

A Comprehensive Model of Anxiety in Gift Giving

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Agenda

1. Introduction
2. Literature Review
3. Methodology
4. Results
5. Findings
6. Conclusion

1. Introduction

Research Motivation

- *Why do so many givers become anxious in gift giving?*
- Most previous research has paid attention not to givers' emotion but to categorizing the motivation for gift giving (Wolfenbarger and Yale, 1993; Park, 1998; Goodwin, Smith, and Spiggle, 1990; Sherry, 1983).

Research Overview (1)

i. Vreeland (1988)

He noted that gift giving becomes tortured moment because gift is pack of psychological baggage.

ii. Sherry, McGrath, and Levy (1993)

They noted that gift giving brings on high anxiety because of several reasons such as pressure of recipient.

iii. Otnes, Lowrey, and Kim (1992)

They proposed the characteristics of recipient that make givers consider it is difficult to shop for the recipient.

Research Overview (2)

- Wooten (2000) noted that people become anxious;
 - i. when they are highly motivated, and/or
 - ii. when doubtful about their success
- However, this model has problems that;
 - i. there may be undiscovered determinants
 - ii. the model is low in empirical validity

Research Objectives

- i. To develop an expanded model of gifting anxiety based on Wooten's model (2000)
- ii. To test the model with consumer data

2. Literature Review

Self-Presentation Model

$$SA = M (1 - \rho)$$

SA: Social Anxiety

M: Motivation to make a desired impression

ρ : Perceived probability of the success

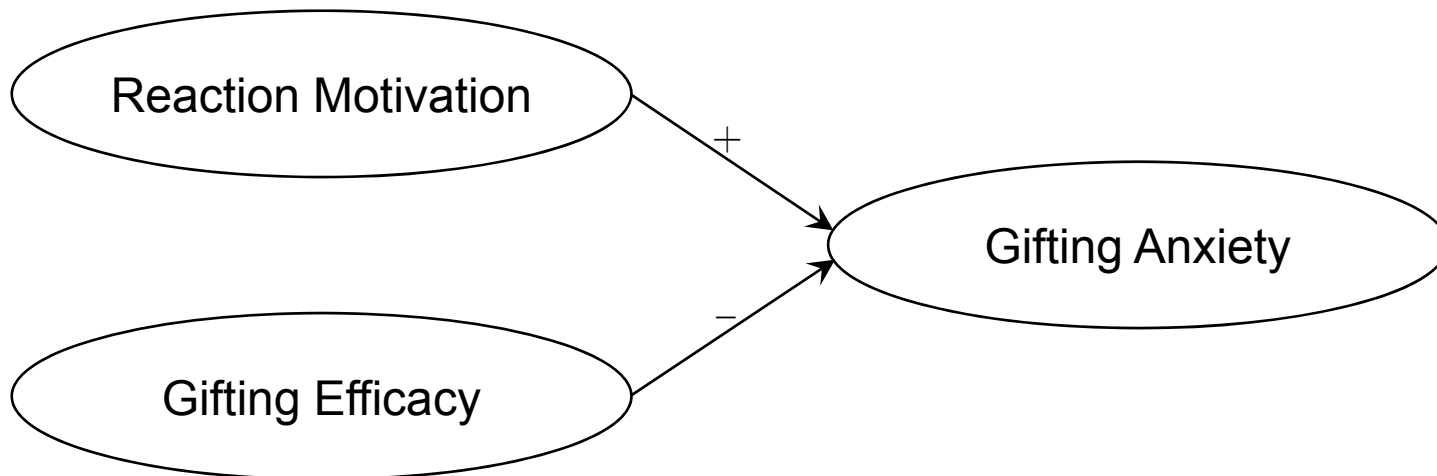
(Leary and Kowalski, 1995)

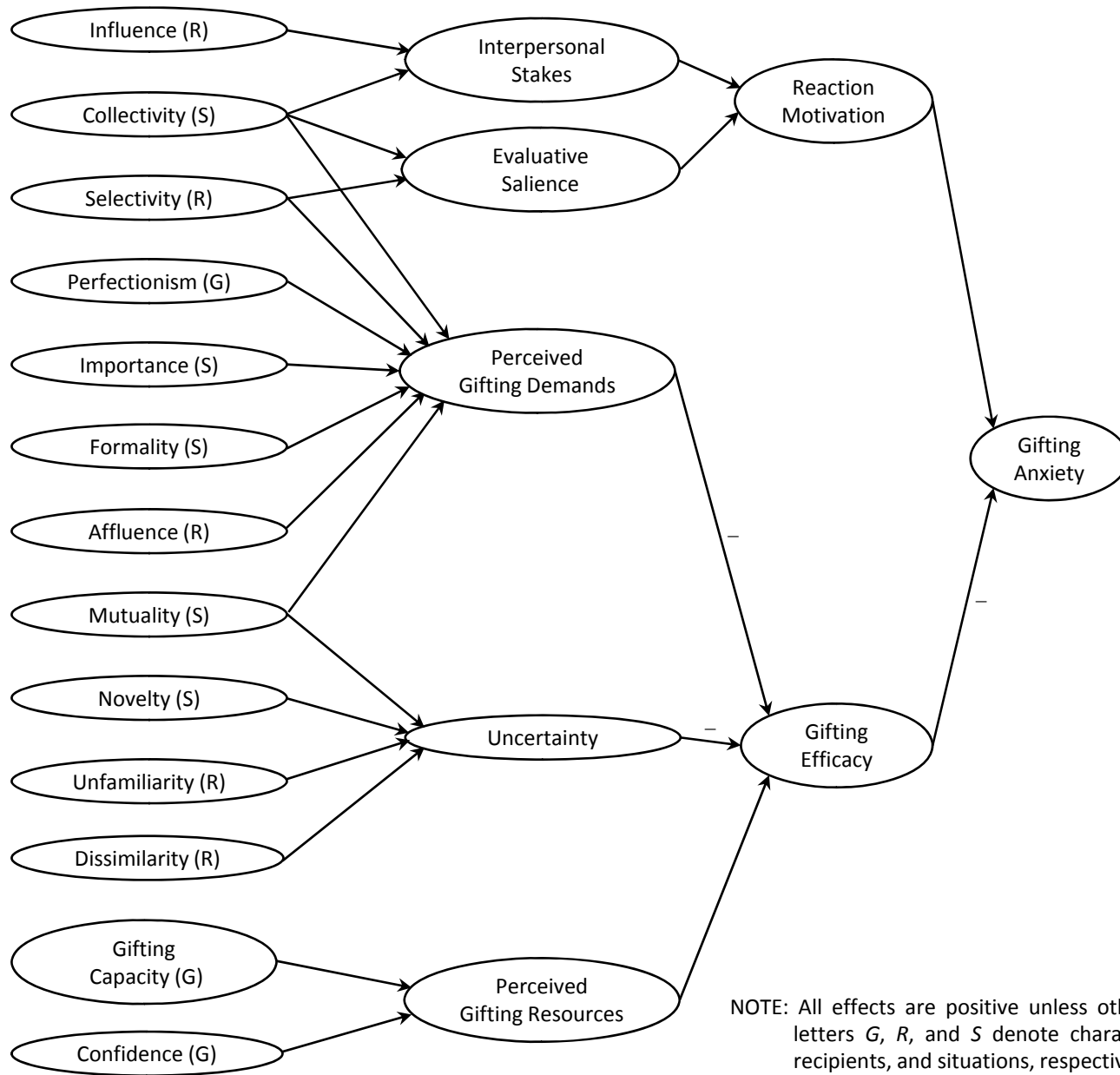
Wooten's Model of Gifting Anxiety

- Wooten (2000) redefined;

M as "Reaction Motivation"

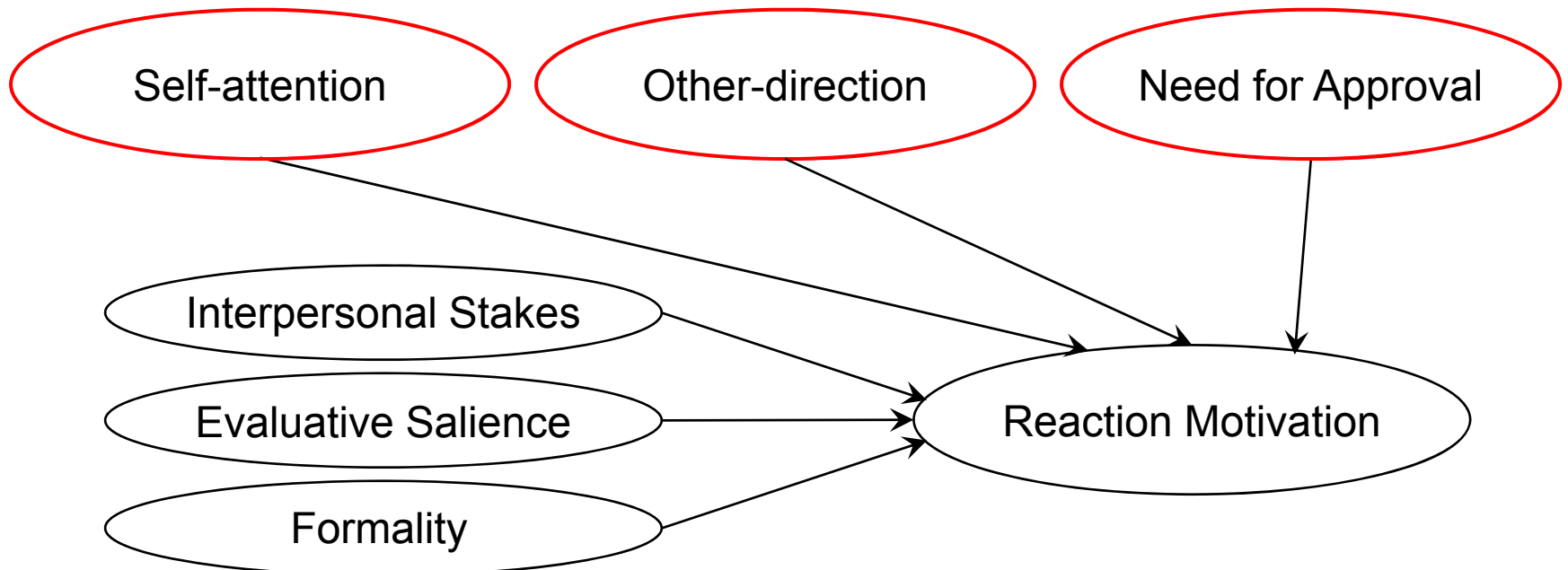
ρ as "Gifting Efficacy"





Additional Determinants (1)

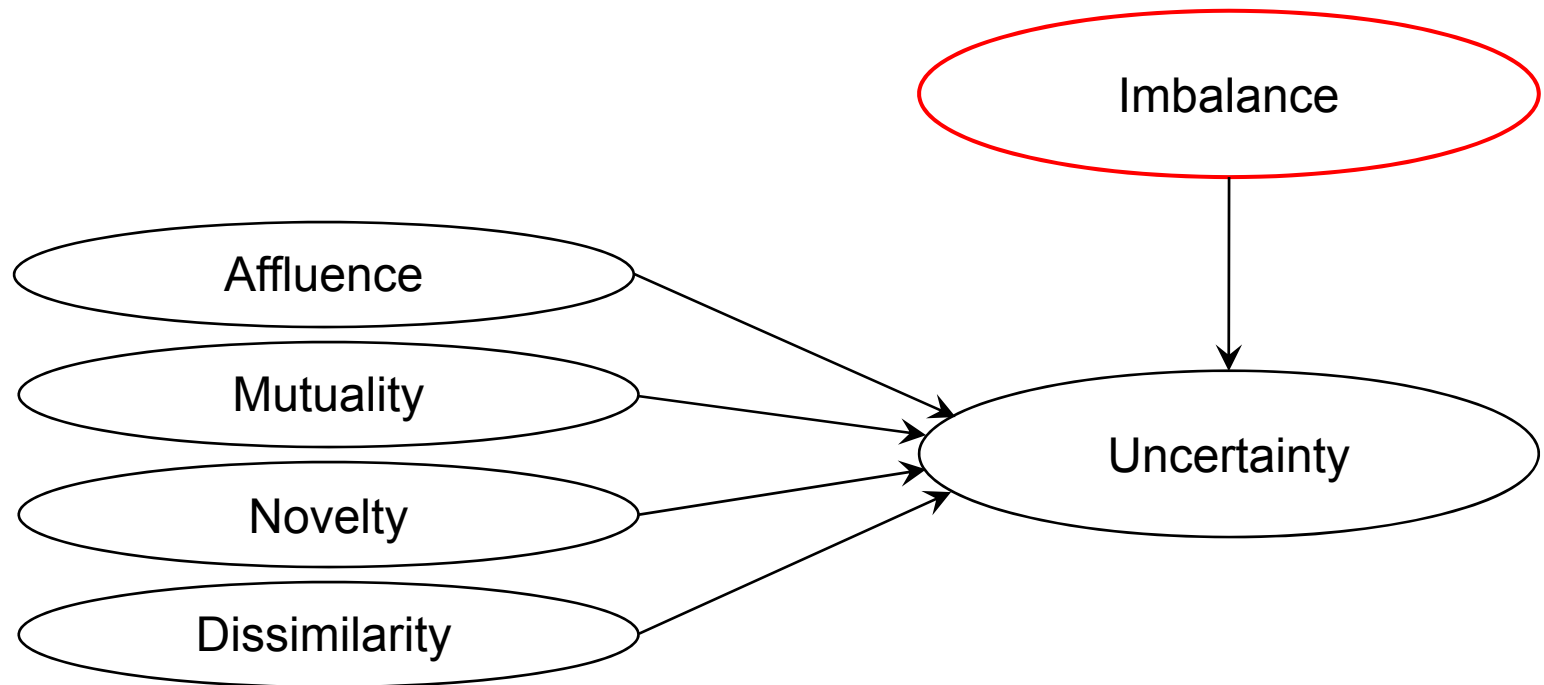
- We added three determinants of “Reaction Motivation”.



(Schlenker and Leary, 1982; Leary, 1980)

Additional Determinants (2)

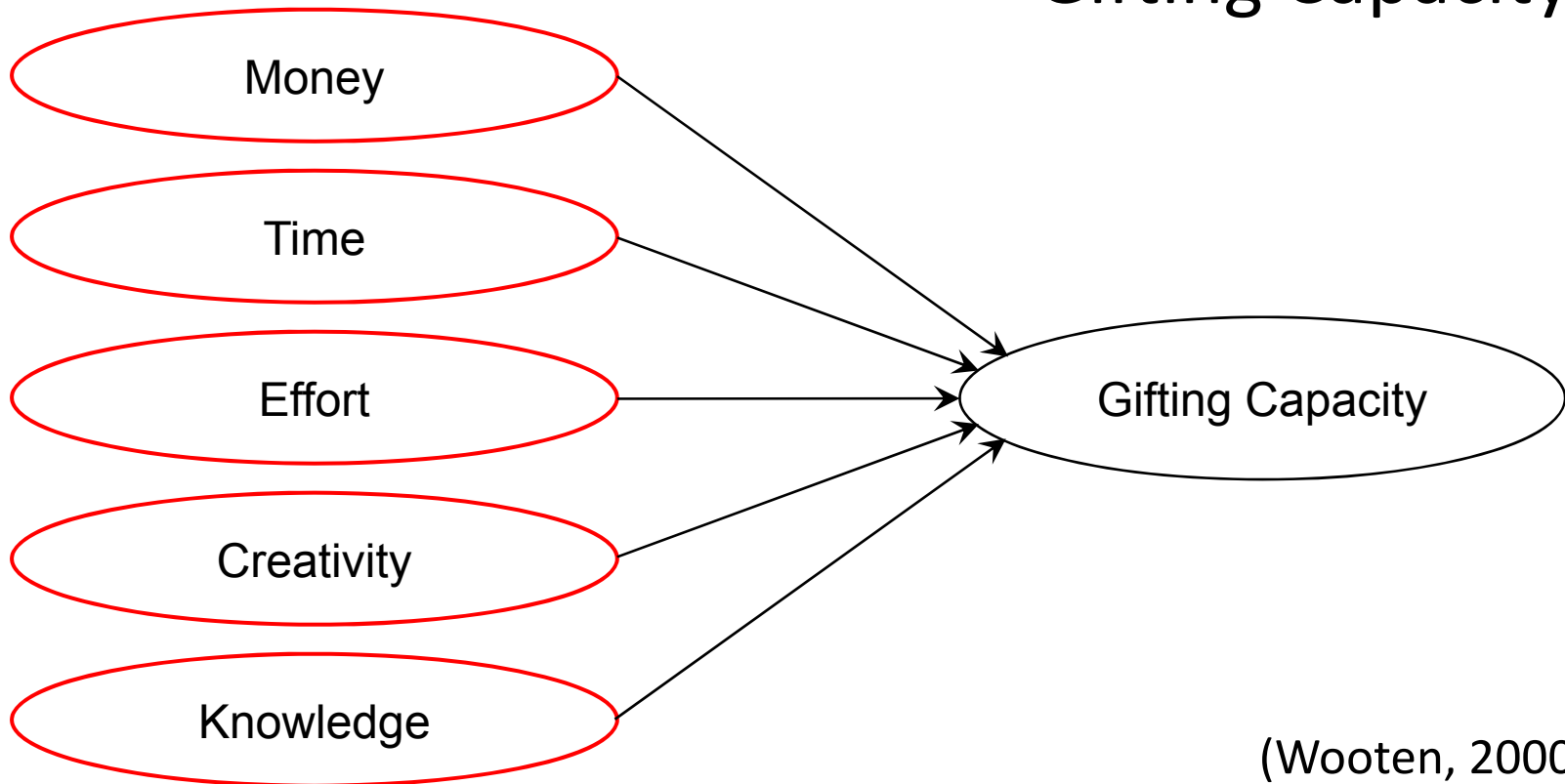
- We added one determinant of “Uncertainty”.



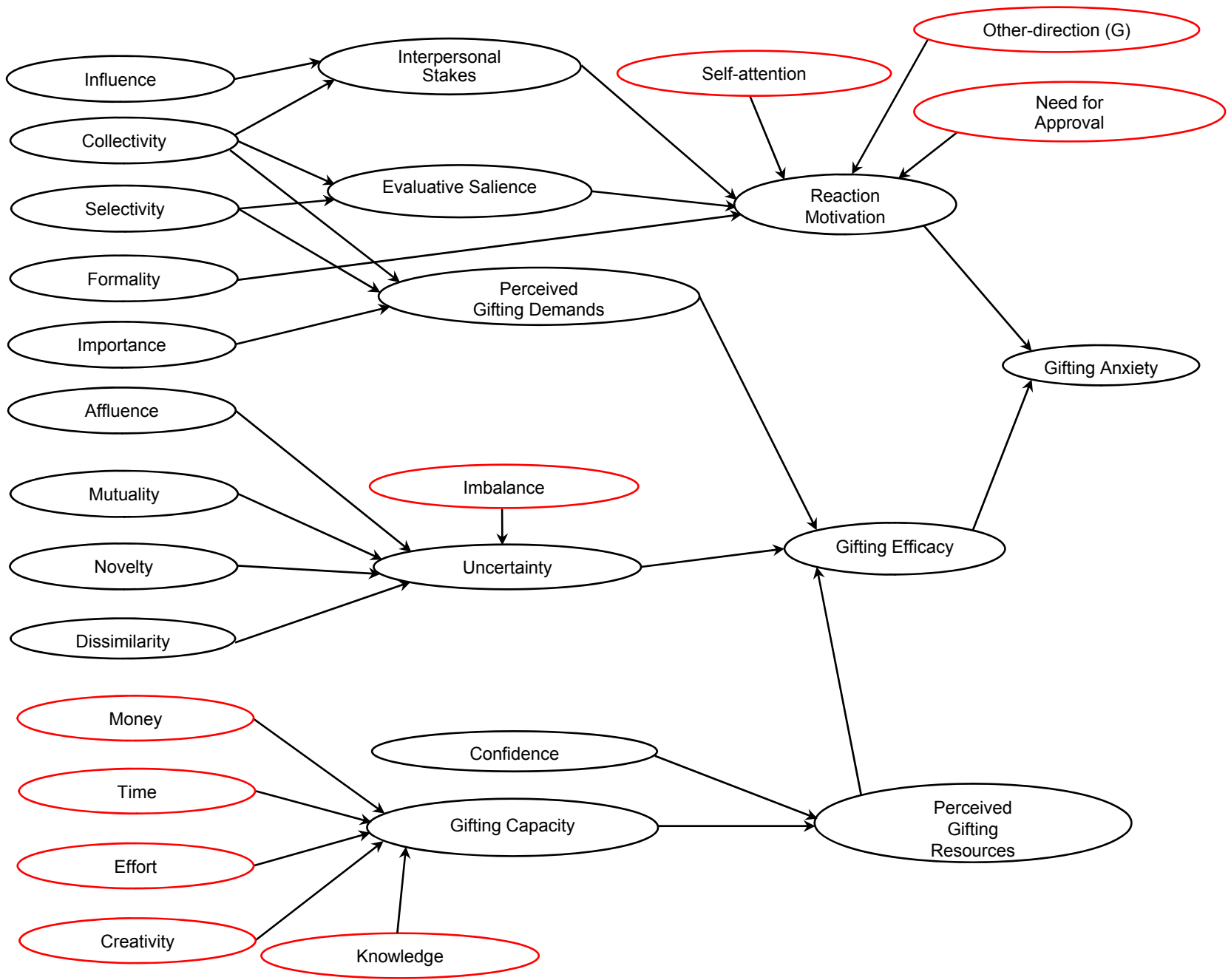
(Otnes, Lowrey, and Kim, 1992)

Additional Determinants (3)

- We added five determinants of “Gifting Capacity”.



(Wooten, 2000)



3. Methodology

Outline of the Survey

- Questionnaire:

Seven-point Likert Scale

- Data Collection:

Online Survey in Japan (n=417)

- Multivariate Analysis:

Structural Equation Modeling

Scale Items

Constructs	Items	α
ξ_1 : Influence	X_1 : The recipient's words have impact on you. X_2 : The recipient's judgments have impact on you.	.95
ξ_2 : Collectivity	X_3 : You give the gift in front of many people. X_4 : Many people are looking at you giving the gift. X_5 : When you give the gift, there are many people around you.	.97
ξ_3 : Selectivity	X_6 : The recipient is a picky person. X_7 : The recipient is not satisfied easily.	.92
ξ_4 : Importance	X_8 : The situation is important to the recipient. X_9 : The situation is special to the recipient.	.96
ξ_5 : Novelty	X_{10} : You have never participated in the situation. X_{11} : You have never experienced the situation. X_{12} : You do not know how to behave in the situation.	.96
ξ_6 : Unfamiliarity	X_{13} : You are familiar with the recipient. X_{14} : You know much about the recipient. X_{15} : You hardly interact with the recipient.	.95
ξ_7 : Dissimilarity	X_{16} : There is a large gap in values between the recipient and you. X_{17} : You have nothing in common with the recipient. X_{18} : You can not identify with the recipient.	.93
ξ_8 : Gifting capacity	X_{19} : You can give an ideal gift by your ability. X_{20} : It is easy for you to buy an ideal gift by your ability. X_{21} : You can hardly buy a ideal gift by your ability.	.92

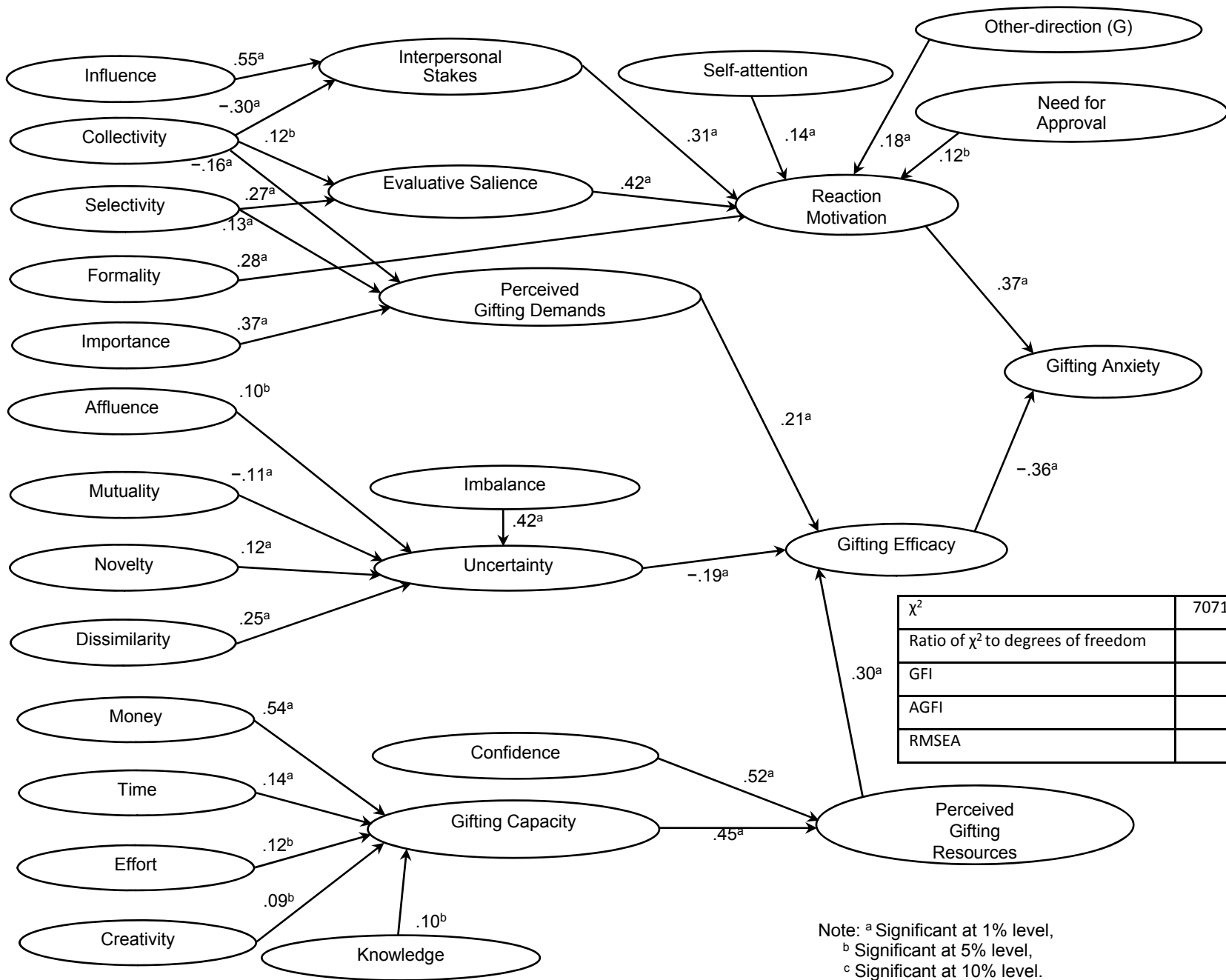
Scale Items

Constructs	Items	α
ξ_9 : Confidence	X_{22} : You always do things with confidence. X_{23} : You always behave with confidence.	.88
ξ_{10} : Unfamiliarity	X_{20} : You are familiar with the recipient. X_{21} : You know much about the recipient.	.95
ξ_{11} : Dissimilarity	X_{22} : There is a large gap in values between the recipient and you. X_{23} : You have nothing in common with the recipient.	.93
ξ_{12} : Gifting capacity	X_{24} : You can give an ideal gift by your ability. X_{25} : You can hardly buy a ideal gift by your ability.	.92
ξ_{13} : Confidence	X_{26} : You always do things with confidence. X_{27} : You always behave with confidence.	.88
η_1 : Gifting anxiety	X_{28} : You are anxious about whether you can get a desired reaction (to please the recipient, to attract the recipient, to be valued by the recipient, etc.) from the recipient or not. X_{29} : You feel insecure whether you can get a desired reaction (to please the recipient, to attract the recipient, to be valued by the recipient, etc.) from the recipient or not. X_{30} : You are not sure whether you can get a desired reaction (to please the recipient, to attract the recipient, to be valued by the recipient, etc.) from the recipient or not.	.95
η_2 : Reaction motivation	X_{31} : You want to attract the recipient by giving the gift. X_{32} : You want to be valued by the recipient by giving the gift.	.67

Scale Items

Constructs	Items	α
η_3 : Gifting efficacy	<p>X_{29}: You are confident that you can get a desired reaction (to please the recipient, to attract the recipient, to be valued by the recipient, etc.) from the recipient.</p> <p>X_{30}: You believe that you can get a desired reaction (to please the recipient, to attract the recipient, to be valued by the recipient, etc.) from the recipient.</p>	.95
η_4 : Interpersonal stakes	<p>X_{35}: It is important for me to build a good relationship with the recipient.</p> <p>X_{36}: It is important for me to build a familiar relationship with the recipient.</p>	.97
η_5 : Evaluative salience	<p>X_{33}: You will be valued by your gift.</p> <p>X_{34}: You will be evaluated by your gift.</p>	.90
η_6 : Gifting demand	<p>X_{39}: You have to give a gift which will satisfy the recipient.</p> <p>X_{40}: You have to give a gift which will please the recipient.</p>	.88
η_7 : Uncertainty	<p>X_{37}: You do not know what to give in order to satisfy the recipient.</p> <p>X_{38}: You do not know what to give in order to please the recipient.</p> <p>X_{39}: You do not know what to give in order to be valued by the recipient.</p>	.97
η_8 : Gifting resources	<p>X_{40}: You have enough resources (money, knowledge, etc.) which needed in giving an ideal gift.</p> <p>X_{41}: You are rich in resources (money, knowledge, etc.) needed in giving an ideal gift.</p>	.93

4. Results



Summary of the Results

- Givers become anxious;
 - i. when motivation to impress recipients is high.
 - ii. when the perceived possibility of success is low.
 - iii. when they are highly self-attentive, other-directed, and hopes to be approved.
 - iiii. when the gift exchange with recipients is perceived imbalanced.

5. Findings

Findings

- The results show that;
 - i. Wooten's model(2000) has the empirical validity.
 - ii. all the new determinants which we add have significant effects.

6. Conclusion

Implication

- Our research overcome the limitation of the Wooten's research.
 - i. We provided the empirical evidence of his model.
 - ii. We also proposed the additional determinants of gifting anxiety.

Limitations

- Low reliability

This limitation may be due to the complexity of our model.

- Small sample size

Larger size of consumer research is preferable.

Future Research

- The effects of anxiety on the gift giving
It is very interesting to examine the relationship between the anxiety and gift giving. This theme has the potential to lead the great implication of the gift marketing.

Thank you for your kind attention.