

Impacts of Efforts and Outcomes on Self-gifting Behavior

**The 9th Term Members of Prof. Ono's Marketing Seminar
The Faculty of Business and Commerce, Keio University**

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序文

まだまだ厳しい暑さの9月のある日のこと。

「頑張ってテストで良い点取った後とかって、いつもより高いスイーツとか買っちゃうよね。」

「あれって、どういう心理で買ってしまうんだろうね？」

「やっぱり、頑張った自分にご褒美あげたくなる感じなのかな。」

この会話が、我々の研究の主軸となるとは、この時、誰も知る由もなかった。

思えば英論プロジェクト・チームの結成は、4月の後半まで遡る。素晴らしい功績を残してきた諸先輩方に肩を並べるべく、そして、人生で初めて触れる学問の扉を自らの手で開くべく、第9期英語論文執筆プロジェクトは発足した。マーケティング研究の第一人者が集う海外の学会に、自ら執筆した英語論文を投稿し、英語でプレゼンを行う——そんな大それた自らの挑戦に心躍らせたメンバーは、高いモチベーションを抱きつつ、早速研究に取りかかった。そして、とんとん拍子に「ギフトの受け手の満足」というテーマが決まった我々英論チームは、順調に研究を進めていけると信じてやまなかった。しかし、夏休み以降、我々は既存研究の持つ限界の解決はおろか、その限界の発見すらできずにいた。そして、ついに、ギフト研究からセルフギフト行動研究へと研究テーマが変更された。

しかし、我々はそれでもなお、探究の炎を絶やさずに灯し続けた。夏合宿後、我々は一致団結して、遅れの挽回に邁進した。セルフギフトという新しい研究領域の中で、我々は一体どのようにそれを押し広げていけるのだろうか——この疑問に向き合った時間は、測り知れない。最後の筆をとっている今、我々はその長きにわたるトンネルをまさにくぐり抜けようとしている。この論文の完成は、日本におけるセルフギフト研究に一貢献をなすとともに、執筆者である我々に比類なき自信を与えることとなるであろう。これはメンバー全員が最高の論文を書いて海外に見せつけてやろうという熱い思いがなくては決して達成できない業であったといえよう。

末筆ながら、学の浅い我々に、昼夜を問わず進むべき道を照らし続けて下さった小野晃典先生にこの場を借りて、心よりお礼を申し上げたい。一学生が、マーケティング学者の研究に対して異を唱えるなど、小野ゼミに入会するまではほとんど不可能に思っていたが、我々がこのようにして学問に1つの主張を提示しえたことは、小野晃典先生の厳しくも手厚いご指導の賜物に他ならない。また、自らの研究に忙しい中、厳しく我々をご指導くださった大学院生の千葉貴宏さん、池谷真剛さん、窪田和基さん、菊盛真衣さん、白石秀壽さん、そしてゼミ外の時間にも常に貴重なご意見をくださった8期生の先輩方、さらに、共に三田祭論文執筆という目標に向かって駆け抜けた同期の仲間たちに感謝の意を表したい。最後に、かつてない難関に挑戦する我々がくじけそうな時に支えてくれた家族、友人に、謝意を示しつつ、筆を置かせて頂きたい。

2011年11月吉日 AM3:31

対岸にフジテレビ本社を臨む品川キャンパスにて

慶應義塾大学商学部小野晃典研究会第9期
英語論文執筆プロジェクト担当
三田祭研究論文プロジェクト・チーム一同

要旨

昨今、セルフギフト市場に対して関心を抱く企業が増えつつある。実際、セルフギフトとしての自社製品の購買を提案するマーケティング活動によって成功した企業も多い。しかし、セルフギフトは最新のトピックであるため、学術的研究は充実していない。そこで本研究は、「事前努力量」、「成功の喜び／失敗の悲しみ」、「治療必要量」、および「褒美ムード／治療ムード」という4つの規定要因が消費者のセルフギフト購買意図に及ぼす影響を描いたモデルを構築した。共分散構造分析の結果、以下の知見が得られた。すなわち、第1に、セルフギフトは、消費者が努力の結果として成功した場合には、その努力の見返りとして購買されるものの、失敗した場合には、努力の見返りとしては購買されない。第2に、努力の見返りとして消費者が必要だと感じる量は、成功の喜びによって軽減し、失敗の悲しみによって増幅する。第3に、その成否の喜びや悲しみは、消費者が費やした努力量によって増幅する。第4に、成否の喜びや悲しみは、褒美ムードや治療ムードを高めることを通じて、セルフギフト購買を促進する。

Abstract

Today, there is an increasing interest in the self-gift market. Successful firms have made use of the concept of self-gifts in their marketing. There has been, however, relatively little academic research on this new topic. There are some previous studies, but these studies have some problems: They have wrongly introduced the notion that self-gift consumers exchange effort and self-gift with themselves. Consumers may exchange effort for the outcome. Thus, this study developed a self-gifting intention model which describes that consumers' intention to purchase self-gift when prior effort has not been balanced by the outcomes. The results of the structural equation modeling showed that, *first*, individuals purchase self-gifts in recovery for personal efforts in case of success, whereas they do not in case of failure. *Second*, the necessity of recovery is reduced by happiness of success, whereas it is reinforced by sadness of failure. *Third*, the amount of effort positively affects happiness of success as well as sadness of failure. *Fourth*, happiness of success/sadness of failure positively affects reward/therapeutic moods, which in turn positively affects self-gifting intention.

1. Introduction

In recent years, there has been an increasing interest in the self-gift market. Self-gift is defined as “personally symbolic self-communication through special indulgences that tend to be premeditated and highly context bound” (Mick and DeMoss, 1990b, p. 328). Unlike ordinary personal consumption, self-gifts have special meanings for individuals who want to make personal purchases something remarkable for oneself (Mick and DeMoss, 1990b). Appealing to these consumers, many companies have incorporated this concept into their advertisements and encouraged self-gift consumption.

While many scholars have investigated interpersonal gift-giving behavior, relatively few researchers have focused on intrapersonal gift-giving behavior, namely self-gifting. As a pioneer in self-gift research, Mick and his colleagues have conducted research on determinants of self-gift behavior. The first determinant is prior effort. Based on qualitative research, Mick and DeMoss (1990a, b) claimed that personal effort was related to self-gift behavior. When individuals make more efforts, they expect higher returns and, thus, are more likely to give a gift to themselves as a return.

The second determinant is achievement outcome (success or failure). Faure and Mick (1993) and Mick and Faure (1998) claimed that positive outcome cause reward self-gift giving, whereas negative outcome cause therapeutic self-gift giving. Referring the attribution theory, they found that if persons have made efforts, they perceive deservingness to purchase self-gift irrespective of the outcome.

The third determinant is mood. Faure and Mick (1993) and Mick and Faure (1998) identified not only cognitive route via deservingness, but also affective route via various kinds of emotions related to success or failure. Luomala and Laaksonen (1997) also focused on this aspect. They provided a conceptual model in which individuals tend to experience positive mood following success and keep positive mood by reward self-gifts, while individuals are likely to experience negative mood following failure and repair negative mood by therapeutic self-gifts.

However, these studies have problems and there is still room for further research. First, previous studies have introduced the concept of effort as a key determinant based on the notion that self-gift consumers exchange effort and self-gift with themselves. However, it may not be true. Rather, consumers may exchange effort for the outcomes: They may purchase self-gift if and only if prior effort has not been balanced by the outcomes.

Second, previous studies have introduced the concept of success and failure as

other key determinant. However, they have modeled both outcomes in the same ways: Both success and failure cause high levels of self-gift deservingness and emotions. However, as they discussed, reward and therapeutic self-gift behavior may have different specific mechanisms.

Third and finally, although previous studies have introduced affective route or moods for self-gift giving in their self-gifting intention models, they have not been successful in statistical test. Further research is needed for empirical validation of this aspect.

Thus, this study aims to develop and test a comprehensive self-gifting intention model which includes the following notions: (1) exchange between effort and the outcomes plus self-gifts, (2) different mechanisms for outcomes (success or failure), and (3) the impacts of positive/negative moods.

2. Literature Review

2-1. The Impacts of the Amount of Efforts

Both ordinal gift giving and self-gift giving have been characterized as an exchange. While gift-giving behavior is related to *interpersonal* exchange (Belk, 1979), self-gifting behavior is related to *intrapersonal* exchange (Mick and DeMoss, 1990b; Olshavsky and Lee, 1993).

The concept of exchange is closely related to deservingness. Individuals feel that they deserve an outcome if there is consistency or balance between action and outcome (Feather, 1992). Employing this notion, Faure and Mick (1993) has introduced the concept of self-gift deservingness, which refers to the extent to which individuals' effort deserves self-gifts. When the level of effort is high, individuals feel that they deserve self-gifts. In other words, individuals who made a lot of efforts deserve success ('fair' outcome) and self-gifts for success situations. In contrast, individuals who invested tons of efforts do not deserve failure ('unfair' outcome) but deserve self-gifts as a compensation for failure.

The concept of self-gift deservingness is similar to fairness for intrapersonal relation between effort and self-gift (Adams, 1963, 1965). Individuals who made a lot of efforts deserve to give gifts to themselves for seeking fair relation between action and outcome. The amount of effort is a key factor to the self-gift deservingness (Feather, 1992; Faure and Mick, 1993). This means that the amount of efforts could be one of the

antecedents of self-gift behavior. Although self-gifting intention could be affected by the amount of personal efforts, previous research has not modeled the effect of the amount of efforts on self-gifting intention.

2-2. Achievement Outcome and Attribution

Faure and Mick (1993) contended that causal attributions have effects on the self-gifting intention in achievement situations, quoting attribution theory developed by Weiner (1986). Originally, Weiner (1986) proposed three major causal attributions for outcomes: locus of causality, controllability, and stability. Employing this notion, Faure and Mick (1993) noted that locus of causality and controllability have influenced self-gift behavior.

When individuals attribute his/her success to internal and controllable cause such as strong effort, they feel positive emotion such as pride. On the other hand, when they attribute his/her failure to internal and controllable cause such as weak effort, individuals feel negative emotion such as guilt (Mick and Faure, 1998). In sum, attribution to internal and controllable causes in successful/failed contexts generates positive/negative emotion, which, in turn, leads to self-gifting (Faure and Mick, 1993; Mick and Faure, 1998). Positive or negative outcome could result in reward or therapeutic self-gift giving, respectively (Mick and DeMoss, 1990b; Mick and Faure, 1998).

However, no empirical research has focused on reward and therapy as antecedents of self-gift intention and examined the differences between reward and therapeutic self-gifts influences on the self-gifting intention.

2-3. Motivations and Moods

Self-gift researchers have revealed the motivations for self-gifting behavior. Mick and DeMoss (1990a) claimed that consumers' motivations for self-gifts are created under these circumstances such as rewards for accomplishments, therapeutics for disappointments, and celebrations for holidays. Also, Mick and DeMoss (1990b) defined self-gifts as special indulgences that tend to be premeditated. Shapiro (1993) claimed that self-gift behavior has a compulsive aspect.

Luomala and Laaksonen (1997) contended that mood is one of the most important antecedents of self-gift behavior. According to their research, individuals tend to experience positive mood after an achievement and keep positive mood by reward,

while individuals tend to experience negative mood after a failure and make negative mood repaired by therapy.

However, these studies failed to explain that individuals purchase self-gifts impulsively in positive mood or negative mood.

3. Hypotheses

According to the equity theory, individuals are likely to expect outputs for their inputs (Adams, 1963, 1965). They may feel fair when the level of inputs is equivalent to the level of outputs. In the context of self-gifting behavior, individuals give gifts to themselves in accordance with their expended efforts. When individuals made efforts and, thus, perceived the necessity of recovery, they feel that they deserve to purchase self-gifts in compensation for their efforts (Mick and DeMoss, 1990b; Feather, 1992). Thus, the following hypotheses are proposed:

H1: Amount of efforts has a positive effect on the necessity of recovery.

H2: The necessity of recovery has a positive effect on self-gifting intention.

Following a positive/negative outcome, individuals feel positive/negative emotion. These emotions have inverse effects on the perceived necessity of recovery. By feeling happiness toward a positive outcome, individuals perceive success as a benefit in compensation for their expended efforts (Adams, 1963, 1965). Therefore, the perceived necessity of recovery is attenuated by happiness of success. In contrast, by feeling sadness toward a negative outcome, individuals perceive failure as a loss of investment of their efforts. Hence, the perceived necessity of recovery is enhanced by sadness of failure. Thus, the following hypotheses are proposed:

H3a: Happiness of success has a negative effect on the necessity of recovery.

H3b: Sadness of failure has a positive effect on the necessity of recovery.

The amount of efforts positively affects the extent of emotions aroused by the outcomes. In case of success, individuals who made a lot of efforts are likely to feel greater happiness towards the positive outcome than those who did not try hard, even though they have ended up with the same outcome (Weiner, 1986). Likewise, in case of failure, individuals who made a lot of efforts tend to feel deeper sadness toward the

negative outcome compared to individuals who did not try hard. Thus, the following hypotheses are proposed:

H4a: Amount of efforts has a positive effect on happiness of success.

H4b: Amount of efforts has a positive effect on sadness of failure.

Not only “reward” for success and “therapy” for failure, but also positive and negative “moods” could have direct impacts on self-gifting behavior (Mick and DeMoss, 1990b; Luomala and Laaksonen, 1997). On one hand, a positive mood aroused by a success results in reward self-gifting behavior in order to maintain the feeling of happiness. On the other hand, a negative mood aroused by a failure triggers therapeutic self-gifting behaviors in order to repair the feeling of sadness (Luomala and Laaksonen, 1997). Therefore, happiness and sadness have positive effects on self-gifting intention through positive and negative moods, respectively. Thus, the following hypotheses are proposed:

H5a: Happiness of success has a positive effect on positive mood.

H5b: Sadness of failure has a positive effect on negative mood.

H6a: Positive mood has a positive effect on self-gifting intention.

H6b: Negative mood has a positive effect on self-gifting intention.

Hypotheses in case of success are summarized in Figure 4–a, whereas those in case of failure are summarized in Figure 4–b.

Figure 4–a Self-Gifting Intention Model in Case of Success

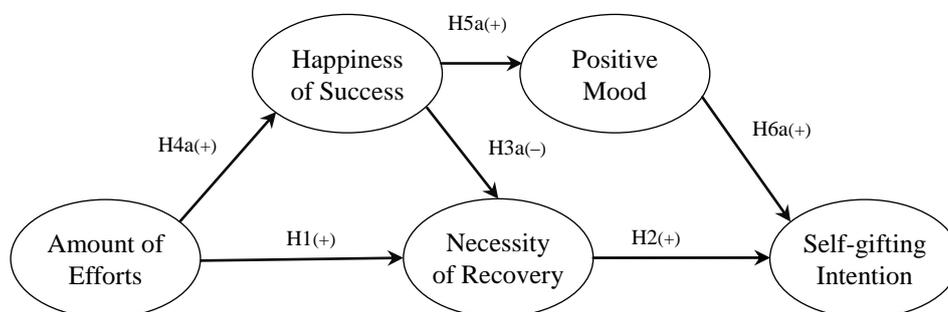
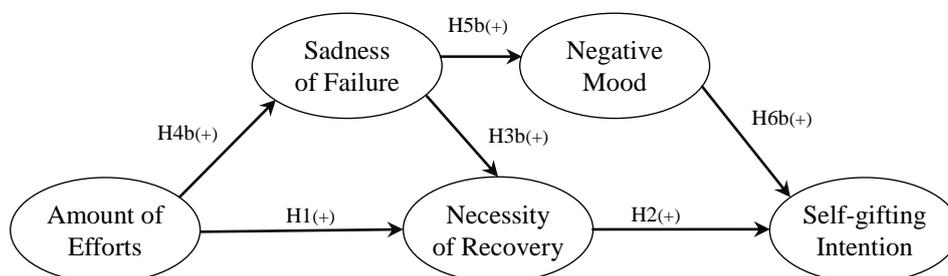


Figure 4-b Self-Gifting Intention Model in Case of Failure



4. Methodology

Structural equation modeling (SEM) was used to test the proposed hypotheses. For the structural equation modeling, we employed multiple scales from the previous research. The items used to measure “Amount of efforts” were developed based on Reilly (1982), “Happiness of success” were developed based on Mehrabian, Albert, and Russell (1974), “Sadness of failure” were developed based on Nyer (1997), and “Self-gifting intension” were developed based on Dodds, Monroe, and Grewal (1991). The items for the other constructs were developed because there were no relevant literatures. All items were measured on 7-point Likert’s scale from 1 (strongly disagree) to 7 (strongly agree).

The Cronbach’s alphas were above 0.80, suggesting good reliability. Scale composite reliability (SCR) and average variance extracted (AVE) were above 0.50. These indices suggest good reliability and validity, respectively. All items were randomly divided into two groups and converted into mean for each group as manifest variables of the structural models (Bagozzi and Todd, 1994).

Respondents in this study were 380 undergraduate students in a university. The use of student sampling was justified based on previous studies that reports many students readily related to the term “self-gifts” (Mick and DeMoss, 1990a). Subjects were asked to recall their experiences about entrance examinations into universities of their first choice and consequent self-gifting behavior. 355 subjects (93%) were deemed usable after list-wise deletion. 184 subjects (52%) were in the case of positive outcome (success in the entrance examinations of their first choice), and 171 subjects (48%) were in the case of negative outcome (failure in the exams). With the data set, the structural equation modeling was estimated based on the maximum likelihood criterion in CALIS procedure of SAS 9.3 for Windows.

5. Results

5-1. Case of Success

The results in case of success are summarized in Table 4-a. The chi-squared value for the proposed model was 64.56 and the $\chi^2 / \text{d.f.}$ was 2.22, which was within the recommended range (not higher than 3.00) (Bollen, 1989). The goodness-of-fit index (GFI) and the GFI adjusted by the degree of freedom (AGFI) were 0.94 and 0.88, respectively. The AGFI was lower than the recommended level (not lower than 0.90) (Bagozzi and Yi, 1988), but these were probably due to the large model and the relatively small sample size. In this case, a useful index is the root mean square error of approximation (RMSEA), a parsimony measure that accounts for potential artificial inflation due to the estimation of many parameters. The RMSEA was 0.08, which was in the range of the recommended level of 0.08 (Steiger, 1980), indicating a close fit of the proposed model.

Table 4-a Estimation Results in Case of Success

H1: Amount of Efforts $=(+)=>$ Necessity of Recovery	0.794	(t = 5.62)***
H2: Necessity of Recovery $=(+)=>$ Self-gifting Intention	0.268	(t = 4.35)***
H3a: Happiness of Success $=(-)=>$ Necessity of Recovery	-0.298	(t = -2.99)***
H4a: Amount of Efforts $=(+)=>$ Happiness of Success	0.554	(t = 6.28)***
H5a: Happiness of Success $=(+)=>$ Positive Mood	0.647	(t = 8.83)***
H6a: Positive Mood $=(+)=>$ Self-gifting Intention	0.640	(t = 9.73)***

Notes: *** is significant at 1% level. $\chi^2_{(29)} = 64.56$, GFI = 0.94, AGFI = 0.88, RMSEA = 0.08, NFI = 0.95 AIC = 6.56, SBC = -86.36.

As shown in the Table 4-a, all parameter estimates of structural equations had adequate signs and were significant in 1% level. Thus, all hypotheses are supported.

The amount of efforts has a significant positive effect on the necessity of recovery ($\gamma_{11} = .794$, $t = 5.62$, $p < .01$), which, in turn, has a significant positive effect on self-gifting intention ($\beta_{41} = .268$, $t = 4.35$, $p < .01$). These results support H1 and H2, which means that individuals intend to buy self-gift if they perceive high needs to recover their prior efforts. Happiness of success has a significant negative effect on the necessity of recovery ($\beta_{12} = -.298$, $t = -2.99$, $p < .01$). This result supports H3a, which means the necessity of recovery will be lower if individuals regard the positive outcome

as benefit or reward.

In contrast, the amount of efforts has a significant positive effect on happiness of success ($\gamma_{21} = .554$, $t = 6.28$, $p < .01$). This result supports H4a, which means that happiness of success will be higher if individuals perceived that they have made large amount of efforts. Happiness of success has significant positive effects on positive mood ($\beta_{32}=.647$, $t=8.83$, $p<.01$), which, in turn, has a significant positive effect on self-gifting intention ($\beta_{43}=.640$, $t=9.73$, $p<.01$). These results support H5a and H6a, which means that self-gifting intention will be greater if positive mood enhanced by the happiness of success is much greater.

5-2. Case of Failure

The results in case of failure are summarized in Table 4–b. The chi-squared value for the proposed model was 66.73 and the $\chi^2 / d.f.$ is 2.30, which was within the recommended range. The GFI and AGFI were 0.93 and 0.87, respectively. The RMSEA was 0.09. The results indicated a close fit of the data to the proposed model.

Table 4–b Estimation Results in Case of Failure

H1: Amount of Efforts \Rightarrow Necessity of Recovery	0.442	($t = 3.76$)***
H2: Necessity of Recovery \Rightarrow Self-gifting Intention	0.074	($t = 0.93$) ^{n.s.}
H3b: Sadness of Failure \Rightarrow Necessity of Recovery	0.320	($t = 6.76$)***
H4b: Amount of Efforts \Rightarrow Sadness of Failure	0.364	($t = 4.16$)***
H5b: Sadness of failure \Rightarrow Negative Mood	0.571	($t = 7.01$)***
H6b: Negative Mood \Rightarrow Self-gifting Intention	0.421	($t = 4.98$)***

Notes: *** is significant at 1% level. $\chi^2_{(29)} = 66.73$, GFI = 0.93, AGFI = 0.87, RMSEA = 0.09, NFI = 0.95 AIC = 8.74, SBC = -82.03.

As shown in the Table4–b, all parameter estimates of structural equations had adequate signs and were significant in 1% level except the path from the necessity of recovery to self-gifting intention. Thus, all hypotheses are supported except H2.

The amount of efforts has significant positive effects on the necessity of recovery ($\gamma_{11}=.442$, $t= 3.76$, $p<.01$), but the necessity of recovery has no significant effects on the self-gifting intention ($\beta_{41}=.074$, $t= 0.93$, $p>.05$). These results support H1, but do not support H2. This means that individuals do not intend to buy self-gifts even if they cognitively perceive high needs to recover their prior efforts. Self-gifting intention will not be higher even if individuals recognize that they need the large necessity of recovery

for higher amount of efforts. Sadness of failure has a significant positive effect on the necessity of recovery ($\beta_{21}=.320$, $t=6.76$, $p<.01$). This result supports H3b, which means that the necessity of recovery will increase if individuals perceive a loss of their behavioral costs following failure and need recovery.

In contrast, the amount of efforts has a significant positive effect on sadness of failure ($\gamma_{21}=.364$, $t=4.16$, $p<.01$). This result supports H4b, which means that sadness of failure will increase if individuals perceive that they have made large amount of efforts. Sadness of failure has a significant positive effect on negative mood ($\beta_{32}=.571$, $t=7.01$, $p<.01$), which, in turn, has a significant positive effect on self-gifting intention ($\beta_{43}=.421$, $t=4.98$, $p<.01$). These results support H5b and H6b, which means that self-gifting intention will be greater if negative mood strengthened by the sadness of failure is more evoked.

6. Discussion

6-1. Theoretical Implications

Recently, many researchers have focused on and examined the antecedents of self-gifting behavior. However, there have been very few studies clarifying the psychological process of self-gifting behavior. This study developed a self-gifting intention model and revealed the causal relationship among personal efforts, achievement outcomes, mood, and self-gifting intention. Overall, the results of this study showed following major findings.

Firstly we found that not only prior effort, but also achievement outcomes (success or failure) are important determinants of self-gifting behavior. Consumers may exchange effort and the outcomes and they may perceive necessity of recovery using self-gifts if prior effort has been balanced by the outcomes. Thus, necessity of recovery was relatively low in a successful context because prior effort is partially balanced by happiness of success. On the other, necessity of recovery was relatively high in a failed context because more self-gifts are needed to balance prior effort as well as sadness of failure. Happiness of success and sadness of failure are enhanced by the amount of prior efforts. For example, individuals who made a lot of efforts are likely to feel greater happiness/sadness towards the outcome (success/failure in entrance exams) than those who did not try hard, even though they have ended up with the same outcomes. And, if the outcome is failure, consumers regard it as an additional subject to recovery as well

as prior efforts. In contrast, when consumers enjoy happiness of success, it reduces the necessity to recover prior efforts.

However, positive/negative moods caused by happiness of success/sadness of failure are more important determinants of self-gifting behavior than necessity of recovery. The results of this study imply that the affective route (relationships between positive/negative moods and self-gifting intention) are stronger than the cognitive route (relationships between necessity of recovery and self-gifting intention) -at least in the achievement context of entrance examination of universities.

Although previous research showed some of the antecedents which determined the self-gifting intention, no one has built the whole psychological process of self-gifting and identified causal relationship among the several antecedents of self-gifting. In this aspect, this paper is successful in modeling various effects of prior efforts and outcomes on self-gifting intention simultaneously.

6-2. Limitations and Future Research

First, the result show that although most fit indices are within the recommended range, some are not. Also, we used a student convenient sample. Thus, we need to examine external validity of the proposed model by investigating other self-gifting experiences of various age-groups. In this study, we measured predictor and criterion variables from the same sources. To eliminate the effect of common method bias, predictor and criterion variables should be gathered from different sources.

For future research, we encourage researchers to further explore how much and what kinds of products individuals are willing to pay as self-gifts. Because self-gifts have special meanings for individuals, it would be beneficial to compare the differences between ordinary purchasing behavior and self-gifting behavior in terms of the amount of payment and purchased brands and categories.

Although there are some limitations and future prospects of this study, we believe that the self-gifting intention model we developed is very fruitful for understanding the different psychological mechanism between reward and therapeutic self-gift behavior in success or failure situations.

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p. 2

P. 1 で **Yes** と回答された方にお聞きします。これより先は、**第一志望の大学・学部**に合格されたときの記憶を思い出しながらか以下の質問にお答えください。
 (*P.1 で **No** と回答された方は、P.5 へお進み下さい。)

「全くそう思わない：1」から「非常にそう思う：7」の7つのうち、**必ず1つの数字のみ**を選び、番号を○で囲んでください。また、**全ての質問**にご回答下さいますよう、ご協力をお願いいたします。

全くそう思わない
 そう思わない
 あまりそう思わない
 どちらでもない
 ややそう思う
 そう思う
 非常にそう思う

1. 知覚努力量

1-1. 試験の勉強に多くの時間を費やした。	1 — 2 — 3 — 4 — 5 — 6 — 7
1-2. 試験の対策をぬかりなくやるには、勉強時間がもっと必要であった。(r)	1 — 2 — 3 — 4 — 5 — 6 — 7
1-3. 誰よりも試験の勉強を頑張った。	1 — 2 — 3 — 4 — 5 — 6 — 7
1-4. 他のやりたいことをあきらめ、勉強に集中した。	1 — 2 — 3 — 4 — 5 — 6 — 7
1-5. みんなの期待に添うように頑張った。	1 — 2 — 3 — 4 — 5 — 6 — 7

2. 治療必要量

2-1. 合格という喜ばしい結果を考慮してもなお、これまでの苦勞に対して、ねぎらう必要があると思った。	1 — 2 — 3 — 4 — 5 — 6 — 7
2-2. 合格という喜ばしい結果を考慮してもなお、これまでの多くの心理的損失を補う必要があると思った。	1 — 2 — 3 — 4 — 5 — 6 — 7
2-3. 合格という喜ばしい結果を考慮すると、これまでの多くの努力が報われたと思った。(r)	1 — 2 — 3 — 4 — 5 — 6 — 7
2-4. 合格という喜ばしい結果を考慮してもなお、これまでで労力を費やしてきた自分に対して、癒しが必要であると思った。	1 — 2 — 3 — 4 — 5 — 6 — 7
2-5. 合格という喜ばしい結果を考慮してもなお、労力を費やした自分の心が満たされなかったと思った。	1 — 2 — 3 — 4 — 5 — 6 — 7

p. 3

「全くそう思わない：1」から「非常にそう思う：7」の7つのうち、**必ず1つの数字のみ**を選び、番号を○で囲んでください。また、**全ての質問**にご回答下さいますよう、ご協力をお願いいたします。

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 ややそう思う
 そう思う
 非常にそう思う

3. 合格の喜び

- | | |
|----------------------------|---------------------------|
| 3-1. 第一志望に合格した瞬間、嬉しかった。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 3-2. 第一志望に合格した瞬間、喜んだ。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 3-3. 第一志望に合格した瞬間、満足した。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 3-4. 第一志望に合格した瞬間、希望に満ちていた。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 3-5. 第一志望に合格した瞬間、ほっとした。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |

4. 褒美のムード

- | | |
|------------------------------------|---------------------------|
| 4-1. 第一志望に合格して、お祝いしたくなった。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 4-2. 第一志望に合格して、蓄積したストレスを発散したいと感じた。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 4-3. 第一志望に合格して、気分が高揚して何かしたいと思った。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 4-4. 第一志望に合格して、喜びを表現したいと感じた。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 4-5. 第一志望に合格して、自分を褒めてあげたいと感じた。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |

p. 4

「全くそう思わない：1」から「非常にそう思う：7」の7つのうち、**必ず1つの数字のみ**を選び、番号を○で囲んでください。また、**全ての質問**にご回答下さいますよう、ご協力をお願いいたします。

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 あまりそう思わない
 どちらでもない
 ややそう思う
 そう思う
 非常にそう思う

5. セルフギフト購買

5-1. 自分自身にプレゼントをする可能性が高かった。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-2. 自分自身にプレゼントをすることに乗り気であった。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-3. 自分自身にプレゼントをしたいと思った。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-4. 自分自身にプレゼントをする見込みが高かった。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-5. 自分自身にプレゼントをすることを検討しようと思った。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-6. 自分自身へプレゼントをすることは、特別な瞬間であると思った。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-7.自分自身へプレゼントをすることは、私にとって特別な意味を含んでいると思った。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-8.自分自身へのプレゼントは、私が期待していたものと同じくらいであると思った。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-9.自分自身へのプレゼントは、私を満足させてくれると思った。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-10.自分自身へプレゼントをすることは、最もよい経験のうちの一つであると思った。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-11.自分自身へのプレゼントには、お金を払う価値があると思った。	1	—	2	—	3	—	4	—	5	—	6	—	7

p. 5

P. 1 で **No** と回答された方にお聞きます。これより先は、大変ご無礼な質問で恐縮ですが、
第一志望の大学・学部で**不合格**となったときの記憶を思い出しながらか、以下の質問にお答えください。
(*P.1 で **Yes** と回答された方は、P.2 へお戻り下さい。)

「全くそう思わない：1」から「非常にそう思う：7」の7つのうち、**必ず1つの数字のみ**を選び、番号を○で囲んでください。また、**全ての質問**にご回答下さいますよう、ご協力をお願いいたします。

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そう思わない
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どちらでもない
ややそう思う
そう思う
非常にそう思う

1. 知覚努力量

- | | |
|---|---------------------------|
| 1-1. 試験の勉強に多くの時間を費やした。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 1-2. 試験の対策をぬかりなくやるには、勉強時間がもっと必要であった。(r) | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 1-3. 誰よりも試験の勉強を頑張った。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 1-4. 他のやりたいことをあきらめ、勉強に集中した。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 1-5. みんなの期待に添うように頑張った。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |

2. 治療必要量

- | | |
|--|---------------------------|
| 2-1. 不合格という悲しい結果となったこともあって、これまでの苦労に対して、ねぎらう必要があると思った。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 2-2. 労力をかけた上、不合格という悲しい結果となって、これまでの多くの心理的損失を補う必要があると思った。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 2-3. 不合格という悲しい結果となったこともあって、これまでの多くの努力が一層報われない思いがした。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 2-4. 努力の末に不合格という結果となって、これまで労力を費やしてきた自分に対して、癒しが必要であると思った。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 2-5. 努力の末に不合格という結果となったこともあって、労力を費やした自分の心が満たされなかった。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |

p. 6

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 あまりそう思わない
 どちらでもない
 ややそう思う
 そう思う
 非常にそう思う

3. 不合格の悲しみ

- | | |
|------------------------------|---------------------------|
| 3-1. 第一志望に不合格となった瞬間、憂鬱になった。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 3-2. 第一志望に不合格となった瞬間、苦しんだ。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 3-3. 第一志望に不合格となった瞬間、悲しみに沈んだ。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 3-4. 第一志望に不合格となった瞬間、がっかりした。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 3-5. 第一志望に不合格となった瞬間、失望した。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |

4. 慰めムード

- | | |
|--|---------------------------|
| 4-1. 第一志望に不合格となり気分が沈んで、心機一転したいと思った。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 4-2. 第一志望に不合格となり気分が沈んで、蓄積したストレスを発散したいと思った。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 4-3. 第一志望に不合格となり気分が沈んで、自分を励ましたいと思った。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 4-4. 第一志望に不合格となり気分が沈んで、喪失感を埋めたいと思った。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |
| 4-5. 第一志望に不合格となり気分が沈んで、自分を慰めてあげたいと思った。 | 1 — 2 — 3 — 4 — 5 — 6 — 7 |

p. 7

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全くそう思わない

そう思わない

あまりそう思わない

どちらでもない

ややそう思う

そう思う

非常にそう思う

5. セルフギフト購買

5-1. 自分自身にプレゼントをする可能性が高かった。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-2. 自分自身にプレゼントをすることに乗り気であった。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-3. 自分自身にプレゼントをしたいと思った。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-4. 自分自身にプレゼントをする見込みが高かった。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-5. 自分自身にプレゼントをすることを検討しようと思った。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-6. 自分自身へプレゼントをすることは、特別な瞬間であると思った。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-7.自分自身へプレゼントをすることは、私にとって特別な意味を含んでいると思った。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-8.自分自身へのプレゼントは、私が期待していたものと同じくらいであると思った。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-9.自分自身へのプレゼントは、私を満足させてくれると思った。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-10.自分自身へプレゼントをすることは、最もよい経験のうちの一つであると思った。	1	—	2	—	3	—	4	—	5	—	6	—	7
5-11.自分自身へのプレゼントには、お金を払う価値があると思った。	1	—	2	—	3	—	4	—	5	—	6	—	7

質問は以上となります。ご協力どうもありがとうございました!!!