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THE ROLE OF EMOTIONAL SATISFACTION IN GIFT GIVING BEHAVIOR: A QUALITATIVE RESEARCH¹

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Abstract

Gift giving is an important ritual in all societies. Although the gift-giving behavior is not a traditional marketing exchange, the gift-giving phenomenon can be defined as the presentation of all kinds of goods, services and experiences that the parties give to the other party on a voluntary basis and sincerely as an indicator of love or to help achieve other goals. The gift-giving behavior, which is so important in social life, has important implications for the marketing profession. The gift-giving behavior that attracts the attention of scientists from many different disciplines continues to be an attractive area of interest for marketing researchers as it is one of the main activities of consumer behavior in today's society. The aim of this study is to determine the factors affecting emotional satisfaction in gift giving behavior. For this purpose, a conceptual framework has been established regarding gift giving behavior through a field study conducted in the form of in-depth interviews following the literature review. An in-depth interview has been conducted on 50 participants residing in the Edirne province selected via a purposeful/judgemental sampling method for determining the factors affecting emotional satisfaction in the gift-giving behavior. The data obtained as a result of the interviews were subjected to content analysis using the MAXQDA-18 qualitative analysis program. According to findings, factors affecting emotional satisfaction in gift giving behavior are gift factor, gift-giving factor, emotional factor and social factors. Also a new model regarding emotional satisfaction in gift-giving was introduced through a code-subcode hierarchical model approach. Sub-themes related to the gift factor are relationship type, purchasing channel, gift type, gift context and frequency of gifts, while sub-themes of the gift factor are the motives of the gift giver, the reactions of the recipient, the suitability of the gift, the continuation of the gift giving behavior, thinking of the recipient's preference, the continuation of the relationship, the value of the gift, the size of the surprise, the acquisition, the characteristics of the gift giver, the gift giver's expectations and preparation. While the sub-themes of the emotional factor were named as the emotions and perceived emotions of the gift giver, the sub-themes of the social factor were named as social approval and advice.

Key Words: Gift Giving, Emotion, Emotional Satisfaction.

HEDİYE VERMEDE DUYGUSAL TATMİNİN ROLÜ: NİTEL BİR ARAŞTIRMA

Öz

Hediyeleşme tüm toplumlarda önemli bir ritüeldir. Her ne kadar hediye verme davranışı geleneksel pazarlama mübadelesi olmasa da hediye verme olgusu tarafların gönüllülük esasına göre ve içtenlikle sevgi göstergesi olarak veya başka amaçların gerçekleştirilmesine yardımcı olması amacıyla karşı tarafa verdiği her türlü mal, hizmet ve deneyimlerin sunulması şeklinde tanımlanabilir. Toplumsal yaşamda bu derece önemli olan hediye verme davranışının pazarlama açısından önemli çıkarımları bulunmaktadır. Birçok farklı disiplinden bilim insanının ilgisini çeken hediye verme davranışının, günümüzde tüketici davranışının yaygın bir şekli olması sebebiyle pazarlama araştırmacıları açısından da dikkat çeken bir konu olmaya devam etmektedir. Bu çalışmanın amacı hediye verme davranışında duygusal tatmini etkileyen faktörlerin belirlenmesidir. Bu amaçla, literatür taramasını takiben derinlemesine mülakatlar

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şeklinde yapılan bir saha çalışması üzerinden hediye verme davranışıyla ilgili olarak bir kavramsal çerçeve oluşturulmuştur. Hediye verme davranışında duygusal tatmini etkileyen faktörlerin belirlenmesine yönelik olarak Edirne ilinde ikamet etmekte olan ve amaçlı/kasti örnekleme metoduyla belirlenen 50 katılımcı üzerinde derinlemesine mülakatlar yürütülmüştür. Mülakatlar neticesinde elde edilen veriler MAXQDA-18 nitel analiz programı kullanılarak içerik analizine tabi tutulmuştur. Bulgulara göre, hediye verme davranışında duygusal tatmini etkileyen faktörler hediye faktörü, hediyeleşme faktörü, duygu faktörü ve sosyal faktör temaları olarak adlandırılmış olup, duygusal tatmine ilişkin bir kod-alt kod hiyerarşik modeli ortaya konulmaya çalışılmıştır. Hediye faktörüne ilişkin alt temalar ilişki türü, satın alma kanalı, hediye türü, hediye bağlamı ve hediye sıklığı olurken, hediyeleşme faktörüne ait alt temalar vericinin güdüleri, alıcının tepkileri, hediye uygunluğu, hediye verme davranışının devamı, alıcının tercihini düşünme, ilişkinin devamı, hediye değeri, sürpriz boyutu, bilgi edinme, vericinin özellikleri, vericinin beklentileri ve hazırlık olmuştur. Duygu faktörüne ait alt temalar vericinin duyguları ve algılanan duyguları şeklinde adlandırılırken, sosyal faktöre ait alt temalar ise sosyal onay ve tavsiye olarak isimlendirilmiştir.

Anahtar Kelimeler: Hediye Verme, Duygular, Duygusal Tatmin

1. Introduction

Gift giving is an important ritual in all societies. Although the gift-giving behavior is not a traditional marketing exchange, the gift-giving phenomenon can be defined as the presentation of all kinds of goods, services and experiences that the parties give to the other party on a voluntary basis and sincerely as an indicator of love or to help achieve other goals. The gift-giving behavior, which is so important in social life, has important implications for the marketing profession. The gift-giving behavior that attracts the attention of scientists from many different disciplines continues to be an attractive area of interest for marketing researchers as it is one of the main activities of consumer behavior in today's society.

Gift-giving behavior, a phenomenon that has taken place in the cultural, economic and social structure of many societies from past to present, is widely studied by social sciences researchers such as anthropology (Mauss, 1950), sociology (Gouldner 1960), economics (Belshaw, 1965), psychology (Schwartz, 1967) and consumer research (Banks, 1979). One of the most important reason for researching gift-giving behavior by different research disciplines is that the phenomenon, is a universal and social phenomenon that extends from primitive societies to modern societies (Mauss, 1950). The value and importance of the gift for both the gift-giver and recipient makes gift giving behavior an important field of study.

The fact that gift-giving behavior is essentially a consumption activity makes the gift phenomenon to be within the scope of marketing as well. While the gift-giving behavior, which was examined within the consumer behavior especially as of the 1970s, was restricted to subjects such as the gift-giving party's perspective, material gift-oriented and gift-giving process in the first studies. However, today it is addressed in a multidimensional way using symbolic, cultural, mental approaches and various theories.

In this study, it is aimed to examine the gift giving behavior and the factors affecting emotional satisfaction in gift giving behavior. For this purpose, first of all, a literature review was made and a conceptual framework was created regarding gift giving behavior. In this study, "How are emotional factors formed in gift giving behavior by the gift giver?" The main research question and sub-research questions that form the basis of the study are answered.

2. Literature Review

The concept of gift, which is defined as "goods and services offered to a person or group voluntarily through rituals and ceremonies" is expressed as "something given to please and make someone happy" (Belk and Coon, 1993: 394; TDK, 2020).

In another definition, it is defined as the economic and social change of some goods or services voluntarily and under social relations governed by the relationships existing between the recipient and the donor (Garner and Wagner, 1991: 368). Gift concept is also emphasized that there is a benefit provided by the person who gives the gift to the person who accepts the gift (Sherry, 1983: 159).

Mauss (1950) states in his study that there is a self-sustaining reciprocity that takes place in three stages as “gift giving, receiving gifts and reciprocating gifts” in his study. Sherry (1983) states in his study that gift-giving behavior occurs in three stages: gestation, presentation and reformulation. While the gestation stage focuses on the gift giving party's decision-making process regarding the gift, the presentation stage refers to the stage in which the gift giving party interacts with the receiving party, in other words, the gift presentation takes place. In the final reformulation phase, the parties re-examine their post-gift relations.

In gift-giving behavior that has various functions such as social and economic exchange. Communication function emphasized that a message transmission occurring between two parties, while a benefit is presented between the parties in economic exchange and symbolic worth according to the social exchange. (Belk and Coon, 1993).

Regarding gift-giving behavior, factors affecting the gift-giving decision also have an importance in gift literature. These factors are presented mainly as psychological, social, socio-economic and socio-demographic factors (Schwartz, 1967; Caplow, 1982; Beatty, Kahle and Homer, 1991; Garner and Wagner, 1991).

One factor affecting gift-giving behavior is emotions. Many studies on gift-giving behavior emphasize the importance of emotions in gift-giving behavior. (Ruth, Otnes and Brunel, 1999). Emotion is a relatively new topic in consumer behavior, but has recently played an important role in understanding consumer experience. As gift-giving provides a medium for the communication of emotions between giver and recipient, emotions are extremely important factor for both parties.

Ekman (1994) identified six major emotions: happiness, sadness, fear, disgust, anger, and surprise. Ruth et al. (1999) mentions ten emotions related to gift-giving behavior: love, happiness, gratitude, reward, fear, anger, sadness, guilt, anxiety and distress.

Emotions have various effects on individuals' behavior. While positive emotions enable individuals to continue with their decisions, negative emotions cause negative decisions such as leaving. (Bagozzi, Gopinath and Nyer, 1999). In addition to emotions another concept “satisfaction” is an important research area. Satisfaction is a consumer-based and process-based concept that can be considered as the sum of benefits and releases (Roest and Pieters, 1997). According to some researchers, it was stated as a key factor in gift-giving behavior (Sherry, 1983).

The emotional satisfaction can be expressed as giving what the emotions need and reaching emotional satisfaction. There is no consensus in studies that satisfaction itself is entirely an emotional element or has a cognitive structure that has an emotional element (Bagozzi et al., 1999). However, in recent studies, it is stated that consumer satisfaction should definitely be an element of emotional satisfaction (Cronin, Brady and Hult, 2000).

3. Research Methodology

In this study, in order to determine the factors affecting emotional satisfaction of gift-giver in gift-giving behavior, a qualitative research approach was adopted. For this purpose, data was obtained through observation, focus group and in-depth interview technique, and a conceptual model proposal was presented at the end of the study.

Qualitative research includes approaches such as ethnographic research, grounded theory, phenomenological research, action research, story analysis and case study. The grounded theory approach that is one of the qualitative research methods, was adopted in this study. According to grounded theory method, there is a close relationship between data-collection, analysis, and theory put forward. In a grounded theory research, it is necessary to determine the problem that will be the subject of the research. (Güler, Halıcıoğlu and Taşgın, 2013: 201-206). In accordance with this purpose, initially, a literature review was made based on previous studies about gift-giving behavior, then a field study was conducted with the qualitative research approach to determine the factors affecting emotional satisfaction.

It is possible to state that the non-probabilistic sampling method is preferred more in qualitative research. In this study, one of the non-probabilistic sampling methods, "purposeful sampling" method was used. If the selection of a sample depends on the researcher's own knowledge of the universe and the purpose of the study, this type of sampling is expressed as purposeful sampling (Maxfield and Babbie, 1998).

In-depth interviews ranging from 30 minutes to 1 hour between April and May 2019, with a total of 50 participants of different ages, professions and marital status residing in the province of Edirne, were recorded using a voice recorder, and the recordings obtained afterwards were made into written texts using a dictation program has been bought. The obtained data were analyzed by applying the MAXQDA-18 Qualitative Analysis Program and various findings were obtained as the result of analysis.

4. Evaluation of Analysis and Findings

In this section, first of all, demographic data regarding the participants in the research are included. Then, the themes and codes obtained in the research are stated. Finally the findings of qualitative analysis are included in detail.

4.1. Demographics

The demographic data of the total 50 participants of the study are given in the table below (Table-1):

Table 1
Demographics of Participants

		N	%		N	%	
Gender	Female	25	50,0%	Marital Status	Married	25	50,0%
	Male	25	50,0%		Single	25	50,0%
Age	≤ 24	9	18,0%	Monthly Income	≤1000 TL	0	0,0%
	25-34	18	36,0%		1001-2000 TL	1	2,0%
	34-44	6	12,0%		2001-3000 TL	6	12,0%
	45-54	10	20,0%		3001-4000 TL	22	44,0%
	55-64	5	10,0%		4001-5000 TL	12	24,0%
	≥ 65	2	4,0%		> 5000 TL	9	18,0%
Occupation	Employee	8	16,0%	Education	Primary	5	10,0%
	Officer	10	20,0%		Secondary	7	14,0%
	Retired	4	8,0%		Vocational School	15	30,0%
	Artisan	2	4,0%		University	15	30,0%
	Student	8	16,0%		Masters and above	8	16,0%
	Housewife	3	6,0%				
	Other	15	30,0%				

In this study, semi-structured interview technique was preferred among the data collection methods used in in-depth interviews. In this way, it was aimed to reach a wide data set without exceeding the objectives of the interview. After the preparation of the interview questions, a pre-interview test was conducted with five people. According to the results of pre-interview tests, the interview questions were finalized and face-to-face interviews were conducted. After the recorded data were encoded, code tags were created. The themes and codes obtained in the research are as follows:

Table 2
Themes and Code List

Themes	Codes
Gift	Gift type Gift context Nature of the relationship Purchase channel Gift-giving frequency
Gift Exchange	Gift-giver motives Consideration of recipient's preference Information search Surprise extent Value, importance and prestige of gift Relevance of gift Preparation of gift Recipient reaction Characteristics of gift-giver Expectations of gift-giver Continuation of post-gift relationship Continuation of gift-giving behavior after gift exchange
Emotion	Emotions of gift-giver Perceived emotions
Social	Pay attention to advice Social approval

At this stage, paying attention to the fact that codes and themes are related to each other, emotional satisfaction and gift-giving behavior, a total of 5 academicians were consulted, two of them at the level of Professor and one of them at the associate professor level. After the necessary arrangements and changes were made regarding the coding and themes, the necessary codings were made on the deciphered interview texts.

In qualitative research, the principle of credibility comes to the fore in order to increase objectivity. Credibility means the accuracy and validity of the data collected (Güler et al., 2013: 336). In order to increase the credibility and reliability of the qualitative data of the study, all of the participants were confirmed with the interview text. At the same time, in order to provide validity in the research, descriptions are used extensively. In addition, the information given about the theme was given in detail.

According to qualitative analysis by MAXQDA-18 program, the hierarchical code-sub-code model of the sub-themes obtained is given in Figure-1.

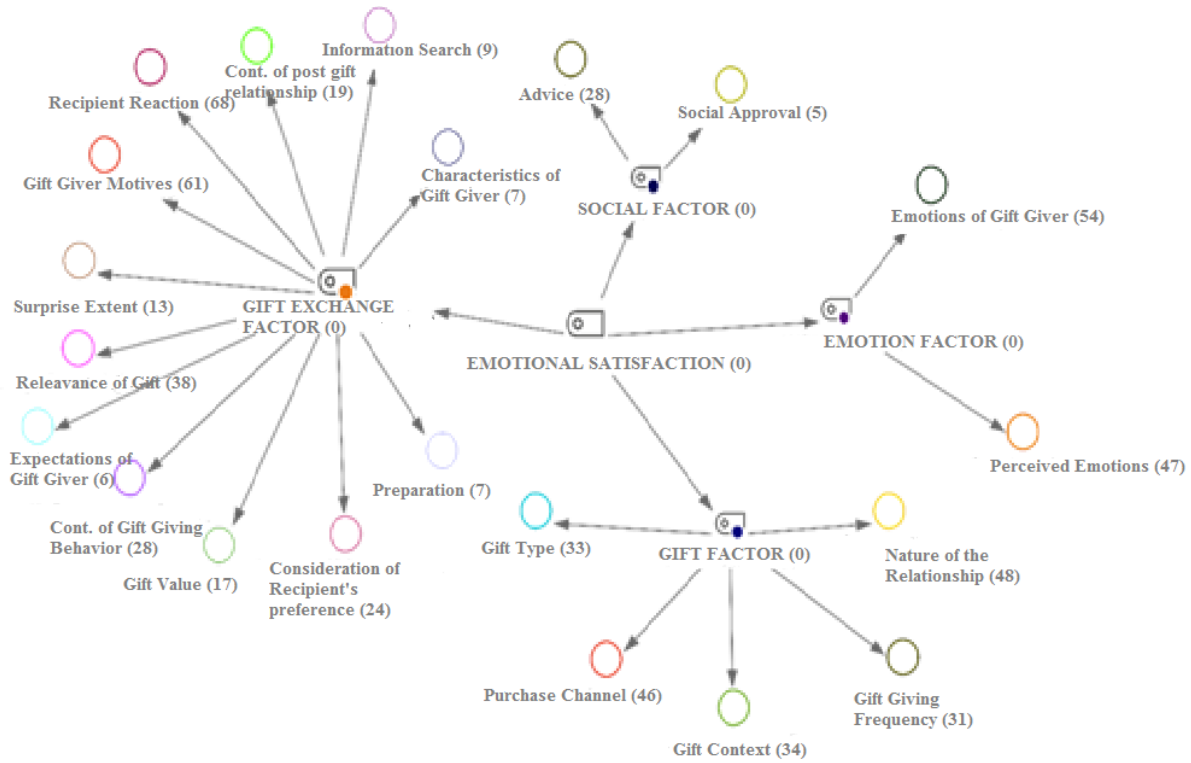


Figure 1. Hierarchical Code-Sub-Code Model for Emotional Satisfaction

4.2. Sub-Themes Related to Gift Factor

The qualitative analysis results of the gift factor, which is one of the factors affecting emotional satisfaction, showed that the subthemes of nature of relationship, purchasing channel, gift type, gift context and gift frequency were observed, respectively. It is seen that the participants mostly used expressions related to the subthemes of nature of relationship (n = 44) and purchasing channel (n = 43). Then, the subthemes of gift type (n = 31), gift context (n = 31) and gift frequency (n = 30) were observed, respectively. There is distribution of sub-themes related to gift factor below:



Figure 2. Distribution of Sub-themes Related to Gift Factor

The nature of relationship indicates the relationship of the individual with the person he/she interacts with the gift-giving process. For example, it refers to the network of relationships that a person has with individuals such as mother, father, spouse, children, and friends. When the participants were asked about with whom they gave more gifts, it was observed that their parents, spouses and children came to the fore.

The purchasing channel was found to be one of the sub-themes frequently expressed by the participants in this study. The purchasing channel states how and where the individual received or purchased the gift. The statement of one of the participants about the purchasing channel is as follows:

“I usually buy it from stores. It happened when I bought it from the internet. For example, I bought a vacuum cleaner with wireless charging which is my mom needed from the internet, but I prefer to buy it mostly more from stores. If we have made a joint decision, I will ask my relatives what they need and buy it from there if it is more convenient on the internet.” (Participant 5).

The gift type refers to a concept that reflects which type of gifts the participants prefer more. These preferences reflect emotions and emotional satisfaction of the individuals. The qualitative analysis results showed that gift selection is a concept that reflects the emotional satisfaction of individuals.

The gift context creates an environment for the parties to convey their feelings to each other in the gift exchange. Gifts in various occasions such as mother's day, father's day, graduation gift, marriage proposal, wedding anniversary, wedding gift cause many positive and negative emotions between the parties. These emotional transitions affect emotional satisfaction in terms of creating a value balance between the parties.

Finally, the gift-giving frequency is a concept that indicates how often the donor demonstrates the gift-giving behavior. While a significant majority of the participants associated the frequency of giving gifts to special days, some others stated that they give gifts frequently outside of these days.

4.3. Sub-Themes Related to Gift Exchange Factor

The gift exchange factor has components such as the gift-giver's motives, consideration of the recipient's preference, information search, gift value, relevance of the gift, preparation, surprise, recipient's reactions, expectations of gift-giver, the characteristics of gift giver, the continuation of the gift giver-receiver relationship, and the continuation of the gift-giving behavior. The gift exchange factor is based on stages such as preparation, presentation and evaluation in the gift giving process.

The qualitative analysis results related to the gift exchange factor showed that the subthemes of the gift giver's motives, the recipient's reactions, the relevance of the gift, the continuation of the gift-giving behavior, the consideration of the recipient's preference, the continuation of the relationship, the surprise extent, the giver's characteristics and expectations of gift-giver were observed, respectively.

It is observed that the participants mostly used expressions related to the subthemes of the gift giver's motives (n = 42) and the recipient's reactions (n = 40). The least expressed sub-themes were expectations of gift-giver (GG) (n = 6) and preparation (n = 6). Then, the relevance of the gift (n = 27), the continuation of the gift-giving behavior (n = 22), the recipient's preference (n = 20), the continuation of the relationship (n = 16), gift value (n = 16), surprise extent (n = 12), information search (n = 8) and characteristics of gift-giver (n = 7) were observed. There is distribution of sub-themes related to gift exchange factor in Figure-3 below:

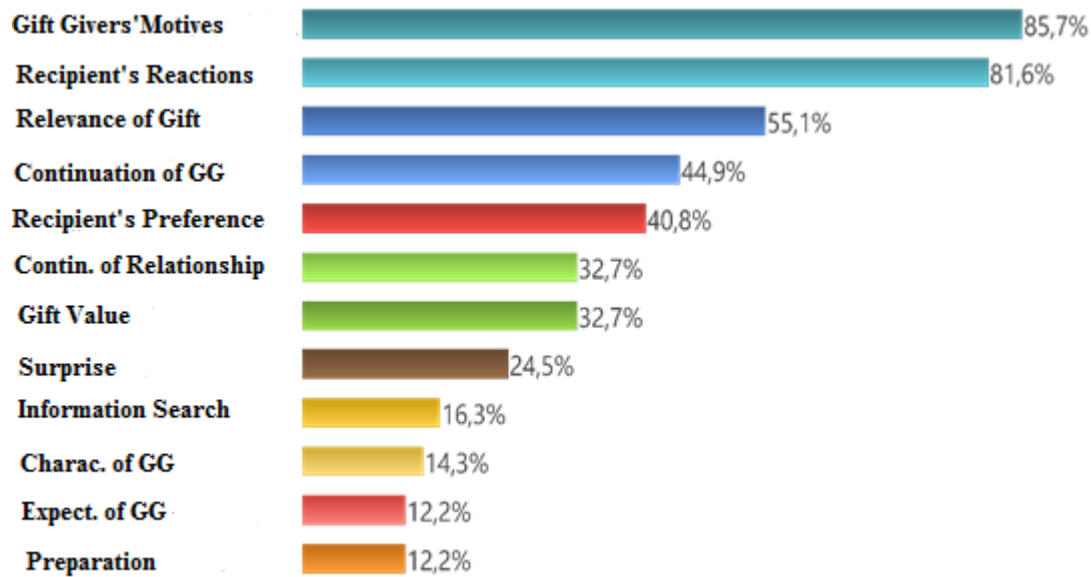


Figure 3. Distribution of Sub-themes Related to Gift Exchange Factor

One of the factors affecting emotional satisfaction in gift giving behavior is motives. Motives guide researchers about the reasons for giving gifts. In this study, the motives of the gift giver were observed among the factors affecting emotional satisfaction in gift giving behavior. One participant used the following statements regarding the gift-giving motive:

“Why are you more happy when giving gifts? First of all, I think there is a factor of passivity between giving and receiving. But the main thing that makes giving gifts attractive for me is to share firstly, secondly is to think that the gift you give will work for that person and that person will benefit from it. I think this is the main factor that makes him happy” to be happy to behave that makes him happy” (Participant 48)

Recipient's reactions is a concept related to the behavior and actions of the gift receiver. The party receiving the gift establishes a symbolic communication with their reactions when receiving the gift. Recipient shows various reactions such as facial expressions, body language, verbal expression and physical contact after presentation of gift. The reactions of the gift recipient cause gift-giver to experience positive and negative emotions and affect emotional satisfaction. It was stated by the participants that receiving physical responses such as hugging and kissing the gift-giver after a gift provided emotional satisfaction.

Another important sub-theme obtained after the qualitative analysis is the relevance of the gift. This concept is about whether the items given in gift giving behavior are suitable as gifts. The qualitative analysis results revealed that factors such as gender, age and recipient needs are taken into account in gift giving. For example, some participants stated that they consider the needs of other person while buying gifts, while others stated that they prefer things that will make them happy in addition to the needs of the recipient.

The continuation of the gift-giving behavior, in other words, “the decision of the gift-giving party to continue to give a gift after a given gift” is included in the gift exchange factor as another factor that affects emotional satisfaction, as the previous gift will direct their feelings positively or negatively in the next possible gift-giving behavior.

The concept of consideration of recipient's preference refers to the gift-giver's decision to gift by considering the preferences of the gift-receiving party. The preference rule demonstrates the gift giver's ability to predict the recipient's preferences. The qualitative analysis results conducted within the scope of this study showed that the participants who made statements regarding this sub-theme prioritized the emotions that the recipient would experience while receiving the gift.

The continuation of the relationship, in other words, "the change in the giver-recipient relationship with the giving of a certain gift" affects the feelings of the gift giver and thus the emotional satisfaction. According to the findings of the analysis, it is possible to state that if the gift giving party continues the relationship after giving a certain gift, this situation affects the gift choices in the next gift giving and affects their emotional satisfaction.

The concept of value is defined as the measurement tool used to determine the importance and prestige of the gift. The value of the gift affects the passage of emotions between the parties and therefore emotional satisfaction. According to the qualitative analysis results made in this study, a significant majority of the participants stated that the gift should have a spiritual value beyond its material value.

The surprise extent means when the preferences of the gift giver are kept confidential about the preferences of the gift recipient, in other words, when the preference is estimated, a surprise is realized for the gift recipient. Participants who stated that they gave a gift by surprise in the study stated that they received more positive feedback from this situation.

Information search refers to the method of obtaining information about the wishes and preferences of the gift recipient. The fact that the gift giver has information about the recipient affects the choice of the gift and therefore transition of emotion and emotional satisfaction between the parties. One participant expressed the issue of obtaining information as "*I look where I buy it, I read the comments.*" (Participant 4).

The characteristics of the gift-giver means the personality of the gift-giver, the socio-economic and demographic characteristics and the sub-culture and cultural structure in which the gift is located affect factors such as gift selection, gift context, gift value. It is possible to say that the characteristics of gift giver are among the factors affecting emotional satisfaction, since these factors cause emotional transitions in gift-giving.

One of the factors affecting emotional satisfaction is the gift-giver's expectations. It refer to the expectation of the gift-giver as to how the recipient will respond to the gift. The expectations of the gift-giver affect the positive and negative emotions that the recipient will develop in response to their reactions and are included in the study as another factor that determines their emotional satisfaction. One participant said, "... *I didn't know when I was buying a gift for my son. He said you never knew me, mother, it was very difficult for me.*" (Participant 20).

The last sub-theme related to the gift exchange factor is the preparation theme. The concept of preparation refers to the preparation of the object to be presented as a gift for presentation. According to the qualitative analysis results preparation for the presentation in gift giving increased emotional satisfaction by causing an emotional transition between the parties.

4.4. Sub-Themes Related to the Emotion Factor

Many studies on gift-giving behavior emphasize the importance of emotions and how they affect interpersonal relationships. The qualitative analysis results of the emotion factor showed that the emotion factor consists of two components: the feelings of the gift giver and the perceived feelings: the feelings of the donor and the perceived emotions. When the descriptive statistics are examined as the result of the analysis, it is seen that the subthemes of perceived emotions (n = 37)

and the gift giver's emotions (n = 36) are expressed at a close rate. There is distribution of sub-themes related to emotion factor below:



Figure 4. Distribution of Sub-themes Related to Emotion Factor

The giver's emotions reflects the feelings that the gift giver has experienced. Emotions have an effect on individuals' behavior. While positive emotions enable individuals to continue in their decisions, negative emotions cause negative decisions such as leaving and not continuing (Bagozzi et al., 1999). The qualitative analysis results showed that the positive emotions experienced by the individual during and after the gift giving process had a positive effect on satisfaction.

The perceived emotion, which is another sub-theme related to the emotion factor, is the situation where the gift giver perceives the recipient's emotions positively or negatively. Perceived emotion individuals' any event, situation, object, etc. it refers to interpreting the reactions of the other party from his own perspective. The findings of study show that emotion perceived by the participants is another factor that affects emotional satisfaction of the individual. One participant said: *"...I dreamed that he would be happy. I was not with you. I sent it by courier. He was very happy. I was happy too "* (Participant 5).

4.5. Sub-Themes Related to the Social Factor

The last theme that affects emotional satisfaction in gift-giving behavior considered within the scope of this study is the social factor. In this study, the social factor consists of two components: advice and social approval. When the analysis results are examined, it is seen that the participants express receiving advice (n = 26) sub-theme according to the sub-theme of social approval (n = 4). There is distribution of sub-themes related to social factor below.



Figure 5. Distribution of Sub-themes Related to Social Factor

The concept of social approval is expressed as a need that people consider others' expectations important, give importance to other people's judgments, and individuals who engage in social interactions endeavor to exhibit adaptive behaviors. The results of the analysis showed that the approval of the participants in their social relationships for gift behavior was effective on their emotional satisfaction.

In the social factor, a significant portion of the participants stated that they received advice on gift behavior. Communication between consumers can shape their product purchasing decisions by affecting the attitudes and behaviors of consumers about a particular product. The recommendation affects gift choices, affecting the emotional transitions between the parties and therefore emotional satisfaction. When the qualitative analysis results conducted within the scope of this study were examined, it was shown that recommendations were received from people such as the person who knew the buyer, the seller, and those who used the product.

"... I just don't do anything about him, I talk to the people around me. If he has such a need, does he have experience, does he have experience?" (Participant 4).

5. Conclusion

Gift-giving has been an important phenomenon throughout the human history in terms of its economic and social importance. On the one hand, the contribution of the gift to the establishment and strengthening of interpersonal relationships, on the other hand, its economic share in the household budget has made gift-giving behavior an important field of study. Gifting continues to attract the attention of researchers from many different fields such as anthropology, psychology, economics, and consumer research. The fact that the gift is also a consumption factor makes it important for marketing.

Gifts play an important role in relationships between individuals. As a symbol expression of love between the gift giver and the recipient, a gift provides the bond between them to be established, strengthened or weakened. Individuals also convey their emotions to the other party through the gift. The emotional satisfaction of both parties makes gift giving a unique and unforgettable experience. There are many factors that affect the emotional satisfaction of the gift giver during the thought, selection, presentation and post-presentation evaluation of the gift to the recipient.

In conclusion, in this study, which was conducted to determine the factors affecting emotional satisfaction in gift giving behavior, it was observed that the participants generally stated that they liked giving and receiving gifts. As a gift type, it is seen that the needs-oriented, personalized and personal gifts are generally preferred. Participants state that they give gifts to

people like family, spouse, children, close friends, whom they express that they are more closely related. When the context of gift giving is examined, various special days such as birthday, graduation, mother's day, father's day come to the fore. The purchasing channel has been observed as another factor that has been neglected in gift researches but has been found to have an effect on emotional satisfaction. The motives of the gift giver and the recipient reactions appeared as another important factor influencing emotional satisfaction. In addition, the relevance of gift, the proximity to the preference of the recipient, the material and sentimental value, the surprise factor, obtaining information about the recipient, various characteristics and expectations of the gift giver were other prominent concepts. The gift giver's own feelings and perceived feelings were observed as an effective factor on emotional satisfaction. Finally, when gift giving behavior studies are examined, it is possible to state that social approval and advice receiving behavior as an inconspicuous concept is another important factor affecting emotional satisfaction in gift giving.

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