

IMPACTS OF EFFORTS AND OUTCOMES ON SELF-GIFTING BEHAVIOR

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ABSTRACT

In recent years, self-gift behavior has been paid attention to by many researchers and practitioners. However, previous studies have problems and there is still room for further research. First, previous studies have introduced the concept of outcome as a key determinant based on the notion that self-gift consumers exchange outcome and self-gift. However, it can be seen that consumers exchange effort for self-gift through outcome: 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 another key determinant. However, they have modeled both outcomes in the same way: Both success and failure cause high levels of self-gift deservingness and emotions. Reward and therapeutic self-gift behavior may have different specific mechanisms. Third, 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 their statistical tests. Further research is needed for empirical validation. Thus, this study develops a comprehensive self-gifting intention model which includes the following notions: (1) exchange between effort and the outcomes plus self-gifts, (2) relationship between efforts and emotions caused by outcomes, and (3) the impacts of positive/negative moods. 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. In addition, necessity of recovery is reduced by happiness of success, whereas it is reinforced by sadness of failure. *Second*, the amount of effort positively affects happiness of success as well as sadness of failure. *Third*, happiness of success/sadness of failure positively affects positive/negative moods, which in turn positively affects self-gifting intention.

References available upon request.

