

以送禮者或收禮者為中心的禮物： 自我建構的角色

Giver-Centric or Recipient-Centric Gifts: The Role of Self-Construal

葉明義 *Ming-Yih Yeh*

國立台灣科技大學企業管理系

Department of Business Administration,

National Taiwan University of Science and Technology

*Anisa Larasati**

國立台灣科技大學企業管理系

Department of Business Administration,

National Taiwan University of Science and Technology

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* Corresponding author: Anisa Larasati,
Bekasi, Indonesia, +628119457887
larasati.ghofur@gmail.com

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摘要

自我建構是影響送禮偏好的一個關鍵。本文檢測自我建構和禮物類型對送禮者購買意願及收禮者偏好的交互效果。具相依自我的送禮者購買以收禮者為中心的禮物的可能性，高於以送禮者為中心的禮物；具獨立自我的送禮者無此差異(實驗 1)。此作用只發生在送與收禮者的關係弱時(實驗 2)。對義務性送禮，獨立自我的送禮者傾向購買以送禮者為中心的禮物(實驗 3)。由收禮者來看，相依自我的收禮者對於兩種類型禮物的偏好沒有差異，而獨立自我的收禮者偏好以收禮者為中心的禮物(實驗 4)，此效果被體貼程度所中介(實驗 4)。相依和獨立自我的收禮者有被徵詢過時，都偏好獲得以收禮者為中心的禮物，且此效果對獨立自我的收禮者更為強烈(實驗 5)。

關鍵詞：自我建構、禮物、以送禮者為中心、以收禮者為中心

Abstract

In gift-giving, will people like to give/receive something that reflects themselves? We proposed a critical factor of self-construal. Using five studies, this research examines the interaction effects of self-construal and gift type on givers' purchase intentions as well as on recipients' preferences. Interdependent-self givers are more likely to buy recipient-centric (vs. giver-centric) gifts while independent-self givers have equal purchase intentions for both types of gifts (study 1). This interaction effect holds only for the case when givers have weak ties with receivers, not for the case when the tie strength is strong (study 2). Moreover, when independent-self givers feel obligated, they tend to buy giver-centric (vs. recipient-centric) gifts (study 3). From the receivers, interdependent-self recipients have equal preferences for both types of gifts, while independent-self recipients prefer receiving recipient-centric (vs. giver-centric) gifts (study 4) and this effect is mediated by thoughtfulness (study 4). In addition, if the gift is solicited, both interdependent-self and independent-self recipients have higher preferences for recipient-centric (vs. giver-centric) gifts, but the effect in independent-self recipient is stronger (study 5).

Keywords: Self-construal, gift, giver-centric, recipient-centric, motivation

1. INTRODUCTION

Giving a gift is quite common in our daily life. Based on Google trend data in Taiwan, people searched the word ‘gift’ all the time throughout the year in 2019 (Google Trends). Most of them searched it for someone’s birthday, Christmas and exchange gifts. People are trying to find some ideas whenever they need to buy gifts. It implies that gift-giving – purchasing for others – is not as straightforward as in an ordinary purchase.

Previous research on gift-giving has discussed the preference asymmetry between givers and receivers. For instance, givers prefer giving more desirable gifts, whereas receivers prefer receiving more feasible gifts (Baskin et al., 2014); givers choose to give non-registry gifts, while receivers choose to receive registry gifts (Ward & Broniarczyk, 2016); receivers are happier when receiving experiential (vs. material) gifts, while givers feel equally happy for both kinds of gifts (Goodman & Lim, 2015); and givers are more likely to have smile-seeking (vs. value-seeking) motives, while the opposite is true for receivers (Yang & Urminsky, 2015). All the above gift categorization can be viewed from another angle, i.e., whether the gift is giver oriented or recipient oriented. Hence, the present research intends to look at gift-giving behaviors by focusing on the senders’ actions and receivers’ reactions of these two types of gifts. We propose that these actions and reactions depend on the disposition of consumers.

The disposition of consumer is one important factor in consumer behavior. Since people will only send a gift to or accept a gift from someone who is related to them, this person’s view of his/her relationship with others is an important disposition in the behaviors in gift-giving situation. As an influential disposition of consumers, self-construal is a well-developed concept of individual self-system that affects people’s relationship to others (Markus & Kitayama, 1991). Since gift-giving is an interpersonal behavior, the relationship an individual has with others will influence people’s actions or reactions. Thus, examining self-construal in gift-giving is important as people’s self-construal may affect their actions and reactions in gift-giving situation. Consumers need to ensure which self-construal is more dominant in them as the givers or the recipients, then they need to know which gifts

are more appropriate.

Self-construal can be categorized as independent-self and interdependent-self. People with independent-self are regarded as being autonomous, stable and unique, whereas interdependent-self individuals are regarded as being part of a social relationship, flexible, and able to fit into the society (Markus & Kitayama, 1991). Self-construal has been discussed in a variety of ways, such as identity threat (White et al., 2012), brand-situation congruity (Sung et al., 2012), impulsive consumption (Zhang & Shrum, 2009), promotions (Winterich et al., 2008), regulatory focus (Lee et al., 2000), self-regulatory goals (Aaker & Lee, 2001), and risk-taking (Mandel, 2003; Hamilton & Biehal, 2005). Self-construal affects people's relationship to others (Markus & Kitayama, 1991), their values, and judgements for self (Gardner et al., 1999).

Imagine your friend's birthday is coming and you are considering giving her a gift. You know that she likes headphones in a black, classic style. When you search for it, however, you feel that it is not good enough and you think a trendy style of red headphones is more appealing. Will you stick to your friend's preference or yours? On one hand we want to give something that the recipient will like (recipient-centric gifts) but we may mispredict the recipients' preferences (Zhang & Epley, 2012) or overestimate recipients' appreciations (Flynn & Adams, 2009; Cavanaugh et al., 2015). On the other hand, it is easier to select something that we like or we know that it is good (giver-centric gifts) (Vazire, 2010), without knowing whether the recipient may or may not like it. This conflict of choosing a present that reflects the givers' or recipients' characteristics may occur quite frequently in gift giving process. We propose that if the giver is an interdependent-self individual, he/she is more likely to pick what the recipient-centric choice, i.e., the black classic headphone. Whereas, if the giver is an independent-self individual, he/she will have equal preference to select either gifts.

This individual view of self does not only apply to the giver, but it can also be applied to the receiver. Consider that on your birthday you get several gifts from your friends. One of them is a comedy novel that you really like and another one is a red trendy headphone that is not your style. Which one do you like better? If the recipient is an independent-self individual, we predict that he/she will feel happy and

like it better when receiving a comedy novel. It is because it means that they are successful in expressing themselves and they will also be more excited as it reflects their own preferences than the givers' preferences. On the other hand, if the recipient is an interdependent-self individual, we predict that he/she will like both kinds of gift, a comedy novel and a red trendy headphone. That is because receiving a red trendy headphone feels like he/she is a part of the social relationship, while receiving a comedy novel will by default makes he/she feels happy as it means that the giver takes an effort to find things that the recipient like.

Taken it altogether, this research aims to show that the choice/preference between recipient-centric and giver-centric gifts depends on the givers'/receivers' self-construal. More specifically, we try to answer the following question: although it is evident that a gift ought to be recipient-centric, under what circumstances would giver-centric gifts also be chosen by the givers and preferred by the receivers?

The current research has several theoretical contributions. First, the findings provide a finer result to previous research on giver-centric/recipient-centric gifts (Wolfenbarger & Gilly, 1996; Aknin & Human, 2015; Paolacci et al., 2015). The current research verifies the impacts of self-construal and motivation on givers' purchase intentions of the 2 types of gifts. Second, the findings enrich research on self-construal in making a choice for others (Pöhlmann et al., 2007; Wu et al., 2019) by examining it in gift-giving situation – one common aspect of daily life. Specifically, through observing different behaviors and preferences that consumers with various self-construal concepts have towards giver-centric and recipient-centric gifts, we expand self-construal with a broader view. Third, the current research adds to the previous research on tie strength (Frenzen & Davis, 1990; Ryu & Feick, 2007; Chung & Tsai, 2008; Voyer & Ranaweera 2015) and extends the stream of research on motivation by Goodwin et al. (1990), in the case of gift-giving.

2. GIFT-GIVING

Gifts can be used to build or maintain relationships (Sherry, 1983) and to show love and affection (Belk & Coon, 1993). Of course, the most common goal is to make the recipient happy (Teigen et al., 2005). For the selection of a gift, some

considerations include material versus experiential gifts (Goodman & Lim 2018), feasible versus desirable gifts (Rim et al., 2019), socially versus not socially responsible gifts (Cavanaugh et al., 2015), surprise versus non-surprise gifts (Vanhamme & de Bont 2008), and shared versus non-shared gifts (Polman & Maglio, 2017). In addition, givers and receivers often have different preferences (Baskin et al., 2014; Goodman & Lim, 2015; Ward & Broniarczyk, 2016). When a person chooses a present for others, he/she might pick something that is not liked by the receiver. Relatedly, when getting a gift from others, a person might enjoy or not enjoy it, depending on whether he/she gets a favorable or unfavorable present.

Past research proved that gifts that match recipients' (vs. givers') characteristics are more likely to be purchased by givers and preferred by receivers (Aknin & Human, 2015); however, as givers' characteristics are more accessible than recipients' (Vazire, 2010), senders sometimes are more likely to pick gifts that reflect their own characteristics. Receivers also have a high preferences towards gifts that reflect givers' personalities (Paolacci et al., 2015). Previous research called gifts that reflect the givers'/recipients' core characteristics (Paolacci et al., 2015) and true selves, including their interests, preferences, and passions (Aknin & Human, 2015).

Preference asymmetry for gifts can depend on the situation, such as whether the receiver is a close friend or not (Cavanaugh et al., 2015; Goodman & Lim, 2015). The closer the receiver is to the giver, the more knowledge the giver will have on what the receiver wants (Wolfenbarger & Gilly, 1996; Goodman & Lim, 2015). Thus, the giver may have the same perspective as the receiver, which may weaken the preference asymmetries between the giver and the receiver. Another situation is whether or not givers ask recipients directly about what kinds of gifts the latter would like to have. The idea that recipients appreciate solicited gifts more than unsolicited gifts has been proven (Gino & Flynn, 2011). By giving solicited gifts, the chance of presenting a less desirable gift to the recipient is lowered.

3. SELF-CONSTRUAL

Self-construal refers to the degree to which individuals view themselves as distinct from or connected with others, which is then categorized as independent-self

individuals and interdependent-self individuals, respectively (Markus & Kitayama, 1991). Independent-self individuals focus on themselves (Markus & Kitayama, 1991), tend to have analytic thinking (Monga & John, 2007), present themselves as skillful (Lalwani & Shavitt, 2009), and express ego-focused emotions, such as pride and happiness (Aaker & Williams, 1998). Interdependent-self individuals, however, focus on others (Markus & Kitayama, 1991), tend to have holistic thinking (Monga & John, 2007), present themselves as socially sensitive (Lalwani & Shavitt, 2009), and express other-focused emotions, such as empathy and peacefulness (Aaker & Williams, 1998). In addition, interdependent-self (vs. independent-self) individuals are more likely to be influenced by their situational contexts (Choi et al., 1999).

In decision making context, past research has discussed how self-construal affects choices in making decision for oneself. For instance, independent-self individuals emphasize more on and are persuaded more by promotion-focused information, whereas interdependent-self individuals emphasize more on and are persuaded more by prevention-focused information (Lee et al., 2000; Aaker & Lee, 2001). Independent-self (vs. interdependent-self) individuals evaluate the brand less favorably when the brand personality is congruent with social situational cues (Sung et al., 2012). Independent-self individuals also have lower preferences for identity-linked products when their social identities are threatened (vs. not threatened), while the opposite is true for interdependent-self individuals (White et al., 2012). In addition, interdependent (vs. independent-self) individuals are less likely to exhibit impulsive consumptions (Zhang & Shrum, 2009).

Self-construal could also affect the decision making for others, which includes choosing for others on their behalves or picking a gift for others. Past research literature has discussed the role of self-construal in choosing for others on their behalves. When choosing for others (vs. self), independent-self individuals are less attentive to the options in the choice set and the opposite is true for interdependent-self individuals (Pöhlmann et al., 2007). In addition, when choosing for a smaller group, independent-self individuals balance self and others' preferences, while for a larger group, they are more inclined to follow their own preferences; and interdependent-self individuals make choices that balance self and others' preferences, regardless of the group size (Wu et al., 2019). Instead of examining

self-construal as a moderator, past research in gift-giving examined self-construal as the dependent variable. Specifically, in self-gifting (interpersonal gifting), individuals are more independent (interdependent) (Weisfeld-Spolter et al., 2015).

Other research may use the term individualism-collectivism to express the extent to which individuals from different cultures define themselves in relation to others (Brewer & Gardner, 1996). Individualism-collectivism is a cultural-level variable, whereas independent-interdependent self-construal is an individual-level variable (Aaker & Williams, 1998). These two terms are sometimes used interchangeably. In the current research the focus is on the individual level. Hence, the independent-interdependent self-construal is examined. Previous research proved that independent and interdependent self-construal can coexist within every individual regardless of their cultures (Gardner et al., 1999). Self-construal can be discussed chronically and situationally. As a result, this research will take the long-term and the short-term approach.

4. HYPOTHESES

4.1 Self-Construal and Gift-Giving from Givers' Point of View

Because recipients are the ones who will enjoy the gifts, givers in general have a higher tendency to deliver recipient-centric gifts. Independent-self givers, however, are individually oriented (Markus & Kitayama, 1991), meaning that they focus on individual preferences (Han & Shavitt, 1994) and rely on their own feelings (Hong & Chang, 2015). As such, independent-self (vs. interdependent-self) individuals like to be choosers either for themselves or for others (Pöhlmann et al., 2007). As they are related to agency trait, they are also less likely to take advices (Schultze et al., 2018). In addition, they are good at expressing themselves (Markus & Kitayama, 1991), and more likely to use their own (vs. others') personal beliefs and preferences (Torelli, 2006). Thus, buying gifts that are congruent to themselves (giver-centric) is easier for them. This will raise their tendency to buy giver-centric gifts, which leads to equal preferences for buying giver-centric and recipient-centric gifts.

On the contrary, interdependent-self givers are socially oriented (Markus & Kitayama, 1991), which is associated with strong bonds to social groups (Han &

Shavitt, 1994; White et al., 2012), a concern for gaining others' approval, and a reliance on reason in decision making (Hong & Chang, 2015). As such, interdependent-self (vs. independent-self) individuals like the case when others choose for them (Pöhlmann et al., 2007). Therefore, they more often think about others and they prefer to buy gifts that reflect recipients' (vs. givers') characteristics. They try harder to fit into society (Markus & Kitayama, 1991), rely more on others' opinions (Torelli, 2006), and feel a responsibility to "read" others' minds (Markus & Kitayama, 1991). Hence, interdependent-self givers are more inclined to buy recipient-centric than giver-centric gifts.

Formally,

H1a: Independent-self givers have the same tendency to buy giver-centric and recipient-centric gifts.

H1b: Interdependent-self givers are more likely to buy recipient-centric than giver-centric gifts.

While H1a and H1b compare the gift type, we could also see the effect from different perspective, which is to compare the self-construal. Previous research showed that independent-self individuals are more risk-seeking (Mandel, 2003; Hamilton & Biehal, 2005) and more impulsive (Zhang & Shrum, 2009) than interdependent-self individuals. As the recipient may not like a giver-centric gift, this could become a risk to the giver. Thus, if we compare the self-construal and focus on giver-centric gifts, we predict independent-self (vs. interdependent-self) givers will be more likely to choose a giver-centric gift.

4.2 Tie Strength

The strength of a tie is determined by the amount of time, emotional intensity, intimacy, and reciprocity (Granovetter, 1973). Strong ties appear in the relationships with relatives and close friends, while weak ties with acquaintances or just friends (Frenzen & Davis, 1990). Previous research on tie strength revealed that strong (vs. weak) ties tend to give more word-of-mouth (WOM) to each other (Chung & Tsai, 2008), the sender of strong (vs. weak) ties tend to give more WOM influence in the receivers purchase decisions (Voyer & Ranaweera 2015), and the presence of a

reward increases referral likelihood for weak (vs. strong) ties (Ryu & Feick, 2007). We will use close friends as an example of strong tie and just friends as an example of weak tie.

We predict in H1a that independent-self givers have an equal tendency to purchase both gifts. We propose, however, that choosing gifts for someone with a strong tie (close friends) will reduce the tendency to buy giver-centric gifts. In a close relationship, an individual tends to feel that some aspects of their gift partner are a part of their own, so they will try to please the partner (Aron et al., 1991) by putting more effort into finding a suitable gift. In addition, people with strong ties that usually have communal relationship, concern more about the other's welfare and respond more to the other's needs, compared to exchange relationship where they usually have weak ties (Clark et al., 1986). Since givers have more knowledge of, and high familiarity with, what the close receivers want (Wolfenbarger & Gilly, 1996), givers are more motivated to take the receivers' perspectives into account (Cavanaugh et al., 2015) and can better predict what kind of gift the recipients desire (Belk 1976). Thus, independent-self givers are more likely to choose recipient-centric (vs. giver-centric) gifts for someone with a strong tie (close friends). For interdependent-self givers, we predict in H1b that they tend to choose recipient-centric rather than giver-centric gifts. We proposed that this effect will stay the same for someone with a strong tie (close friends) because they have established their intentions to strengthen their friendship bonds to benefit the recipients.

Formally,

H2: When the recipient is someone with a strong tie (close friend), both independent-self and interdependent-self individuals are more likely to buy recipient-centric gifts over giver-centric gifts.

4.3 Motivation

In early research on gift-giving, Sherry (1983) categorized gift-giving motivations into altruistic and agonistic. Altruistic motivations are when givers are driven to maximize the pleasure of the recipient, while agonistic motivations are when givers are driven to maximize their own personal satisfaction (Sherry, 1983).

Research by Goodwin et al. (1990), however, argued that these two motivations mentioned above can be listed under the category of voluntary motives and propose another category of motivation, which is obligatory motivation. Voluntary motives include cheering up a depressed friend, sharing a unique object, and expressing an apology, concern, or affection (Goodwin et al., 1990). Contrarily, obligatory motives are based on moral or religious imperatives (Belk, 1976). For special celebrations, such as Valentine's Day, obligatory motives are the dominant motive for gift-giving (Rugimbana et al., 2003).

We predict in H1a that independent-self givers have an equal tendency to buy both gifts. In this section, we propose that different motivations will change this balance. When gift-buyers have voluntary motives to give gifts, such as when they want to improve their relationship with the recipient (Ruth et al., 1999) or make them happy (Goodwin et al., 1990), they know that they want to but not have to give. Naturally, they will think more about the recipients and less about themselves (Ruth et al., 1999). Thus, they will be more likely to buy recipient-centric gifts rather than giver-centric gifts. On the other hand, when they feel obligated, such as when a gift is expected, they just want to complete the task of sending out a gift (Park, 1998). As independent-self givers tend to use their own (vs. others) personal beliefs and better withstand social pressure (Torelli, 2006), they will care less if society criticizes them for not focusing on the recipient. Thus, they will be more likely to buy gifts according to their own (vs. the recipients') preferences, which are giver-centric gifts.

Formally:

H3a: When independent-self givers have a voluntary motive, they are more likely to buy recipient-centric than giver-centric gifts

H3b: When independent-self givers have an obligatory motive, they are more likely to buy giver-centric than recipient-centric gifts

In H1b, we predict that interdependent-self givers will be more likely to buy recipient-centric rather than giver-centric gifts. In this section, we propose that the effect will be the same regardless if they have a voluntary or an obligatory motive. When they have voluntary motives, they care more about the recipients (Ruth et al.,

1999) and thus have a higher tendency to buy recipient-centric (vs. giver-centric) gifts. When they feel obligated to give, they do not want their relationships to deteriorate; thus, they will also try to please the recipients by choosing recipient-centric (vs. giver-centric) gifts. Moreover, interdependent-self givers are motivated to maintain harmony with the society and more likely to explain their actions to others (Torelli, 2006). As a consequence, they will be more likely to choose gifts according to the general rule of gift-giving, which is to focus on the recipients (recipient-centric gifts).

Formally:

H4: Regardless of whether interdependent-self givers have a voluntary or an obligatory motive, they are more likely to buy recipient-centric than giver-centric gifts.

4.4 Self-Construal and Gift-Giving from Recipients' Point of View

Basically, all kinds of recipients have a high preferences for recipient-centric gifts. For independent-self recipients, we proposed that this high preference would be higher than giver-centric gifts. As they are consistent across different aspects of their identity (Suh, 2002), they like gifts that are consistent with their characteristics. In addition, they are driven by their individual benefits and preferences (Han & Shavitt, 1994) and use their own (vs. others') personal beliefs and preferences (Torelli, 2006). As a consequence, independent-self recipients will evaluate gifts that reflect their own characteristics higher than the givers' characteristics.

On the other hand, for interdependent-self recipients, we proposed that they also have a high preferences for giver-centric gifts, which leads to the same preferences for both kinds of gifts. Moreover, they feel the need to restrain their self-expression and maintain harmony with their social context (Markus & Kitayama, 1991; Han & Shavitt, 1994). When they receive gifts that reflect the givers' preferences, they will like it, because it enhances harmony between the giver and the receiver. In addition, they are flexible across situations (Suh, 2002). Thus, interdependent-self recipients tend to welcome anything that the giver would think is a good gift.

Formally,

H5a: Independent-self recipients like recipient-centric gifts more than giver-centric gifts.

H5b: Interdependent-self recipients have the same preferences between giver-centric and recipient-centric gifts.

4.5 Thoughtfulness

Previous research explained that an alternative explanation for recipient's preference is the extent that the receiver perceives how thoughtful the gift is. Recipient thinks that the gift is a thoughtful gift when the gift is more expensive (Flynn & Adams, 2009), when it is desirable and partial than undesirable and complete (Kupor et al., 2017) and when it is solicited than unsolicited (Gino & Flynn, 2011). However, there might be preference asymmetries between givers and receivers. Givers often overestimate (Flynn & Adams, 2009; Cavanaugh et al., 2015) or underestimate (Gino & Flynn, 2011; Kupor et al., 2017). As recipients are the one who will enjoy the gifts, givers need to understand recipients more, such as which gifts they like and why they like them. Thus, we propose a mediation of thoughtfulness for recipients.

When recipients think that the gifts were thoughtful, they will have higher preferences for that gift. (Flynn & Adams, 2009; Kupor et al., 2017). Thus, we propose that thoughtfulness will mediate the relationship between self-construal and gift type on recipients' preferences. Specifically, independent-self recipients like recipient-centric more than giver-centric gifts because they think that the gift is thoughtful when the gift reflects their own (vs. givers') characteristics. On the other hand, interdependent-self recipients have the same preferences for both gifts because they think that both gifts are equally thoughtful.

Formally:

H6: The relationship between self-construal and gift type on recipients' preferences is mediated by thoughtfulness

4.6 Solicited Gifts

When givers pick gifts from a registry list, they have more confidence that the recipients will like the gifts. Similarly, recipients appreciate gifts from the list he/she provided (Gino & Flynn, 2011). Thus, we predict that giving solicited gifts will strengthen the previous pattern from study 4.

In H5, we proposed that independent-self recipients preferred recipient-centric over giver-centric gifts, whereas interdependent-self recipients have equal preferences for both gifts. When they were asked what kind of gifts that they wanted, the effect for independent-self recipients will be stronger and interdependent-self recipients would prefer recipient-centric than giver-centric gifts. Consumers feel that solicited (vs. unsolicited) gifts are more thoughtful and considerate (Gino & Flynn, 2011). Thus, in a solicited (vs. unsolicited) situation, independent-self and interdependent-self recipients feel less pleased to receive giver-centric gifts and happier to get recipient-centric gifts, but independent-self (vs. interdependent-self) recipients will have a stronger relationship.

Formally,

H7: In a solicited condition, the preference for recipient-centric to giver-centric gift is stronger than in an unsolicited condition.

5. STUDY 1

5.1 Method

In a single factor design of self-construal, 102 online participants from an online panel (52.0% women; mean age = 24.9) were instructed to think about and write down how they are similar to (independent-self) or different from their friend (Swaminathan et al., 2007). Then they were asked to imagine buying a new bag for a friend. They either found a bag that reflects their characteristics (giver-centric) or their friend's characteristics (recipient-centric). After that, they were given a question on which bag that they will buy in a seven-point scale (1 = bag that reflects their characteristics, 7 = bag that reflects their friend's characteristics). The order of

the bag in the scenario and in the scale were counterbalanced. Finally, they were given a self-construal manipulation check where they were asked to make 10 statements beginning with “I am” that describe themselves (Swaminathan et al., 2007).

5.2 Results

For self-construal manipulation check, independent items include a personal description, attitude, or belief, while interdependent items refer to a demographic group or category that they belong or relationship or sensitivity to others. Items that did not relate to either of those two categories were classified as other. Participants in the independent-self condition wrote more individualistic sentence ($M = 7.90$, $SD = 2.78$) than participants in the interdependent-self condition ($M = 3.04$, $SD = 3.11$; $t(100) = 8.32$, $p = .000$). On the contrary, participants in the interdependent-self condition wrote more collectivistic sentence ($M = 6.51$, $SD = 3.37$) than participants in the independent-self condition ($M = 1.45$, $SD = 2.03$; $t(100) = -9.19$, $p = .000$). From different perspective, participants in the independent-self condition wrote more individualistic than collectivistic sentence ($t(50) = 10.16$, $p = .000$) and participants in the interdependent-self condition wrote more collectivistic than individualistic sentence ($t(50) = -3.92$, $p = .000$). Thus, self-construal manipulation was successful.

In H1a and H1b, we conducted one sample t-test of gift choice for independent-self and interdependent-self givers with 4 as test value. Since the scale is from 1 = bag that reflects their characteristics to 7 = bag that reflects their friend's characteristics, then 4 would mean prefer both bags equally. For independent-self givers, they had the same choice intentions for both, giver-centric and recipient-centric bags ($M = 4.16$, $SD = 1.74$; $t(50) = .64$, $p > .52$, NS), which supports H1a (see figure 1). On the other hand, interdependent-self givers prefer recipient-centric than giver-centric bags ($M = 6.12$, $SD = 1.42$; $t(50) = 10.63$, $p = .000$), which supports H1b. We ran ANCOVA using order as covariate. The results were the same and the covariates were not significant.

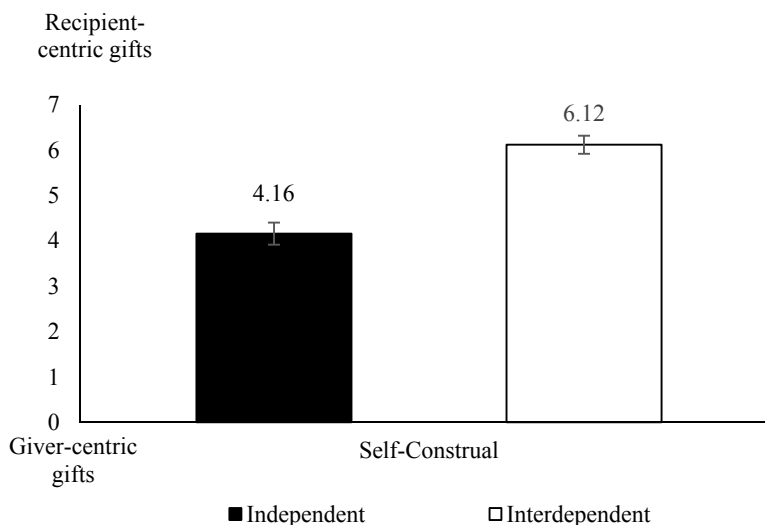


Figure 1. Givers' Choice of Gifts as a Function of Self-Construal

Data Source: This Study

5.3 Discussion

The results of study 1 support H1a and H1b. Specifically, recipient-centric and giver-centric gifts are equally preferred by independent-self givers. On the other hand, recipient-centric gifts, compared to giver-centric gifts, are more likely to be bought by interdependent-self givers. As inferred previously, this result emerged because, while interdependent-self givers think in line with common thinking to give recipient-centric (vs. giver-centric) gifts, independent-self givers also think about their own preferences, which leads to equal purchase intentions on both gifts.

Previous research has shown that there will be less distinction between self and other in resource allocation when the self and other have a close relationship (Aron et al., 1991). The participants in the close relationship allocate as many resources for themselves as they do for others. How close or strong the relationship is, therefore, may have an effect on how givers think about the distinction between them and the recipients, particularly with regard to their preferences. This will in turn affect their choice of gift. We then proposed H2, when the gift is for someone with a strong tie with the giver, such as a close friend, there is no effect of self-construal.

6. STUDY 2

6.1 Method

Two hundred twenty-four online participants (55.8% women; mean age = 25.25) were randomly assigned to a 2 (Self-construal: independent vs. interdependent) \times 2 (Tie strength: strong vs. weak) between-subjects design. The questionnaire were spread through an online panel consists of university students and alumni. First, the participants were given a measurement of self-construal by Gudykunst & Lee (2001) in a seven-point scale (1 = strongly disagree, 7 = strongly agree) (see appendix 1). Second, they were given a scenario to manipulate tie strength and gift type. To manipulate tie strength, we used a manipulation by Chung & Tsai (2008). They were instructed to image that their close friend [friend] who communicate frequently [from time to time] with them, often shares [share little] personal confidences with them, are [not] emotionally close with them and often lends [lends little] support to them, has his/her birthday coming up. Then they were given the preferences of the recipients (likes to listen to music and prefer neutral color and something that can be long lasting) and their preferences (likes vivid color), as well as the headphone style, which one matched with the recipients' (recipient-centric: brown classic headphone) and the other matched with givers' characteristics (giver-centric: stylish with a vivid color). We changed the gift to headphones, which are commonly used by university students and hence will be a good choice for a gift. After that, they will be asked which headphone they will buy in a seven-point scale (1= headphone that reflects their preference, 7 = headphone that reflects their friend's preferences). The order of the headphones in the scenario and the placing of the endpoints in the scale were counterbalanced. Finally, we added four-item manipulation check questions of tie strength by Chung & Tsai (2008) with seven-point scale (1 = strongly disagree, 7 = strongly agree) (see appendix 2).

6.2 Results

Self-construal scale consists of two subscales with items related to either independent-self or interdependent-self. Separate indices were calculated for each subscale ($\alpha_{\text{independent-self}} = .97$ and $\alpha_{\text{interdependent-self}} = .96$). Interdependent-self index

was subtracted from independent-self index to get self-construal index (Hannover et al., 2006).

Four questions on tie strength manipulation check were averaged ($\alpha = .98$). A *t*-test of tie strength on its index was run. The results showed that participants in strong ties think that their relationship was closer and stronger ($M = 6.16, SD = .81$) than participants in weak ties ($M = 3.32, SD = 2.01; t(222) = 13.86, p = .000$). Thus, tie strength manipulation was successful.

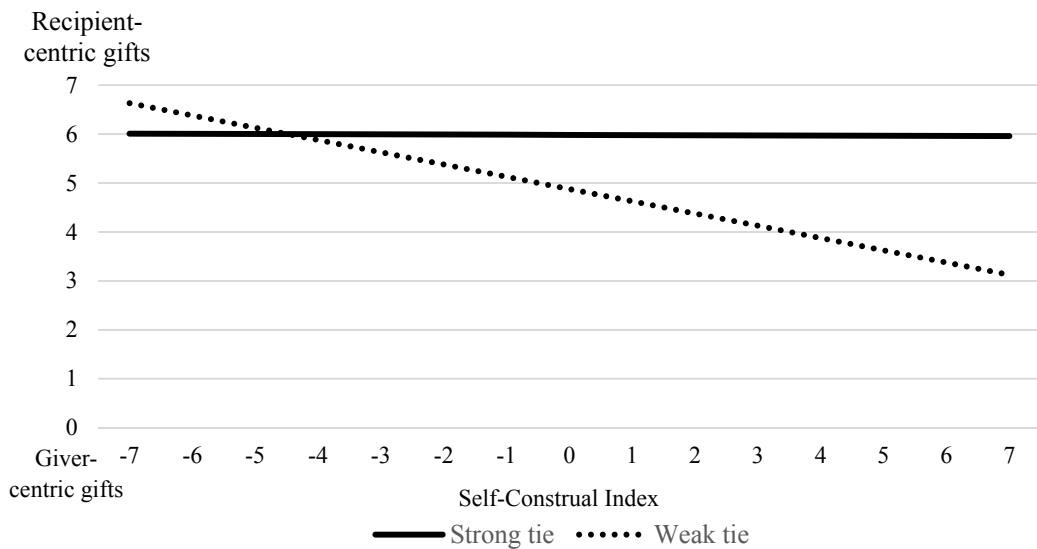


Figure 2. Givers' Choice of Gifts as a Function of Self-Construal and Tie Strength

Data Source: This Study

To test the hypotheses, PROCESS macro model 1 (Hayes, 2013) was run with the self-construal index (-7 to 7 scale with 7 being independent-self construal) as the independent variable, tie strength (strong = 0 vs. weak = 1) as the moderator, choice (1 to 7 scale with 7 being recipient-centric gifts) as the dependent variable, and order as a covariate variable. Results showed a significant interaction effect ($\beta = -.25, t(219) = -3.46, p = .000$) and a significant main effect of tie strength ($\beta = -1.11, t(219) = -5.23, p = .000$), where participants in weak (vs. strong) ties are more likely to choose giver-centric gifts. Neither the main effect of self-construal ($\beta = -.004, t(219) = -.07, p > .94, NS$) nor the order effect ($\beta = .04, t(219) = .43, p > .66, NS$) is significant. The conditional effect for strong ties is not significant (95% CI = $-.0981$ to $.0912$), which shows that there is no significant difference in choices between

independent-self and interdependent-self givers. More specifically, from figure 2 it can be shown that participants with independent-self and interdependent-self construal prefer recipient-centric (vs. giver-centric) headphones. This result supports H2. On the other hand, the conditional effect for weak ties is significant (95% CI = -.3545 to -.1463), which replicates the results of study 1. As the effect of self-construal to choice is not significant when giving gifts in strong tie relationship, we will not use gift-giving with a strong tie in the following studies.

6.3 Discussion

The results of study 2 support H2, in which the patterns in study 1 disappear. Specifically, recipient-centric gifts, compared to giver-centric gifts, are more likely to be bought by both independent-self and interdependent-self givers when given to close friends. As sending gifts to close friends resulted in no moderation effect of self-construal, we will not discuss the close friend situation any further. In studies 1 and 2, independent-self givers did not show any strong preferences towards any gifts. This is probably because they may have different motivations for giving gifts. The next study will test H3 and H4 by examining the moderating effect of motivation and self-construal.

7. STUDY 3

7.1 Method

Two hundred sixty-four college students in Taiwan (45.8% women; mean age = 25.25) were randomly assigned to a 2 (Self-construal: independent vs. interdependent) \times 2 (Gift type: giver-centric vs. recipient-centric) \times 2 (Motivation: voluntary vs. obligatory) between-subjects design. For this study, the gift type is between-subjects design and the dependent variable is changed to be purchase intention. In order to generalize our findings, we used a different kind of self-construal manipulation. Based on Zhang & Shrum (2009), independent-self (interdependent-self) participants were given a statement that said “Remember, enjoying your life (your relationships with your family and friends) is what it is really all about”. Then, they were asked to write their thoughts regarding the statement. Then, they were instructed to imagine buying a T-shirt for a friend while travelling abroad. After that, they were given a

question about their purchase intentions (“How likely will you buy that T-shirt?”), two questions for self-construal manipulation check (“Your thoughts when reviewing the statements were focused on yourself”, “Your thoughts when reviewing the statements were focused on your family and friends”) (Hamilton & Biehal, 2005), two questions for gift type manipulation check (“This gifts reflects my preference”, “This gifts reflects my friend’s preference”) (Wolfenbarger & Gilly, 1996), and a five-item obligation scale to measure motivation by Wolfenbarger & Yale (1993) (see appendix 3). Responses to all these questions were on seven-point scale (1 = not likely at all/strongly disagree, 7 = very likely/strongly agree).

7.2 Results

Participants’ answer on whether they think of themselves and whether they think of their family or friends were analyzed using a *t*-test. The results indicated that participants thought more about themselves in independent-self ($M = 5.43$, $SD = 1.49$) than in interdependent-self condition ($M = 4.74$, $SD = 1.66$; $t(262) = -3.55$, $p = .000$). On the other hand, participants thought more about their family and friends in interdependent-self ($M = 5.63$, $SD = 1.01$) than in independent-self condition ($M = 2.52$, $SD = 1.16$; $t(262) = 23.13$, $p = .000$). From different direction, participants in independent-self condition thought more about themselves ($M = 5.43$, $SD = 1.49$) than about their family or friends ($M = 2.52$, $SD = 1.16$; $t(131) = 15.76$, $p = .000$) and participants in the interdependent-self condition thought more about their family or friends ($M = 5.63$, $SD = 1.01$) than themselves ($M = 4.74$, $SD = 1.66$; $t(131) = -5.63$, $p = .000$). Thus, the self-construal manipulation was successful. In addition, we also analyzed the answers in open-ended question. We asked two independent coders to categorize the participants’ answers. There are four categories, which are mentioning about themselves, mentioning about their family and friends, mentioning about enjoying vacation and mentioning about life. Then, their answers were analyzed using logistic regression. For mentioning about themselves, independent-self participants were more likely to talk about themselves (59.84%) compared to interdependent-self participants (45.45%, $\beta = .58$, $p < .03$). On the other hand, interdependent-self participants were more likely to talk about family and friends (66.67%) compared to independent-self participants (9.84%, $\beta = -2.91$, $p = .000$). These answers also support the success of the self-construal manipulation. For

mentioning about enjoying vacation, independent-self participants were more likely to talk about enjoying vacation (62.12%) than interdependent-self participants (40.15%, $\beta = .89$, $p = .000$). Similarly, independent-self participants were more likely to talk about life (43.18%) than interdependent-self participants (19.70%, $\beta = 1.13$, $p = .000$). The remaining participants (21.21%) were just wrote whether they agree or disagree with the statements.

Another *t*-test was used to analyze the answers on whether the gift strongly reflects the givers and whether the gift strongly reflect their friend. The results showed that participants felt that the gift strongly reflected themselves in giver-centric ($M = 5.29$, $SD = 1.26$) than in recipient-centric condition ($M = 4.61$, $SD = 1.61$; $t(262) = 3.82$, $p = .000$). On the other hand, participants felt that the gift strongly reflected their friends in recipient-centric ($M = 5.56$, $SD = 1.19$) than in giver-centric condition ($M = 4.84$, $SD = 1.41$; $t(262) = -4.48$, $p = .000$). From different direction, participants in giver-centric condition felt that the gift strongly reflected themselves more ($M = 5.29$, $SD = 1.26$) than it reflected their friends ($M = 4.84$, $SD = 1.41$; $t(131) = 2.62$, $p < .02$) and participants in recipient-centric condition felt that the gift strongly reflected their friends more ($M = 5.56$, $SD = 1.19$) than it reflected themselves ($M = 4.61$, $SD = 1.61$; $t(131) = -5.40$, $p = .000$). Thus, the gift type manipulation was successful. The fifth item in the obligation scale had the lowest reliability, so we dropped it and continued with four items. The four items in the obligation scale were reliable ($\alpha = .73$) and were averaged.

To test H3 and H4, we ran PROCESS macro model 3 (Hayes, 2013) with gift type (giver-centric = 0 vs. recipient-centric = 1) as the independent variable, self-construal (interdependent = 0 vs. independent = 1) as a moderating variable (M), motivation index (7-point scale with voluntary = 1, obligatory = 7) as another moderator (W), and purchase intention as the dependent variable. The results ($F(7, 256) = 7.71$, $p = .000$, $R^2 = .17$) showed that there was a significant three-way interaction ($\beta = -.67$, $t(256) = -2.49$, $p < .02$), a marginally significant two-way interaction between gift type and motivation ($\beta = -.35$, $t(256) = -1.74$, $p < .09$), a marginally significant two-way interaction between gift type and self-construal ($\beta = 2.10$, $t(256) = 1.16$, $p < .08$) and an insignificant two-way interaction between self-construal and motivation ($\beta = .29$, $t(256) = 1.53$, $p > .1$, NS), For the three main

effects: the result for gift type revealed a significant positive coefficient on purchase intention ($\beta = 2.38$, $t(256) = 2.83$, $p < .006$), which means the purchase intention for recipient-centric gifts (dummy variable: 1) was higher than giver-centric gifts (dummy variable: 0); for motivation, it showed a significant positive coefficient on purchase intention ($\beta = .28$, $t(256) = 2.03$, $p < .05$), where the more obligatory the motivation is, the higher the purchase intention; for self-construal, it showed an insignificant main effects ($\beta = -1.06$, $t(256) = -1.31$, $p > .1$, NS). The conditional effect for independent-self givers when the motivation is 1 SD below the average is significant (95% CI = .9637 to 2.3836), when the motivation is on average is not significant (95% CI = -.1925 to .8055), and when the motivation is 1 SD above average is significant (95% CI = -1.7307 to -.3908). The conditional effect for interdependent-self givers when the motivation is 1 SD below the average is significant (95% CI = .7161 to 2.1240), when the motivation is on average is significant (95% CI = .4526 to 1.4529), and when the motivation is 1 SD above average is not significant (95% CI = -.2647 to 1.2355).

Using Johnson-Neyman technique, the results showed that for independent-self givers, when they have more voluntary motivation (1.00 - 3.85), the gift type variable has a significant positive coefficient on purchase intention. In other words, when independent-self givers have voluntary motives, the purchase intention for recipient-centric gifts (dummy variable: 1) is higher than giver-centric (dummy variable: 0), which supports H3a (see figure 3). On the other hand, when independent-self givers have more obligatory motives (5.05 - 7.00), the gift type variable has a significant negative coefficient on purchase intention. This means that when independent-self givers have more obligatory motives, the purchase intention for giver-centric (dummy variable: 0) is higher than recipient-centric gifts (dummy variable: 1), which supports H3b. For interdependent-self givers, no matter if their motivations are more voluntary or obligatory (1.00 - 5.16), the gift type variable has a positive coefficient on purchase intention (see figure 4). Even though those with extremely strong obligatory motives (> 5.16), the test is non-significant, but the coefficient is still positive. We can say that whether with voluntary or obligatory motives, interdependent-self givers have high purchase intentions for recipient-centric (dummy variable: 1) than giver-centric gifts (dummy variable: 0), which supports H4.

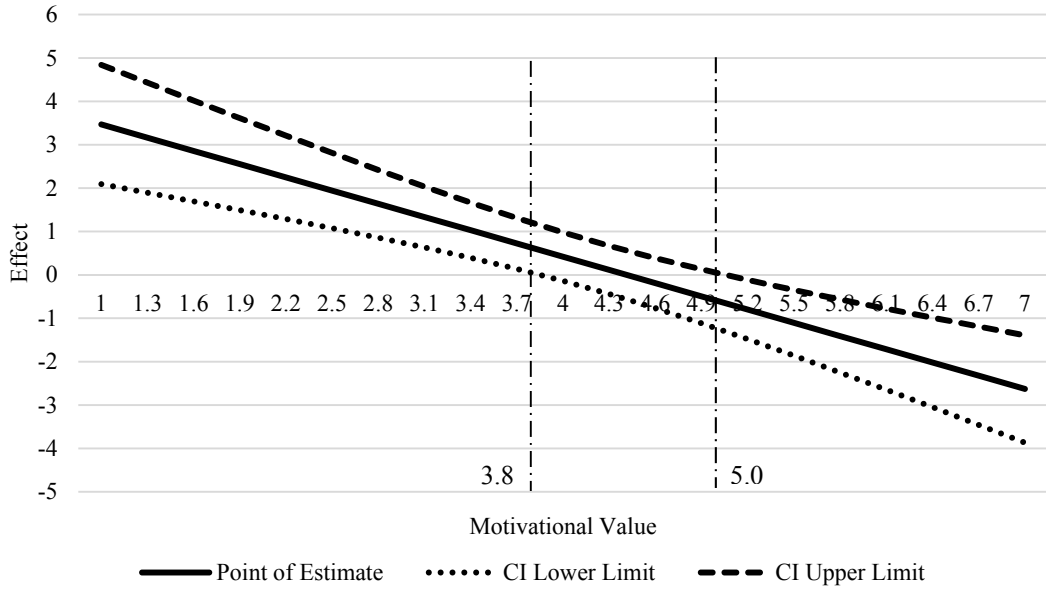


Figure 3. The Conditional Effect of Independent-Self Givers

Data Source: This Study

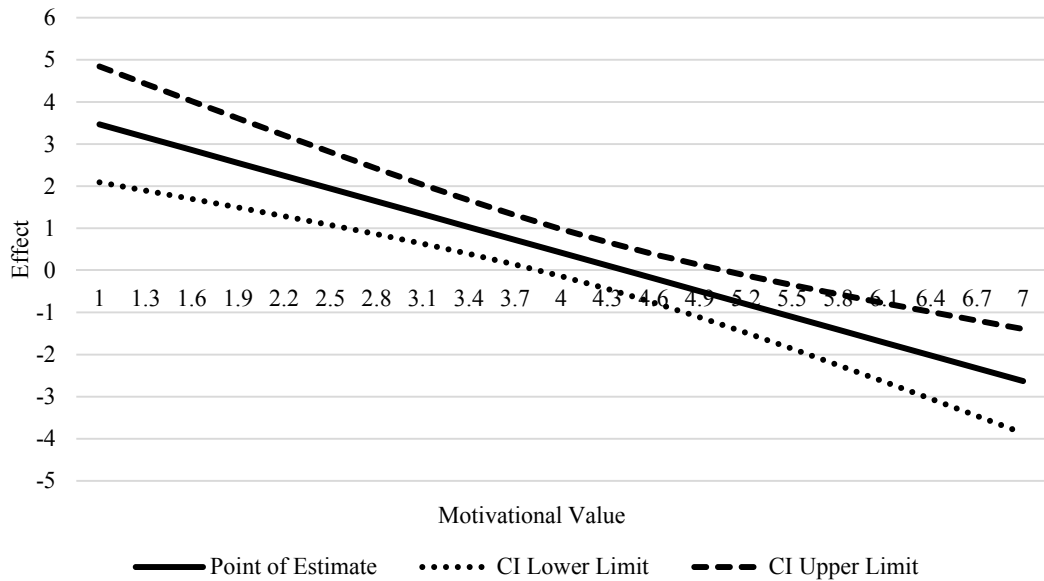


Figure 4. The Conditional Effect of Interdependent-Self Givers

Data Source: This Study

Additional analyses were done using PROCESS model 1 (Hayes, 2013) with gift type (giver-centric = 0 vs. recipient-centric = 1) as the independent variable, self-construal (interdependent = 0 vs. independent = 1) as a moderating variable (M), and purchase intention as the dependent variable. The results showed that the conditional effect for independent-self givers is not significant (95% CI = -.3010 to .7555), which supported H1a. On the other hand, the conditional effect for interdependent-self givers is significant (95% CI = .4718 to 1.5282), which supported H1b. Compared to studies 1 and 2, study 3 provides more detail analyses by specifying givers' motivations.

7.3 Discussion

Study 3 supports H3a, H3b and H4. Interestingly, study 3 finds a condition where there is a reversed effect for independent-self givers. If independent-self givers have voluntary motives, they are more likely to buy recipient-centric (vs. giver-centric) gifts (H3a), however, if they have obligatory motives, they are more likely to buy giver-centric (vs. recipient-centric) gifts (H3b). For interdependent-self givers, with either motive, they are more likely to buy recipient-centric (vs. giver-centric) gifts (H4). These results provide a finer understanding on when giver-centric gifts are more desirable, which answered the research question.

Study 1-3 examined the effect from the givers' point of view; but how does it work from the receivers' point of view? Which gifts are more preferred by independent-self and interdependent-self recipients? To answer these questions, the next study will examine the relationship between gift type and recipients' preferences, moderated by self-construal.

8. STUDY 4

8.1 Method

One hundred thirty-six graduate students in Taiwan (52.2% women; mean age = 24.4) were randomly assigned to a 2 (Self-construal: independent vs. interdependent) × 2 (Gift type: giver-centric vs. recipient-centric) between-subjects design. The stimuli and procedure are identical to study 3, except for the following. First, after

the manipulation of self-construal as in study 3, the participants read a dialogue between them (the receiver) and their friend (the giver) about a birthday present they received from their friends. The gift type was manipulated in the statement from their friends which is either one that their friends liked (giver-centric: “Here’s a gift for you. I enjoy this product very much. I really like it a lot. That’s why I bought it for you.”), or one that their friends thought was suitable for them (recipient-centric: “Here’s a gift for you. This gift is really suitable for you, I guess you will like it a lot. That’s why I bought it for you.”). Second, as the study participants were switched from givers to receivers, the dependent variable was changed from purchase intention to participants preferences for the gifts (“How much do you like the gift”) in a seven-point scale (1 = not at all, 7 = very much) (Aknin & Human, 2015). Third, there was no motivation measurement. Fourth, we added four-item thoughtfulness scale by Flynn & Adam (2009) (“To what extent do you think that the gift is thoughtful?”, “To what extent do you think that the gift is considerate?”, “To what extent do you think that the gift take your needs into account?”, “To what extent do you think that the gift take what you really want into account?”) in a seven-point scale (1 = Not at all, 7 = To a great extent).

8.2 Results

We ran a *t*-test on the self-construal manipulation check answers, using self-construal as the independent variable. The results indicated that participants thought more about themselves in independent-self ($M = 5.43$, $SD = 1.33$) than in interdependent-self condition ($M = 5.00$, $SD = 1.69$; $t(134) = 1.63$, $p < .06$). On the other hand, participants thought more about their family and friends in interdependent-self ($M = 5.96$, $SD = 1.10$) than in independent-self condition ($M = 4.66$, $SD = 1.75$; $t(134) = -5.16$, $p = .000$). From different direction, participants in independent-self condition thought more about themselves than about their family or friends ($t(67) = 3.09$, $p < .004$) and participants in the interdependent-self condition thought more about their family or friends than themselves ($t(67) = 4.28$, $p = .000$). Thus, self-construal manipulation was successful. In the open-ended answers of self-construal manipulation, the answers under an independent-self condition were about how to live and enjoy life. Meanwhile, interdependent-self conditions were more

about having quality time with family or friends. These answers also support the success of the self-construal manipulation. Another *t*-test on gift type manipulation check answers was run, using gift type as the independent variable. The results showed that participants felt that the gift strongly reflected themselves more in recipient-centric ($M = 5.40$, $SD = 1.04$) than in giver-centric condition ($M = 4.29$, $SD = 1.57$; $t(134) = -4.84$, $p = .000$). On the other hand, participants felt that the gift strongly reflected their friends more in giver-centric ($M = 5.71$, $SD = 1.31$) than in recipient-centric condition ($M = 4.91$, $SD = 1.65$; $t(134) = 3.12$, $p < .003$). From different direction, participants in giver-centric condition felt that the gift strongly reflected their friend more than it reflected themselves ($t(67) = 5.21$, $p = .000$) and participants in recipient-centric condition felt that the gift strongly reflected themselves more than it reflected their friends ($t(67) = 2.16$, $p < .04$). Thus, the gift type manipulation was successful.

A 2 (Self-construal: independent vs. interdependent) \times 2 (Gift type: giver-centric vs. recipient-centric) ANOVA was run on gift preference. There was a significant interaction effect ($F(1, 132) = 5.25$, $p < .03$) and main effects of gift type and self-construal. Participants had a higher preferences when receiving recipient-centric gifts ($M = 5.79$, $SD = 1.04$) than giver-centric gifts ($M = 5.21$, $SD = 1.40$; $F(1, 132) = 8.21$, $p < .006$). Interdependent participants liked the gift more than independent participants ($M_{\text{Interdependent}} = 5.74$, $SD_{\text{Interdependent}} = 1.06$ vs. $M_{\text{Independent}} = 5.26$, $SD_{\text{Independent}} = 1.41$; $F(1, 132) = 5.25$, $p < .03$). Consistent with our hypotheses, there is a significant simple main effect for independent-self recipients ($F(1, 132) = 13.30$, $p = .000$). Independent-self recipients had higher preferences for recipient-centric ($M = 5.79$, $SD = .91$) than giver-centric gifts ($M = 4.74$, $SD = 1.62$), which supported H5a (see figure 5). For interdependent-self recipients, however, no simple main effect was found ($F(1, 132) < 1$, NS). Their preferences between giver-centric gifts ($M = 5.68$, $SD = .94$) and recipient-centric gifts ($M = 5.79$, $SD = 1.17$) are not significantly different, which supported H5b. We observed that the higher evaluation of recipient-centric gifts over giver-centric gifts that happened to interdependent-self givers in study 1 showed up in independent-self recipients' condition in this study. Looked differently, there is a significant simple main effect for giver-centric gifts ($F(1, 132) = 10.51$, $p < .002$), where the preferences for

giver-centric gifts were higher for interdependent-self than independent-self recipients. However, there is no simple main effect for recipient-centric gifts ($F(1, 132) < 1$, NS), where both independent-self and interdependent-self recipients had equal preferences for recipient-centric gifts. This results support the idea that interdependent-self (vs. independent-self) recipients are more likely to maintain harmony by having a higher preferences for giver-centric gifts and receivers in general like to receive recipient-centric gifts.

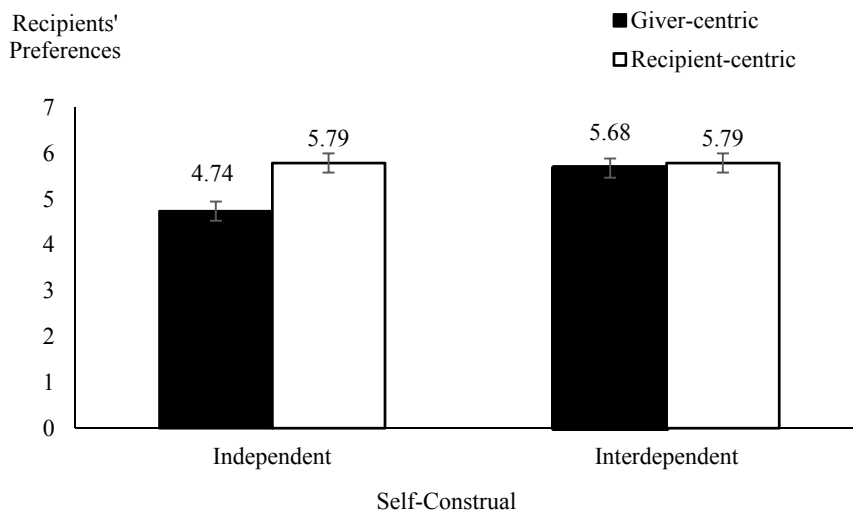


Figure 5. Recipients' Preferences as a Function of Self-Construal and Gift Type

Data Source: This Study

To examine the mediation effect of thoughtfulness, the four items were averaged and combined into one ($\alpha = .885$). We conducted mediation analysis using regression. First, it showed that the hypothesized gift type and self-construal interaction on recipients' preferences was significant ($\beta = -.94$, $t(132) = -2.29$, $p < .03$). A second regression analysis showed that the gift type and self-construal interaction on thoughtfulness was also significant ($\beta = -.90$, $t(132) = -2.48$, $p < .02$). A final regression analysis with thoughtfulness included in the model as a predictor of recipients' preferences was significant ($\beta = .80$, $t(131) = 11.5$, $p = .000$), whereas the gift type and self-construal interaction became nonsignificant ($\beta = -.22$, $t(131) = -.73$, $p > .47$, NS). Sobel test showed that the mediating effect of thoughtfulness on recipients' preferences was significant ($z = -2.43$, $p < .02$). In addition, a 5,000

resamples bootstrap (Hayes, 2013; model 7) confirmed that the indirect effect was significant for independent-self recipients (95% CI = .6925 to 1.7823). In contrast, for interdependent-self recipients, the indirect effect was not significant (95% CI = -.0618 to .8366). The index of moderated mediation for this indirect effect was also significant (95% CI = -1.4187 to -.1534). The results showed a full mediation effect of thoughtfulness, which supports H6.

8.3 Discussion

The results of study 4 successfully supports H5a, H5b and H6. Study 4 results that supports H5a and H5b have similar effect to study 1's results but inverted. Independent-self givers have similar effect with interdependent-self recipient, where they have equal purchase intention/preference of both gifts. On the other hand, interdependent-self givers have similar effect with independent-self recipient, where they are more likely to buy/prefer recipient-centric (vs. giver-centric) gifts. In addition, thoughtfulness are proved to be the mediator between the interaction of self-construal and gift type, and preference (H6).

Sometimes givers have an easier time choosing gifts according to the recipients' preferences by directly asking the recipients (Gino & Flynn, 2011). But how does this affect recipients' preferences? Will the preference increase or decrease? The next study will examine how solicited gifts affect the relationships in study 4.

9. STUDY 5

9.1 Method

Two hundred forty online participants (59.6% women; mean age = 26.0) were randomly assigned to a 2 (Self-construal: independent vs. interdependent) × 2 (Gift type: giver-centric vs. recipient-centric) × 2 (Solicited gift: yes vs. no) between-subjects design. The stimuli and procedure are identical to study 4, except for the following. First, we changed the manipulation for self-construal. They were asked to recall something that they recently purchased either for themselves (independent-self) or friends/family members (interdependent-self) and describe how the recipient benefited from receiving the gift (Mandel, 2003). Second, we added a manipulation

of solicited gift situation. Third, we specified the gift to be a novel. In the scenario, they were asked to imagine that they were attending a party in which gifts would be exchanged. To manipulate solicited gift, they were asked to list three products that they wanted (Ward & Broniarczyk, 2016). Then, if one of their answers was a novel, they were given a recipient-centric gift manipulation (“I pick this novel because it is one of the product from your list. So I know you will like it.”). Otherwise, they were given a giver-centric gift manipulation (“I pick this novel because I enjoy reading this kind of novel very much. That’s why I bought it for you.”). To manipulate unsolicited gift, they were not asked to list products they wanted. Instead, they directly read a conversation which manipulate the gift type similar to study 4 (giver-centric: “I pick this novel because I enjoy reading this kind of novel very much. That’s why I bought it for you”, recipient-centric: “This novel is really suitable for you, I know you will like it a lot. That’s why I bought it for you.”). Fourth, we added their general preference for reading novels as a control variable (“In general, how much do you like to read novel?”) in a seven-point scale (1 = not at all, 7 = very much).

9.2 Results

Using the self-construal manipulation check answers as the dependent variable, we conducted a *t*-test with self-construal as the independent variable. The results indicated that participants thought more about themselves in independent-self ($M = 6.28$, $SD = .86$) than in interdependent-self condition ($M = 3.41$, $SD = 1.73$; $t(238) = 16.28$, $p = .000$). On the other hand, participants thought more about their family and friends in interdependent-self ($M = 6.23$, $SD = 1.05$) than in independent-self condition ($M = 2.42$, $SD = 1.83$; $t(238) = -19.77$, $p = .000$). From different direction, participants in independent-self condition thought more about themselves than about their family or friends ($t(119) = 18.47$, $p < .001$) and participants in the interdependent-self condition thought more about their family or friends than themselves ($t(119) = 15.14$, $p < .001$). Thus, the self-construal manipulation was successful. Another *t*-test was conducted using gift type manipulation check answers as the dependent variable, and gift type as the independent variable. The results showed that participants felt that the gift strongly reflected themselves more in

recipient-centric ($M = 5.57$, $SD = 1.71$) than in giver-centric condition ($M = 2.57$, $SD = 1.52$; $t(238) = -14.39$, $p = .000$). On the other hand, participants felt that the gift strongly reflected their friends more in giver-centric ($M = 6.11$, $SD = 1.28$) than in recipient-centric condition ($M = 3.78$, $SD = 2.15$; $t(238) = 10.16$, $p = .000$). From different direction, participants in giver-centric condition felt that the gift strongly reflected their friend more than it reflected themselves ($t(119) = 17.89$, $p < .001$) and participants in recipient-centric condition felt that the gift strongly reflected themselves more than it reflected their friends ($t(119) = 6.20$, $p < .001$). Thus, the gift type manipulation was successful.

To test H7, a 2 (Self-construal: independent vs. interdependent) \times 2 (Gift type: giver-centric vs. recipient-centric) \times 2 (Solicited gift: yes vs. no) ANCOVA was performed on recipients' preferences, with general preference as covariate. The three-way interaction ($F(1, 231) = 1.39$, $p > .26$, NS) was not significant. There was a two-way interaction of self-construal and gift type ($F(1, 231) = 23.39$, $p = .000$), gift type and solicited gifts ($F(1, 231) = 44.12$, $p = .000$), self-construal and solicited gifts ($F(1, 231) = 5.15$, $p < .03$). There was a main effect of gift type, where participants had greater preferences when receiving recipient-centric gifts ($M = 5.97$, $SD = 1.11$) than giver-centric gifts ($M = 3.69$, $SD = 1.92$; $F(1, 231) = 160.24$, $p = .000$). There was also a main effect of solicited gifts, where participants had greater preferences when gifts were unsolicited ($M = 5.13$, $SD = 1.56$) rather than solicited ($M = 4.53$, $SD = 2.21$; $F(1, 231) = 11.86$, $p < .002$). The main effect of self-construal ($F(1, 231) = 1.99$, $p > .16$, NS) and the covariate ($F(1, 231) = .43$, $p > .51$, NS) was not significant. For independent-self recipients ($F(1, 231) = 16.62$, $p = .00$) and interdependent-self recipients ($F(1, 231) = 31.80$, $p = .000$), there is a significant simple interaction between gift type and solicited gift variable. For giver-centric gifts, there is a significant simple interaction between self-construal and solicited gift variable ($F(1, 231) = 5.65$, $p < .02$), whereas there is no significant simple interaction for recipient-centric gifts ($F(1, 231) = .66$, $p > .42$, NS). For solicited gifts ($F(1, 231) = 7.39$, $p < .008$) and unsolicited gifts ($F(1, 231) = 18.32$, $p = .000$), there is a significant simple interaction between self-construal and gift type variable.

For independent-self recipients, there is a significant simple main effect of gift type, where they had higher preferences for recipient-centric ($M = 6.27$, $SD = 1.01$) than giver-centric gifts ($M = 3.13$, $SD = 1.95$; $F(1, 231) = 163.18$, $p = .000$). Similarly, for interdependent-self recipients, there is a significant simple main effect of gift type, where they had higher preferences for recipient-centric ($M = 5.67$, $SD = 1.13$) than giver-centric gifts ($M = 4.25$, $SD = 1.72$; $F(1, 231) = 33.36$, $p = .000$). While there is no significant simple main effect of solicited gifts for independent-self recipients ($F(1, 231) = .66$, $p > .42$, NS), there is a significant simple main effect of solicited gifts for interdependent-self recipients, where they had higher preferences for unsolicited ($M = 5.45$, $SD = 1.14$) than solicited gifts ($M = 4.47$, $SD = 1.86$; $F(1, 231) = 16.07$, $p = .000$). For giver-centric gifts, there is a significant simple main effect of self-construal, where it is preferred more by interdependent-self ($M = 4.25$, $SD = 1.72$) than independent-self recipients ($M = 3.13$, $SD = 1.95$; $F(1, 231) = 20.73$, $p = .000$). For recipient-centric gifts, there is a significant simple main effect of self-construal, where it is preferred more by independent-self ($M = 6.27$, $SD = 1.01$) than independent-self recipients ($M = 5.67$, $SD = 1.13$; $F(1, 231) = 5.98$, $p < .002$). For giver-centric gifts, there is a significant simple main effect of solicited gifts variable, where it is preferred more when unsolicited ($M = 4.58$, $SD = 1.66$) than solicited ($M = 2.80$, $SD = 1.75$; $F(1, 231) = 52.86$, $p = .000$). For recipient-centric gifts, there is a significant simple main effect of solicited gifts variable, where it is preferred more when solicited ($M = 6.27$, $SD = .84$) than unsolicited ($M = 5.67$, $SD = 1.26$; $F(1, 231) = 5.98$, $p < .02$). While there is no significant simple main effect of self-construal for solicited gifts ($F(1, 231) = .30$, $p > .59$, NS), there is a significant simple main effect of self-construal for unsolicited gifts, where it is preferred more by interdependent-self ($M = 5.45$, $SD = 1.14$) than independent-self recipients ($M = 4.80$, $SD = 1.85$; $F(1, 231) = 7.02$, $p < .009$). For solicited gifts, there is a significant simple main effect of gift type ($F(1, 231) = 199.75$, $p = .000$), where it is preferred more if it is recipient-centric ($M = 6.27$, $SD = .84$) than giver-centric gifts ($M = 2.80$, $SD = 1.75$). For unsolicited gifts, there is also a significant simple main effect of gift type ($F(1, 231) = 19.51$, $p = .000$), where it is preferred more if it is recipient-centric ($M = 5.67$, $SD = 1.26$) than giver-centric gifts ($M = 4.58$, $SD = 1.66$).

As predicted, for independent-self recipients with solicited gifts, there is a significant simple simple main effect of gift type ($F(1, 231) = 141.98, p = .000$), where independent-self recipients had a higher preferences for solicited recipient-centric gifts ($M = 6.67, SD = .61$) than solicited giver-centric gifts ($M = 2.53, SD = 1.94$) (see figure 6). The same results was also observed for interdependent-self recipients when receiving solicited gifts ($M_{\text{Recipient-centric}} = 5.87, SD_{\text{Recipient-centric}} = .86$ vs. $M_{\text{Giver-centric}} = 3.07, SD_{\text{Giver-centric}} = 1.51$), there is a significant simple simple main effect of gift type ($F(1, 231) = 65.15, p = .000$), which supports our prediction. On the other hand, we replicated the results of study 4 for independent-self recipients with unsolicited gifts, where there is a significant simple simple main effect of gift type ($M_{\text{Recipient-centric}} = 5.87, SD_{\text{Recipient-centric}} = 1.17$ vs. $M_{\text{Giver-centric}} = 3.73, SD_{\text{Giver-centric}} = 1.79; F(1, 231) = 37.82, p = .000$), which supports H5a. For interdependent-self recipients with unsolicited gifts, there is no significant simple simple main effect of gift type ($F(1, 231) < 1, \text{NS}$), which supports H5b.

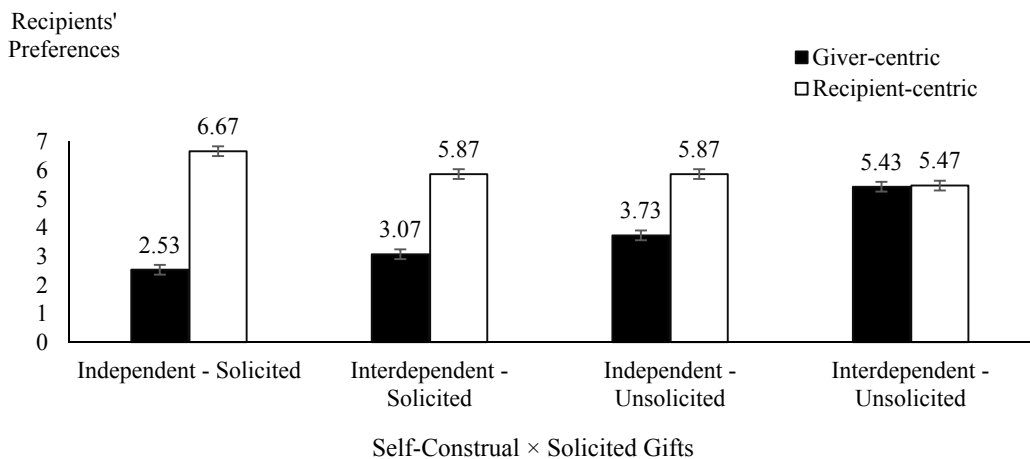


Figure 6. Recipients' Preferences as a Function of Self-Construal, Gift Type and Solicited Gifts

Data Source: This Study

More central to our hypothesis, where we want to prove the stronger effect of H5, we compared solicited and unsolicited gifts. First, for independent-self recipients and giver-centric gifts, there is a significant simple simple main effect of solicited gift variable, where they felt less happy receiving giver-centric gifts when

they were solicited ($M = 2.53$, $SD = 1.94$) than unsolicited gifts ($M = 3.73$, $SD = 1.79$; $F(1, 231) = 11.97$, $p = .000$). For independent-self recipients and recipient-centric gifts, there is a significant simple main effect of solicited gift variable, where they felt happier receiving recipient-centric gifts when they were solicited ($M = 6.67$, $SD = .61$) than unsolicited gifts ($M = 5.87$, $SD = 1.17$; $F(1, 231) = 5.32$, $p < .03$). Second, for interdependent-self recipients and giver-centric gifts, there is a significant simple main effect of solicited gifts variable, where they also felt less happy receiving giver-centric gifts when they were solicited ($M = 3.07$, $SD = 1.51$) than unsolicited gifts ($M = 5.43$, $SD = .94$; $F(1, 231) = 46.54$, $p = .000$). However, for interdependent-self recipients and recipient-centric gifts, there is no significant simple main effect of solicited gifts, where they remained happy receiving recipient-centric gifts in both situations ($M_{\text{Solicited}} = 5.87$, $SD_{\text{Solicited}} = .86$ vs. $M_{\text{Unsolicited}} = 5.47$, $SD_{\text{Unsolicited}} = 1.33$; $F(1, 231) = 1.33$, $p > .25$, NS). Thus, we can say that solicited gift condition had a stronger effect than in study 4, which supported H7.

While there is no significant simple main effect of self-construal for solicited giver-centric gifts ($F(1, 231) = 2.36$, $p > .12$, NS), there is a significant simple main effect of self-construal for unsolicited giver-centric gifts ($F(1, 231) = 24.02$, $p = .000$), where it is preferred more by interdependent-self ($M = 5.43$, $SD = .94$) than independent-self recipients ($M = 3.73$, $SD = 1.79$). For solicited recipient-centric gifts, there is a significant simple main effect of self-construal where it is preferred more by independent-self ($M = 6.67$, $SD = .61$) than interdependent-self recipients ($M = 5.87$, $SD = .86$; $F(1, 231) = 5.32$, $p < .03$). However, there is no significant simple main effect of self-construal for unsolicited recipient-centric ($F(1, 231) = 1.33$, $p > .25$, NS).

9.3 Discussion

Study 5 results supports H7. The effect in H5 become stronger in study 5. Specifically, for solicited gifts, independent-self and interdependent-self recipients prefer recipient-centric more than giver-centric gifts. On the other hand, for unsolicited gifts, independent-self recipients prefer recipient-centric (vs. giver-centric) gifts and interdependent-self recipients have the same tendency to choose

both gifts. In addition, independent-self and interdependent-self recipients have lower preferences for solicited (vs. unsolicited) giver-centric gifts. Independent-self recipients have higher preferences for solicited (vs. unsolicited) recipient-centric gifts while interdependent-self recipients have the same tendency to prefer solicited and unsolicited recipient-centric gifts.

Interestingly, recipients' preferences in the interdependent-unsolicited condition have a different pattern than the rest of the conditions. This is because, if we look closely, recipients' preferences for giver-centric gifts are increasing from the independent-solicited condition to the interdependent-solicited, then to independent-unsolicited, and finally to interdependent-unsolicited. The opposite is true for recipients' preferences for recipient-centric gifts. In this case, preferences decrease from the independent-solicited condition to the interdependent-unsolicited condition. This will lead to equal preference in the interdependent-unsolicited condition. The strongest difference in recipients' preferences between the two gifts are in the independent-solicited condition, where they are focused on themselves and they have a high expectation of getting what they want. The second strongest difference is in the interdependent-solicited condition, where they also have a high expectation of getting what they want, but they are also focused on strengthening the bonds within their society. The third strongest difference is in the independent-unsolicited condition, where they are focused on themselves and do not have any high expectations. The weakest difference, or no difference, in recipients' preferences between the two gifts is in the interdependent-unsolicited condition, where they are focused on strengthening the bonds with society and do not have any high expectations.

10. SUMMARY AND CONCLUSION

This research proved that givers' purchase intentions depend on their self-construal and motivations, and recipients' preferences depend on their self-construal. The results answered the research question. While it is obvious that recipient-centric gifts are equally likely to be bought by all givers (study 1) and equally preferred by all receivers (study 4), giver-centric gifts are more likely to be bought by

independent-self (vs. interdependent-self) givers (study 1), particularly independent-self givers with obligatory motives (study 3), and more preferred by interdependent-self (vs. independent-self) receivers (study 4). The underlying mechanism for the interaction effect of self-construal and gift-giving on recipients' preferences is the thoughtfulness (study 4). In addition, the moderating effect of self-construal does not exist, if the gift is for strong ties (study 2) and the effect is stronger when the gift is solicited (study 5).

Self-construal, which based on interpersonal relationship, is an important factor in a social setting, especially in gift giving where there is an exchange. When an individual sees himself/herself as more linked to others (interdependent-self construal), he/she will give more consideration to others and is more inclined to give others something that matches the recipients' styles. On the other hand, if an individual sees himself/herself as more distant from others (independent-self construal), his/her own style will have more impact on his/her choice in gift-giving. By using both chronically and different kinds of situationally activated of self-construal, we were able to generalize the findings. The results of this research could be applied to anyone, no matter if it is based on their chronic trait or activated situationally. In addition, using different kinds of products (hedonic and utilitarian) also increase the generalization of the findings. As the range of gifts are unlimited, this findings could easily applied to any types of gifts. Moreover, the results in this research can also be applied to other forms of choosing for others and to any types of occasions, such as buying some souvenirs as a tourist. By using different sample, this research demonstrates external validity.

There are several theoretical contributions. The findings extend previous research on decision making for others (Kray & Gonzalez, 1999; Chang et al., 2012; Polman, 2012; Schultze et al., 2018) by adding self-construal as another factor that can affect decision making for others. Moreover, it also adds to previous research on self-construal (Markus & Kitayama, 1991; Lee et al., 2000; Aaker & Lee, 2001; Mandel, 2003; Hamilton & Biehal, 2005; Winterich et al., 2008; Zhang & Shrum, 2009; Sung et al., 2012; White et al., 2012). This research examined decision made by gift-givers for others and their motivations, specifically in gift-giving scenarios where the gift-giver has to choose between giver-centric and recipient-centric gifts.

We then combined them with their motivations, and tested them in gift-giving scenarios. This research also adds to gift-giving literature in six ways. First, we added self-construal as moderator of givers' purchase intentions for different gift types, which provide a finer results to previous research (Aknin & Human, 2015). Second, we showed the tie strength suppresses the tendency of choosing giver-centric gifts for independent-self givers. Third, the equality of picking recipient-centric and giver-centric gifts for independent-self givers is the result of mingling the opposite preferences of recipient-centric to giver-centric gifts under voluntary motivation and giver-centric to recipient-centric gifts under obligatory motivation. It extends the research by Goodwin et al. (1990). Fourth, while we switched the examination from the giver's to the receiver's point of view, we found the underlying mechanism of thoughtfulness, which supports and adds to previous research (Gino & Flynn, 2011). Fifth, the pattern of higher preferences for recipient-centric gifts to giver-centric gifts has become stronger in solicited conditions. Sixth, while previous research has discussed gift registry for a wedding or birthday (Gino & Flynn, 2011; Ward & Broniarczyk, 2016), we applied solicited gifts to an exchange gift situation.

This research offers implications for both marketers and consumers. For marketers, they can add a statement like "give something for them to remember you" in an advertisement to attract independent-self givers, and a statement like "give something that (your recipients) would like" to attract interdependent-self givers. This would help independent-self (interdependent-self) givers to select giver-centric (recipient-centric) gifts more fluently. Salespersons can also clarify the givers' self-construal and their motives. If they seem to care about the recipient, they are more likely to be interdependent-self givers, or independent-self givers with voluntary motives. Then, the salesperson can assist them in searching for recipient-centric gifts by asking in detail what kind of person the recipient is. If they do not seem to care that much about the recipient and feel obligated to get a gift, they are more likely to be independent-self givers with obligatory motives. Then the salesperson can assist them in searching for giver-centric gifts by persuading them that they are good products and lead them to believe they would be good and suitable for themselves. Accordingly, they will probably buy it as a gift for their

friends, as they are more likely to give things that they think are good and suitable for themselves.

For consumers as givers, this research helps individuals understand how different types of recipients evaluate gifts in various occasions. Independent-self recipients prefer recipient-centric (vs. giver-centric) gifts, while interdependent-self recipients prefer both gifts equivalently. Thus, when independent-self givers want to send gifts to independent-self recipients, the givers should understand that the recipients think that giver-centric gifts are not thoughtful so they will not be happy to receive giver-centric. Especially if the recipients were asked for what they want and they still do not get what they like, they will be more disappointed and this might eliminate the joy of receiving a gift. If independent-self send gifts to interdependent-self recipients, however, they will not have any problem, as interdependent-self recipients think that both kinds of gifts are equally thoughtful and thus, accept gifts of any kind. On the other hand, interdependent-self givers who are accustomed to “reading minds,” are most likely will send a recipient-centric gift. Thus, they should not worry, as both, independent-self and interdependent-self recipients will like recipient-centric. For recipients, this research helps them understand what kinds of gifts that they could expect from the givers. If independent-self recipients get gifts from independent-self givers, they should be prepared to get things they may not like. If independent-self recipients get gifts from interdependent-self givers, however, they can relax and expect to get something that they like, since interdependent-self givers are used to “read minds” and will most likely find things that the recipients want. Similarly, if any kinds of recipients get gifts from interdependent-self givers, they can expect to get something that pleases them.

There are some limitations to this study. Firstly, we only discussed the interpersonal gift-giving. It may have a different effect if this concept is applied to gift-giving for work or business related. It is interesting to research it further. Secondly, we did not include time pressure. As time available for decision affects how consumers choose gifts (Miyazaki, 1993), future research may include time pressure when examining the choice of gift type. We speculate that when there is a time pressure, the givers may not have time to find out what the receiver wants,

which may increase the tendency to buy giver-centric gifts.

The third limitation is that we did not consider how the message were framed. The message framing may be promotion-focused information or prevention-focused information. Previous research has mentioned that independent-self individuals are more persuaded by promotion-focused information, whereas interdependent-self individuals are more persuaded by prevention-focused information (Aaker & Lee, 2001). Message framing may have an effect to the givers' choice when they choose the product, or affect the recipients' preferences after they receive the product. Thus, future research may add a regulatory-framed message, combine it with self-construal, and examine it in a particular gift-giving situation.

As culture is linked to self-construal, future research may include culture in the analysis. It may strengthen or weaken the effect. For example, in US, wedding gifts are clearly solicited, whereas in Asia countries it is not the case. This might make the solicit effect in US stronger than in Asia countries. Moreover, other researchers may look at the underlying mechanism between the interaction of gift type and self-construal to givers' purchase intentions. Previous literature showed that recipients prefer gifts that match their (vs. givers') characteristics (Aknin & Human, 2015). However, the remaining question is why some givers does not choose recipient-centric gifts. We would guess that a possible mediator is altruism. The givers think that the things that reflect the recipients (recipient-centric) are not good for the recipients. The givers may not give things that reflect themselves (giver-centric) either, if it is not good for the recipients. Thus, if we look further, there is another possibility that the givers choose other gifts beside recipient-centric and giver-centric gifts. This might worth to be investigated further.

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About the Authors

Ming-Yih Yeh

Ming-Yih Yeh received her PhD degree from University of Texas, Austin, USA. She is an associate professor in Department of Business Administration at National Taiwan University of Science and Technology. Her research interests include consumer behavior, Construal Level Theory (CLT), regulatory focus, and framing. Some of her published papers are in International Journal of Hospitality Management, Electronic Commerce Research and Applications, NTU Management Review, Journal of Management and Business Research, Journal of Business Management, and Journal of Marketing Science.

Email: yehba@mail.ntust.edu.tw

Anisa Larasati

Anisa Larasati is a PhD candidate in Department of Business Administration at National Taiwan University of Science and Technology. Her research interests include consumer behavior, self-construal, and option framing. She published her paper in International Journal of Hospitality Management.

Email: nisa_larasati@yahoo.com

APPENDIX 1

SELF-CONSTRUAL SCALE (Gudykunst & Lee, 2001)

Seven-point scale (1 = strongly disagree, 7 = strongly agree)

1. My personal identity is very important to me (IND)
2. It is important to consult close friends and get their ideas before making a decision (INT)
3. I enjoy being unique and different from others (IND)
4. I maintain harmony in the groups of which I am a member (INT)
5. I prefer to be self-reliant rather than depend on others (IND)
6. I will sacrifice my self-interests for the benefit of my group (INT)
7. I take responsibility for my own actions (IND)
8. I stick with my group even through difficulties (INT)
9. It is important for me to act as an independent person (IND)
10. I respect decisions made by my group (INT)
11. I should decide my future on my own (IND)
12. I respect the majority's wishes in groups of which I am a member (INT)

APPENDIX 2

TIE STRENGTH MANIPULATION CHECK QUESTIONS (Chung & Tsai, 2008)

Seven-point scale (1 = strongly disagree, 7 = strongly agree)

1. Regarding the relationship with your friend, you share a close bond
2. Regarding the relationship with your friend, you have a close relationship
3. Regarding the relationship with your friend, you are supportive of each other
4. Regarding the relationship with your friend, your association is strong

APPENDIX 3

MOTIVATION SCALE (OBLIGATION SCALE by Wolfinbarger & Yale [1993])

Seven-point scale (1 = strongly disagree, 7 = strongly agree)

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

APPENDIX 4

THOUGHTFULNESS SCALE (Flynn & Adams, 2009)

Seven-point scale (1 = Not at all, 7 = To a great extent)

1. To what extent do you think that the gift is thoughtful?
2. To what extent do you think that the gift is considerate?
3. To what extent do you think that the gift take your needs into account?
4. To what extent do you think that the gift take what you really want into account?