

Impacts of Efforts and Outcomes on **S**elf-gifting **B**ehavior



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Agenda

- 1. Introduction**
- 2. Hypotheses**
- 3. Methodology**
- 4. Results**
- 5. Discussion**

1. Introduction

1-1 What is 'Self-gift' ?

Self-gift is...



- **A gift to myself**
- Defined as personally **symbolic self-communication** through special indulgences that tend to be premeditated and highly context bound

(Mick and DeMoss, 1990b, p. 328)

⇒ There is an increasing interest in the self-gift market.

1-2 Keywords

1

Motivation of Self-gifts

2

Function of Self-gifts

3

Attributions

4

Mood

1

Motivation of Self-gifts

Two main motivations on Self-gifts

1. Reward for accomplishments (**Reward Self-gifts**)
2. Therapy for disappointments (**Therapeutic Self-gifts**)

(Mick and DeMoss, 1990a)

1-2 Keywords

2

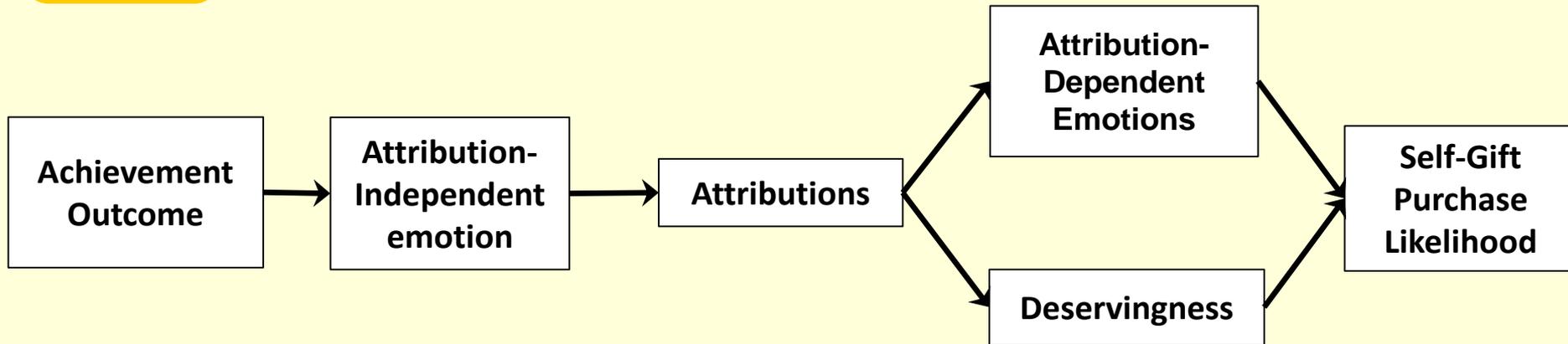
Function of Self-gifts

- Self-gifts have three essential functions :
Communication, Exchange, Specialness
- Self-gifting has an exchange function and are based on the reciprocal exchange of personal effort and achievement outcome for yourself.

(Mick and DeMoss, 1990b)

3

Attributions



(Mick&Faure, 1998)

- In an achievement situation, people make an attribution for the positive or negative outcomes to several factors such as personal efforts and ability.

(Weiner, 1986)

1-2 Keywords

4

Mood

- Attributions leading to achievements such as a success or a failure arouse certain kinds of affective mood, which is particularly likely to initiate mood-regulatory self-gift behaviors.
- Positive mood aroused by positive outcome results in self-gifting behavior to maintain positive mood.
- Negative mood aroused by negative outcome triggers self-gifting behavior to repair negative mood.

(Luomala and Laaksonen, 1997)

1-3 Research Questions

RQ1

Does the amount of effort influence self-gifting behavior?

- There has been no empirical research that considers the influence on the amount of efforts towards self-gifting intention.

RQ2

What is the difference of psychological process in case of success and failure?

- Previous studies have not considered and empirically tested the different influences reward self-gift and therapeutic self-gift have on the self-gifting intention.

1-3 Research Questions

RQ1

Does the amount of effort influence self-gifting behavior?

⇒ Introduce the model considering
“amount of effort”

RQ2

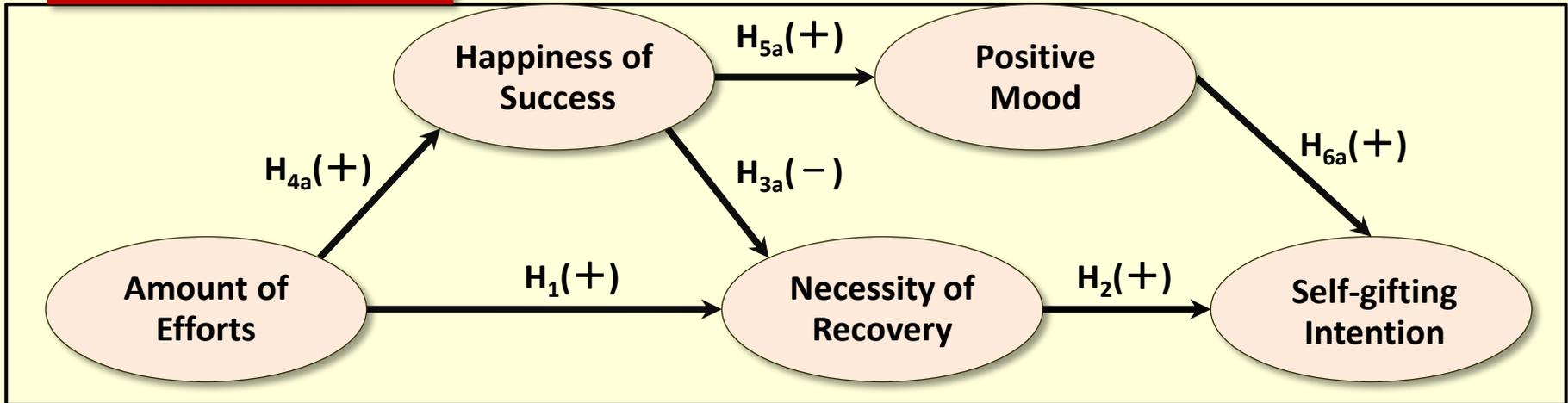
What is the difference of psychological process in case of success and failure?

⇒ Proposed two models in cases of
success and failure separately

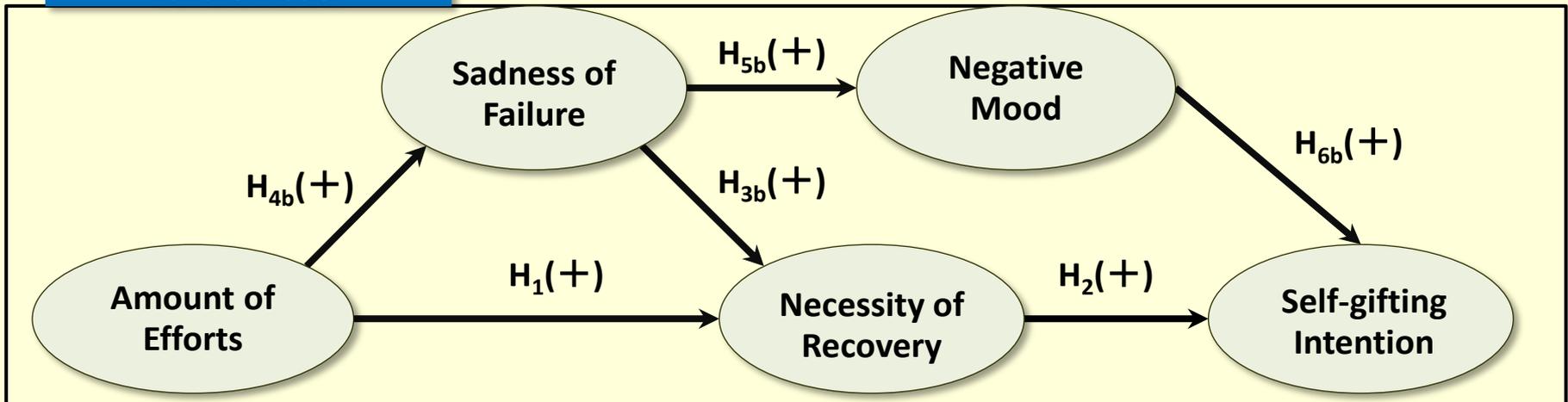
2. Hypotheses

2-1 Proposed Model

Success Model

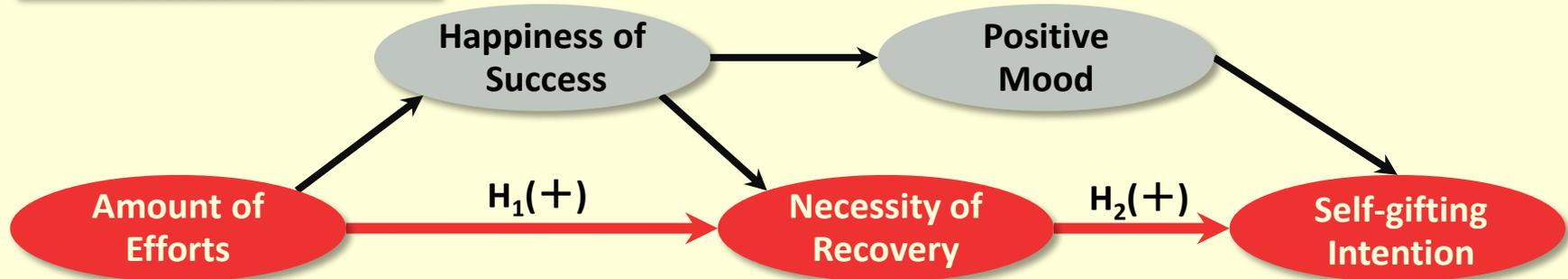


Failure Model

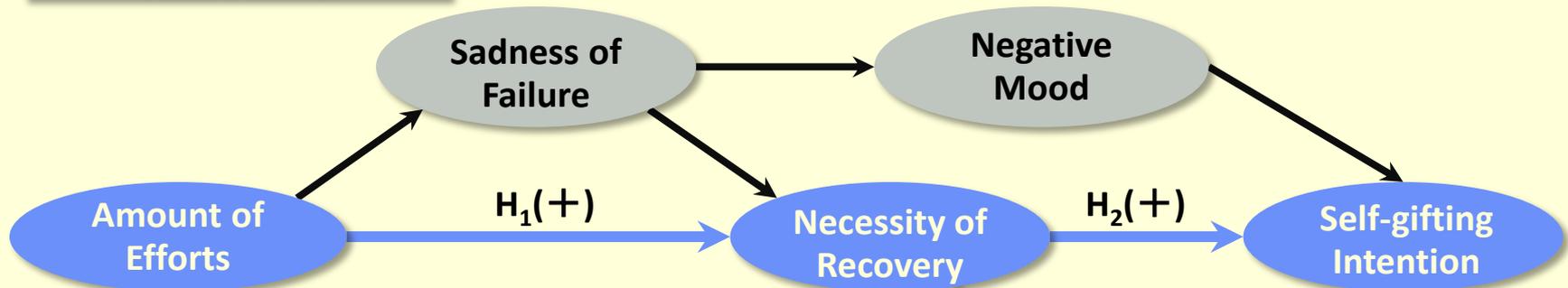


2-2 Hypotheses 1 and 2

Success Model



Failure Model



H1: Amount of Efforts has a positive effect on Necessity of Recovery.
H2: Necessity of Recovery has a positive effect on Self-gifting intention.

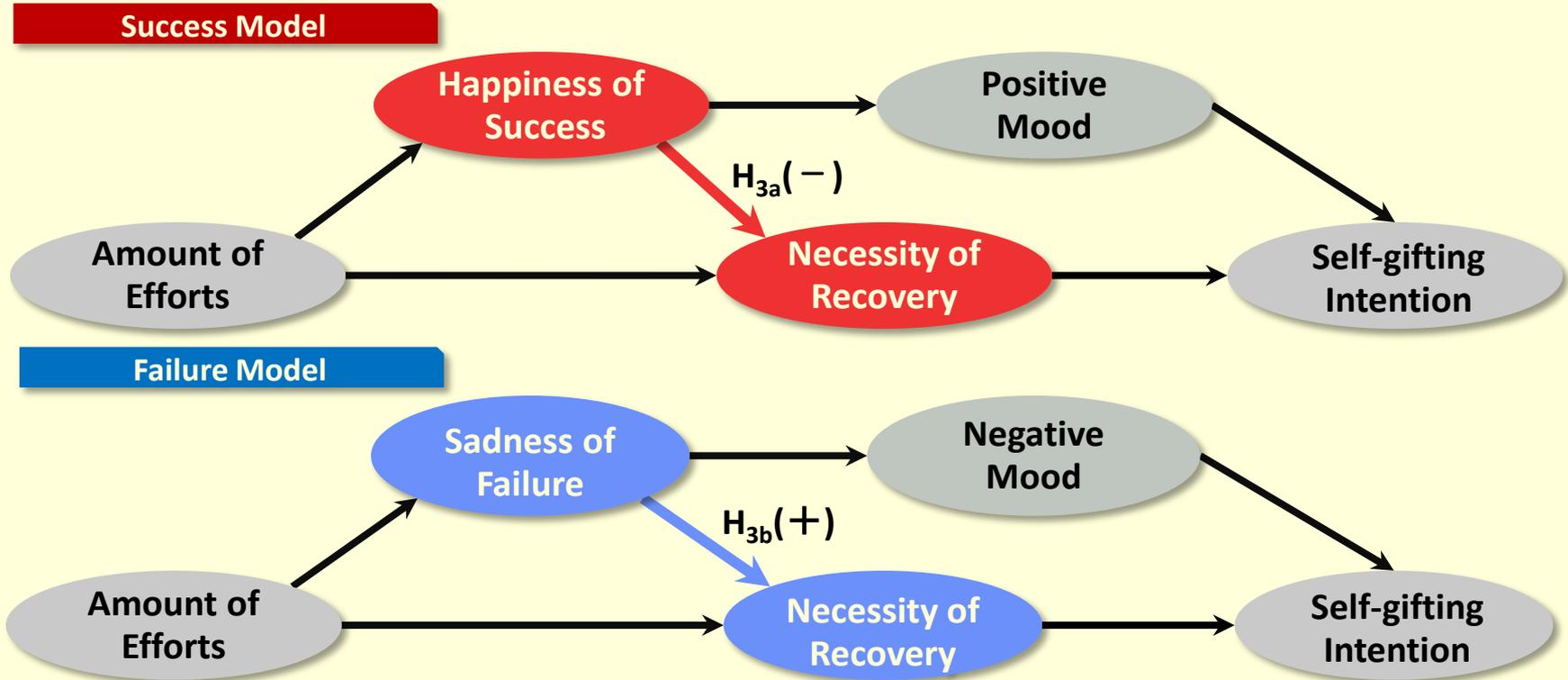
2-2 Hypotheses 1 and 2

- The level of outcome is equal to the level of input, which is suggested by theory of inequity. (Adams, 1963)
⇒ **Individuals purchase self-gifts in order to give benefits for oneself as a recovery.**
- Self-gift behavior is the exchange between an individual's input or effort and gifts to him/herself. (Mick and DeMoss, 1990b)
⇒ **Individuals purchase self-gifts in compensation for one's efforts.**

H1: Amount of Efforts has a positive effect on Necessity of Recovery.

H2: Necessity of Recovery has a positive effect on Self-gifting intention.

2-3 Hypothesis 3



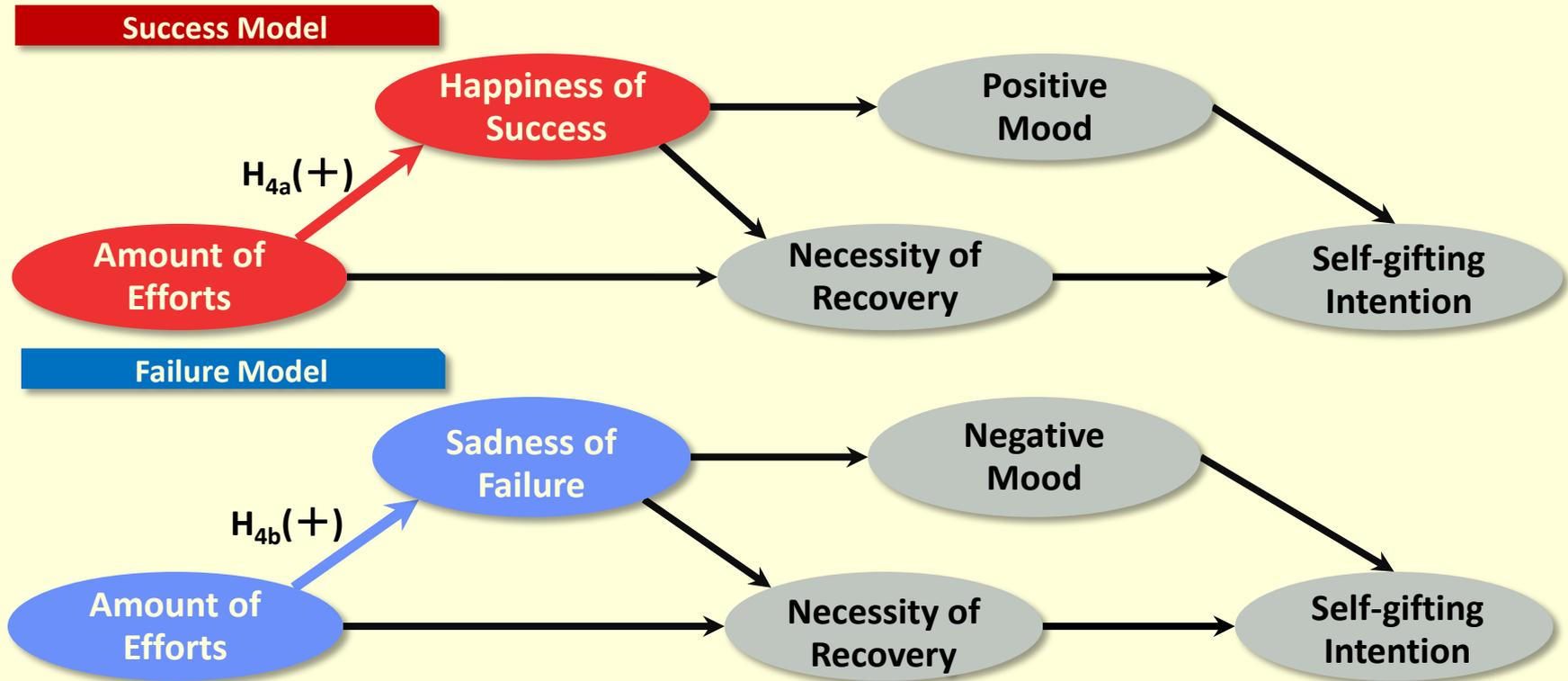
H3a: Happiness of Success has a negative effect on Necessity of Recovery.
H3b: Sadness of Failure has a positive effect on Necessity of Recovery.

2-3 Hypothesis 3

- After getting a positive outcome, individuals perceive success as a benefit in compensation for their efforts (Adams, 1963).
⇒ **The amount of recovery they perceive is attenuated by happiness of success.**
- After getting a negative outcome, individuals perceive failure as a loss of their efforts.
⇒ **The amount of recovery they perceive is enhanced by sadness of failure.**

H3a: Happiness of Success has a negative effect on Necessity of Recovery.
H3b: Sadness of Failure has a positive effect on Necessity of Recovery.

2-4 Hypothesis 4



H4a: Amount of Efforts has a positive effect on Happiness of Success.
H4b: Amount of Efforts has a positive effect on Sadness of Failure.

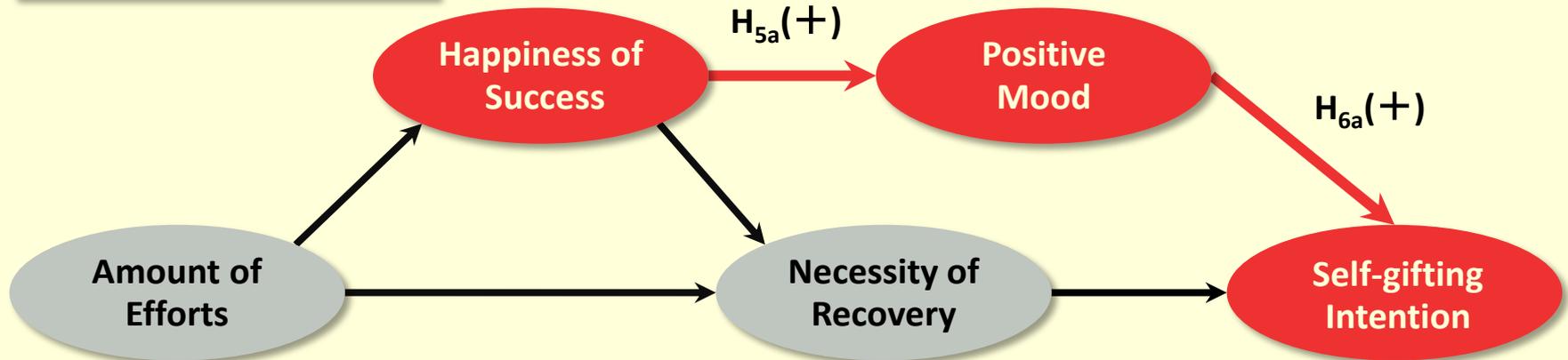
2-4 Hypothesis 4

- In case of positive outcome, individuals who made much effort are likely to feel greater happiness towards success more than those who have made little effort, even though they have ended up with the same outcome. (Weiner, 1986)
 - In case of negative outcome, individuals who made much effort feel deeper sadness more than those who made little effort.
- ⇒ **The amount of efforts positively affects to the extent of emotions aroused by outcomes.**

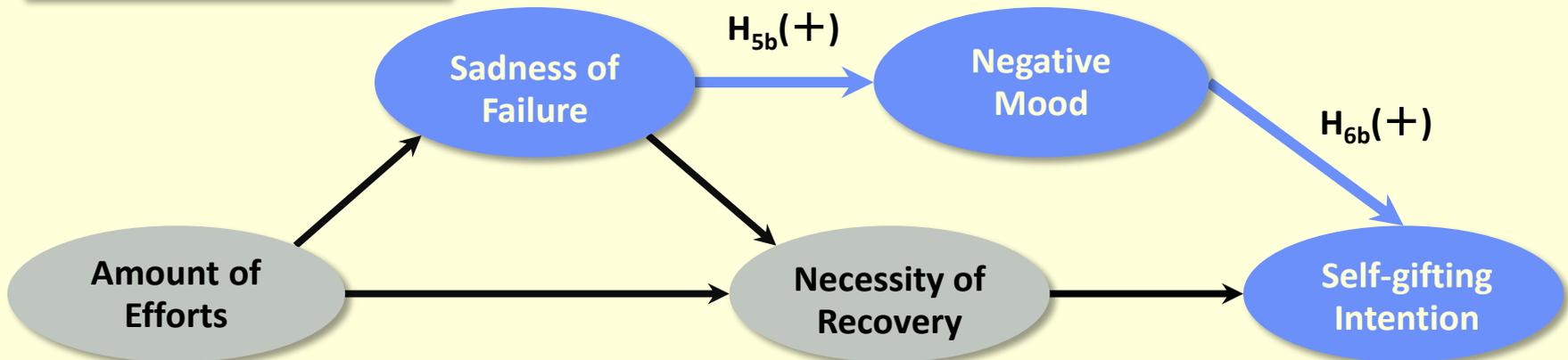
H4a: Amount of Efforts has a positive effect on Happiness of Success.
H4b: Amount of Efforts has a positive effect on Sadness of Failure.

2-5 Hypotheses 5 and 6

Success Model



Failure Model



2-5 Hypotheses 5 and 6

- Two direct motivations of self-gifts purchase intentions: **‘Reward’** for success and **‘Therapy’** for failure (Mick and DeMoss, 1990b).
- Positive mood aroused by positive outcome results in self-gifting behavior to maintain positive mood.
- Negative mood aroused by the negative outcome triggers self-gifting behavior to repair negative mood (Luomala and Laaksonen, 1999).

⇒ **Self-gifts as a reward to keep the positive mood for oneself.**

Self-gifts as a therapy for themselves to repair the negative mood.

H5a: Happiness of Success has a positive effect on Positive Mood.

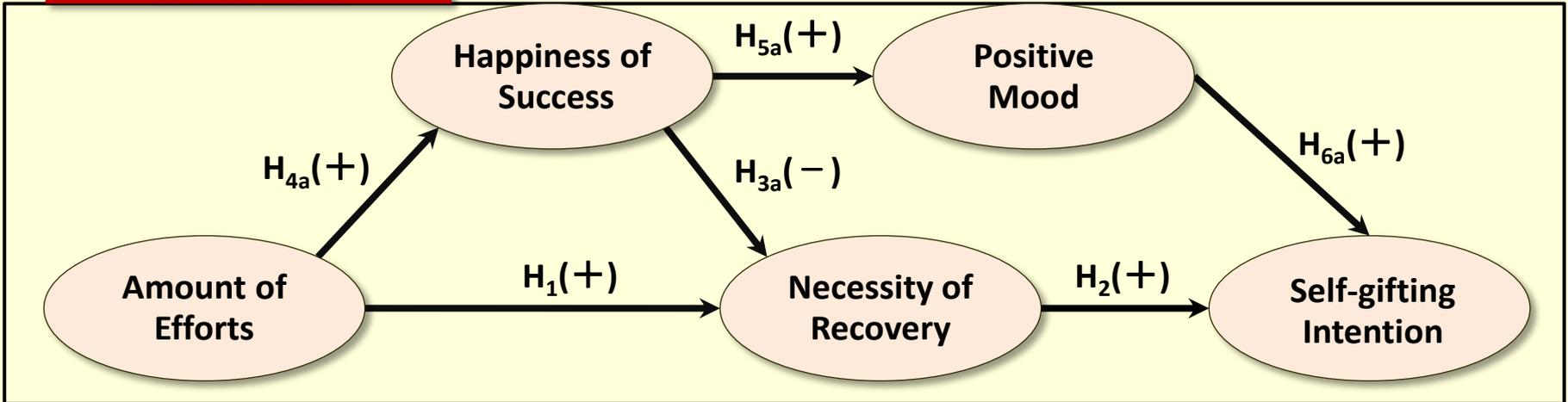
H6a: Positive Mood has a positive effect on Self-gifting intention.

H5b: Sadness of Failure has a positive effect on Negative Mood.

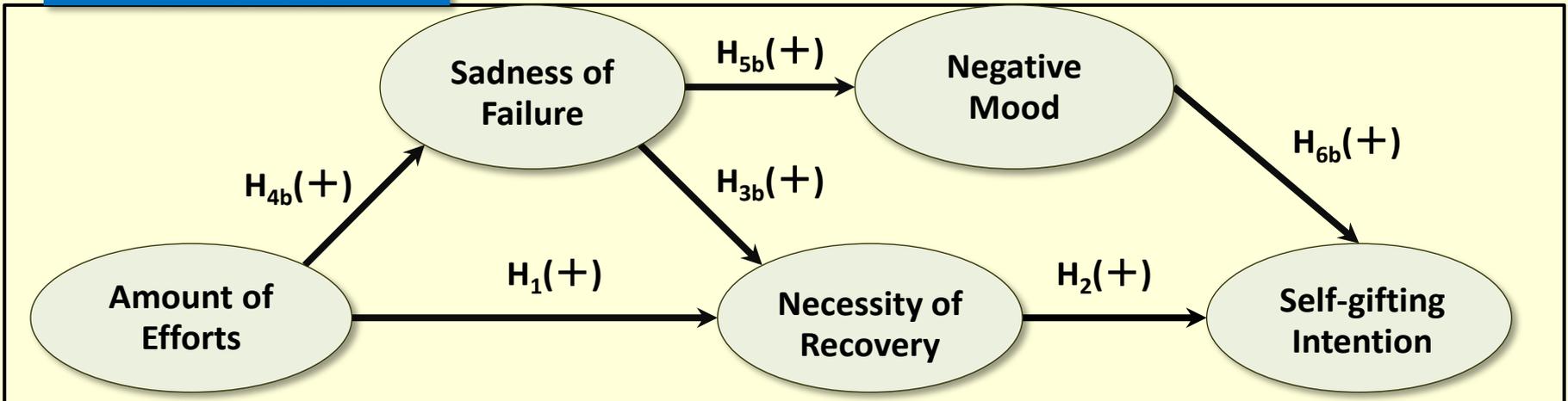
H6b: Negative Mood has a positive effect on Self-gifting intention.

2-6 Proposed Model

Success Model



Failure Model



3. Methodology

1. Introduction

2. Hypotheses

3. Methodology

4. Results

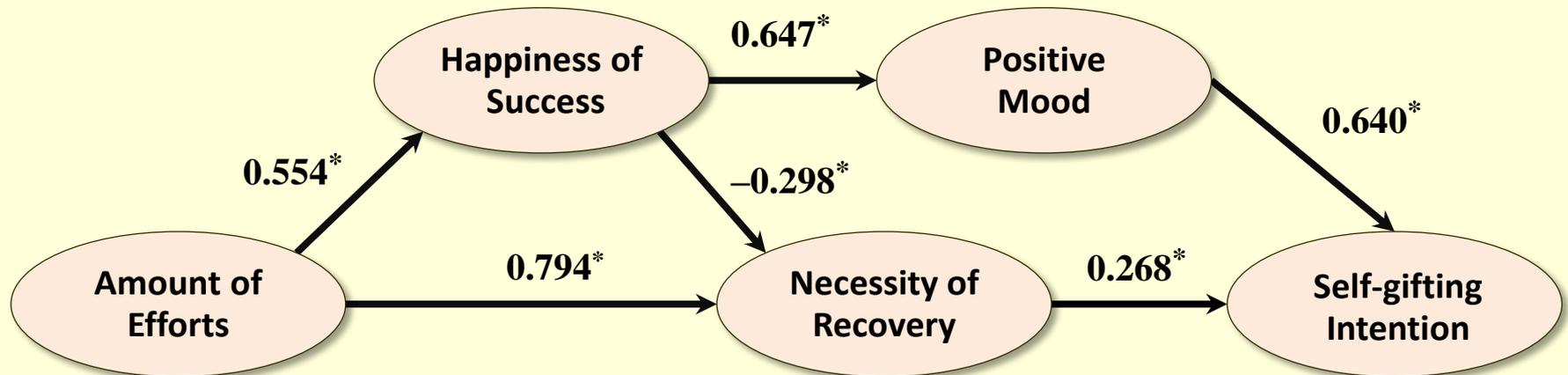
5. Discussion

- **Method of the analysis** : Structural Equation Modeling (SEM)
- **Respondents** : 380 University students in the Tokyo area
- **Survey Contents** :
Asked students to remember their results on their entrance exams when trying to enter their first choice university
- **Valid sample size** : 355 people (93%)
In the case of success - 184 answers
In the case of failure - 171 answers
- **Scale** : 7 point Likert scales
- **Multiple scales** : Cronbach's alpha, SCR, and AVE were within recommended range

4. Results

4-1 Results: Success Model

Success Model



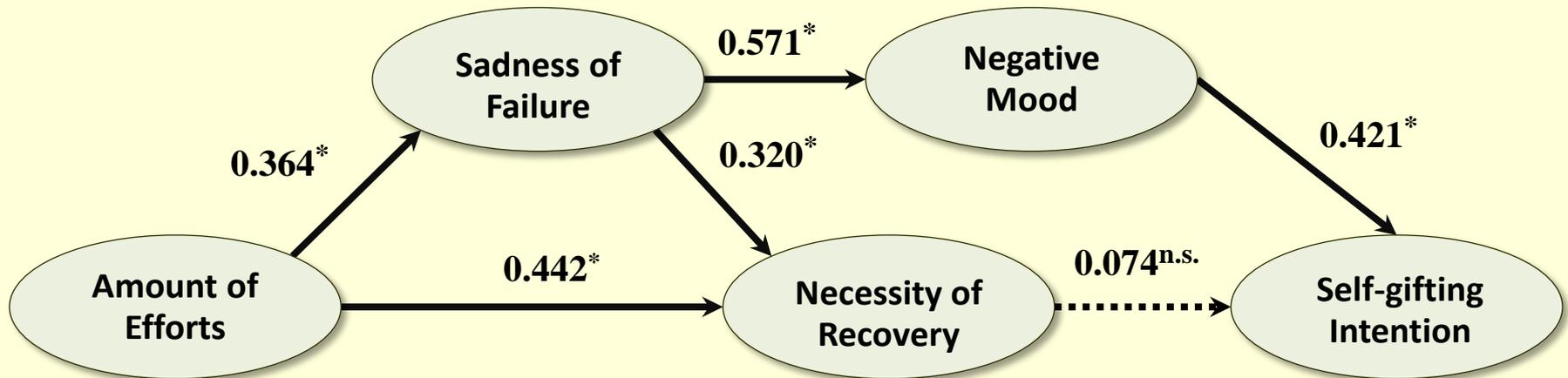
Notes: * is significant at 1% level.

$\chi^2_{(29)} = 64.56$, GFI = 0.94, AGFI = 0.88, RMSEA = 0.08, NFI = 0.95, AIC = 6.56, SBC = -86.36.

All hypotheses are supported.

4-2 Results: Failure Model

Failure Model



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.

All Hypotheses except Hypothesis 2 are supported.

4-3 Findings: Success Model

1

Motivation of Self-gifts

2

Function of Self-gifts

3

Attributions

4

Mood

4-3 Findings: Success Model

- The more efforts individuals make, the more willing they are to purchase self-gifts. (H1 and H2)
- Happiness of success attenuates self-gifting intention, while sadness of failure enhances it. (H2 and H3a)
- The more efforts individuals make, the stronger happiness of success is. (H4a)
- Happiness of success affectively causes self-gifting through enhancing positive mood. (H5a and H6a)
- Positive mood has a stronger positive effect on self-gifting intention more than necessity of recovery.

4-4 Findings: Failure Model

1

Motivation of Self-gifts

2

Function of Self-gifts

3

Attributions

4

Mood

4-4 Findings: Failure Model

- Amount of effort and sadness of failure have a positive effect on necessity of recovery (H1 and H3b).
- However, necessity of recovery has not influenced self-gifting intention (H2). This means individuals do not want to purchase self-gift, although they made a lot of efforts and felt sadness.
- The more efforts individuals make, the sadness of failure is deeper. (H4b)
- Sadness of failure affectively causes self-gifting through enhancing negative mood. (H5b and H6b)
- Only negative mood has a positive effect on self-gifting intention.

⇒ This means individuals impulsively want to purchase self-gift.

5. Discussion

1. Introduction

2. Hypotheses

3. Methodology

4. Results

5. Discussion

5-1 Discussion

This study implied that

1. Individuals purchase self-gifts in exchange for personal efforts in case of success, while they do not in case of failure.
2. The necessity of recovery is attenuated by happiness of success, whereas it is enhanced by sadness of failure.
3. The amount of effort has positive effects on both happiness of success and sadness of failure.
4. Happiness of success/sadness of failure positively affects positive/negative moods, which in turn has positive effects on self-gifting intention.

5-2 Theoretical Implications

- The results showed the different process of self-gifting in case of success and failure.

⇒ This paper is successful in modeling various effects of the amount of efforts and outcomes on self-gifting intention simultaneously.

Thank you
for your kind attention.

Appendix 1: Definition of Constructs

Constructs	Definition
Amount of Efforts	The extent of perceived efforts individuals make
Self-gifting Intention	Intention that individuals give gifts to themselves
Necessity of Recovery	The extent that individuals want something as a recovery
Happiness of Success	Happiness that individuals feel when he/she succeeded
Sadness of Failure	Sadness that individuals feel when he/she failed
Positive Mood	A state of emotion that individuals want to reward themselves
Negative Mood	A state of emotion that individuals want to comfort themselves

Appendix 2: Limitations

1. The age-group of subjects was limited to university students, because our questionnaire was made to recall their experiences of the entrance exam.
2. There might be biases in emotions or memories which subjects have, because the methodology was the recollection of their experiences by questionnaire.

Appendix 3: Scale Items—Success model—

Determinants	Scale Items	α	SCR	AVE
ξ_1 : Amount of Efforts	<p>X_1 : I have spent many hours studying for the exam.</p> <p>X_2 : To become more ready for the exam, I should have studied more.</p> <p>X_3 : Compared to any other people, I studied the hardest.</p> <p>X_4 : I gave up other things I wanted to do and concentrated on studying.</p> <p>X_5 : I studied to meet other people's expectation.</p>	0.83	0.84	0.57
η_1 : Necessity of Recovery	<p>X_6 : Although I have successfully gotten accepted, I still need some reward for my pain and effort.</p> <p>X_7 : Although I have successfully gotten accepted, there is a need to treat my emotional loss.</p> <p>X_8 : By being successfully getting accepted, I feel that my efforts have been rewarded.</p> <p>X_9 : Although I have successfully gotten accepted, I feel that there is a need to comfort myself from all the effort I used.</p> <p>X_{10} : Although I have successfully gotten accepted, I feel that my efforts are not rewarded from the result.</p>	0.83	0.84	0.57

Appendix 3: Scale Items—Success model—

Determinants	Scale Items	α	SCR	AVE
η_2 : Happiness of Success	<p>X_{11} : The moment I got accepted to my first choice university, I was happy.</p> <p>X_{12} : The moment I got accepted to my first choice university, I was delighted.</p> <p>X_{13} : The moment I got accepted to my first choice university, I was satisfied.</p> <p>X_{14} : The moment I got accepted to my first choice university, I was filled with hope and Esperance.</p> <p>X_{15} : The moment I got accepted to my first choice university, I was relieved.</p>	0.92	0.92	0.71
η_3 : Positive Mood	<p>X_{16} : When I got accepted to my first choice university, I wanted to celebrate.</p> <p>X_{17} : When I got accepted to my first choice university, I wanted to release all the stress I have built up.</p> <p>X_{18} : When I got accepted to my first choice university, I wanted to do something because I hyped up.</p> <p>X_{19} : When I got accepted to my first choice university, I wanted express my happiness.</p> <p>X_{20} : When I got accepted to my first choice university, I wanted to give myself a pat on the back.</p>	0.90	0.93	0.64

Determinants	Scale Items	α	SCR	AVE
η_4 : Self-gifting Intention	<p>X_{21} : There was a high chance that I would give myself a present.</p> <p>X_{22} : I was gladly to give myself a present.</p> <p>X_{23} : I wanted to give myself a present.</p> <p>X_{24} : There was a high possibility that I would give myself a present.</p> <p>X_{25} : I considered giving myself a present.</p>	0.97	0.93	0.81

Appendix 4: Scale Items—Failure model—

Determinants	Scale Items	α	SCR	AVE
ξ_1 : Amount of Efforts	<p>X_1 : I have spent many hours studying for the exam.</p> <p>X_2 : To become more ready for the exam, I should have studied more.</p> <p>X_3 : Compared to any other people, I studied the hardest.</p> <p>X_4 : I gave up other things I wanted to do and concentrated on studying.</p> <p>X_5 : I studied to meet other people's expectation.</p>	0.80	0.81	0.52
η_1 : Necessity of Recovery	<p>X_6 : Although I have successfully gotten accepted, I still need some reward for my pain and effort.</p> <p>X_7 : Although I have successfully gotten accepted, there is a need to treat my emotional loss.</p> <p>X_8 : By being successfully getting accepted, I feel that my efforts have been rewarded.</p> <p>X_9 : Although I have successfully gotten accepted, I feel that there is a need to comfort myself from all the effort I used.</p> <p>X_{10} : Although I have successfully gotten accepted, I feel that my efforts are not rewarded from the result.</p>	0.91	0.92	0.69

Appendix 4: Scale Items—Failure model—

Determinants	Scale Items	α	SCR	AVE
η_2 : Sadness of Failure	<p>X_{11} : The moment I did not get accepted to my first choice university I was melancholy.</p> <p>X_{12} : The moment I did not get accepted to my first choice university I suffered.</p> <p>X_{13} : The moment I did not get accepted to my first choice university I was torn from sadness.</p> <p>X_{14} : The moment I did not get accepted to my first choice university I was depressed.</p> <p>X_{15} : The moment I did not get accepted to my first choice university I was disappointed.</p>	0.94	0.94	0.76

Appendix 4: Scale Items—Failure model—

Determinants	Scale Items	α	SCR	AVE
η_3 : Negative Mood	<p>X_{16} : When I did not get accepted to my first choice university I wanted to make a clean start.</p> <p>X_{17} : When I did not get accepted to my first choice university I wanted to release all my stress I have built up.</p> <p>X_{18} : When I did not get accepted to my first choice university I wanted to cheer myself up.</p> <p>X_{19} : When I did not get accepted to my first choice university I wanted to fill up the feel of loss.</p> <p>X_{20} : When I did not get accepted to my first choice university I wanted to comfort myself.</p>	0.91	0.90	0.64
η_4 : Self-gifting Intention	<p>X_{21} : There was a high chance that I would give myself a present.</p> <p>X_{22} : I was gladly to give myself a present.</p> <p>X_{23} : I wanted to give myself a present.</p> <p>X_{24} : There was a high possibility that I would give myself a present.</p> <p>X_{25} : I considered giving myself a present.</p>	0.96	0.94	0.75

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