gift and I just didn't feel that I needed two of them. But I use my

vase a lot, and have for the past ten years.

#26) What was your motivation for re-gifting?

Well, I felt like it was a nice gift that someone would enjoy and I didn't have any use for it, and I didn't want it to just sit on my shelf. I would rather give it to someone who would use it.

#27) What types of gifts are you willing or interested in re-gifting?

Well, I think some gifts you receive are just not gifts you want to pass on. Like the dress which is a size large. I probably will never be able to wear it.

#28) How often do you re-gift?

Not very often. I don't really get presents, which I don't like. Which is a blessing I guess. I probably did a lot more when I got married just because of the sheer volume of gifts, but I don't really do it that often. However, with my children receiving gifts during their birthdays we get a lot of double gifts, and if we know it's a great gift, we'll pass it on to another child who might not have it.

#29) Have you ever been a re-gift recipient? How did you feel about that?

I did discover one time when we received a gift for my daughter. It was a New Testament Bible, and the way I knew was that in the front of the bible was the name of the daughter from the couple, which we received it from. So it had been given to their daughter and then they passed it on to us. I was encouraged and blessed that they wanted to give us a bible, because it let us know that they knew we were spiritual people. I was kind of embarrassed because I thought oh gosh what if they discover that they have done this and not realized it. But because the gift was such a special gift, it was really fine and my daughter loved it.

#30) How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?

I think you have to be careful if you are going to re-gift to a friend from a friend. Because that friend might be like "I gave that to my other friend why do you have it?" You have to be careful about it. If it is from an acquaintance and they haven't put that much thought into it. I don't know if some gifts are quality enough to even re-gift. I don't want to give a lousy gift to someone else. I would rather give it to Goodwill or a charity.

#31) Have you ever been afraid of getting caught re-gifting?

I think there's always that danger, but if you're going to re-gift you have to be careful. If you receive a gift from an out of town guest or family member if you re-gift that gift to someone in town, there is a slim chance that you will get caught. There is that danger, but I think I have always been careful enough.

#32) Do you feel guilty when you re-gift?

I think at times perhaps, because I didn't spend any money on this, but then you think it is a nice gift and it was given to me, and someone else will enjoy it.

Informant DE

#1) How do you feel about giving and getting gifts?

I love giving gifts, and I love to get them.

#2) Tell me about a recent gift you gave or received.

Oh man, I'll go with your birthday, and I took you to dinner and bought you a cross necklace, which you asked for, but I got to pick it out.

#3) What gift giving occasions are most important to you for giving gifts? Why?

Umm, probably birthday's, because it's someone's special day.

#4) What are the gifting occasions you feel you must participate in annually?

Umm, if I have a boyfriend, then it would be for Valentine's day and of course Christmas and Birthday's and of course mother's day and father's day.

#5) To whom do you most enjoy giving gifts?

Friends and family.

#6) How do you select gifts—on your own or with help?

On my own. Why, because I like to be creative it shows a part of you.

#7) What are the key factors in determining your final gift selection?

If it's a clothing item or jewelry or something like that I try to determine whether the person, you know all the characteristics about that person, will match that gift. If they're going to think it's a cool gift then I'll buy it.

#8) Do you have an idea as to what to buy before you go into the store?

Yes because I hate shopping.

#9) How do you know when you have chosen the right gift for someone?

Well, I just have a good feeling that they're going to like it, and usually they seem happy when I give it to them.

#10) Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Umm, no not really "laugh".

#11) How does the recipient's reaction affect your future gift giving plans?

Umm, I usually try to surprise people and give them something that I think they would want so if they completely don't like a gift that they didn't ask for then I wouldn't do that again.

#12) Did you experience any barriers or problems with giving gifts this past year?

Umm, It was a little hard to figure out what to get my dad because I have given him golf balls about a zillion times. He's got everything, and unfortunately I can't really give him too many things, which he doesn't already have, but you know he always likes golf balls, and shirts, and different clothing items, and he probably wouldn't go

out and pick them himself.

#13) What gift giving occasions are most important to you for receiving gifts? Why?  
My birthday, because it's my birthday!

#14) What are the gifting occasions for which you feel you should absolutely receive a gift?  
Christmas and my Birthday!

#15) From whom do you most enjoy receiving gifts?  
Alex, if she gives them to me. She's sometimes late! And my parents and my sister.

#16) How does personalization affect your response to a gift?  
I love it if it's personalized. I usually like anything money can buy personalized.

#17) How does your consciousness of the money spent on a gift received affect you?  
It doesn't really make a difference. Sometimes I feel bad if someone has spent too much.

#18) What makes you feel you have received a great gift?  
Just that if I'm going to enjoy it, you know. Or if it's something they have put a lot of time into, then it's usually a great gift.

#19) How did you handle a positive reaction to a gift?  
Probably just smiled back, or if it was positive on my end, probably just smiled over and over.

#20) What makes you feel you have received an undesirable gift? In what ways were you disappointed?  
Um, sometimes if I get a clothing item that I would never wear, and it does not look at all like my taste, then I would be disappointed.

#21) How did you handle a negative reaction to a gift?  
Well, if it's me feeling negative or vice versa then I just try to make it positive. I would never tell anyone that I did not like his or her gift.

#22) Did you experience any barriers or problems with receiving gifts this past year?  
Umm, no.

#23) Tell me about a time that you received a gift that you didn't want.  
I got a red shirt from two girlfriends of mine, and I did not like it. But, I said thank you etcetera.

#24) What do you do with gifts that are unwanted?  
I put it in my drawer, and never took the tag off. Actually, you have it, but I didn't re-gift it, you asked to wear it.

#25) Have you ever re-gifted? To whom did you re-gift?

No, I've never re-gifted except for the time that you asked, "can I have this shirt, and I said yes. I've never re-gifted.

#26) What was your motivation for re-gifting?

I've never re-gifted.

#27) What types of gifts are you willing or interested in re-gifting?

I guess if I were to re-gift it would be clothing items, which I would never wear.

#28) How often do you re-gift?

Not very often.

#29) Have you ever been a re-gift recipient? How did you feel about that?

Probably, but no one ever told me.

#30) How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?

I would probably accept it more from an acquaintance, because they wouldn't have known that the gift wasn't my taste.

#31) Have you ever been afraid of getting caught re-gifting?

Nope.

#32) Do you feel guilty when you re-gift?

No, but I would feel a little guilty. One time I gave someone I work with a gift, and he tried to re-gift it, and I got mad.

Informant EF

#1) How do you feel about giving and getting gifts?

I like it!

#2) Tell me about a recent gift you gave or received.

A recent gift that I gave, I gave Brice McGorey a wedding gift when he was down in Florida. I got him satin sheets for his bed.

#3) What gift giving occasions are most important to you for giving gifts? Why?

Most important, my little brothers' birthdays. I love my brothers', and they are the two most important people in my life right now.

#4) What are the gifting occasions you feel you must participate in annually?

Like I said my little brothers' birthday's every year. Otherwise, mother's day, father's day and Hanukah.

#5) To whom do you most enjoy giving gifts?

My little brothers'.

#6) How do you select gifts—on your own or with help?

Always on my own because I want them to be original.

#7) What are the key factors in determining your final gift selection?

Depending on who I am buying for, occasion and price.

#8) Do you have an idea as to what to buy before you go into the store?

Most of the time yes, sometimes no.

#9) How do you know when you have chosen the right gift for someone?

I guess. If I believe it meets their personality and meets the occasion of the reason for getting a gift. Also, if they open up the present and are happy about it, then I know that I have chosen the right gift.

#10) Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Yes, because if they give you more expensive gifts, then you try to do the same. If you don't know who they are then you tend to be mid-range. But if it's someone like Eric Straud or one of my good friends that has gotten me gifts in the past which have been more costly I tend to do the same for them.

#11) How does the recipient's reaction affect your future gift giving plans?

It normally doesn't. Their reactions don't really bother me.

#12) Did you experience any barriers or problems with giving gifts this past year?

No, the only problems that I have are when you are supposed to buy things off the registry, and I never want to do that. I always want to get them something original.

#13) What gift giving occasions are most important to you for receiving gifts? Why?

My birthday, that's about it. I like receiving gifts for my birthday. That's probably the only occasion.

#14) What are the gifting occasions for which you feel you should absolutely receive a gift?

Birthdays and major anniversaries.

#15) From whom do you most enjoy receiving gifts?

Probably either my brother's or my parents, but most likely my parents. My parent's tend to spend more money on me than my brother's do, plus they always ask me what I want, so I know I'm getting something I asked for.

#16) How does personalization affect your response to a gift?

If it's personalized, then the gift is much better because they have put time into it.

#17) How does your consciousness of the money spent on a gift received affect you?

It doesn't really, just makes me conscious as to when I have to buy a gift for that person and how much money I'm going to spend on them.

#18) What makes you feel you have received a great gift?

If it fits my personality and is original or something I want and need and can use.

#19) How did you handle a positive reaction to a gift?

Not much, smile and hope they enjoy it.

#20) What makes you feel you have received an undesirable gift? In what ways were you disappointed?

That I've received a bad gift, for example I got a *Tiffany's Table Manners for Teens* when I turned 13 from my aunt which sucked, thank god it was a gag gift. But, something you're not going to use and you feel like they've wasted their money and your time. Then that's a bad gift.

#21) How did you handle a negative reaction to a gift?

I faked it.

#22) Did you experience any barriers or problems with receiving gifts this past year?

Umm, no not this past year.

#23) Tell me about a time that you received a gift that you didn't want.

Like I said I was 13 and received a *Tiffany's Table Manners for Teens* that's not what any teenager wants to have, but that came along with a CD player, which was really cool.

#24) What do you do with gifts that are unwanted?

Stash them somewhere or donate them.

#25) Have you ever re-gifted? To whom did you re-gift?

No, I don't believe in it. I think if you are going to give a gift, you should take the time to pick it out for that person and personalize it.

#26) What was your motivation for re-gifting?

NA

#27) What types of gifts are you willing or interested in re-gifting?

NA

#28) How often do you re-gift?

Never.

#29) Have you ever been a re-gift recipient? How did you feel about that?

Yes, I didn't care. I got some CD's, which my brother already had for my birthday.

#30) How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?

I don't think you should re-gift period.

#31) Have you ever been afraid of getting caught re-gifting?

NA

#32) Do you feel guilty when you re-gift?

No, I just don't believe in it.

Informant FG



#1) How do you feel about giving and getting gifts?

I love to give gifts, and I also love to get gifts, but I think I like to give gifts more than I actually like to receive them.

#2) Tell me about a recent gift you gave or received.

My most recent gift is to one of my daughter's friends, she just moved into a new home, and I purchased a house-warming gift for her. I actually purchased two gifts. One is for my daughter to give to her and the second was for me to give to her. The one from my daughter is a hostess's gift, with a little decorative knife, napkins, and a cheese board. The gift from myself is just some fun kitchen items.

#3) What gift giving occasions are most important to you for giving gifts? Why?

Well, Christmas is always a big time when I give a lot of gifts, and birthdays, but I think the best time is to give a gift for no particular reason.

#4) What are the gifting occasions you feel you must participate in annually?

Definitely Christmas and birthdays.

#5) To whom do you most enjoy giving gifts?

To those people that are most appreciative.

#6) How do you select gifts—on your own or with help?

Usually on my own.

#7) What are the key factors in determining your final gift selection?

I try to find something the person would really enjoy, and might not buy for themselves, and I also have to keep in mind a budget, and that's it.

#8) Do you have an idea as to what to buy before you go into the store?

Sometimes I do, but I try to keep an open mind because sometimes you see things which you haven't thought about and it's kind of good to switch. For instance, with the kitchen gift, I knew I wanted to get something for the kitchen, but I wasn't sure about color. I was originally thinking about one item, but when I got to the store I saw several other ones, which would be possible, so I did change a little bit.

#9) How do you know when you have chosen the right gift for someone?

You just feel it inside that this is the perfect gift for them.

#10) Does your history of gift exchange with the receiver influence your selection of a gift for that person?

It shouldn't but truthfully sometimes it does. When someone has been extravagant with me or one of my family members, then I will tend to be more extravagant with them, whereas if they didn't spend that much, I try to keep it within that price range.

#11) How does the recipient's reaction affect your future gift giving plans?

Quite a bit. If the person is really appreciative it really makes me want to go out and

get another gift for them, and it makes it more fun for me and a more enjoyable experience.

#12) Did you experience any barriers or problems with giving gifts this past year? Probably finding gifts for people who have everything, or people that I don't know that well um, if I don't know their lifestyle, home or colors, then it's hard for me to buy for them. The more you know about a person the easier it is.

#13) What gift giving occasions are most important to you for receiving gifts? Why? Probably my birthday, because most of the other holidays I focus on other people, but that particular day is my day and it's special just to me.

#14) What are the gifting occasions for which you feel you should absolutely receive a gift?  
My birthday, Christmas, mother's day, and my anniversary.

#15) From whom do you most enjoy receiving gifts?  
I like gifts from my children, especially when they put some thought into it or made something that's really special. Those are some of my favorite gifts. I also love receiving gifts from my husband because he always tries to get something pretty spectacular and that's always fun. Usually something I wouldn't buy for myself because it's too expensive.

#16) How does personalization affect your response to a gift?  
I prefer personalization because it lets me know that the person spent some time picking out the gift for me and put some thought and effort into making it personalized.

#17) How does your consciousness of the money spent on a gift received affect you?  
Yes, obviously expensive things are nice to get, but that's not the most important thing, and many times the gift which doesn't cost that much but has some personalization in terms of someone making something for you, or looked hard to get a particular item, that means more to me then the money.

#18) What makes you feel you have received a great gift?  
The person spent some time or thought in picking it out and is excited about giving it as I am about receiving it.

#19) How did you handle a positive reaction to a gift?  
I was excited, gave them a hug and a kiss, and tried to express my appreciation to them, and explain to them how I was going to use the gift.

#20) What makes you feel you have received an undesirable gift? In what ways were you disappointed?

If I get a gift which I know someone didn't put any thought into it, then that's disappointing. I just assume they don't give a gift.

#21) How did you handle a negative reaction to a gift?

I try not to hurt anyone's feelings. I try to be polite and gracious.

#22) Did you experience any barriers or problems with receiving gifts this past year?  
Yes, one problem. My husband bought perfume for me and he knows what my favorite perfume is, but yet, he didn't bother to remember what it was, and he let some other man pick out perfume for me and it didn't smell very good. I was hurt because he didn't spend the time to know what I would have liked, and it's not that I didn't give any suggestions, but I was hurt he didn't put any thought into it.

#23) Tell me about a time that you received a gift that you didn't want.  
(Answered above.)

#24) What do you do with gifts that are unwanted?  
I might give them away or give them to someone else.

#25) Have you ever re-gifted? To whom did you re-gift?  
To family members and friends.

#26) What was your motivation for re-gifting?  
Well, I wanted to make use of the gift.

#27) What types of gifts are you willing or interested in re-gifting?  
Anything, as long as it's not a personal gift. If someone spent some time and effort in getting the gift then I would never re-gift it.

#28) How often do you re-gift?  
A couple times a year.

#29) Have you ever been a re-gift recipient? How did you feel about that?  
Not that I know of.

#30) How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?  
If I re-gift, I tell the recipient that I received the gift from someone else, but it's not my taste and ask if they would be interested. I want to be honest with them. This way I'm not giving them something that I didn't want without them knowing about it.

#31) Have you ever been afraid of getting caught re-gifting?  
No.

#32) Do you feel guilty when you re-gift?  
No.

Informant GH

#1) How do you feel about giving and getting gifts?

I think it's kind of a hassle and I don't enjoy it.

#2) Tell me about a recent gift you gave or received.

I got a mixed CD from a girl and it showed that she cared.

#3) What gift giving occasions are most important to you for giving gifts? Why?

Christmas—because I have to.

#4) What are the gifting occasions you feel you must participate in annually?

Definitely Christmas and birthdays mother's day, father's day. But just for family members because a lot of my friends don't have money.

#5) To whom do you most enjoy giving gifts?

Probably my brother because he likes cool stuff.

#6) How do you select gifts—on your own or with help?

If it's for parents with help. Yeah, that's pretty much it.

#7) What are the key factors in determining your final gift selection?

If I know they'll really like it.

#8) Do you have an idea as to what to buy before you go into the store?

Umm, sometimes, normally I'll just go into a store which I think will have something. For example every Christmas, I go to Kirkland's in the mall Christmas Eve to get something for my mom.

#9) How do you know when you have chosen the right gift for someone?

If I think it will make them smile.

#10) Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Not really. Umm no.

#11) How does the recipient's reaction affect your future gift giving plans?

It doesn't affect anything. If I like the person I'll get them something.

#12) Did you experience any barriers or problems with giving gifts this past year?

Umm, I just broke up with a girl and I bought her something after, and I figured I would just hold on to it until she came back, but then I just gave it to her.

#13) What gift giving occasions are most important to you for receiving gifts? Why?

Probably my birthday, because then it's only people close to me getting me something.

#14) What are the gifting occasions for which you feel you should absolutely receive

a gift?

From Christmas everyone. For my birthday, just my family.

#15) From whom do you most enjoy receiving gifts?

Definitely girlfriends and my Aunt Teresa because she always buys a lot of stuff.

#16) How does personalization affect your response to a gift?

I mean if I can see that there is some thought to the gift then it's special, but otherwise I don't care.

#17) How does your consciousness of the money spent on a gift received affect you?

I guess it makes me feel guilty if I don't want to get them something of equal value.

#18) What makes you feel you have received a great gift?

Umm, like I said I don't really care about receiving gifts. I don't even know what a really great gift is. I guess just expensive.

#19) How did you handle a positive reaction to a gift?

I just let her hug me.

#20) What makes you feel you have received an undesirable gift? In what ways were you disappointed?

If it's something ugly which is way too big and I would never wear.

#21) How did you handle a negative reaction to a gift?

I just fake smile, and pretend it's great.

#22) Did you experience any barriers or problems with receiving gifts this past year?

Umm, no.

#23) Tell me about a time that you received a gift that you didn't want.

I think when I was six I got a ninja turtle sweater, and at that time it wasn't cool to wear ninja turtle anything.

#24) What do you do with gifts that are unwanted?

I take them to Plato's closet.

#25) Have you ever re-gifted? To whom did you re-gift?

I think so but just for a secret Santa.

#26) What was your motivation for re-gifting?

I didn't want it.

#27) What types of gifts are you willing or interested in re-gifting?

I haven't participated in secret Santa since elementary school so I don't really know.

I mean if I didn't like the gift I don't want to give it to someone else.

#28) How often do you re-gift?

Once every 20 years.

#29) Have you ever been a re-gift recipient? How did you feel about that?  
Not that I know of.

#30) How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?  
Umm, well I guess it would be worse to get it from a family member verses an acquaintance.

#31) Have you ever been afraid of getting caught re-gifting?  
No.

#32) Do you feel guilty when you re-gift?  
No.

Informant HI

#1) How do you feel about giving and getting gifts?

I think I'm like most people, I really love both, and maybe I enjoy giving them more than I enjoy receiving them.

#2) Tell me about a recent gift you gave or received.

Can I tell you about one that was particularly meaningful, recently I gave my husband a boom box that would hold his satellite radio. So he could play it outside the car. It was well appreciated.

#3) What gift giving occasions are most important to you for giving gifts? Why?

That's a good question. I really don't care at all about birthdays or Valentines' Day or anniversaries. Probably the two most fun gift giving occasions are Christmas and those occasions that come out of nowhere. Just a special gift, that isn't really tied to an event that somebody thought about and just thought that the person would enjoy.

#4) What are the gifting occasions you feel you must participate in annually?

Oh boy, graduation, Christmas, birthdays, probably, that maybe it. We're empty-nesters and don't have as many things that go on in our family, demands, that sort of thing, definitely Christmas is a big deal b/c we feel obligated to give gifts to family and to people through our work. And we generally want to, we don't want to over look anybody, so there's a lot of time involved in, so and so works in this other office that's not really in our department but they helped us out and have been so kind. We have all kinds of gifts that we give.

#5) To whom do you most enjoy giving gifts?

My husband. That's easy, and that's a combination of things, one, I have a greater interest in him, and he's someone who really appreciates what I give him. When I give him something he appreciates the effort put into the gift.

#6) How do you select gifts—on your own or with help?

Probably, most of the time on my own, because I'm creative with thinking of things. But if I don't have a good feeling for the person that I need to buy something for I'll seek out help because I really want to give a gift that someone is going to genuinely love. For example, recently we had a speaker come and this is a person that I've worked with professionally, the director of HR at Saks, Inc., and I knew she was doing a lot to get ready for this presentation so I wanted to give her a gift. I wanted to give her a gift but I wanted it to be more than a plaque that said UNCG on it, so I called her secretary and said "don't you dare tell her I called you, but I want to get her a gift that she'd really like", turned out that she liked shocking pink, and she also was a pen person, so I bought her a pen that was kind of a funky pen but I got her this really neat leather pen holder and she loved it because it was shocking pink. That's the kind of situation when I don't know I'll seek help.

#7) What are the key factors in determining your final gift selection?

What the other person wants and would enjoy, absolutely. And to an extent, something that would be practical for that person, something that would be functional

for that person, depending on what works to make them feel really good about it.

#8) Do you have an idea as to what to buy before you go into the store?

I think sometimes yes and sometimes no. Sometimes I go with a real clear idea, and sometimes I go wandering and looking. And you know, I'm not sure all the reasons there are sometimes I'm a little more into it and I think about it a little more thoroughly. And other times it's hard to know what a person might want.

#9) How do you know when you have chosen the right gift for someone?

The expression on their face. I don't know anyone that can fake that. They can be polite, but you know the difference between someone that's surprised and delighted versus not, polite. You know you've done right when a person looks at it and you can see their face.

#10) Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Absolutely, particularly people that you have relationships with, it's hard to know when you give a gift to someone in the office whether that gift was truly appreciated, but sometimes you can. But with relationships you can definitely know, actually a couple years ago I saw these shirts in a catalogue and thought they were really good looking. I bought two shirts from LL Bean, and I thought they were really great looking. I really had never done that before. Usually we go shopping together and we see something, we pick something up, I've never bought a shirt for him. He thought they were wonderful. LL Bean makes really nice things and they have shirts that he really thinks are terrific.

#11) How does the recipient's reaction affect your future gift giving plans?

A huge amount, and in two directions. If they're polite, then I'm automatically thinking about what I didn't do right, I'm thinking about what I'll do better next time. If they're delighted, I take note of that and remember to repeat that to get that reaction again. If they didn't like it there could be two reactions; whether it was petulant, or if they were really disappointed.

#12) Did you experience any barriers or problems with giving gifts this past year?

Yeah, we're kind of at a difficult time in our family, we're empty-nesters and grandchildren are graduating from high school, you find yourself in a situation where you don't know what people want as much, and you find yourself giving money because that's what teenagers seem to want. It is very unsatisfying to the giver. Sometimes I wish they would share a little bit more about what they're doing, or playing with. Often I don't know anymore, plus our children don't live near Greensboro. It makes it kind of tough. Other barriers that I find are that I'm picky. I really want it to be something that is special, and that may be that it's something unique, or something very high quality for another person. Sometimes that's hard to find, particularly if you don't know what it is, it's hard to go out and browse sometimes when you have no idea what the person wants. If you know, the Internet has made a real big difference in being able to browse; you can really go out there and get a good idea of things that the person may want.



#13) What gift giving occasions are most important to you for receiving gifts? Why?  
I guess for us any time that my husband buys me jewelry, is probably the most special time to me. And it doesn't have to be associated with an event. I like it when he gives me something. I really like jewelry. But I'm perfectly happy not getting a birthday or anniversary gift. It almost seemed selfish to get something. We would get a cake and maybe one present; it's not a big deal. Anniversaries, the last two anniversaries we've both forgotten. My husband is really good about giving gifts all along.

#14) What are the gifting occasions for which you feel you should absolutely receive a gift?

Probably Christmas, that is the focus of most of our gift giving. I would probably be a little hurt if the children forgot. We don't gift give on birthdays or anniversaries, but my feelings would be hurt if someone in the family forgot about Christmas.

#15) From whom do you most enjoy receiving gifts?

Anyone who personalizes it.

#16) How does personalization affect your response to a gift?

Hugely, I think for a lot of women, I think it's about the awareness of who you are and that someone's connected to us in that way.

#17) How does your consciousness of the money spent on a gift received affect you?

Sometimes it's ok; sometimes it's a problem. I'm very uncomfortable with someone spending too much on a gift for me. I have to say I'm a bit greedy when it's time to get a special gift, if I got two pounds of M & M's; I would be a little hurt. There are times when I know it's time for something really nice. My husband's really good at getting me gifts relative to my expectations.

#18) What makes you feel you have received a great gift?

I guess it could be a lot of different things that can make you feel that way. It can be from someone that you didn't expect to get a gift from. It could be that it's something out of the ordinary. I think when you get something that's unique, that nobody else has, that would be a great gift. I think a great gift would be when the timing is just right.

#19) How did you handle a positive reaction to a gift?

I try to smile. I try to let the person giving the gift know that that it is a really important thing to me.

#20) What makes you feel you have received an undesirable gift? In what ways were you disappointed?

They can come in many flavors, something from someone you didn't want a gift from. Especially when you're single, getting a gift from a man that you don't want a gift from. Or getting a gift that is unusable. Or getting a gift at an inappropriate time.

#21) How did you handle a negative reaction to a gift?

I think we all lie, or try our very best to put a good social face, I think we owe that to the other person. We feel they deserve a positive response even if it's not genuine.

#22) Did you experience any barriers or problems with receiving gifts this past year? One barrier is getting together to exchange gifts. It's really hard to get everyone together. We switch off at Thanksgiving and Christmas. It's problematic at Christmas. Last year, we had everyone at Thanksgiving exchange Christmas gifts.

#23) Tell me about a time that you received a gift that you didn't want. Well, going back to my cousins, that gave me the tablecloth. When I was 16 years old, out of the blue, I received a package in the mail. It was from her, so I thought it was a birthday present and it was a red plastic heart-shaped clock. It would have been a great gift at age four, but at sixteen I'm thinking I'm a young woman. It did not reflect the way I felt as a sixteen year old. It felt like a practical joke.

#24) What do you do with gifts that are unwanted? I have a closet in my house that I call my Christmas closet. It has in it all of the decorations and wrapping paper and gifts that I've been given that I didn't really want. It's become a stash and I liberally give these gifts away that I know will have no idea that they have been gifts that were given to me.

#25) Have you ever re-gifted? To whom did you re-gift? I re-gift all the time. People give me a lot of nice things, they perceive me as someone that likes quality things, and so I get a lot of nice thing from people. But they don't always know what my tastes are. If I receive something that's nice it goes into my stash. Then when a time comes up that I need to get a gift for someone I may go into the stash.

#26) What was your motivation for re-gifting? I think a lot of times re-gifting comes down to last minute decisions. Someone that's having a party that you don't really know the person too well. I will give gifts to my children that I've been given and don't really like. I don't mind passing it along to them. I have way too much anyways.

#27) What types of gifts are you willing or interested in re-gifting? I think the kinds of gifts that I have are the kinds of gifts that people perceive me wanting. Such as writing instruments, or accessory items for the house. They are very likely to give me things for my kitchen. I like to entertain. So I re-gift out of the things that people like to give me, but if someone gives me junk, I will not re-gift that.

#28) How often do you re-gift? A lot. Probably about six to ten times a year.

#29) Have you ever been a re-gift recipient? How did you feel about that? I'm sure I have and I don't even know it. If somebody gave me something nice I'd be thrilled with it.

#30) How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?

Oh, I think that in general if it's a convenience thing I think it's easier to do if it's a person you don't have a strong relationship with, someone from the office when you don't feel there should be that personal attention and care.

#31) Have you ever been afraid of getting caught re-gifting?

I don't want to be caught, because that would make the person feel bad. If I have the opportunity to pass along a gift, I don't mind re-gifting. I think it's ok to pass it along as a convenience.

#32) Do you feel guilty when you re-gift?

As long as I know they won't find out. No.

Informant IJ

#1) How do you feel about giving and getting gifts?

I love it!

#2) Tell me about a recent gift you gave or received.

My boyfriend recently sent me flowers.

#3) What gift giving occasions are most important to you for giving gifts? Why?

Birthdays and Christmas are important because it is a time to show someone you care.

#4) What are the gifting occasions you feel you must participate in annually?

I think Christmas, Birthday, Mother and Father's Day and Valentine's Day.

#5) To whom do you most enjoy giving gifts?

My boyfriend and family.

#6) How do you select gifts—on your own or with help?

I pick gifts out on my own.

#7) What are the key factors in determining your final gift selection?

I just try to determine if they will like the gift.

#8) Do you have an idea as to what to buy before you go into the store?

I usually know what I am looking for before I go to a store.

#9) How do you know when you have chosen the right gift for someone?

I can tell if someone likes a gift by his or her reaction.

#10) Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Not really. I think I am pretty good at giving gifts.

#11) How does the recipient's reaction affect your future gift giving plans?

If they like it, I continue to choose my way.

#12) Did you experience any barriers or problems with giving gifts this past year?

No, I had a good idea for the people I gave gifts to this year.

#13) What gift giving occasions are most important to you for receiving gifts? Why?

My birthday because it is my special day.

#14) What are the gifting occasions for which you feel you should absolutely receive a gift?

Birthday and Christmas.

#15) From whom do you most enjoy receiving gifts?

From my boyfriend.

#16) How does personalization affect your response to a gift?

I love for someone to personalize my gift.

#17) How does your consciousness of the money spent on a gift received affect you?

I try not to worry about money but sometimes I have to consider it.

#18) What makes you feel you have received a great gift?

If it is something that fits my personality, it is a good gift.

#19) How did you handle a positive reaction to a gift?

It made me feel good.

#20) What makes you feel you have received an undesirable gift? In what ways were you disappointed?

If the gift doesn't fit who I am. It just makes me a bit disappointed.

#21) How did you handle a negative reaction to a gift?

I just said thanks.

#22) Did you experience any barriers or problems with receiving gifts this past year?

No.

#23) Tell me about a time that you received a gift that you didn't want.

I got a necklace once that I didn't care for but I still said thanks.

#24) What do you do with gifts that are unwanted?

I usually ask a friend if they want it.

#25) Have you ever re-gifted? To whom did you re-gift?

I have re-gifted. I re-gift to people at work or acquaintances. I will also just give a gift to a friend but I tell them I don't want it and ask if they do.

#26) What was your motivation for re-gifting?

I just hate to waste a gift.

#27) What types of gifts are you willing or interested in re-gifting?

Gifts that I know I won't use.

#28) How often do you re-gift?

Not that often because I usually like the stuff I get.

#29) Have you ever been a re-gift recipient? How did you feel about that?

Yes. It didn't bother me because I wasn't very good friends with the girl.

#30) How would you describe the difference between re-gifting a gift from an

acquaintance versus a friend/family member?

I would be upset if my boyfriend, family or good friends re-gifted to me as a gift they claimed to have picked out for me.

#31) Have you ever been afraid of getting caught re-gifting?

No.

#32) Do you feel guilty when you re-gift?

No, it is better than the gift going to waste.

Informant JK

#1) How do you feel about giving and getting gifts?

I like to get them but giving them can be tough. I do feel good once I find a good gift to give.

#2) Tell me about a recent gift you gave or received.

My wife gave me some shirts for my birthday.

#3) What gift giving occasions are most important to you for giving gifts? Why?

Christmas because it involves the whole family.

#4) What are the gifting occasions you feel you must participate in annually?

Definitely Christmas and Birthdays. Also, Mother's Day or my wife would have me.

#5) To whom do you most enjoy giving gifts?

My sons.

#6) How do you select gifts—on your own or with help?

I try to find out what they will like. If it is for my wife, I usually know she wants some jewelry because she drops big hints.

#7) What are the key factors in determining your final gift selection?

Not much, once I decide what to get, I go and purchase it. I just have to get someone to wrap it.

#8) Do you have an idea as to what to buy before you go into the store?

I have good ideas.

#9) How do you know when you have chosen the right gift for someone?

If I think it will make them happy.

#10) Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Not really.

#11) How does the recipient's reaction affect your future gift giving plans?

Most reactions are good so I try to keep finding out what they want and get it.

#12) Did you experience any barriers or problems with giving gifts this past year?

No. I had ideas for everyone or my wife helped me for the kids.

#13) What gift giving occasions are most important to you for receiving gifts? Why?

Christmas because it is very special to our family. We make a big deal out of it.

#14) What are the gifting occasions for which you feel you should absolutely receive a gift?

Christmas and birthday usually anniversaries and father's day.

#15) From whom do you most enjoy receiving gifts?

My family especially my youngest son. He is 7.

#16) How does personalization affect your response to a gift?

I like for the gift to mean something otherwise it is a waste of money.

#17) How does your consciousness of the money spent on a gift received affect you?

I could care less how much someone spends on me.

#18) What makes you feel you have received a great gift?

If I can use it or it makes me smile.

#19) How did you handle a positive reaction to a gift?

I don't think I've ever gotten anything I wasn't able to say thank you I love it very much. I just said, glad you like it.

#20) What makes you feel you have received an undesirable gift? In what ways were you disappointed?

If it has no meaning then I don't really care about the gift.

#21) How did you handle a negative reaction to a gift?

Usually just say, Uhh, thanks.

#22) Did you experience any barriers or problems with receiving gifts this past year?

No, all the gifts were nice. Still waiting on my birthday gifts from both of my daughters though.

#23) Tell me about a time that you received a gift that you didn't want.

I got a pair of shoes that I didn't care for but had to wear them a few times because my boys had picked them out.

#24) What do you do with gifts that are unwanted?

Tell my wife to give it away or take them back.

#25) Have you ever re-gifted? To whom did you re-gift?

Yes, to customers.

#26) What was your motivation for re-gifting?

I wasn't interested in the gift.

#27) What types of gifts are you willing or interested in re-gifting?

I would re-gift a CD I didn't want or a book or something that could be used.

#28) How often do you re-gift?

Not too often.

#29) Have you ever been a re-gift recipient? How did you feel about that?



Not that I know of.

#30) How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?

I wouldn't re-gift to anyone close to me.

#31) Have you ever been afraid of getting caught re-gifting?

No.

#32) Do you feel guilty when you re-gift?

No, I figured the customer would enjoy the book or CD I sent. I usually don't re-gift on birthdays and such. Usually just to send something to say hi.

Informant KL

- #1) How do you feel about giving and getting gifts?  
Love getting and giving. Especially when I know the person really likes it.
- #2) Tell me about a recent gift you gave or received.  
I gave my daughter's teachers a ceramic cross that said "believe" and they both loved it.
- #3) What gift giving occasions are most important to you for giving gifts? Why?  
Family birthdays. You should always remember those closest to you.
- #4) What are the gifting occasions you feel you must participate in annually?  
Birthdays for a few coworkers.
- #5) To whom do you most enjoy giving gifts?  
My children.
- #6) How do you select gifts—on your own or with help?  
My own.
- #7) What are the key factors in determining your final gift selection?  
Does it fit their style and my budget.
- #8) Do you have an idea as to what to buy before you go into the store?  
Mostly.
- #9) How do you know when you have chosen the right gift for someone?  
Their response is a giveaway.
- #10) Does your history of gift exchange with the receiver influence your selection of a gift for that person?  
Yes.
- #11) How does the recipient's reaction affect your future gift giving plans?  
I know whether or not to select a gift again in the same type.
- #12) Did you experience any barriers or problems with giving gifts this past year?  
Tried to give my husband a surprise that was not on his "gift" list. I think he was surprised I did not select something on the list.
- #13) What gift giving occasions are most important to you for receiving gifts? Why?  
Family birthdays and Christmas.
- #14) What are the gifting occasions for which you feel you should absolutely receive a gift?  
Birthdays.
- #15) From whom do you most enjoy receiving gifts?

Spouse.

#16) How does personalization affect your response to a gift?  
Makes it more special.

#17) How does your consciousness of the money spent on a gift received affect you?  
Do not think about it unless it just looks cheap or cheesy.

#18) What makes you feel you have received a great gift?  
It just feels like me.

#19) How did you handle a positive reaction to a gift?  
Very excited.

#20) What makes you feel you have received an undesirable gift?  
Again, something that looks cheap or cheesy.

#21) How did you handle a negative reaction to a gift?  
Kept asking over and over again what it is about the gift they didn't like.

#22) Did you experience any barriers or problems with receiving gifts this past year?  
No.

#23) Tell me about a time that you received a gift that you didn't want.  
I received bedroom shoes from my daughter for Mother's day that were very uncomfortable but I wore them anyway.

#24) What do you do with gifts that are unwanted?  
Give to Goodwill.

#25) Have you ever re-gifted? To whom did you re-gift?  
Can't think of a time but I probably would if the gift was nice enough and I already had one.

#26) What was your motivation for re-gifting?  
N/A

#27) What types of gifts are you willing or interested in re-gifting?  
Something nice that I already own.

#28) How often do you re-gift?  
N/A

#29) Have you ever been a re-gift recipient? How did you feel about that?  
Not sure.

#30) How would you describe the difference between re-gifting a gift from an

acquaintance versus a friend/family member?  
Should be viewed as the same.

#31) Have you ever been afraid of getting caught re-gifting?  
N/A

#32) Do you feel guilty when you re-gift?  
N/A

Informant LM

#1) How do you feel about giving and getting gifts?

I really like giving gifts.

#2) Tell me about a recent gift you gave or received.

I just received a pocket book from my mom.

#3) What gift giving occasions are most important to you for giving gifts? Why?

Birthdays because they are special days for the individual.

#4) What are the gifting occasions you feel you must participate in annually?

Umm...I would say Birthdays, Christmas, mother's and father's day. That is all I think.

#5) To whom do you most enjoy giving gifts?

I love to give gifts to my family.

#6) How do you select gifts—on your own or with help?

I always pick the gifts out myself.

#7) What are the key factors in determining your final gift selection?

I try to picture the persons' reaction to the gift.

#8) Do you have an idea as to what to buy before you go into the store?

Yes, I think about it for a good bit and then go and find it.

#9) How do you know when you have chosen the right gift for someone?

They look so happy once they open the gift.

#10) Does your history of gift exchange with the receiver influence your selection of a gift for that person?

No, I try to be original each time. I know not to get my dad shirts with logos because he hates that.

#11) How does the recipient's reaction affect your future gift giving plans?

If he or she doesn't like the gift I give, then I will ask next time what they want for their birthday.

#12) Did you experience any barriers or problems with giving gifts this past year?

Getting a gift for my sister was kind of hard this year. I don't know what clothes she likes and she has too many perfumes.

#13) What gift giving occasions are most important to you for receiving gifts? Why?

I like giving gifts most on birthdays because it is the person's special day. Also, Christmas because it is a time to give gifts.

#14) What are the gifting occasions for which you feel you should absolutely receive

a gift?

Birthdays from my close friends and family, also Christmas.

#15) From whom do you most enjoy receiving gifts?

My family because they usually give thoughtful gifts.

#16) How does personalization affect your response to a gift?

I try to personalize all gifts.

#17) How does your consciousness of the money spent on a gift received affect you?

I don't like to know how much others spent on me. If someone makes me a gift, that is oftentimes cooler.

#18) What makes you feel you have received a great gift?

I know that I will enjoy the gift.

#19) How did you handle a positive reaction to a gift?

I just say you're welcome.

#20) What makes you feel you have received an undesirable gift? In what ways were you disappointed?

I think it isn't good if they didn't put any thought into it. I knew I would never use the gift.

#21) How did you handle a negative reaction to a gift?

I just said thank you.

#22) Did you experience any barriers or problems with receiving gifts this past year?

Just figuring out what to give my sister.

#23) Tell me about a time that you received a gift that you didn't want.

I got some perfume once that smelled awful.

#24) What do you do with gifts that are unwanted?

I usually just say thanks and put it away. I run across it later on.

#25) Have you ever re-gifted? To whom did you re-gift?

No, but I may think about doing that in the future.

#26) What was your motivation for re-gifting?

I haven't, but I may to get rid of the "stuff" in my house that I don't use. I wouldn't want a gift to be wasted.

#27) What types of gifts are you willing or interested in re-gifting?

I would be willing to re-gift a present that has no meaning to me.

#28) How often do you re-gift?

I haven't done it yet.

#29) Have you ever been a re-gift recipient? How did you feel about that?  
I probably have but no one has told me that. I may feel a bit disappointed.

#30) How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?  
I wouldn't feel as bad re-gifting to an acquaintance as I would a family member or good friend.

#31) Have you ever been afraid of getting caught re-gifting?  
I don't think I would be afraid of getting caught if I did it because I won't re-gift to a person close to me.

#32) Do you feel guilty when you re-gift?  
I would if I got caught.

Informant MN

#1) How do you feel about giving and getting gifts?

It is great.

#2) Tell me about a recent gift you gave or received.

I gave a Johnny Cash CD to my boss.

#3) What gift giving occasions are most important to you for giving gifts? Why?

I would say birthdays and Christmas.

#4) What are the gifting occasions you feel you must participate in annually?

I would say Birthdays, Christmas, mother's and father's day.

#5) To whom do you most enjoy giving gifts?

My husband.

#6) How do you select gifts—on your own or with help?

I usually pick them out myself or ask a friend for advice.

#7) What are the key factors in determining your final gift selection?

Just think if the person would use it or like it and if I have the money to buy it.

#8) Do you have an idea as to what to buy before you go into the store?

Yes, usually.

#9) How do you know when you have chosen the right gift for someone?

I can just tell. I have a good feeling about it.

#10) Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Yeah, most of the time. I try to tell if they like to be surprised and if they do, I usually never ask what they want.

#11) How does the recipient's reaction affect your future gift giving plans?

If they like the surprise, I will usually do that again.

#12) Did you experience any barriers or problems with giving gifts this past year?

No, just finding the money to give the gifts I have picked out.

#13) What gift giving occasions are most important to you for receiving gifts? Why?

My birthday and Christmas. Valentine's Day unless we say not to give gifts.

#14) What are the gifting occasions for which you feel you should absolutely receive a gift?

Birthday and Christmas.

#15) From whom do you most enjoy receiving gifts?



My husband and family, also my best friend.

#16) How does personalization affect your response to a gift?

I like to personalize a gift.

#17) How does your consciousness of the money spent on a gift received affect you?

I don't care about how much a gift costs.

#18) What makes you feel you have received a great gift?

If I open it and love it, it is great.

#19) How did you handle a positive reaction to a gift?

Just smiled, made me feel good.

#20) What makes you feel you have received an undesirable gift? In what ways were you disappointed?

If it doesn't fit my personality. I knew I wouldn't use it.

#21) How did you handle a negative reaction to a gift?

I acted like I enjoyed it.

#22) Did you experience any barriers or problems with receiving gifts this past year?

Not that I know of.

#23) Tell me about a time that you received a gift that you didn't want.

I got a shirt once that I did not like at all. It was flat out ugly. I just said thank you and put it in the drawer, where it stayed.

#24) What do you do with gifts that are unwanted?

Donate them to bargain box.

#25) Have you ever re-gifted? To whom did you re-gift?

I re-gifted lotions. We did a gift swap at work so I gave it to my secret Santa.

#26) What was your motivation for re-gifting?

Figured it shouldn't go to waste.

#27) What types of gifts are you willing or interested in re-gifting?

Gifts that have little meaning from someone I don't know as well.

#28) How often do you re-gift?

Not too often.

#29) Have you ever been a re-gift recipient? How did you feel about that?

Not that I know of.

#30) How would you describe the difference between re-gifting a gift from an

acquaintance versus a friend/family member?

I think re-gifting from an acquaintance is better because he or she probably didn't spend much time picking it out and didn't know my likes and dislikes.

#31) Have you ever been afraid of getting caught re-gifting?

No, I knew they would not know.

#32) Do you feel guilty when you re-gift?

I felt fine about the re-gifting experience because I knew she wouldn't know.

Informant NO

#1) How do you feel about giving and getting gifts?

“Well, I love to give gifts. I love to give. It makes me feel good inside. Then getting gifts, I like to get gifts because I like the element of surprise.

#2) Tell me about a recent gift you gave or received.

Ok, I received a tiffany bar lamp for the NFL team the Miami dolphins from my ex-girlfriend Bridget.

#3) What gift giving occasions are most important to you for giving gifts? Why?

Christmas because it's symbolic of the presents Jesus received from the wise man at birth. And birthdays because it celebrates the person's birth.

#4) What are the gifting occasions you feel you must participate in annually?

I feel I must participate in Valentines day if I have a girlfriend and Christmas because everyone else is giving gifts so I would feel bad if I didn't participate.

#5) To whom do you most enjoy giving gifts?

My family and friends.

#6) How do you select gifts—on your own or with help?

Most of the time it's on my own so I can feel good when they enjoy it. But every once in awhile I will have to ask someone about it.

#7) What are the key factors in determining your final gift selection?

The person's sex, age, and likes.

#8) Do you have an idea as to what to buy before you go into the store?

Sometimes but more times then not I have no idea, I kind of browse around.

#9) How do you know when you have chosen the right gift for someone?

If when I give it to them they smile. Or if I smile when they open it up

#10) Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Oh heck yes, I mean if they normally give really nice big gifts I will give them the best that I can find and afford.

#11) How does the recipient's reaction affect your future gift giving plans?

Well I mean if they are not appreciative then well I don't really put a lot of thought into it again when I have to get them a gift, if I even decide to give them another

#12) Did you experience any barriers or problems with giving gifts this past year?

Yes. Because my cousin is spoiled and I never know what to get him because he has everything, well actually his whole family does so it makes it very hard to buy.

#13) What gift giving occasions are most important to you for receiving gifts? Why?

Birthday because I really think its important to get gifts then. Christmas because it is a good time of the year to be happy and cheery.

#14) What are the gifting occasions for which you feel you should absolutely receive a gift?

I do not believe there is any gifting occasion that you must absolutely receive a gift.

#15) From whom do you most enjoy receiving gifts?

My mom and sister. They are very creative. And my uncle because he gives really nice gifts.

#16) How does personalization affect your response to a gift?

It makes the gift even more special most of the time because I know a lot of times for there to be personalization it took tons of time and effort.

#17) How does your consciousness of the money spent on a gift received affect you?

If I know the amount it does affect me, because I know money is hard to come by.

#18) What makes you feel you have received a great gift?

When I feel that it warms my heart and makes me feel special. Also when I cant get the gift out of my head.

#19) How did you handle a positive reaction to a gift?

I gave them a big hug or thanked them over the phone, it was very special!

#20) What makes you feel you have received an undesirable gift? In what ways were you disappointed?

When I think to myself that I would never use it. I just thought to myself what a shame to never use something that they obviously thought would be a good fit for me.

#21) How did you handle a negative reaction to a gift?

I would never mention it.

#22) Did you experience any barriers or problems with receiving gifts this past year?

No.

#23) Tell me about a time that you received a gift that you didn't want.

One time I got a few shirts that I knew I would never wear. So I didn't I would only wear them when I was around the person who gave them to me.

#24) What do you do with gifts that are unwanted?

Like I said before I just keep them.

#25) Have you ever re-gifted? To whom did you re-gift?

No, but I would do so.

#26) What was your motivation for re-gifting?

N/A

#27) What types of gifts are you willing or interested in re-gifting?

N/A

#28) How often do you re-gift?

N/A

#29) Have you ever been a re-gift recipient? How did you feel about that?

Umm, I don't think so. It would not bother me as long as its not used!

#30) How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?

A family member I would be more understanding then from just an acquaintance.

#31) Have you ever been afraid of getting caught re-gifting?

I never would be if I did get an opportunity to re-gift, nothing wrong with it.

#32) Do you feel guilty when you re-gift?

No because what's the point of you keeping something that is just going to sit on the shelf when you could give it again and make someone happy plus best of all save some money!

Informant OP

#1) How do you feel about giving and getting gifts?

I like to give gifts. I like get gifts but more because I appreciate the fact that someone was thinking of me than so much the gift itself.

#2) Tell me about a recent gift you gave or received.

I gave a friend a book I liked. I like to give people books and CDs.

#3) What gift giving occasions are most important to you for giving gifts? Why?

Christmas and birthdays. I think these are days when you care about should get things.

#4) What are the gifting occasions you feel you must participate in annually?

Christmas and birthdays.

#5) To whom do you most enjoy giving gifts?

Family and girlfriends and sometimes close friends.

#6) How do you select gifts—on your own or with help?

On my own.

#7) What are the key factors in determining your final gift selection?

I like to find a gift that is unique. That has something to do with my specific relationship with that person. I also like to get things for people that maybe they mentioned they wanted previously but may have forgotten they mentioned it.

#8) Do you have an idea as to what to buy before you go into the store?

If I go to a store specifically to get a gift, I usually know what I want.

#9) How do you know when you have chosen the right gift for someone?

Sometimes you just know and sometimes you're pretty sure they are going to like it. The best is when you gamble on a gift. You're pretty sure they're going to like and then you give it to them and they love it. That feels good. A nice surprise for both of you.

#10) Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Yes, if they seem to like the gifts I give them, then I'm willing to with my instinct more when I select. I'm also will probably spend more money too.

#11) How does the recipient's reaction affect your future gift giving plans?

If they like the gifts I give them then I look forward to giving them gifts in the future.

#12) Did you experience any barriers or problems with giving gifts this past year?

Yes, I meant to buy a Christmas gift for my roommates girlfriend this and I kept pushing it back until the point that I just let it slide and just didn't buy her anything. Sorry Mel.

#13) What gift giving occasions are most important to you for receiving gifts? Why?  
Birthday I guess, but that's not really that important to me. I don't need gifts.

#14) What are the gifting occasions for which you feel you should absolutely receive a gift?  
My wedding. If that ever happens. God bless it.

#15) From whom do you most enjoy receiving gifts?  
Girlfriend if I have one. And I like to receive unexpected gifts from friends. That's always nice.

#16) How does personalization affect your response to a gift?  
Phone call and a hug or handshake depending on the gender of the giver.

#17) How does your consciousness of the money spent on a gift received affect you?  
Doesn't matter. If someone spends too much money then I'm a little embarrassed.

#18) What makes you feel you have received a great gift?  
I like it if the giver seems to have put a lot of thought into it.

#19) How did you handle a positive reaction to a gift?  
I say thank you I guess and smile.

#20) What makes you feel you have received an undesirable gift? In what ways were you disappointed?  
The only time I may have been disappointed with a gift was maybe when I was a young child. A thoughtless, rude little boy.

#21) How did you handle a negative reaction to a gift?  
I probably kept it to myself. But like I said that would have probably been a long time ago. I never return gifts.

#22) Did you experience any barriers or problems with receiving gifts this past year?  
Nope.

#23) Tell me about a time that you received a gift that you didn't want.  
Maybe that I couldn't use, but not that I didn't want, but I can't remember.

#24) What do you do with gifts that are unwanted?  
Well, I would just keep it and say it was nice.

#25) Have you ever re-gifted? To whom did you re-gift?  
I'm pretty sure I haven't.

#26) What was your motivation for re-gifting?  
N/A

#27) What types of gifts are you willing or interested in re-gifting?

N/A

#28) How often do you re-gift?

N/A

#29) Have you ever been a re-gift recipient? How did you feel about that?

I don't think so, but I wouldn't mind if it's a sweet gift.

#30) How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?

I suppose it wouldn't be as bad if it was from a friend. Unless it was from some distant extended family member. Then it might be equivalent.

#31) Have you ever been afraid of getting caught re-gifting?

N/A

#32) Do you feel guilty when you re-gift?

I'd feel guilty, if it was someone important to me.

Informant PQ



#1) How do you feel about giving and getting gifts?

It's hard to give gifts because it's hard to find something unique that they don't already have. It's always fun to get gifts.

#2) Tell me about a recent gift you gave or received.

The last gift I received was an mp3 player for Christmas from my parents.

#3) What gift giving occasions are most important to you for giving gifts? Why?

Christmas and birthdays because they only come once a year.

#4) What are the gifting occasions you feel you must participate in annually?

Christmas, birthdays, and Mother's and Father's day.

#5) To whom do you most enjoy giving gifts?

Family.

#6) How do you select gifts—on your own or with help?

Both.

#7) What are the key factors in determining your final gift selection?

Make sure they don't already have the gift and that it is unique.

#8) Do you have an idea as to what to buy before you go into the store?

Usually not.

#9) How do you know when you have chosen the right gift for someone?

When they receive it.

#10) Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Not really.

#11) How does the recipient's reaction affect your future gift giving plans?

Make sure to get a better gift the next time based on a negative reaction.

#12) Did you experience any barriers or problems with giving gifts this past year?

No.

#13) What gift giving occasions are most important to you for receiving gifts? Why?

Christmas, mainly because of the amount of gifts received.

#14) What are the gifting occasions for which you feel you should absolutely receive a gift?

Christmas.

#15) From whom do you most enjoy receiving gifts?

People who know my tastes the best.

#16) How does personalization affect your response to a gift?  
Not much.

#17) How does your consciousness of the money spent on a gift received affect you?  
Not at all, it's the thought that counts.

#18) What makes you feel you have received a great gift?  
If it is something I have been dying to get.

#19) How did you handle a positive reaction to a gift?  
Said I knew they would like it.

#20) What makes you feel you have received an undesirable gift? In what ways were you disappointed?  
If it is something I could see myself never using.

#21) How did you handle a negative reaction to a gift?  
I don't know if I have ever gotten one.

#22) Did you experience any barriers or problems with receiving gifts this past year?  
Nope.

#23) Tell me about a time that you received a gift that you didn't want.  
Most likely a shirt that wasn't my style.

#24) What do you do with gifts that are unwanted?  
I just keep them.

#25) Have you ever re-gifted? To whom did you re-gift?  
No.

#26) What was your motivation for re-gifting?  
N/A

#27) What types of gifts are you willing or interested in re-gifting?  
N/A

#28) How often do you re-gift?  
N/A

#29) Have you ever been a re-gift recipient? How did you feel about that?  
Not to my knowledge.

#30) How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?

I don't think there is a difference.

#31) Have you ever been afraid of getting caught re-gifting?  
N/A

#32) Do you feel guilty when you re-gift?  
Never have.

Informant QR

#1. How do you feel about giving and getting gifts?

I like... umm giving more then getting. It's more fun shopping for others.

#2. Tell me about a recent gift you gave or received.

Umm.... let's see I got a lot of stuff. Oh my goodness. For Valentine's Day Andrew and I actually got each other the same thing. It was chocolate turtles.

#3. What gift giving occasions are most important to you for giving gifts? Why?

Christmas, actually no I'm lying.... Peoples' birthdays, because I enjoy shopping for people. The malls aren't crowded and I hate standing in long lines, it drives me nuts.

#4. What are the gifting occasions you feel you must participate in annually?

Christmas, because everybody else gives gifts, and I feel that if I don't I will look selfish.

#5. To whom do you most enjoy giving gifts?

Andrew, because he always acts so surprised and it makes me feel good about myself I guess.

#6. How do you select gifts—on your own or with help?

Usually on my own, because I just would like it to be my own gift. I like personalization.

#7. What are the key factors in determining your final gift selection?

If I think the other person is going to like it. If it's a good price, if I feel it's worth the price, then I'll buy it.

#8. Do you have an idea as to what to buy before you go into the store?

It all depends, sometime I do, and sometimes I don't. I usually pick out gifts by walking around and seeing them, and I listen to what people say, like me tonight I said I want those shoes, so I pick up on what they say they want and I will sometimes buy that for them.

#9. How do you know when you have chosen the right gift for someone?

When I give it to them, if they like it or not, and you can just tell. You can tell by their facial expressions.

#10. Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Yes, umm... I typically look at how much they spend on me and how thoughtful the gift was. You can tell if someone spent time picking out a gift for you. For expel if they give you a gift card, they haven't really thought about what you would really like, and that it only took them ten seconds to pick that out. I would much rather have a gift someone took time in picking out.

#11. How does the recipient's reaction affect your future gift giving plans?

If they like it..... Then I try oh my goodness...umm to pick out something similar to that gift, so next time they will like it just as much. If they didn't like it I would try to figure out what they did like and I would try to get them that the next time.

#12. Did you experience any barriers or problems with giving gifts this past year?  
Andrew's jacket didn't fit him, so we tried to send it back and they didn't have an exchange service. You had to pay to ship it back, they had to re-credit your account, and then go back online and buy it again. It was such a pain.

#13. What gift giving occasions are most important to you for receiving gifts? Why?  
Christmas, because everyone gives gifts at Christmas, and if you don't receive a gift, then nobody loves you. Birthdays too, but more so Christmas. Christmas is bigger in my family. Christmas presents are pretty sweet.

#14. What are the gifting occasions for which you feel you should absolutely receive a gift?  
Christmas, because like I said earlier everyone like to receive gifts on Christmas.

#15. From whom do you most enjoy receiving gifts?  
Probably my mom, because she is a really good gift giver. She does the same thing I do; she listens to what I have to say throughout the year, and gets me whatever I have said I want throughout the year. She really listens to what I like, and then it's a surprise when I get the things I mentioned I would like throughout the year.

#16. How does personalization affect your response to a gift?  
If it's not personalized, then it's not very special to me. If someone doesn't want to take the time to pick something out for me, to me it makes me feel like they don't really care about me, and that they have better things to do.

#17. How does your consciousness of the money spent on a gift received affect you?  
Normally, it affects me by the amount of money I will spend on them. You set kind of a price range.

#18. What makes you feel you have received a great gift?  
If it's personalized. That shows me that the person really cares about the gift they are giving me and that I was important enough to receive a special gift.

#19. How did you handle a positive reaction to a gift?  
Umm, ... I don't know. When I receive gifts, I don't act really excited even if I really like it, I don't know why, I'm so weird about receiving gifts, I don't really like it, I do enjoy it it's just I'm more used to giving then receiving. I'm really picky about the things I like.

#20. What makes you feel you have received an undesirable gift? In what ways were you disappointed?  
Oh goodness.... Umm...I don't know, I'm all about personalization, and I get

discouraged if it's not personalized. Most of the time I receive gifts from people things they would like, and it's not really what I would want to receive, and I think that is very selfish. Oh my gosh...I got oranges in my stocking, to take up room. Nobody eats them; everyone hates them, why can't my parents buy more candy. I also used to hate getting clothes when I was little. I got this little mermaid dress, and as soon as I opened it I screamed I hate it. Mom was video taping it and she told me that she was going to show it to my boyfriend when I got older. Now, I like receiving clothes, but back then I hated it.

#21. How did you handle a negative reaction to a gift?

I tried to act like I liked it, but the person can always tell if I don't. Eventually I will grow to like it because I know this is what the person wanted me to have it. My grandmother every year I go over to her house she has like 50 different little gifts for us. One would be a pack of pencils, another a box of staples. She gets us all the same thing, and we know that she just went to staples and got stuff on sale and wrapped it up.

#22. Did you experience any barriers or problems with receiving gifts this past year? No, yeah my grandmother's Christmas gifts. I got a mini stapler and paper clips and pencils, some staples. That was bad. Also, a mini ruler.

#23. Tell me about a time that you received a gift that you didn't want.

Ok, my grandmother bought me this comforter which was a different color blue then my room, and every time she comes to the house she wants to see if I am using it, but I don't because it is so ugly. It doesn't match my room, but she is convinced it does.

#24. What do you do with gifts that are unwanted?

Not use them, or return them. My grandmother got me a jean jacket this past Christmas, and I returned it to Belk to get a gift card. I tell her that I wear it to school though because I don't want to hurt her feelings.

#25. Have you ever re-gifted? To whom did you re-gift?

No, because if I don't want it I probably wouldn't know of anyone else who wants it, and usually I have already bought my gifts before I receive mine. I mean who wants a mini stapler.

#26. What was your motivation for re-gifting?

I never re-gift.

#27. What types of gifts are you willing or interested in re-gifting?

N/A

#28. How often do you re-gift?

Seldom, I might give stuff away but not as gifts. I like picking out my gifts for others.

#29. Have you ever been a re-gift recipient? How did you feel about that?

Probably, but I really don't know. I was never aware.

#30. How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?

If I were to re-gift, which I don't see my self doing I would re-gift to an acquaintance instead of a friend or family member because I don't care as much about them.

#31. Have you ever been afraid of getting caught re-gifting?

Nope.

#32. Do you feel guilty when you re-gift?

No, because I don't re-gift.

Informant RS

#1. How do you feel about giving and getting gifts?

I think it's a lot of fun. It shows love between people.

#2. Tell me about a recent gift you gave or received.

A recent gift I received was the ear thing for the phone. I gave my wife flowers for Valentine's Day.

#3. What gift giving occasions are most important to you for giving gifts? Why?

Birthdays are very important because it's a special day for that person. It's one day for just them. Christmas is the second most important day because it is the birth of our Lord.

#4. What are the gifting occasions you feel you must participate in annually?

Birthday, Christmas, Anniversary, and Valentine's Day.

#5. To whom do you most enjoy giving gifts?

To my family because I love them so much!

#6. How do you select gifts—on your own or with help?

On my own. That doesn't mean people don't volunteer their help. I enjoy shopping for others. My wife usually takes on the responsibility for shopping for our kids.

#7. What are the key factors in determining your final gift selection?

Umm. Number one is will the person like it, and number two is the cost.

#8. Do you have an idea as to what to buy before you go into the store?

Sometimes. Yes.

#9. How do you know when you have chosen the right gift for someone?

I don't know until they open it up, and they tell me. And if they have asked for it.

#10. Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Absolutely, I will never give perfume to my wife again because it's too personal and I can't figure out what she likes, plus gay men don't know what she likes either.

#11. How does the recipient's reaction affect your future gift giving plans?

It definitely influences what I am going to give next year. Because they either like it or don't like it and that's going to influence what I get them next year.

#12. Did you experience any barriers or problems with giving gifts this past year?

Yes, my wife didn't like the perfume I got her. She said it was an old lady smell. So she exchanged it for something else.

#13. What gift giving occasions are most important to you for receiving gifts? Why?

Birthday and Christmas... And anniversaries. Those are really special days.



#14. What are the gifting occasions for which you feel you should absolutely receive a gift?

None. It's not that important to receive.

#15. From whom do you most enjoy receiving gifts?

My wife and children, because it is an expression of their love.

#16. How does personalization affect your response to a gift?

I like personalized gifts. It shows that that person spent some time picking out the gift for me, which makes it special.

#17. How does your consciousness of the money spent on a gift received affect you?

Umm. I'm only concerned if they spend too much money. I don't want people to spend a lot of money on me, because I know it is a sacrifice.

#18. What makes you feel you have received a great gift?

Umm... when it has a lot of meaning behind it. If it's meaningful, it shows that a lot of thought went into it.

#19. How did you handle a positive reaction to a gift?

I thank the person a lot. I'll give my family a hug and a kiss.

#20. What makes you feel you have received an undesirable gift? In what ways were you disappointed?

Well, an undesirable gift to me is something I cannot use and will not use. I'm disappointed because I can't use it and it's undesirable because I can't use it.

#21. How did you handle a negative reaction to a gift?

The way I handle it is that I pretend that it is just as nice as a gift I would want. I do this because I don't want to hurt anyone's feelings.

#22. Did you experience any barriers or problems with receiving gifts this past year?

Umm.... No.

#23. Tell me about a time that you received a gift that you didn't want.

When I was about ten years old, my uncle Mike gave me, for Christmas, two silver dollars. I did not want money I wanted a toy. He told me to save the two silver dollars. So I didn't like it and said something to my parents, that I was disappointed, but I didn't realize that my uncle Mike over heard me and I felt badly because I hurt his feelings. I still to this day have the two dollars, and if I had a toy, it would have been broken.

#24. What do you do with gifts that are unwanted?

I give them away to either typically family and or perhaps I re-gift it. I will give them away as if it were a new gift.

#25. Have you ever re-gifted? To whom did you re-gift?

I tried to re-gift your mother's perfume to her best friend Virginia, but my wife said it was an old ladies perfume and that Virginia wouldn't like it either. I will sometimes try to take it back and exchange it. Another example is I got a golf book and gave it away to a golfer friend, and he re-gifted it after I gave it to him to another golf friend. He had no idea that I re-gifted it to him, and I don't think he told his friend that he was re-gifting it either. It was a biography on Payne Stewart, and I am not interested in Payne Stewart. I don't play golf, and I'm not interested in Golf, so I thought that since he played golf and Payne Stewart was one of his heroes I thought he would like it, but he already had the book, therefore he re-gifted it.

#26. What was your motivation for re-gifting?

I was never going to read the book, and I was hoping to get a gift from him. If you give a gift, you may get a gift back.

#27. What types of gifts are you willing or interested in re-gifting?

Books, umm... CD's... DVD's wallets, ties, shirts. That's it I think.

#28. How often do you re-gift?

Not very often, maybe once a year.

#29. Have you ever been a re-gift recipient? How did you feel about that?

Yes, I thought it was kind of funny. I got a wedding shower gift, some kind of a kitchen appliance, I think it was an electric can opener and then when we took it back we discovered that it hadn't been manufactured in several years.

#30. How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?

I would never re-gift something from a friend/family member because they are going to ask me what happened to that gift, but an acquaintance or distant family member won't ask you.

#31. Have you ever been afraid of getting caught re-gifting?

No.

#32. Do you feel guilty when you re-gift?

No, because it's still a gift, it's not like it doesn't have any value. It's still a gift, and it just didn't have value for me.

Informant ST

#1. How do you feel about giving and getting gifts?

Ahh personally, I think women have a hard time receiving gifts, because women are givers, and it's hard for us to take.

#2. Tell me about a recent gift you gave or received.

Ok. Umm... let's see When Scott and Caroline came for my birthday, they didn't have anything for me, so when we went shopping, I picked out a purse I loved, and I think when people gives you a gift they know you will enjoy, they get fulfillment from that and you are pleased because you got what you want. Plus they feel fulfilled and good because they gave a gift you liked.

#3. What gift giving occasions are most important to you for giving gifts? Why?

I think Birthdays. Are the most important day because that's people's special day, and you only have one day, which is your special day, and I think that it is an important day.

#4. What are the gifting occasions you feel you must participate in annually?

Christmas for sure Christmas, Valentine's Day, I would say those are the two biggies, and birthdays of course.

#5. To whom do you most enjoy giving gifts?

I like to give gifts to anyone that I care about, I find that it's sort of fun to give gifts to people you care about because it shows that you care about them. I give gifts to anyone I care about.

#6. How do you select gifts—on your own or with help?

On my own. Well, I guess because I'm by myself. I sort of have an idea what somebody likes and I like to choose it myself, it's moiré personal.

#7. What are the key factors in determining your final gift selection?

I would say... hmmm..... what are the key factors, that's a good question....hmmm. Let's see I guess if I would like to get the gift myself, then I would love to give it to someone else. I know a lot of people would say money, or how much it costs, but not me. I wouldn't give anybody something I wouldn't want to get myself.

#8. Do you have an idea as to what to buy before you go into the store?

Sometimes. I do, sometimes I don't.

#9. How do you know when you have chosen the right gift for someone?

Hmm... I don't know if you ever know unless they specifically say, what they want. I don't know if there is a specific way of knowing unless that person tells you. I mean if you like chocolate, then you get them nice chocolate.

#10. Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Absolutely, I think hmmm... their reaction when they get the gift, like Lynn, my

dad's nurse, I gave her an angel one year, and she loved it, so now I get her an angel every year. She also said that she loved angels, so I knew she would love more.

#11. How does the recipient's reaction affect your future gift giving plans?

Ummm... it affects it like Lynn... oh I love angels.... It affects it totally. If you give someone a fruit basket and they say they don't like fruit then you're never going to give them fruit.

#12. Did you experience any barriers or problems with giving gifts this past year?

Hmm.... No I don't think so, no I can't say there were any problems. I lucked out!

#13. What gift giving occasions are most important to you for receiving gifts? Why?

Umm... I would say I like to be acknowledged on mother's day, because I have children it's very important. I think it's a very overlooked occasion.

#14. What are the gifting occasions for which you feel you should absolutely receive a gift?

I don't know... hmmm... I would say your Birthday for sure.

#15. From whom do you most enjoy receiving gifts?

Family, because they are closest to you, and you have a history with them, and I think people tend to get gifts for family that are heart felt, and mean something.

#16. How does personalization affect your response to a gift?

I think personalization is key. Um, I mean you can go to let's see how would I say this. When you take time to give a gift and it's personal, then it means something. People can tell when you just pick up something on the fly. When you take the time it means something and it's very important and touching.

#17. How does your consciousness of the money spent on a gift received affect you?

Hmm.... I don't think it's about the money, I think it's more about the idea that somebody thought about you that is important.

#18. What makes you feel you have received a great gift?

Hmmm. That's a good question, I guess the thoughtfulness behind it. It takes some thought to buy someone a gift, and that is what is behind a great gift.

#19. How did you handle a positive reaction to a gift?

I was pleased, a positive reaction makes you feel good, it makes you I guess that you did the right thing. I just thank the person and let them know how happy I am. You give them a hug, and are just grateful.

#20. What makes you feel you have received an undesirable gift? In what ways were you disappointed?

Ok I can tell you one thing she gave me this gift bag, and it was a beautiful gift bag, but in the bag, instead of gifts for me it was gifts for my dogs, dog bones and toys. She gave me a ton of stuff for the dog. I wished it were something for me, and not for

my dogs. She owns a pet store and I guess her life revolves around animals, but it was my birthday and I wish she got me something. It was just a bit odd.

#21. How did you handle a negative reaction to a gift?

Umm, it's sort of hard to say I mean I think you are polite, but you can't fake it.

#22. Did you experience any barriers or problems with receiving gifts this past year?

No, just the dog thing. I think that was it.

#23. Tell me about a time that you received a gift that you didn't want.

Let's see, no really not in the last few years. The dog thing was pretty much the weird thing, and of course she doesn't know it, it is the thought, which counts. It goes back to I would give something that I would want.

#24. What do you do with gifts that are unwanted?

I don't know if I have any unwanted gifts, I pretty much use everything I get. I don't get that many gifts, because as the family gets smaller, you don't get as many gifts.

#25. Have you ever re-gifted? To whom did you re-gift?

I think I re-gifted one time because I got two books, exactly the same book, and my friend said oh gosh I love that book, and I gave her my extra one. It was a really wonderful cookbook, and her birthday was coming up in the next couple of weeks, so I wrapped it up and gave it to her for her birthday. This was years ago though.

#26. What was your motivation for re-gifting?

My motivation was I had a duplicate, and my friend loved it, and I knew she would enjoy getting it.

#27. What types of gifts are you willing or interested in re-gifting?

I never really re-gift. I'm really not a re-gifter. I guess I did the book thing so I guess a book. I'm not a big re-gifter. I enjoy what I get from people, so I don't re-gift. I don't think my mother and father re-gifted, so I think it's how you have been raised.

#28. How often do you re-gift?

One time ever.

#29. Have you ever been a re-gift recipient? How did you feel about that?

I don't know. How do you know that's the question? Yes I was actually, Caroline, when I stayed at Scott and Caroline's house at Christmas. On the nightstand I noticed a bag and then I realized that I had bought it for them the last Valentine's Day. It was a bag of chocolate, which I had to special order, so I know they re-gifted it to me. It wasn't an expensive gift, but it was just hurtful, because they resifted it to me.

#30. How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?

I think getting something re-gifted from a family member is much harder than getting a gift from an acquaintance. I think it's less acceptable.

#31. Have you ever been afraid of getting caught re-gifting?

Nope

#32. Do you feel guilty when you re-gift?

No, I didn't feel guilty at all. She's hard to shop for and I knew she would like the cookbook, so I was excited.

Informant UV

#1. How do you feel about giving and getting gifts?

I love to give gifts, I would rather give than to receive.

#2. Tell me about a recent gift you gave or received.

A recent gift I gave, my friend a birthday present, and it was the second season of Gray's Anatomy on DVD. I gave it to my friend Emily.

#3. What gift giving occasions are most important to you for giving gifts? Why?

Christmas, because it is a time to celebrate with friends and family and, it being Christmas, celebrating the birth of Jesus.

#4. What are the gifting occasions you feel you must participate in annually?

Christmas and Birthdays. Christmas because it is a giving holiday, and Birthdays because it is a time to celebrate my friends' special day.

#5. To whom do you most enjoy giving gifts?

Family and friends.

#6. How do you select gifts—on your own or with help?

Umm... usually on my own with umm... ideas and things which my friends have said they like.

#7. What are the key factors in determining your final gift selection?

Price, and usually whether or not my friends or family are going to like it.

#8. Do you have an idea as to what to buy before you go into the store?

Yes, usually it's because a friend has said they want or need something, or I have an idea as to what I want to get them.

#9. How do you know when you have chosen the right gift for someone?

When I give it to my friend or family, and they smile and say thank you!

#10. Does your history of gift exchange with the receiver influence your selection of a gift for that person?

No, because I don't base what I buy on what someone else has given me.

#11. How does the recipient's reaction affect your future gift giving plans?

If they are unappreciative, it may change the type of gift I get, less expensive most likely, or less sentimental.

#12. Did you experience any barriers or problems with giving gifts this past year?

Yes, umm.... It's hard to think of gifts for people who already have everything.

#13. What gift giving occasions are most important to you for receiving gifts? Why?

Christmas is usually the day I think is most important, because it is expected to give and receive gifts.

#14. What are the gifting occasions for which you feel you should absolutely receive a gift?

None, I don't expect gifts.

#15. From whom do you most enjoy receiving gifts?

Probably John, Scott, and Kyle. John is my best guy friend, and Kyle is my sister and Scott is her future husband.

#16. How does personalization affect your response to a gift?

I think the more personalized it is, the more meaningful it is.

#17. How does your consciousness of the money spent on a gift received affect you?

I'm not a good judge as to how much things cost, so usually price does not matter.

#18. What makes you feel you have received a great gift?

If it's personalized. That shows me that the person really cares about the gift they are giving me and that I was important enough to receive a special gift.

#19. How did you handle a positive reaction to a gift?

I hug and thank them, sometimes cry to show my appreciation.

#20. What makes you feel you have received an undesirable gift? In what ways were you disappointed?

Ohh, I've never received an undesirable gift. I've never had a boyfriend on special occasions, so I never had anyone to disappoint me.

#21. How did you handle a negative reaction to a gift?

Never received one.

#22. Did you experience any barriers or problems with receiving gifts this past year?

No.

#23. Tell me about a time that you received a gift that you didn't want.

I guess in high school, this guy gave me a rose, and I didn't want it because I didn't like him.

#24. What do you do with gifts that are unwanted?

I accept it and keep them, or return them, but say thank you!

#25. Have you ever re-gifted? To whom did you re-gift?

Yes, a bottle of wine, I took it to a party. A friend gave it to me and I don't drink red wine, and it was red.

#26. What was your motivation for re-gifting?

I didn't like it, and I knew the person I was giving it to would.

#27. What types of gifts are you willing or interested in re-gifting?



Wine, that's usually all I re-gift.

#28. How often do you re-gift?

Seldom, I might give stuff away but not as gifts. I like picking out my gifts for others.  
Not often, like once every five years.

#29. Have you ever been a re-gift recipient? How did you feel about that?

Probably, but I really don't know. I was never aware.  
Not that I know of. If I were it would depend on the gift.

#30. How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?

I would probably re-gift to a family member then a friend or acquaintance, because an acquaintance would have more of a chance of knowing it was a re-gift.

#31. Have you ever been afraid of getting caught re-gifting?

No.

#32. Do you feel guilty when you re-gift?

Yes, because I was too lazy to go and get them something, and it's impersonal.

Participant UV

#1. How do you feel about giving and getting gifts?

Good, I get excited sometimes I guess.

#2. Tell me about a recent gift you gave or received.

Umm... I don't know... I guess Christmas, I got my boyfriend a lot of stuff, because he doesn't really have a family, and he doesn't get a lot for Christmas.

#3. What gift giving occasions are most important to you for giving gifts? Why?

Christmas, Birthdays...ummm weddings, parties and anniversaries because it is always special occasions for the people I care about.

#4. What are the gifting occasions you feel you must participate in annually?

Umm... I guess birthdays and Christmas and anniversaries.

#5. To whom do you most enjoy giving gifts?

Family, friends and boyfriends.

#6. How do you select gifts—on your own or with help?

Umm... it depends on who it is for, but usually I do it on my own.

#7. What are the key factors in determining your final gift selection?

If I think the person will like it and the price.

#8. Do you have an idea as to what to buy before you go into the store?

Usually I know exactly what I want, but I can never find exactly what I want, so I usually end up with something I didn't even go into the store looking for.

#9. How do you know when you have chosen the right gift for someone?

If you can see the excitement in their face, and they don't take it back.

#10. Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Yes, like if it's someone I always exchange gifts with, I'm usually likely to spend more on their gift, and if they spend time picking out a gift for me, I want to do the same for them.

#11. How does the recipient's reaction affect your future gift giving plans?

I don't know I mean, I guess I get a better idea as to what they like, but I'm not going to get them the same thing again if they do like the gift, I might go to the same store.

#12. Did you experience any barriers or problems with giving gifts this past year?

Umm... not being able to find something that I liked. I ended up just buying what I like the most and giving them the receipt for it, or I'll just get them a gift card.

#13. What gift giving occasions are most important to you for receiving gifts? Why?

Christmas, birthdays that's it.

#14. What are the gifting occasions for which you feel you should absolutely receive a gift?

Christmas and my birthday, because I always have.

#15. From whom do you most enjoy receiving gifts?

My boyfriend, because they are usually meaningful.

#16. How does personalization affect your response to a gift?

The more personalized it is, the more I appreciate it.

#17. How does your consciousness of the money spent on a gift received affect you?

It doesn't really, unless it's really expensive, and then I feel guilty because they have spent so much.

#18. What makes you feel you have received a great gift?

When it is something that is exactly what I wanted, or something someone put a lot of thought into.

#19. How did you handle a positive reaction to a gift?

I thank people, and I hug them and try to let them know how much I like it.

#20. What makes you feel you have received an undesirable gift? In what ways were you disappointed?

If it is something like clothes, and they don't fit or I sent my mother my wish list from American eagle, and she sent me other stuff, which I didn't like.

#21. How did you handle a negative reaction to a gift?

It depends on who it is from, if it is from my grandparents I tell them that I love it and return it. If it's from my mother I make sure she has the receipt and I return it. If it's from anyone else, I will keep it.

#22. Did you experience any barriers or problems with receiving gifts this past year?

My mother trying to pick out clothes for me. For my birthday, she tried to get me work clothes and they were not the right style for a younger person.

#23. Tell me about a time that you received a gift that you didn't want.

For my birthday, my mom got me a bunch of clothes which I didn't like, and I felt bad because she put a lot of thought into it. But I still took them back.

#24. What do you do with gifts that are unwanted?

If it's clothes, I will take them back, anything else I'll end up keeping.

#25. Have you ever re-gifted? To whom did you re-gift?

No, I don't re-gift.

#26. What was your motivation for re-gifting?

Never have, I might in the future but haven't yet.

#27. What types of gifts are you willing or interested in re-gifting?

I guess I wouldn't re-gift clothes, maybe perfumes or something if I didn't like the perfume.

#28. How often do you re-gift?

Never.

#29. Have you ever been a re-gift recipient? How did you feel about that?

Not that I know of.

#30. How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?

I would feel less guilty re-gifting a gift from an acquaintance than a family member.

#31. Have you ever been afraid of getting caught re-gifting?

No, because I haven't re-gifted.

#32. Do you feel guilty when you re-gift?

No.

Informant VW

#1. How do you feel about giving and getting gifts?

I derive more satisfaction and happiness in giving my parents gifts than receiving gifts, especially giving my mother gifts. Outside of parental giving, I enjoy receiving gifts.

#2. Tell me about a recent gift you gave or received.

Ok, I gave dad umm... a double disk Time life western music compilation that he plays non stop and according to him, it is the best gift he has ever received, and in fact, has made me burn four extra copies in case anything happened to the originals, so he will have back up copies. That in my estimation is a true benchmark for a wonderful, and thoughtful gift for a loved one.

#3. What gift giving occasions are most important to you for giving gifts? Why?

I'd say birthdays, because birthdays are a sacred memorial of the birth of your loved ones.

#4. What are the gifting occasions you feel you must participate in annually?

Christmas, because despite the true reason for the season, the commercialization of the Holiday, forces one to place a high importance on gift giving.

#5. To whom do you most enjoy giving gifts?

My mother.

#6. How do you select gifts—on your own or with help?

Normally by myself.

#7. What are the key factors in determining your final gift selection?

I think, it is a combination between financial resources and knowing the type of gift that fits the individual you are giving a gift to.

#8. Do you have an idea as to what to buy before you go into the store?

Yes, I like to have a game plan before wasting my time with frivolous shopping endeavors.

#9. How do you know when you have chosen the right gift for someone?

It is something you really can't explain. It's more something you simply know.

#10. Does your history of gift exchange with the receiver influence your selection of a gift for that person?

Yes, absolutely, example, with my sister, I normally give her music or a gift card to Ann Taylor., with my brother-in-law I normally get him a gift card to Borders, because I know they like these things.

#11. How does the recipient's reaction affect your future gift giving plans?

As stated above, I give these same gifts year after year because I know that is a type of gift they enjoy.

#12. Did you experience any barriers or problems with giving gifts this past year?  
Not that I can remember, no ma'am.

#13. What gift giving occasions are most important to you for receiving gifts? Why?  
I would say my birthday, because it's more of a low key holiday, and more personalized, because it is not commercialized.

#14. What are the gifting occasions for which you feel you should absolutely receive a gift?  
Birthday.

#15. From whom do you most enjoy receiving gifts?  
Family, because they know me the best, and it is more meaningful.

#16. How does personalization affect your response to a gift?  
I'm more appreciative, and tend to like those gifts which are personalized, and will remember them and the person who gave them to me.

#17. How does your consciousness of the money spent on a gift received affect you?  
It has no effect, unless I know the gift was free. On some level, you want the gift to symbolize a certain level of sacrifice on behalf of the gift giver.

#18. What makes you feel you have received a great gift?  
When I get the warm fuzzies!

#19. How did you handle a positive reaction to a gift?  
Normally, I would verbalize a thank you to the gift giver if present, and follow up with a thank you note or letter to express my gratitude!

#20. What makes you feel you have received an undesirable gift? In what ways were you disappointed?  
If it was a re-gift, a gift I know they had received before, and a gift I did not explicitly ask for or a random gift in which I have no interest in receiving.

#21. How did you handle a negative reaction to a gift?  
Very graciously, even if I did not like it.

#22. Did you experience any barriers or problems with receiving gifts this past year?  
Not that I can remember.

#23. Tell me about a time that you received a gift that you didn't want.  
I can't think of anything right now.

#24. What do you do with gifts that are unwanted?  
Normally, I will donate or re-gift.

#25. Have you ever re-gifted? To whom did you re-gift?

Yes, I will re-gift to coworkers, people outside of my tight social network. I re-gifted a cookbook.

#26. What was your motivation for re-gifting?

No desire to have the cookbook, I already had a copy of it.

#27. What types of gifts are you willing or interested in re-gifting?

Anything that I already have a duplicate of.

#28. How often do you re-gift?

One or two times a year.

#29. Have you ever been a re-gift recipient? How did you feel about that?

Yes, Normally, I'm not a big fan of re-gifting, even though I have re-gifted before. I got a belt buckle, which was re-gifted to me, because a coworker said he had given it to another guy before, and the guy he gave it to gave it to me.

#30. How would you describe the difference between re-gifting a gift from an acquaintance versus a friend/family member?

It's much easier to re-gift to an acquaintance than a family member.

#31. Have you ever been afraid of getting caught re-gifting?

No.

#32. Do you feel guilty when you re-gift?

Yes, because I think it shows a lack of respect in the gift giving process.

APPENDIX D  
CONSENT FORM



UNIVERSITY OF NORTH CAROLINA AT GREENSBORO

CONSENT TO ACT AS A HUMAN PARTICIPANT: LONG FORM

Project Title: Re-Gifting and the Consumers' Perspective

Project Director: Alexandra Victoria Homick

Participant's Name: \_\_\_\_\_

DESCRIPTION AND EXPLANATION OF PROCEDURES:

The purpose of this study is to gain knowledge relevant to consumer re-gifting.

If you agree to participate in this study, you will be asked to be interviewed by the Project Director, Alexandra Homick, concerning your gift giving experiences. The interview will last approximately 30 minutes, and will be audiotaped to ensure correctness. You may terminate the interview or audio taping at any time. You may ask any questions you have about the interview or the study at any point.

Confidentiality will be maintained at all times and data will be coded so that participants remain anonymous. The research data will be kept securely for 5 years in a locked filing cabinet, after which all documents will be shredded and computer files deleted

RISKS AND DISCOMFORTS:

There are no risks or discomforts associated with this research.

POTENTIAL BENEFITS:

This research benefits society by furthering knowledge relevant to consumer re-gifting.

CONSENT:

By signing this consent form, you agree that you understand the procedures and any risks and benefits involved in this research. You are free to refuse to participate or to withdraw your consent to participate in this research at any time without penalty or prejudice; your participation is entirely voluntary. Your privacy will be protected because you will not be identified by name as a participant in this project.

The University of North Carolina at Greensboro Institutional Review Board, which insures that research involving people follows federal regulations, has approved the research and this consent form. Questions regarding your rights as a participant in this project can be answered by calling Mr. Eric Allen at (336) 256-1482. Questions regarding the research itself will be answered by Alexandra Homick by calling (919) 608-1982. Any new information that develops during the project will be provided to you if the information might affect your willingness to continue participation in the project.

By signing this form, you are agreeing to participate in the project described to you by Alexandra Homick.

\_\_\_\_\_  
Participant's Signature\*

\_\_\_\_\_  
Date