The effect of gift-giving on the relationship between a company and their customers

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Master Thesis: Marketing
Radboud Universiteit Nijmegen
Date of submission: 13 June 2019

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1. Introduction

Gift-exchange behaviour is of interest to marketing since gift-giving and gift-receiving is a very common practice in society these days, as well as in the past (Perugini et al., 2003). But why do we gift gifts? Gift-giving has different dimensions, which are the social, personal, and economic dimensions of gift-giving (Sherry, 1983).

Much research has been done on the topic of gift-exchange behaviour (Perugini et al., 2003; Sherry 1983; Areni, Kiecker, & Palan, 1998; McGrath, 1994; Cialdini, Green, & Rusch, 1992). However gift-exchange behaviour can be separated into two forms of exchange behaviour, namely, gift-giving and gift-receiving. In the literature concerning consumer behaviour, the vast majority of research has looked at the side of gift-giving behaviour (Areni et al., 1998). Research on gift-exchange has shown that women are in general more associated and more involved in gift-exchange than men. In addition, research found that women are involved in gift-exchange behaviour from a younger age than men (Areni et al., 1998; McGrath, 1994).

Other research has focussed on different aspects of gift-giving behaviour, such as cultural differences, or motivations behind gift-giving (Cialdini et al., 1992). So while there has been a substantial amount of research about gift-giving behaviour, little attention is devoted to gift-receiving behaviour. Next to that the majority of the research looks at gift-giving from the consumer to consumer (C2C) perspective instead of the business to consumer (B2C) perspective. This paper will try to fill the gap, by researching the gift-receiving side of gift-exchange behaviour, in a B2C perspective. This study will consider companies as gift-givers and customers as gift-receivers. It focuses on the gift-receiver side by looking into the effects of the type and monetary value of gift, on the relationship between the gift-giver and the gift-receiver. The research will specifically contribute to the economic perspective of gift-giving, as stated by Sherry (1983), but it will also take the other two dimensions of gift-giving into account, namely the social dimension and the personal dimension of gift-giving.

Two theoretical lenses will be used. The first theoretical lens is social exchange theory. Gift-exchange behaviour, in particular the gift-giving side of the exchange, can be linked to the theory of social exchange (Bagozzi, 1974; Belk, 1979). Social exchange theory is proposing that the form of the exchange process influences the receiver's behaviour. The typology of a gift implies that a gift can basically be any resource, object, service or experience, that is tangible or intangible, since any resource can be transformed into a gift (Sherry, 1983).

The second theory behind gift-exchange behaviour is the theory of the norm of reciprocity. Reciprocity refers to the tendency, or obligation, people feel to help the ones who have helped them in the past, so basically feeling obliged to return a favour, when a favour has been received in the past (Gouldner, 1960). Reciprocity is like a social norm, that people feel obliged to adopt. However, on the other hand, the norm also implies to retaliate to those that have been harmful to our own interest (Gouldner, 1960).

The two theoretical lenses will be used to study the effects of the gift on the customer. How is the future relationship between the company and the customer affected due to the type of gift-exchange? The type of gift can be in the form of either a tangible gift or an intangible gift. Is the gift a product or a service (Sherry, 1983)? What is the value of the gift for the customer? The value of a gift is partially reflecting the strength of the relationship between the company and the customer, so a change, up or down, in the value of a gift is partially changing the nature of the relationship between the company and the customer (Shurmer, 1971). The focus of this paper will be on the considerations for future exchange actions, the effect of the gift on the relationship between the company and the customer, and the reciprocal response of the customer to the gift they receive from the company.

Special attention will be given to the gender of the customers, to find out if there are any differences in the response and change on the relationship between the company and the customers, between males and females. Next to gender, the self-congruence of the customers will be taken into account. Self-congruence refers to how the customers are seeing themselves or their ideal-selves (Mälar et al., 2011). In the research, reciprocal behaviour is referred to as the customer's intention to purchase products, services or experiences from the company from which they received the gift. The accompanying research question is:

What is the effect of the type of gift on the reciprocal behaviour of the customer to the company?

Relevant sub questions are:

What is the role of the monetary value of the gift on the customer's reciprocal behaviour?

What is the role that the customers' self-congruence plays in the relationship between the company and the customer?

What is the role gender plays in the relationship between the company and the customer?

It is important to conduct this research to get a more complete understanding of the gift-exchange behaviour, through extending the gift-receiver behaviour research and looking into the B2C perspective. It will be useful for marketing, and marketing in practice, to be able to identify what types of gift result in what types or reactions or changes in the relationship between the company and the customer. With information on the gift-giving impact on the customer marketing practice can allocate their resources better to give the most positive impactful type of gift to each segment of customers, in order to maximise the benefits even more, and to minimise the cost of this practice even further, as emphasized in the social exchange theory by Bagozzi (1974).

Section 2 outlines the theoretical framework in which the social exchange theory as well as the norm of reciprocity will be analysed more in-depth. Section 2 will also have a look at the distinction between the types of gifts that the companies can send out to the customers. In Section 3 the research method will be discussed, followed by the results in Section 4. Subsequently the conclusion of the research will be presented in Section 5. The last section will be about the discussion of theoretical and managerial implications, limitations of the research and opportunities for future research.

2. Theoretical framework

2.1 Reciprocity

Reciprocity is a basic tendency that can be found in many societies if we look back to the past. Rewarding people who have behaved well, and punishing those that have behaved badly is a principle that is embedded in many societies (Perugini et al., 2003).

Marketers use the norm of reciprocity through gift-giving. Gift-giving is a very common practice in the world nowadays, such as the very straightforward examples of coupon sales, promotional discounts or regular sale discounts. Gift-giving is one of the processes that is integrated in society (Sherry, 1983). Or as Schieffelin (1980) puts it, the giving of gifts is viewed as a rhetorical gesture in social communication. The gift-giving has implications for the gift-receiver. According to the theory of reciprocity, the gift-receiver will feel obliged to act upon the gift they received from the gift-giver. Acting upon the gift they received means that the customer will be more likely to purchase one of the offerings from the company than the customer would have without having received a gift.

2.1.1 The norm of reciprocity

Reciprocity according to Gouldner (1960) and Perugini et al. (2003) is the human tendency to react on the actions of others. Reciprocity can act in two ways: positive reciprocity and negative reciprocity (Perugini et al., 2003).

Positive reciprocity means according to Perugini et al. (2003) that one helps those who have helped one in the past. Or as Cialdini et al. (1988) stated it, we like those who like us. We provide favours, services or gifts to those who have provided us with these kind of helpful acts.

Negative reciprocity on the other hand is retaliating to those that have not helped one when one needed a favour, or punishing the other, in terms of not holding out a helping hand, when the other would ask a favour (Perugini et al., 2003). Or trying to harm those who tried to harm us (Cialdini et al., 1988).

The norm of reciprocity is viewed in this paper as a social phenomenon that is being triggered in the gift-exchange process. Previous research of Cialdini et al. (1988) looked at the role of the norm of reciprocity on the gift-giving side in the gift-exchange process. Research has found that the norm of reciprocity in gift-exchange is making customers feel obliged to act upon gifts they receive (Cialdini et al., 1988).

Gift-exchange behaviour is a very broadly accepted practice in the world, but it only recently became a well-accepted practice in the marketing sector. Gift-exchange, in particular gift-giving, is deeply integrated in our society throughout history (Sherry, 1983; Gouldner, 1960). The marketing sector started to utilize the norm of reciprocity in their marketing tools, which they apply in the form of gift-giving. Companies are giving out coupon sales, promotional discounts, and regular discounts, to persuade the consumer, the gift-receiver, to purchase their offerings. Or companies can send actual gifts, that provide the gift-receiver a material benefit completely free of charge, to trigger this reciprocal norm. If the company does good to the customer, the customer will feel obliged to reciprocate this behaviour by doing the company well in the future (Cialdini et al., 1988). The finding of Cialdini et al. (1988) implicates that receiving a gift will result in reciprocal behaviour, which in this research is referred to as the customer's intention to purchase products, services or experiences from the company from which they received the gift.

2.1.2 Gift distinctions

In the literature there is no conclusive evidence which type of gift-giving is triggering the customer's reciprocal behaviour most. It is arguable that gifts that yield a material benefit not free of charge can be much more personal to the gift-receiver than a gift that is completely free of charge (Shurmer, 1971; Mälar et al, 2011). A gift is given completely free of charge implies that the gift is chosen by the company, meaning that the customer has no choice of what (s)he receives. However, when the customer received a coupon or discount etc., the customer has a choice which product, service or experience (s)he will make use of.

Comparing the free-of-charge gifts and the gifts that are conditional, conditional meaning that the customer still has to pay a percentage of the price to receive the gift, acting as a discount coupon, it can be seen that customers have the choice in their own hands when the gift is conditional. When the customer is given the choice of which product, service or experience they will use, therefore it is expected that reciprocal behaviour is more likely to come from gifts that are conditional (Shurmer, 1971). This leads to the following hypothesis:

> *H1. A gift that yields a material benefit, and is conditional, is more likely to induce the probability of reciprocal behaviour of the recipient than a gift that is free of charge.*

2.2 The gift perspective

Gifts are most often bound to a specific context. The way of making a resource a gift depends on the context in which the gift is given, as well as what the relationship is between the company and the customer (Sherry, 1983). Sherry (1983) identifies three dimensions of gift-giving, which are the social dimension, the personal dimension and the economic dimension.

2.2.1. Gift-giving, the social dimension

In the social dimension, the gift is being interpreted as an invitation to join in a partnership. The gift confirms the company's sincere participation in the partnership, despite the underlying motive to encourage reciprocation (Sherry, 1983). Gift-giving is used as a tool to shape the relationship between the company and the customer. The tool is used to reflect on the customer, as in checking the customer's belongingness to a certain group. Gift-giving on the other hand can also be used to reflect the strength of the relationship between the company and the customer (Sherry, 1983).

The gift-giving process is viewed as a typical contract to influence the behaviour of the customer (Schneider, 1981; van Baal, 1975). The company is giving gifts to direct the customer's response to reciprocate their gift to purchase the company's products. The gift-giving process is linked by Gouldner (1960) to the norm of reciprocity. It is in the individual's nature to give, receive and reciprocate.

Building on the work of Gouldner (1960), Riches (1981) states that the customer, who is the gift-receiver, is evaluating the gift of the company, given the circumstances of the gift transaction, in multiple ways. Customers may evaluate the gift from the company on what the value of the gift is for the customer personally, what the quality of the gift is, and how the gift is reflecting the relationship between the company and the customer. According to Riches (1981), the effects of gift-giving on the behaviour of customer cannot be interpreted in an accurate manner when viewing the behaviour of the customer in isolation from other types of behaviour.

Gifts can be seen as the tangible expression of a social relationship, according to Schneider (1981) and Sherry (1983). Gift dimensions can be separated into dimensions such as quality of the gift, or the price of the gift (the monetary value of the gift) (Schneider, 1981). These gift dimensions are used by the company in most instances to create a new social relation or to maintain a social relationship that has already been established.

As stated by Shurmer (1971), the value of a gift is reflecting the weight that the company is allocating to the social relationship between the company and the customer. A change in the value of the gift can change the nature of the relationship between the company and the customer. From the company's side, they can change the value of a gift by giving more, indicating to strengthen the relation between the company and the customer. Alternatively, giving less can be used to change or even end the relationship between the company and the customer (Shurmer, 1971).

From the customer side a change in the nature of the gift can also result in a change in the relationship. The perception of the gift that the customer receives from the company will be evaluated based of previous gifts. Giving too much, too little, or giving simply too late, can lead the relationship between the company and the customer towards dissolution (Sherry, 1983). Based on the value that the company invests in the gift it is expected that the customer's reciprocal behaviour will be adjusted in the same direction as the shift in the relationship between the company and the customer. The higher the investment in the gifts, the higher the expected reciprocal behaviour will be (e.g. a 50% discount instead of a 20% discount) (Shurmer, 1971; Sherry, 1983, Schneider, 1981). Respectively, the lower the investment in the gifts, the lower the expected reciprocal behaviour will be (e.g. a 20% discount instead of a 50% discount) (Shurmer, 1971; Sherry, 1983, Schneider, 1981).

According to the theory it is expected that a change in the monetary value of the gift (Schneider, 1981; Shurmer, 1971; Sherry 1983) will result in a change of the reciprocal behaviour of the gift-receiver. The reciprocal behaviour is expected to change, since the relationship between the company and the customer is altered due to the change in the gift. A positive change is expected to result in a positive reciprocal change, and a negative change is expected to result in a negative reciprocal change (Dayton, Morgan & Antonucci, 1997). Dayton et al. (1997) find that a negative change in social exchange has a significantly stronger effect on the relationship between the company and the customer than a positive change. This leads to the following hypothesis:

H2. A high monetary value of the gift has a larger impact on the probability of reciprocal behaviour than a low monetary value.

Another reason to use gift dimensions can be to change the existing social relation between the company and the customer into a new social relation, modulating the existing social relationship into a newly desired social relationship. Lastly Schneider (1981) mentions that gift

dimensions can also be used to end the social relationship with certain individuals or groups/alliances, linking in to the work previously done by Shurmer in changing the value/quality of the gift (1971).

The potential effect of the gift-exchange is most often invoked in rituals (Schneider, 1981). As Schneider (1981, p. 45) puts it: "Those to whom we give differ from those to whom we do not give," meaning that the company is segmenting the customer base. The company will give gifts to those of whom the company is more likely to trigger the norm of reciprocity, than to those of whom the company is not expecting to trigger the norm of reciprocity.

2.2.2 Gift-giving, the personal dimension

Regarding the personal dimension, the gift-giving concerns the identity of the company and the customer. Gifts are given, received or rejected in a way that enables both parties to predict each other's personality (Sherry, 1983). Belk (1979) adds that the customer prefers the ideal-self concept over the actual-self concept when receiving a gift.

The self-concept is about the recipients' cognitive and affective understanding of who and what (s)he is, which can take the form of the ideal-self concept and the actual-self concept (Mälar et al., 2011), respectively. The ideal-self concept is shaped by the recipient's imagination of his/her ideals, as well as that it is related to the goals the recipients believes in, and what the recipient would aspire or like to become (Mälar et al., 2011). On the other hand there is the actual-self concept. The actual-self concept is based on the perceived reality of who one is, so how the recipient thinks (s)he is now (Mälar et al., 2011). A customer will consume a brand's product, service or experience in line with his/her own personality. Actual-self congruence reflects the fit of the consumed product, service or experience with the personality of the customer, who (s)he thinks (s)he is now. Ideal-self congruence in turn reflects the fit of the consumed product, service or experience with the personality of the customer, how (s)he aspires to be seen as, or who (s)he like to become (Mälar et al., 2011; Aaker, 1999).

According to Mälar et al. (2011) the perceived ideal-self congruence and actual-self congruence both affect the emotional attachment to the brand. By selecting the right concept, actual-self or ideal-self, the customers have more emotional attachment to the company from which they received the gift. Higher emotional attachment to the company is expected to lead to a higher likelihood of reciprocal behaviour from the customer's side to purchase products, services or experiences from the company (Mälar et al., 2011, Aaker, 1999).

Mälar et al. (2011), however, find that consumers are looking for authenticity and reality. This means that consumers see the actual-self concept as more important, in contrast

with previous research of Belk (1979), who found the opposite. The difference in the findings between Mälar et al. (2011) and Belk (1979) can be explained due to a shift in consumer perception over the years between 1979 and 2011. The above arguments lead to the following hypothesis.

> *H3. Gifts in line with the actual-self concept are influencing the probability of reciprocal behaviour more than gifts that are aiming at the ideal-self concept.*

The self-concept has implications for the gift-giver. The company cannot just send out a gift to the consumer assuming that the consumer will act upon that gift, and buy products or services from the company. The company should adopt a customer-oriented perspective in the gift-giving process. The gift should take the personality of the gift-receiver into account (Mälar et al., 2011). When taking the customer's personality into account, specifically the actual-self concept should be considered, since the actual-self concept is more effectively related to emotional attachment than the ideal-self concept is, according to Mälar et al. (2001). Mälar et al. (2011) and Aaker (1999) also implicate that the company should stray away from mass marketing, by which they mean giving all customers the exact same gift. Instead the company should shift from mass marketing to more individual (one-to-one) marketing, to really incorporate the customer's self-concept into the gift.

Another factor that the company should take into account is the way the company wants to be perceived by the gift-receiver. Belk (1979, p. 101) quotes the following advertisement: "Do you want your gifts to tell someone how creative you are, or just how big your Christmas bonus was?" This quote is a good example of the personal dimension of gift-giving, since the company should create a bond with the customer to persuade them to buy their products/services. During this bonding it is much more important for the company to incorporate the customer's self-concept into the gift, to show their "creativity," instead of giving everyone the exact same gift, such as a high discount coupon showing their "big Christmas bonus." Gift selection is important for the company, since the gift can influence the perception of how the customer sees the company (Belk, 1979).

2.2.3 Gift-giving, the economic dimension

The economic dimension of gift-giving is closest to the main ideology behind the giving of gifts. In general, gifts are given to provide the customer with a material benefit (Sherry, 1983).

In earlier days, gift-giving was seen as something non-exploitable, but only to characterise the social connection between the company and the customer (Johnson, 1974).

In the past, gift-giving was not a practice that was very well adopted by company's marketing departments. In the process of gift-exchange there was no expectation of return, according to Beals (1970). Gift-giving was not associated with the norm of reciprocity. The norm of reciprocity tells us that one acts to give, to receive and to reciprocate on what is received. However, gift-exchange has been seen more as a one-way street in past research, but this view on gift-exchange has changed over time.

Harris (1972) and Cancian (1966) investigated the ideology of gift-exchange, more specifically about the self-interest of the company in the gift-exchange process. Harris (1972) found, just like Beals (1970), that gift-exchange ideally does not imply any obligation for the gift-receiver to return the favour. However, Harris (1972) also found that Western companies are "breaking the rules" of the ideology of gift-exchange. Some companies are asking for attention towards their generosity in the gift-exchange process. This explicit attention towards their generosity that companies emphasise leads to pressure on the customer, pressing them towards reciprocal exchange. As Harris (1972) states, the customer would feel inferior to the company if they would not reciprocate the gift from the company, so the customer is indeed pressed to reciprocate the gift from the company.

Harris' (1972) findings are in support of Cancian's (1966) research that looked into the American way of gift-exchange. Cancian (1966) found that in America gift-exchange is used as an attempt to maximise equality. This finding of attempting to maximise equality in the gift-exchange process is just like Harris (1972) found in western countries. Gift-exchange is used as a way to press the customer to reciprocate the gift they receive, in order to achieve equality in the gift-exchange process.

Van Baal (1975) adds to the research of gift-exchange, by stating that it is important to distinguish gifts from bribes. According to Van Baal (1975), not all gifts, in terms of products, services, discounts, coupons etc., are given without an expected return from the customer. Some gifts function as a bribe, which can be any gift (e.g a simple chocolate bar), ment to trigger the customer to purchase a product or service from the company which they would not have made without the gift from the company. Van Baal (1975) is reasoning that gift-exchange has undergone a change through time. Gift-exchange shifted from gift-exchange without intention to make the customer reciprocate the gift, towards pushing the customer into reciprocation via the "gift" they receive from the company.

The economic dimension nowadays refers to giving gifts as a way to gain material benefits from the customer. So, over time the gift-exchange process has shifted from providing the customer with a material gain through giving the customer a gift, towards yielding a material gain from the customer, by giving the customer a gift, so the customer will buy the company's products or services. Gift-giving has thus become a tool for marketers to use, to persuade the gift-receiver, the customer, into buying their products or services (Sherry, 1983). The customer is evaluating the gifts they receive from the company in terms of value and benefit (Shurmer, 1971). In terms of value, the customer is looking at how much the gift they receive is worth in financial terms. On the other hand, the customer looks at his/her personal benefit they can yield from the gift that they received. These measures on which the customer evaluates the gifts they receive is important information for marketing practitioners, to maximise the benefit for the customer given the budget they have available for gift-giving.

2.3 Social gift exchange

A gift is assumed to have four functions according to Belk (1979). The functions Belk (1979) attributes to a gift are communication, social exchange, economic exchange and socialisation. According to Belk (1979) those four functions highlight the importance of exchange. Gift-giving according to Belk (1976) is the phenomenon of giving an object or service, called X, in the form of a gift to a specific person, named Y, in a certain setting, called Z. The factors X (object / service), Y (recipient) and Z (setting) are the unique factors that are important determinants of consumer behaviour in social exchange.

2.3.1 Social exchange theory

Social exchange can be split into two dimensions, benefits/rewards and cost. The benefit of the social exchange can be a physical object, a social gain or a psychological pleasure. And on the other side, the costs are the potential harmful objects, social or psychological punishments (Bagozzi, 1974). According to Bagozzi (1974), social exchange is simply stating that consumers and organisations are interacting in a particular way that is aiming to maximise the benefits/rewards and minimising the cost. The gift-giver, which is the company, is trying to maximise the benefits/rewards for the customer when they are giving the customers a gift. On the other hand the company also tries to achieve maximum benefits/rewards with minimal expense. The company wants to reduce the cost of gift-giving as much as possible, while maintaining the highest benefits/rewards for the customer.

Social exchange only holds under three conditions for marketing, also called the Law of Exchange (Bagozzi, 1974; Anderson & Martin, 1965). The first condition is that an element of exchange from partner A (Ad), in the social exchange, should be different from an element of exchange from partner B (Ben). Second, the potency of exchange is increasing for Ad by exchanging X (money) for Y (fruit). Third, the potency of exchange is increasing for Ben by exchanging money for fruit. Social exchange will only occur when those conditions are met. Each exchange partner should have something of value, that is of interest of the other exchange partner for the exchange to take place.

Not all social exchanges are mutually beneficial for both exchange partners. Bagozzi (1974) mentions that there are three different options when it comes to social exchange, which is positive exchange (benefit/rewards), neutral exchange and negative exchange (injury/cost). These types of exchange outcomes are applicable to either of the exchange partners involved in the social exchange, resulting in nine different possible outcomes in social exchange (see Figure 1).

Social actor A gives to B

Social actor B returns to A	Positive	Neutral	Negative
Positive	+ , + (1)	+ , ~ (2)	+ , - (3)
Neutral	~ , + (4)	~ , ~ (5)	~ , - (6)
Negative	- , + (7)	- , ~ (8)	- , - (9)

Figure 1: Representation of the possible outcomes of social exchange

In the process of social exchange (see Figure 1) social actor A is viewed as the gift-giver, which is the company. And social actor B is viewed as the gift-receiver, who is the customer.

The focus of the gift-giver, the company, will be on gaining material benefits from the customer (Sherry, 1983). So the company will focus their gifts mostly, to match cells 1, 4 and 7, so the customer is gaining a material benefit from the gift. However cell 2 is also still optional under the more traditional form of gift-giving, providing the customer with a material benefit, without gaining a benefit from the social exchange for the company itself (Bagozzi, 1974; Sherry, 1983).

On the other hand, the customer will in their turn analyse the received gift. The customer will mostly reciprocate on the gift if the analysis has a positive outcome. For the customer this means that the gift should be in line with cells 1, 2 and 3. However the norm of reciprocity can put pressure on the customer to reciprocate on a gift also if there is no positive return for the customer (Bagozzi, 1974; Harris, 197; Cancian, 1966; van Baal, 1975). This norm of reciprocity means that the customer could be influenced by the company to reciprocate on the gift they received from the company also when the social exchange has no positive or negative consequences, so a neutral exchange. Cells 4, 5 and 6 are thus also possible outcomes of gift-exchange for the customer, due to the effects of the norm of reciprocity.

Social exchange more specifically occurs under the impulse of two broad forces or processes, according to Bagozzi (1974). The first force that influences the exchange are the endogenous causes, which are actors such as persuasion or social influence used by marketers (salesman, retailers, advertisers, etc.) to trigger a desired response from the gift-receiver, the customer. The second force of influence on the exchange process are the exogenous causes, which are actors such as social norms, situation contingencies, the level of satisfaction from other alternatives. So the essence of social exchange is defined by Bagozzi (1974, p. 78) as "the set of social actors, their relationships to each other, and the endogenous and exogenous variables affecting the behaviour of the social actors in those relationships."

Van Baal (1975) finds that women are more involved in gift-giving than men. Women are found to be more altruistic and generous in their reciprocal motivation compared to men (van Baal, 1975; Cox & Deck, 2006). The research has later been supported by Areni et al. (1998) and McGrath (1994) who find that women are involved in gift-exchange already from an earlier age than men. Szell and Thurner (2013) find that women are engaging more in reciprocal behaviour towards their relations than men. Next to being engaged more, women are also reciprocating at a faster rate than men (Szell & Thurner, 2013). Research thus shows that women are generally more engaged, altruistic and generous in the gift-exchange processes. This is leading to the expectation that women's reciprocal behaviour after receiving a gift will be more likely than the reciprocal behaviour of males.

H4. The likelihood of reciprocal behaviour after receiving a gift is larger for women than for men.

In Figure 2, the conceptual model is outlined on the basis of the hypotheses that are assumed on the basis of the theoretical framework, provided above.

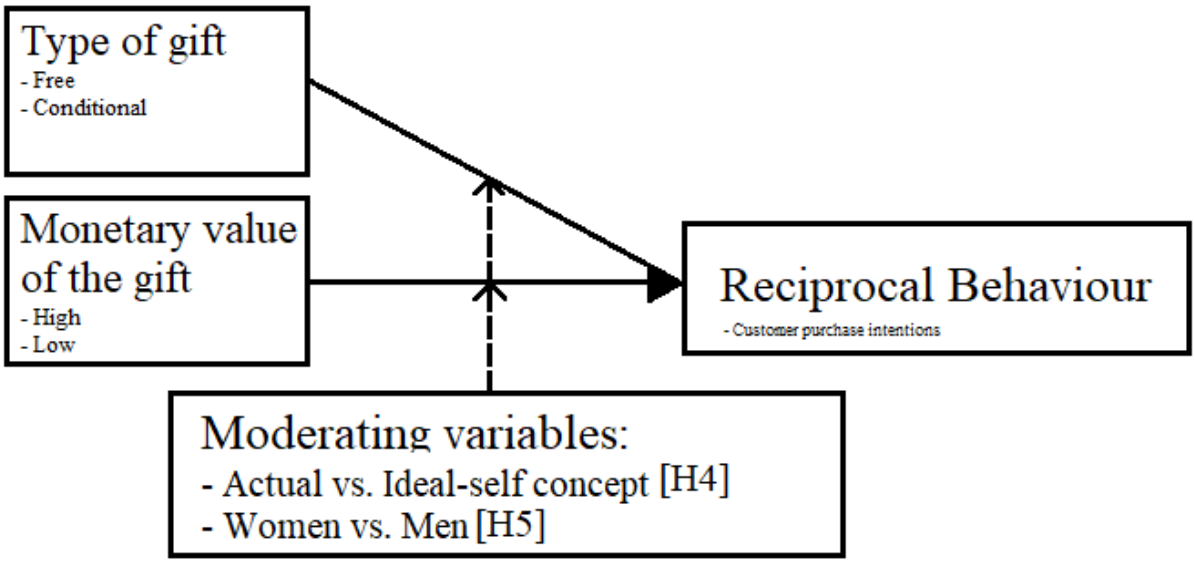

Figure 2: Conceptual Model

3. Methodology

3.1 Research Design

The current research is focussing on the effect that the type of gift (free, conditional) has on the reciprocal behaviour of customers, their so-called purchase intentions. In addition, the research examines the role of the monetary value of the gift, the self-concept and gender in the relationship between the type of gift and the reciprocal behaviour of customers. To test the hypotheses formed in Section 2, a quantitative study will be performed to use numerical data to test the hypotheses, to give scientific insights in the gift-receiving side of gift-exchange.

More specifically, the research made use of an experiment to evaluate the conceptual model shown in Figure 2 and to answer the research question: "*What is the effect of the type of gift on the reciprocal behaviour of the gift-receiver?"* An experiment was conducted, because the research question is aimed at explaining how the marketing method of gift-giving influences the gift-receiver, i.e. the customer. To answer the research question it was feasible to use an experiment to ask respondents, in a hypothetical context, to what extent they would reciprocate when receiving a particular type of gift. An experiment was used as a method in which independent variables can be manipulated to observe their causal effect on the dependent variable(s) ('t Hart, Boeije & Hox, 2009; Rooijmans, 2018).

The experiment (see Appendix - II) was organised online to gain responses from a wide variety of respondents. All respondents were asked to what extent they would feel like reciprocating. The gift that has been shown to them varied in both monetary value and type of gift. A 2 (free gift vs conditional gift) × 2 (high monetary value vs. low monetary value) between-subjects design of data collection has been applied, see Table 1.

Table 1: Experimental design

	Monetary Value of the Gift	
Type of Gift	**Low**	**High**
Free	Scenario 1	Scenario 2
Conditional	Scenario 3	Scenario 4

Respondents were first presented a picture of the gift they hypothetically received from a company and afterwards were asked to what extent they would reciprocate. The main objective of this method was to measure the variation in the dependent variable based on the type of gift and monetary value. In addition, the survey included some covariate variables; the match with the actual- vs. ideal-self concept, and women vs men. The covariates were used to further explain and describe the possible variation in the reciprocal behaviour ('t Hart, Boeije & Hox, 2009).

3.2 Data collection and sample

Hair et al. (2014) state that the amount of observations per cell (scenario) should be at least 20. This study is using a 2×2 between-subject design, meaning that this research has 4 unique scenarios, thus requiring at least 80 observations. In addition, Hair et al. (2014) mention that a higher number of observations per scenario increases the chance that the sample is reflecting the population more accurately, and that the sampling error will become smaller when more observations are included. For these reasons the aim was to include 30 observations per scenario, resulting in a total of 120 observations. For the research this means that 120 respondents (80) are required to reach the aim.

For the data collection this research made use of snowball sampling. At the end of the survey the respondents were asked to pass the survey along to five other people in their network to participate in the experiment. Expecting the referral response rate of the snowball sampling being around 60%, it is expected to reach the minimum number of observations (20), after the 1st iteration of the snowball sample, when sending the survey to 20 people. The later iterations of the snowball sample will increase the number of observations to the aimed threshold of 30 observations per scenario. This means that 20 people were approached to participate in the experiment, with the aim to have the highest possible variation in demographics (e.g age, gender, education).

3.3 Manipulation of the independent variables

To be able to accurately manipulate the type of gift, product involvement should be accounted for. According to Lin and Chen (2006), product involvement is associated with purchase intention. This research's dependent variable is reciprocal behaviour (customer purchase intentions), so it is important to take product involvement into account to be sure that the

examples shown in the experiment fit the manipulation, without affecting the dependent variable. Lin and Chen (2006) suggest to use a low-involvement product to overcome this problem.

For the experiment a fictitious chocolate company "Cocoa Chocks" has been picked as the gift-giving company, since chocolate in general is a low-involvement product, therefore fit for the manipulation. A fictitious company has been selected, because according to Chen (2010) participants in the experiment then will not have any pre-existing associations with the company, which they might have if an existing company were used. Next to that, chocolate fits the research because every person's taste is different, so "Cocoa Chocks" can give more personal gifts if they know which type of chocolate their customers like most.

3.3.1 Type of gift

The type of gift was being manipulated such that in one situation the participant received a gift that was free of charge (see Figure 3), and in another situation the participant received a gift that was conditional (see Figure 4), meaning the gift was not completely free of charge. Figure 3 shows the gift completely for free, compared to Figure 4, showing that participants would still had to pay a part of the price.

3.3.3 Monetary value of the gift

The monetary value of gift was manipulated by variation in the chocolate that was given to the participants. A Godiva chocolate bar was priced at €3.08 per 100 grams, compared to the Fin Carré chocolate bar which was priced at €0.39 per 100 grams. The respondents of the

Figure 3: Free of charge

Figure 4: Conditional

experiment however did not see the prices of the chocolate bars, they just were presented the chocolate bars as shown in Appendix I. Next to the chocolate brand the participants received, the monetary value (MV) of the gift was manipulated, by either giving the chocolate bar for free (see Figure 3), at a 20% discount rate (see Figure 5) or a 50% discount rate (see Figure 6). Variation in the MV has been applied by using a coupon and two types of chocolate, so in the

experiment a distinction could be made between high and low monetary value in addition to the price of the chocolate bars.

Figure 7: High MV

Figure 8: Low MV

3.4 Measuring reciprocal behaviour

The dependent variable in this research is reciprocal behaviour (Rb), as shown in the conceptual model (Figure 2). Reciprocal behaviour is describing the customer's willingness to purchase products, services or experiences from the company of which they received the gift. The variable has been measured with a 4-item scale (Perugini et al. 2003; Dodds, Monroe & Grewal, 1991). The questions the respondents were asked after seeing one of the scenarios was:

Rb1 *When someone does me a favour, I feel committed to repay him/her.*

Rb2 *Based on the gift shown in the scenario, I am interested in products from Cocoa Chocks.*

Rb3 *Based on the gift, I am likely to consider Cocoa Chocks when thinking about chocolate.*

Rb4 *Based on the gift shown in the scenario [1-2], I would be likely to buy a product, service or experience from this company.*

The reciprocal behaviour was measured on a 5 point Likert-scale, answers from the respondents could vary from "strongly disagree" to "strongly agree".

3.5 Covariates

As shown in the conceptual model (Figure 2) moderating variables were researched in this paper. The experiment included questions asking the respondents about their self-concept and gender. These variables were added in the research to see how those factors influence the relationship between the type of gift and the reciprocal behaviour as a result of receiving the gift. These factors will be described next.

3.5.1 Actual vs. ideal-self concept

The first covariate is the self-concept (Sc). The self-concept shows if the gift is in line with the respondent's current view of the self, the actual-self concept. The other option was that the gift is more in line with the respondent's ideal-self concept, meaning that the gift is in line with what the respondents would like to become (Mälar et al., 2011). The self-concept variable was measured using a 6-item scale (Mälar et al., 2011);

Sc1 *The gift is consistent with how I see myself (my actual-self).*

Sc2 *The gift is the similar to the products that I like to buy (my actual-self).*

Sc3 *I can imagine myself using the gifted product (my actual-self).*

Sc4 *The gift is consistent with what I aspire to be (my ideal-self).*

Sc5 *The gift is similar to the products other people I admire are using (my ideal-self).*

Sc6 *The gift is something I also might give to people I admire (my ideal-self).*

The self-concept was measured on a 5-point Likert-scale, answers from the respondents could vary from "completely disagree" to "completely agree".

3.5.2 Gender

Areni et al. (1998) and McGrath (1994) found that women are more involved with the gift-giving process. This research looked at the gender (G) of the respondents to see if there was any difference in the gift-receiving side of gift-exchange, as was expected based on the theory formed in Section 2. To be able to identify if there were any differences, the experiment included the question;

G1 *What is your gender?*

3.5.3 Manipulation Check

To be able to identify if the scenario's acted like they were intended to, two questions were added that serve as a manipulation check. The following two questions were added to the experiment to check how the respondents perceived the scenario's ;

Mc1 *The gift product is completely for free?*

Mc2 *The gift product is very cheap?*

3.6 Procedure

First before launched the experiment a small pre-test was held to check if the manipulations had the desired effects. After the pre-test, the experiment has been performed online, using software from Qualtrics. Respondents could choose to set the language in either English or Dutch. When the respondents started with the experiment they were first shown some practical information, including the time the experiment would take, the subject of the experiment and the anonymity of the respondent's answers was guaranteed.

Following the introduction the respondents were asked for demographic information, namely their age and gender. Next, the respondents were shown one of the four scenarios. Finally the respondents were asked the questions for measuring reciprocal behaviour (Rb1-Rb5), followed by the question about the self-concept (Sc1-Sc6), ending with a manipulation check (Mc1-2). After all question had been completed, the respondents were thanked for their participation, and were asked to send the experiment to five other people in their network.

3.7 Research ethics

The research followed the principles from Smith (2003). Anonymity of the respondents answers was guaranteed, and they were told that the data would be used only for the purpose of this research and not shared with third parties. The procedure of the experiment has been clarified beforehand to the participants, and the participants were made aware that they could withdraw from the experiment at any given moment in time. After the experiment had been completed the respondents were given the researcher's contact information, allowing the respondents to seek contact with the researcher in case of questions or interest in the experimental results.

3.8 Analyses

The data that was gathered from the experiment was analysed using the statistical ANOVA technique. In the analysis the manipulated factors (type and monetary value) are handled as fixed factors, whereas the other factors (self concept and gender) are entered as covariates. With the ANOVA analysis the effects of the manipulated factors as well as the covariates on the dependent variable (reciprocal behaviour) has been computed.

4. Results

4.1 Pre-test results

A pre-test was held to check if the manipulations in the experiment were according to the desired effect. The pre-test was held under a fairly small amount of respondents to be able to check if the manipulations functioned as they should. The pre-test had a between-subjects design where the respondents were asked two manipulation check questions (accordingly to Section 3.5.3).

4.1.1 Pre-test type of gift and monetary value of the gift

The manipulations of type of gift and monetary value of the gift were pre-tested among 12 respondents (Appendix III). The respondents were exposed to either of the four scenarios (Appendix I). The respondents were then asked to judge the scenarios, whether or not the gift was free, and if the gift had a relatively high or low monetary value. Looking at the descriptives of scenarios 1 to 4 all the mean scores were found to be in the right direction for the type of gift; Scenario 1 ($M = 4.33$, $SD = 0.58$), Scenario 2 ($M = 4.33$, $SD = 1.15$), Scenario 3 ($M = 2.00$, $SD = 1.00$) and Scenario 4 ($M = 1.67$, $SD = 0.58$) (Appendix III). The descriptives for monetary value of the gift were compared as well, for which all the mean scores were found to be in the right direction as well; Scenario 1 ($M = 1.67$, $SD = 0.58$), Scenario 2 ($M = 4.33$, $SD = 0.58$), Scenario 3 ($M = 1.67$, $SD = 0.58$) and Scenario 4 ($M = 4.00$, $SD = 1.00$) (Appendix III). For comparison of the means T-tests have been performed. Comparing the results between scenario 1-2 versus scenario 3-4 (Appendix III.I), a F value of .225 on Levene's Test for Equality of variance was found. The F value was higher than .05 indicating that the row of equal variances assumed had to be checked, looking at the significance (2-tailed) a significance of .000 was found. The significance of .000 meant that scenario 1-2 and scenario 3-4 were significantly different from each other, which was in line with the labeling of the scenarios. The same procedure has been performed to compare scenario 1-3 versus scenario 2-4[1]. In this comparison (Appendix III.II) the F value = .328, indicating that equal variances was assumed. Looking at the significance (2-tailed) a significance of .000 was found. The significance of .000 meant that

[1] Scenario 2 and 3 were switched, since in SPSS I could not find another way to compare 1 & 3 with 2 & 4. Therefore I created a new row in which the results of Scenario 2 were added in as the values for Scenario 3 and vise versa. This way the results comparing 1 & 2 vs. 3 & 4 actually compared the values of scenario 1 & 3 vs. 2 & 4.

scenario 1-3 and 2-4 were significantly different from each other, which meant that the manipulation on monetary value was also successful.

4.2 Experiment results

Data was collected from a total of 127 respondents that had taken part in the experiment. The dataset was checked for outliers and missing values before starting the analyses. These 127 records were tested on outliers, of which none were found. Based on the missing values, 2 cases had to be excluded from the final sample, due to the fact that these two records were only partially completed. The final dataset thus had 125 responses. Table 2 presents an overview of the demographic distributions of the respondents.

Table 2: Demographics

		Frequency	**Percentage**
Gender	*Male*	58	46.4%
	Female	67	53.6%
Age	18- years old	11	8.8%
	18-24 years old	41	32.8%
	25-34 years old	25	20.0%
	35-44 years old	14	11.2%
	45-54 years old	12	9.6%
	55-64 years old	18	14.4%
	65+ years old	4	3.2%

4.2.1 Factor analyses

Before analysing the data with regard to the hypotheses several factor analyses had been performed to identify which items loaded on the same factor. The method of principal component analysis was used to reduce the data to a minimal number of factors that explained / accounted for the maximum variance. A KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy and Bartlett's test of sphericity had been performed. The KMO test showed the proportion of squared correlation between the items compared to the partial correlation between the items (Field, 2013). Values in this method range from 0 to 1; the higher the value the better the items correlate with each other, indicating the appropriateness of factor analysis. The minimum acceptable recommended value for this method lies at 0.5. Bartlett's test had been

used to make sure the correlation matrix was also an identity matrix, for which the Bartlett's test had to be significant ($p < .05$). The analysis also took the eigenvalues, explained variance and communalities into account. Eigenvalues of a factor should be higher than 1 to identify a factor as an distinguishable factor that represents enough explained variance in the dataset, which usually is set at 60% (Field, 2013). Communalities describe the portion of variance an item shares with other items through common factors. For communalities the minimum factor that was required is 0.50 (Hair et al., 2014).

The first factor analysis looked into the items expected to make up the construct of reciprocity (Appendix IV.I, Appendix II). The KMO statistic of the first iteration was found to be at an acceptable value of .697. Bartlett's test of sphericity had a significant outcome with $p < 0.01$. The statistics of those two tests justified performing a factor analysis. Looking at the total variance explained, it was found that one factor had an eigenvalue higher than 1, only it explained just 52.92% of the variance. When looking at the communalities the question: "When someone does me a favour, I feel committed to repay him/her" only had a factor loading of .048. For this reason this item had to be removed, and a new iteration of the factor analysis was performed. The removed question was remarkably the only question in the construct which did not mention the name of the company "Cocoa Chocks", which could be a possible reason for the low factor loading. In the 2nd iteration the KMO value decreased slightly to .694 while leaving Bartlett's test of sphericity significant at $p < 0.01$. Looking again to the total variance explained, still one single factor had an eigenvalue higher than 1, and the variance explained was at 69.70% above the 60% threshold. The remaining three item communalities scored above the required .50 value. Therefore the three items that remained formed the construct of reciprocity; for further analyses the average of the three items was taken as a measure of the construct of reciprocity.

The second factor analysis looked into the items expected to make up the construct of the self-concept (Appendix IV.II, Appendix II). The KMO statistic of the first iteration was found to be at an acceptable value of .744. Bartlett's test of sphericity had a significant outcome with $p < 0.01$. The statistics of those two tests justified performing a factor analysis. Looking at the total variance explained, it was found that two factors had an eigenvalue higher than 1, which explained 70.17% of the variance. When looking at the communalities all the items scored above the required .50 value. On the factor loadings however there was a problem with the question: "The gift is similar to the products other people I admire are using". The item loaded on both factor 1 and factor 2. For that reason the item had to be removed, and a new iteration of the factor analysis was performed. The 2nd iteration increased the KMO value up

to .767 while leaving Bartlett's test of sphericity significant at $p < 0.01$. Looking again to the total variance explained, only one single factor had an eigenvalue higher than 1, but the variance explained was at 56.83% below the 60% threshold. When looking at the communalities the item "The gift is something I also might give to people I admire." scored below the required .50 value. Therefore this item had to be removed as well and a 3rd iteration was performed. In the 3rd iteration the KMO value was .718 while leaving Bartlett's test of sphericity significant at $p < 0.01$. Looking to the total variance explained, one single factor had an eigenvalue higher than 1, and the variance explained was at 63.03% above the 60% threshold. The remaining four item communalities scored well above the required .50 value. Therefore the four items that remained formed the construct of the self-concept. For further analyses the average of the four items was taken as a measure for the construct of self-concept.

4.2.2 Reliability analyses

After the factor analysis the internal consistency had to be assessed by conducting reliability analyses. To test the reliability of the constructs in the experiment the reliability coefficient, Cronbach's alpha, has been used. Values of Cronbach's alpha equal of higher than .70 were commonly accepted, values between .70 and .80 were good, and values above .90 were excellent. This study used the .70 value as the baseline for Cronbach's alpha, according to Hair et al. (2014) standards. Table 3 shows the reliability coefficients of the constructs used in the experiment.

Table 3: Reliability analyses

Construct	# of Items	Cronbach's Alpha
Reciprocity	3	.782
Self-concept	4	.799

All constructs were found to have a Cronbach's alpha above the .70 threshold, implying that the constructs were all reliable. Furthermore as can be seen in detail in Appendix V.I-II, deleting any items would not increase the reliability coefficient, so no further improvements to the constructs could be made.

4.2.3 Manipulation checks

Before testing the hypotheses, the descriptive statistics of the manipulations, type of gift and monetary value of the gift, were checked on their intended effects. Regarding the first manipulation: "The gift product is completely for free," the means of scenarios 1 and 2 had to be compared to check for a significant difference between the two free types of gift, in comparison to scenarios 3 and 4 which were the conditional types of gift. The mean scores of all four scenarios were in the right direction; Scenario 1 (M = 3.48, SD = 1.15), Scenario 2 (M = 4.00, SD = 0.86), Scenario 3 (M = 2.12, SD = 1.25) and Scenario 4 (M = 2.31, SD = 1.09) (see Appendix VI.I).

T-tests have been performed comparing scenarios 1-2 and scenarios 3-4 with each other, since those scenarios were supposed to be significantly different from each other. Looking at the results of the comparison between scenarios 1-2 and scenarios 3-4 (Appendix VI.I), an F-value of 1.228 on Levene's Test for Equality of variance was found. The F-value indicates that the row of equal variances assumed must be checked, looking at the significance (2-tailed) a significance of $p < .001$ was found. The significance meant that scenarios 1-2 and 3-4 were significantly different from each other, which is correct since scenarios 1-2 were labelled as a free type of gift and scenarios 3-4 were labelled as a conditional gift.

Looking at the second manipulation check question: "The gift product is very cheap" the means of scenarios 1 and 3 had to be compared to check if there was a significant difference between the monetary values of the gifts, in comparison to the monetary values of scenarios 2 and 4. The mean scores of two of the four scenarios were in the right direction; Scenario 1 (M = 3.29, SD = 1.01), Scenario 2 (M = 3.32, SD = 0.77), Scenario 3 (M = 2.57, SD = 1.00) and Scenario 4 (M = 3.00, SD = 0.98) (see Appendix VI.II). Scenario 1 scored above 3.00 indicating that the gift was perceived as not very cheap, while it actually was labelled as cheap gift, and scenario 4 had a mean score of exactly 3.00 indicating no direction.

T-tests had been performed comparing scenarios 1-3 and scenarios 2-4 with each other, since those scenarios were supposed to be significantly different in monetary value[2]. Looking at the results of the comparison between scenarios 1-3 and 2-4 (Appendix VI.II), an F-value of .737 on Levene's Test for Equality of variance was found. The F-value indicated that the row of equal variances not assumed had to be checked, looking at the significance (2-tailed) a significance of p =.003 was found. The significance meant that scenarios 1-3 and 2-4 were

[2] Scenario 2 and 3 were switched, since in SPSS I could not find another way to compare 1 & 3 with 2 & 4. Therefore I created a new row, where the results of Scenario 2 were added in as the values for Scenario 3 and vise versa. This way the results comparing 1 & 2 vs. 3 & 4 actually compared the values of scenario 1 & 3 vs. 2 & 4.

significantly different from each other, which was correct since scenarios 1-3 were labelled as a low monetary value gift and scenarios 2-4 were labelled as high monetary value.

4.2.4 Hypotheses testing

4.2.4.1 Assumptions

Performing ANOVA tests comes paired with the following assumptions belonging to the method. The analysis of variance (ANOVA) tests requires that; the observations have to be independent of each other, the variables in the constructs must be normally distributed and the variance across the different groups must be equal (Hair et al., 2014). In the experiment, the independence of the observations was established by assigning the participants to one of the scenarios at random. In addition the experiment was conducted online, so the respondents could not have influenced each other, ensuring the independence of the responses. Regarding the second assumption of ANOVA, the normal distribution, the skewness and kurtosis had to fall within the range of +2 to -2. Normality was assumed for all 3 constructs that were part of this study, since none of the constructs violated the boundaries of the skewness and kurtosis (Appendix VII). The last assumption of equality was tested via a Levene's test for homogeneity, which tested if the variances of the groups were all the same. The significance of this test result had to be non-significant, since it otherwise would have indicated heterogeneity of variance. The Levene's test was performed during each hypothesis.

Regarding analysis of covariance (ANCOVA) there were other assumptions that had to be met. One assumption belonging to ANCOVA was the independence of the covariate(s) and the treatment variable(s). If independence of these factors is not the case, the ANCOVA yields results that are not accurate (Field, 2013). A second assumption of ANCOVA was the homogeneity of regression slopes which had to be checked by looking at the scatter plots, regarding High/Low and Conditional/Free.

Hair et al. (2014) mention in addition that when performing regression analyses one has to account for four assumptions, namely; linearity of the phenomenon, constant variance, normality and independence of the error terms. These assumption had to be checked by examining the scatterplot for the linearity assumption of the applicable variable(s). For constant variance it was suggested to plot the residual values against the predicted values. Normality was assumed after checking the probability plot. Lastly independence of the error terms was basically guaranteed in the experiment since the experiment assigned different respondents to different conditions at random (between-subjects design), ruling out this assumption.

4.2.4.2 Hypothesis 1

A gift that yields a material benefit, and is conditional, is more likely to induce the probability of reciprocal behaviour of the recipient than a gift that is free of charge.

The first hypothesis was tested by performing an ANCOVA. The ANCOVA test was used to check if and whether there was a difference between impact of the experimental conditions of the type of gift on the reciprocal behaviour. The outcome variable was found to be normally distributed (Appendix VII, Table 4) and equal variances were assumed based on the results of Levene's test for homogeneity (Appendix VIII): $F(3, 121) = 1.335$, $p = .266$. Comparing the means from the descriptive statistics it was found that the conditional scenarios did not consequently outperform the free scenarios; Conditional/High ($M = 2.58$, $SD = 0.82$), Free/High ($M = 2.81$, $SD = 0.84$), Conditional/Low ($M = 2.76$, $SD = 0.91$) and Free/Low ($M = 2.74$, $SD = 0.82$). What was found that for high monetary value the conditional gift did not outperform the free gift, however with low monetary value the conditional gift did outperformed the free gift. Further analysis was done by looking at the ANCOVA results (Appendix VIII, Table 5) no statistically significant difference was found on reciprocal behaviour for the Type of gift ($F(1, 113) = 1.370$, $p = .244$). Due to the fact that the different scenarios had no significant impact on the reciprocal behaviour, as well as that the mean scores did not consequently outperform the free gift, hypothesis 1 had to be rejected.

Table 4: Descriptive statistics regarding normality

	N	min.	max.	Mean	SD
Reciprocity_Avg	125	1.00	5.00	2.7227	.84427
Selfconcept_Avg	125	1.00	4.50	2.8020	.78178
Valid N (listwise)	125	-	-	-	-

Table 5: Two-way ANCOVA for the dependant variable reciprocal behaviour

Sources	SS	df	MS	F	Sig.
Main effects	-	-	-	-	-
Type of gift	.775	1	.775	1.730	.244
Monetary value of the gift	.044	1	.044	.078	.781
Interaction effects	-	-	-	-	-
Type * Monetary	.235	1	.235	.416	.520
Type * Self-concept	1.393	1	1.393	2.462	.119
Type * Gender	.055	1	.055	.097	.755
Monetary * Self-concept	.156	1	.156	.276	.600
Monetary * Gender	.012	1	.012	.021	.885
Covariates	-	-	-	-	-
Gender	.032	1	.032	.056	.813
Self-concept	20.596	1	20.596	36.396	.000
Error	63.945	113	.566	-	-

4.2.4.3 Hypotheses 2

A high monetary value of the gift has a larger impact on the probability of reciprocal behaviour than a low monetary value.

The next hypothesis was tested by performing an ANCOVA. The ANCOVA test was used to check if and whether there was a difference between impact of the experimental conditions of the monetary value of the gift on reciprocal behaviour. The outcome variable was found to be normally distributed (Appendix VII, Table 4) and equal variances were assumed based on the results of the Levene's test for homogeneity (Appendix VIII). Comparing the means from the descriptive statistics it was found that the high monetary value scenarios did not consequently outform the free scenarios; High/Conditional (M = 2.58, SD = 0.82), Low/Conditional (M = 2.76, SD = 0.91), High/Free (M = 2.81, SD = 0.84) and Low/Free (M = 2.74, SD = 0.82). What was found that for high monetary value was that the conditional gift did not outperform the low monetary value gift, however with regard to the free gift, the high monetary value gift did outperform the low monetary value gift. Looking at the ANCOVA results (Appendix VIII, Table 5) no statistically significant difference was found on reciprocal behaviour for the monetary value of the gift ($F(1, 113) = .078$, $p = .781$) Due to the fact that the different scenarios

had no significant impact on the reciprocal behaviour as well as that the mean scores did not consequently outperform the low monetary value gift, hypothesis 2 had to be rejected.

4.2.4.4 Hypothesis 3 & 4

H3. Gifts in line with the actual-self concept are influencing the probability of reciprocal behaviour more than gifts that are aiming at the ideal-self concept.

H4. The likelihood of reciprocal behaviour after receiving a gift is larger for women than for men.

The last two hypotheses were also tested by performing an ANCOVA. Performing the ANCOVA was applicable since no assumptions were violated (Appendix VII, Table 4). A two-way ANCOVA was conducted to determine a statistically significant difference between the type and monetary value of the gift on reciprocal behaviour controlling for gender and self-concept. Looking at the results the findings were that the covariate gender does not significantly influenced reciprocal behaviour, where the covariate self-concept does significantly influenced reciprocal behaviour. The construct that has shown to be of great and significant importance was self-concept (Appendix VIII, Table 5), $F(1, 113) = 36.396$, $p = < .01$. Additionally the construct gender did not had a significant importance, $F(1, 113) = .056$, $p = .813$. Further, the ANCOVA reported a non-significant interaction between the different scenarios effects of Type of gift * Self-concept, $F(1, 113) = 2.462$, $p = .119$ and Type of gift * Gender, $F(1, 113) = .097$, $p = .755$. Regarding the scenarios the finders were also non-significant, Monetary value of the gift * Self-concept, $F(1, 113) = .276$, $p = .600$ and Monetary value of the gift * Gender, $F(1, 113) = .021$, $p = .885$. In addition the interaction-effect between type of gift * monetary value of the gift was also found to be non-significant ($F(1, 113) = .416$, $p = .520$).

The analyses indicated that gender did not act as a moderator between the relationship Type of gift * Monetary value of the gift and reciprocal behaviour. This finding therefore meant that hypothesis 4 had to be rejected, since gender did not significantly influence reciprocal behaviour. On the contrary, the construct self-concept was found to be a significant predictor of reciprocity, however it did not act as a moderator between the relationship Type of gift * Monetary value of the gift and reciprocal behaviour. So at first glance the hypothesis had to be rejected, since self-concept did not significantly influence reciprocal behaviour. However further analysis of hypothesis 3 was required. The assumption that the actual self-concept outperforms the ideal self-concept remained to be examined. The construct of self-concept had two types, actual- and ideal self-concept. Another analysis was performed with these two variables. It was found that actual self-concept showed to be of great and significant importance

(Appendix IX, Table 6), F(1, 115) = 22.243, p = < .01. The ideal self-concept however did not show to be of significant importance (F(1, 115) = .580, p = .448). The main effects regarding type of gift (F(1, 115) = 1.451, p = .231) and monetary value of the gift (F(1, 115) = .232, p = .631), both shown to be non-significant. Regarding the interaction effects of type of gift * actual self-concept, F(1, 115) = 1.988, p = .161 and type of gift * ideal self-concept, F(1, 115) = .022, p = .882, no significant effects were found. The scenarios regarding monetary value of the gift * actual self-concept, F(1, 115) = .393, p = .532 and monetary value of the gift * ideal self-concept, F(1, 115) = .045, p = .833, were also non-significant. In addition the interaction-effect between type of gift * monetary value of the gift was again found to be non-significant (F(1, 115) = .173, p = .678). Therefore hypothesis 3 could only be partially accepted, gifts in line with the actual self-concept did not significantly influence reciprocal behaviour more than gift in line with the ideal self-concept, however the directional effects were at least in the predicted direction meaning that the actual self-concept was a better predictor of higher reciprocal behaviour than the ideal self-concept.

Table 6: Two-way ANCOVA for actual self-concept and ideal self-concept

Sources	SS	df	MS	F	Sig.
Main effects	-	-	-	-	-
Type of gift	.805	1	.805	1.451	.231
Monetary value of the gift	.129	1	.129	.232	.631
Interaction effects	-	-	-	-	-
Type * Monetary	.096	1	.096	.173	.678
Type * Actual-self	1.104	1	1.104	1.988	.161
Type * Ideal-self	.012	1	.012	.022	.882
Monetary * Actual-self	.218	1	.218	.393	.532
Monetary * Ideal-self	.025	1	.025	.045	.833
Covariates	-	-	-	-	-
Actual-Self	12.344	1	12.344	22.243	.000
Ideal-Self	.322	1	.322	.580	.448
Error	63.823	115	.555	-	-

5. Discussion

The aim of this study was fourfold. The first objective was to discover whether or not the type of gift influenced the probability of reciprocal behaviour of the recipient. Secondly, it was researched if the monetary value of the gift influenced the recipients reciprocal behaviour. The third goal of this study was to test whether gifts in line with the actual self-concept influenced reciprocal behaviour more than gifts in line with the ideal self. Lastly the study focussed on the difference of reciprocal behaviour between female and men. To answer these four question an online experiment had been conducted in which the participants were confronted with either of the four scenarios (Appendix I).

The first hypothesis stated that a conditional gift was more likely to induce the probability of reciprocal behaviour of the recipient than a gift that was free of charge. Conditional gifts refer to gifts of which the recipients still had to pay a part of the price to receive the gift, whereas the free gift referred to the gift being completely free of charge. The outcomes of the study showed that the construct type of gift was not significantly related to the reciprocal behaviour and in addition there was no consistent proof that the mean scores of conditional gifts outperformed the free gifts. As a result, the first hypothesis was rejected. The type of gift in no way influenced the reciprocal behaviour of the recipients. Looking back at the manipulation check of type of gift it was found however that the manipulation had a significant effect between the mean scores of scenarios 1-2 and scenarios 3-4, of which the mean scores were also all in the right directions. So despite the fact that the measurements functioned as intended no significant effect was found in support of the first hypothesis.

The second hypothesis stated that a high monetary value had a larger impact on the probability of reciprocal behaviour than a low monetary value. High monetary value refers to the scenarios 2 and 4, and low monetary value refers to scenarios 1 and 3 (according to section 3.3.3). The results of the study showed that the construct monetary value of the gift was not significantly related to the reciprocal behaviour, additionally the mean scores regarding high monetary value did not consequently outperform the mean scores of the low monetary value scenarios. As a result, the second hypothesis was also rejected. The monetary value of the gift was in no way found to influence the reciprocal behaviour. Falling back on the manipulation check of monetary value of the gift, it was found that the manipulation regarding monetary value had a significant effect between the mean scores of scenarios 1-3 and scenarios 2-4. However looking at the mean scored it was found that only two of the four scenarios, scenario

2 and 3, were in the direction they should be. Scenario 1 was in the wrong direction and scenario 4 showed no direction at all. So it should therefore be noted that the manipulation of monetary value might not have been fully functional. Results regarding monetary value of the gift should therefore also not be considered as hard facts, since not all scenarios worked as intended. A possible explanation for the fact that the conditions of monetary value of the gift were not all in the right direction could be that the participants in the experiment were not given the information of what the chocolate bar price was. Additionally the respondents also did not have any comparison between the different chocolate bars since the respondents were only presented one of the four scenarios, therefore the respondents had no reference when judging if the monetary value of the presented chocolate bar was high or low. The finding of this study were in line with Mälar et al. (2011) finding that the actual-self concept outperforms the ideal-self concept regarding reciprocal behaviour.

The third hypothesis stated that a gift in line with the actual self-concept had a larger impact on the probability of reciprocal behaviour than a gift in line with the ideal self-concept. The actual self-concept referred to how the personality of who one thinks (s)he is now, and the ideal self-concept referred to how one would like to be seen or aspire to be seen. The results of the study showed that the construct self-concept showed to be of significance importance to reciprocal behaviour, however it did not significantly affect the interaction effects with type of gift nor monetary value of the gift. Looking deeper into the significant main effect it was found that the actual self-concept showed to be a significant predictor of reciprocal behaviour, whereas the ideal self-concept did not show to be of significant importance. However the hypothesis regarding the interaction effects between the self-concepts and the main effects, the results were found to be non-significant for either type of self-concept. As a result, the third hypothesis had to be partially rejected. No proof was found that the actual self-concept outperformed the ideal self-concept, but when checking the constructs' significance there was a difference in that the actual self-concept was a better predictor of reciprocal behaviour than the ideal self-concept was. A remark that can be made however is that the respondents were not presented with the explanations of the terms actual self-concept and ideal self-concept. Therefore it could be possible that the respondents did not fully comprehend the relevant questions thus biasing the measurement of the construct.

The fourth and last hypothesis stated that the likelihood of reciprocal behaviour after receiving a gift was larger for women than for men. The results of the study however showed that the construct gender was not significantly related to reciprocal behaviour. Additionally the mean scores between females and men were so close to each other that the difference was

negligible. As a result, the fourth hypothesis had to be rejected. Gender was in no way influencing the reciprocal behaviour of the recipients after having receiving the gift. The results of this study were therefore in contrast with the findings of Areni et al. (1998), McGrath (1994), Cox and Deck (2006) and Szell and Thurner (2013).

5.1 Theoretical implications

The outcomes of the study are to a great extent in contrast with prior findings. Prior research of Shurmer (1971) and Mälar et al. (2011) showed, however without conclusive evidence, that conditional gifts were more personal to recipients as opposed to free gifts; therefore it was arguable that conditional gifts would trigger reciprocal behaviour more than free-of-charge gifts. This paper expands on that research by researching the difference between conditional and free of charge gifts on the recipients reciprocal behaviour, however the current study found that those types of gifts are no significant predictors of reciprocal behaviour. Based on this study's findings it therefore is arguable that selecting either a conditional gift or free of charge gift does not influence the reciprocal behaviour of recipients more than when choosing the other type of gift. In addition, the present research tried to build on the research of Sherry (1983) and Schneider (1981) who found that the higher the investment, from the company's side, in the gifts that are sent to their customers, the higher the expected reciprocal behaviour will be for the recipients of those gifts. This current study therefore researched whether or not a high monetary value of the gift had a larger probability of reciprocal behaviour than a low monetary value, which is expected based on prior research of Sherry (1983) and Schneider (1981). The finding of this study however were that the monetary value of the gift was no significant predictor of reciprocal behavior; therefore a high monetary value did not boost the recipients reciprocal behaviour compared to a low(er) monetary value. This study's findings therefore are in contrast with the research of Sherry (1983) and Schneider (1981). The difference could potentially be explained by the fact that the respondents in this study were not granted the information regarding the initial prices of the gifts. Therefore the respondents had to judge the value of the gifts on their own. Additionally the respondents were only presented with one scenario, therefore the respondents had no point of reference what the other scenarios gifts contained, therefore making it difficult to judge if the scenario they were confronted with was a high or low monetary value. This was also found to be an slight problem when looking at the manipulation check, where only two of the four scenarios were found to be in the right direction. So the results of this study regarding the monetary value of the gift might potentially not be

fully accurate. Furthermore, this study tried to extend the research of Mälar et al. (2011) who found that actual-self congruence was a better predictor of emotional attachment to a company / brand than the ideal-self congruence. Mälar et al. (2011) argued that a higher emotional attachment would be likely to lead to higher reciprocal behaviour. The current research partially complements this argument of Mälar et al. (2011). It was found that the construct self-concept was a significant predictor of reciprocal behaviour, and when looking further into detail if was found that the actual-self concept was a significant predictor of reciprocal behaviour, opposed to the ideal-self concept which was not. These findings on its own complement Mäler et al.'s (2011) argument. However when examining the interaction effects of the actual-self and the ideal-self concept both showed to be non-significant. Lastly the current study tried to extend the research of e.g. Areni et al. (1998), McGrath (1994), Cox and Deck (2006) and Szell and Thurner (2013) regarding the effects of gender on reciprocal behaviour. All those researchers mainly draw the conclusion that females are more involved in gift-exchange and reciprocity than males. Therefore it was arguable that women's reciprocal behaviour would be triggered more than the reciprocal behaviour of males after receiving a gift. The findings of this current study however was that gender in no way influenced the reciprocal behaviour of the participants in this experiment. Therefore the finding of this study is in vast contrast with the findings of Areni et al. (1998), McGrath (1994), Cox and Deck (2006) and Szell and Thurner (2013). A possible explanation for this research finding could be that the gift in the experiment, a chocolate bar, was not the best example to trigger the respondents into reciprocal behaviour, it could be arguable that a different gift would lead to a different result.

5.2 Managerial implications

For practitioners the results offer insights in how gift-giving can affect the recipients reciprocal behaviour. When marketers are going to give away a gift to the customers of their company or brand it is found based on this study results that it did not matter if marketers decide to give away products, services or experiences completely free of charge, or the alternative, giving e.g a discount coupon for a product, service or experience. Additionally a marketer, should not have to worry about segmenting their customer base based on gender, since gender differences, in this study, have shown to be negligible. Regarding the monetary value, the budget the marketing department should put into the gifts, it was found that it did not matter if the gifts were expensive, high in monetary value, or cheap, low in monetary value. What did make a significant difference however, and what also should be marketeers main focus based on this

study’s insights is to deliver their customers with a gift that reflects their actual-self. The company or brand should therefore aim to design the gifts in such a way that the gift reflects the company's values so that the recipients of the gifts see the values of the company in the gift of which the customers are affiliated with. This way the gift will strengthen the emotional attachment with the brand, leading up to a higher reciprocal behaviour (Mälar et al., 2011). The main insight practitioners should thus take away from this study is that the actual-self concept is the most important factor to account for when giving away gifts. Accounting for this self-concept marketers can create better bonds with their customers resulting in higher reciprocal behaviour.

6. Conclusion

Results of this study indicate that the type of gift as well as the monetary value of the gift have no significant influence on the recipient's reciprocal behaviour. Additionally gender has shown to be of no direct significant influence towards reciprocal behaviour, nor indirectly through the interaction effect with type of gift and monetary value of the gift. Lastly a significant effect was found for the actual-self concept on reciprocal behaviour, the ideal-self concept on the other hand did not show to be of significance importance. Looking at the interaction effects of the two types of self-concept, both were found to be non-significant in predicting reciprocal behaviour.

6.1 Limitations

First of all the manipulation check regarding monetary value of the gift was a slight problem, since regardless of its significance two of the four scenarios were not in the desired direction. The four scenarios were aimed at identifying the impact of the type of gift and the monetary value of the gift on the recipients reciprocal behaviour, however the scenarios Free gift * Low monetary value and Conditional gift * High monetary values regarding perceived monetary value shown to be in the wrong direction or having no direction, therefore limiting the conclusions that can be drawn from the results since the manipulation did not fully work. As a consequence of this limitation the result that monetary value of the gift was no significant predictor of reciprocal behaviour could be called into question.

A second limitation from this study is that the participants were given a between-subjects experiment, instead of a within-subjects experiment. The participants were only presented with one of the four scenarios, therefore, as been emphasised, the participants had no awareness of the content of the other scenarios. If this study had selected a within-subjects design the respondents were presented with two scenarios. This within-subjects design would then have given the respondents a better context, allowing them to compare the gifts and make a better judgements regarding the type of gift and the monetary value of the gift. The choice for the between-subjects design was made for regarding the time limit in which the results had to be collected. When there had been chosen for a within-subjects design the amount of respondents had to be doubled to at least 240, since there was originally extra variables the

study would have liked to account for, which could have caused some serious time issues, hence the researched ambition was toned down, and a between-subjects design was used.

Another shortcoming of this study is that the experiment was held only for a made-up company "Cocoa Chocks", in the Netherlands. This means that the results regarding this study are not representative of existing brands in the Netherlands. Due to the fact that the results of this study are not representative, the results are not generalisable to all companies in the Netherlands, therefore the results of this study only apply to the company that was researched during this study.

6.2 Future research suggestions

From the conducted research and limitations arise some areas for future research. First and foremost, the role of the monetary value of the gift was not completely as it should have been, the manipulation was not fully functional when looking at the directional effects, regardless of the significant outcome of the manipulation. It therefore would be beneficial for future research to make use of a within-subjects design when researching gift-giving, to tackle the problem that this research encountered. Future research should check carefully if the manipulations of monetary value are as intended with a pre-test with sufficient size, since the pre-test in this study showed no problems, but the data later on had issues with the variable. A second area that future research could look into, based on this study, is to possibly pick a company with a product that would be more appealing for the customers than a chocolate bar, since the effects in this study are mainly to be found non-significant which could be explained due to the fact that a chocolate bar is not a very high involvement product. Selecting a product that customers can better relate to as something useful or meaningful might yield different results, which is an interesting area to look into, though on the other hand high involvement gifts are more expensive for the company to give away that a low-involvement product. Other interested areas for follow-up research could be to extend the research by looking into the effects of the quality of the gift. Roselius (1971) and Laroche et al. (2000) argue that a higher quality is leading to more positive purchasing motives, increasing the likelihood of reciprocal behaviour. Whereas lower quality is leading to more negative purchasing motives, and therefore are likely to have a lower reciprocal rate. Researching the quality of a gift in the gift-giving context could be a fruitful area for follow-up research. Additionally low quality may increase the change of risk. Keller, Apéria & Georgson (2012) researched six different types of risk. Researching the effect in gift-exchange could also be an area for follow-up research. Lastly, the current research was

a quantitative research, it could be beneficial for future research to research gift-giving in a similar way with the improvements that are recommended in a qualitative context. Qualitative research could be conducted to get a better and deeper understanding of respondent's associations with receiving a gift. Qualitative research therefore would be suited to extend the in-depth knowledge regarding gift-giving practices.

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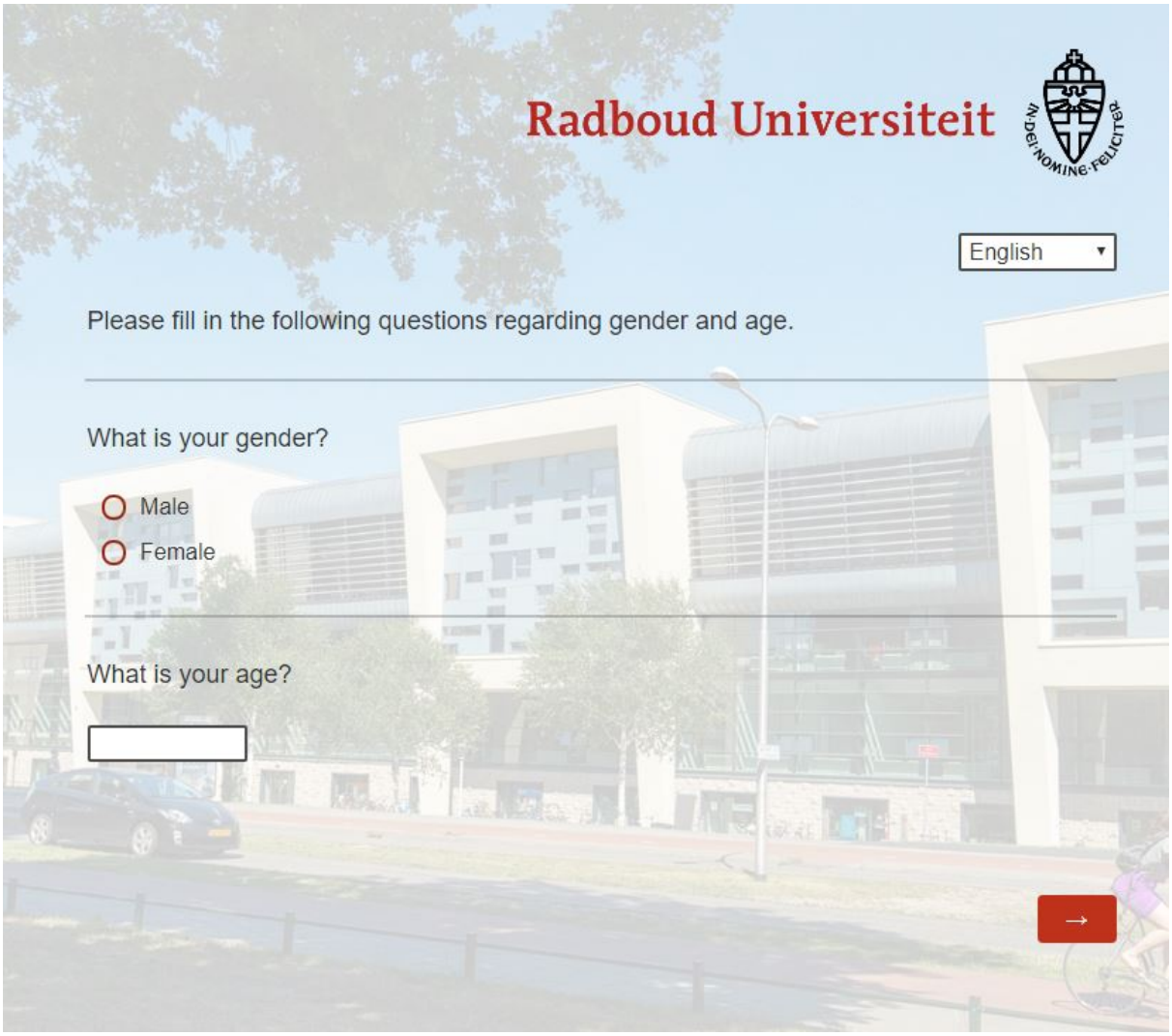
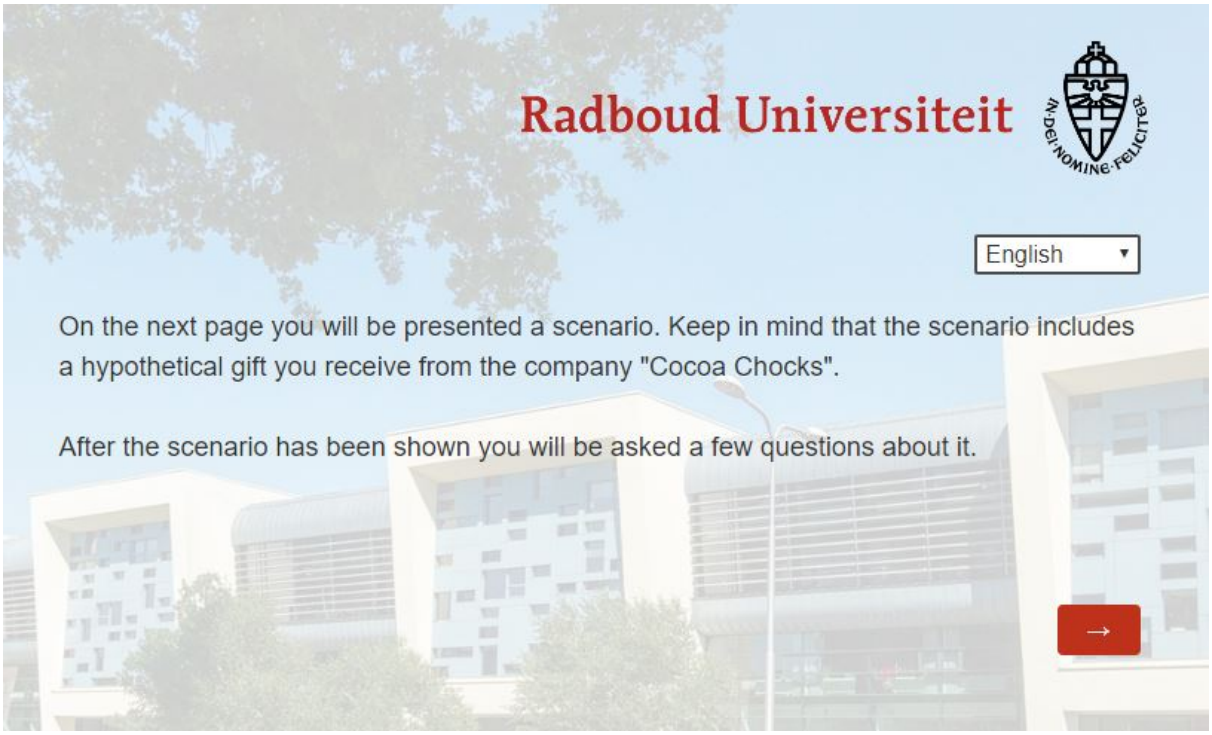
Appendix I - Scenario's

Appendix II - Experiment


Radboud Universiteit
English
Please fill in the following questions regarding gender and age.
What is your gender?
Male
Female
What is your age?
→


Radboud Universiteit
English
On the next page you will be presented a scenario. Keep in mind that the scenario includes a hypothetical gift you receive from the company "Cocoa Chocks".
After the scenario has been shown you will be asked a few questions about it.
→


Radboud Universiteit
English
Hello dear customer,
We of "Cocoa Chocks" are rewarding you the following gift.
We hope you enjoy the present!
Fin Carré
MILK CHOCOLATE WITH HAZELNUTS
UTZ Certified cocoa
100g e
→

Radboud Universiteit

English

The following questions are about your possible reactions to the gift.

Please fill in the following questions.

Serie 1

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
When someone does me a favour, I feel committed to repay him/her.	○	○	○	○	○
Based on the gift shown in the scenario, I am interested in products from Cocoa Chocks.	○	○	○	○	○
Based on the gift, I am likely to consider Cocoa Chocks when thinking about chocolate.	○	○	○	○	○
Based on the gift shown in the scenario, I would be likely buying a product, service or experience from Cocoa Chocks.	○	○	○	○	○

→

Radboud Universiteit

English

Please fill in the following questions

Serie 2

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The gift is consistent with how I see myself.	○	○	○	○	○
The gift is similar to the products that I like to buy.	○	○	○	○	○
I can imagine myself using the gifted product.	○	○	○	○	○
The gift is consistent with what I aspire to be.	○	○	○	○	○
The gift is similar to the products other people I admire are using.	○	○	○	○	○
The gift is something I also might give to people I admire.	○	○	○	○	○

→

Radboud Universiteit

English

Please fill in the following questions.

Control questions

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The gift product is completely for free.	○	○	○	○	○
The gift product is very cheap.	○	○	○	○	○

→

Radboud Universiteit

Thanks for your participation in the experiment. In case of any questions regarding the experiment or in receiving the results of the experiment, my contact details are: hc.vandijk@student.ru.nl. You will be able to reach me there.

In addition to support my research reaching a higher number of responses, I'd like to ask you to send the link of the experiments to five other people in your network. With this referral I will be able to collect a larger amount of data, and therefore the results of the experiment will be stronger and more reliable. Thanks in advance for referring. It will help me a lot!
Link to the experiment: https://fmru.az1.qualtrics.com/jfe/form/SV_0H72Ew8MIIuSAzb

Thanks once again for participating in the experiment and for referring the link to five other people in your network,
Rik van Dijk

Bedankt voor uw deelname aan het experiment. In het geval dat u vragen heeft over het experiment of interesse heeft in de resultaten van het experiment, mijn contactgegevens zijn: hc.vandijk@student.ru.nl. U zal me daar kunnen bereiken.

Naast het ondersteunen van mijn onderzoek, zou ik u willen vragen om de link naar het experiment naar vijf mensen in uw netwerk door te sturen, zodat er een hoger aantal respondenten aan het experiment hebben deelgenomen. Middels deze verwijzing kan ik grotere hoeveelheden aan gegevens verzamelen die de resultaten van het experiment sterker en betrouwbaarder maken. Bij voorbaat dank voor het doorsturen. Het zal me veel helpen.
Link naar het experiment: https://fmru.az1.qualtrics.com/jfe/form/SV_0H72Ew8MIIuSAzb

Nogmaals bedankt voor het deelnemen aan het experiment en voor het doorverwijzen van de link naar vijf anderen in uw netwerk,
Rik van Dijk

Appendix III.I - Pre-test results type of gift

Report

Pre_test_MC1

Pre_test_Scenario	Mean	N	Std. Deviation
1,00	4,3333	3	,57735
2,00	4,3333	3	1,15470
3,00	2,0000	3	1,00000
4,00	1,6667	3	,57735
Total	3,0833	12	1,50504

T-Test

Group Statistics

	Pre_test_Scenario	N	Mean	Std. Deviation	Std. Error Mean
Pre_test_MC1	>= 3,00	6	1,8333	,75277	,30732
	< 3,00	6	4,3333	,81650	,33333

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Pre_test_MC1	Equal variances assumed	,225	,646	-5,514	10	,000	-2,50000	,45338	-3,51020	-1,48980
	Equal variances not assumed			-5,514	9,935	,000	-2,50000	,45338	-3,51110	-1,48890

Appendix III.II - Pre-test results monetary value of the gift

Report

Pre_test_MC2

Pre_test_Scenario	Mean	N	Std. Deviation
1,00	1,6667	3	,57735
2,00	1,6667	3	,57735
3,00	4,3333	3	,57735
4,00	4,0000	3	1,00000
Total	2,9167	12	1,44338

T-Test

Group Statistics

	VAR00010	N	Mean	Std. Deviation	Std. Error Mean
Pre_test_MC2	>= 3,00	6	4,1667	,75277	,30732
	< 3,00	6	1,6667	,51640	,21082

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Pre_test_MC2	Equal variances assumed	,328	,580	6,708	10	,000	2,50000	,37268	1,66962	3,33038
	Equal variances not assumed			6,708	8,853	,000	2,50000	,37268	1,65480	3,34520

Appendix IV.I - Factor Analysis reciprocity

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,697
Bartlett's Test of Sphericity	Approx. Chi-Square	106,538
	df	6
	Sig.	,000

Communalities

	Initial	Extraction
Serie 1 - When someone does me a favour, I feel committed to repay him/her.	1,000	,048
Serie 1 - Based on the gift shown in the scenario, I am interested in products from Cocoa Chocks.	1,000	,682
Serie 1 - Based on the gift, I am likely to consider Cocoa Chocks when thinking about chocolate.	1,000	,658
Serie 1 - Based on the gift shown in the scenario, I would be likely buying a product, service or experience from Cocoa Chocks.	1,000	,729

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,117	52,921	52,921	2,117	52,921	52,921
2	,977	24,418	77,339			
3	,514	12,848	90,187			
4	,393	9,813	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
Serie 1 - When someone does me a favour, I feel committed to repay him/her.	,219
Serie 1 - Based on the gift shown in the scenario, I am interested in products from Cocoa Chocks.	,826
Serie 1 - Based on the gift, I am likely to consider Cocoa Chocks when thinking about chocolate.	,811
Serie 1 - Based on the gift shown in the scenario, I would be likely buying a product, service or experience from Cocoa Chocks.	,854

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,694
Bartlett's Test of Sphericity	Approx. Chi-Square	104,644
	df	3
	Sig.	,000

Communalities

	Initial	Extraction
Serie 1 - Based on the gift shown in the scenario, I am interested in products from Cocoa Chocks.	1,000	,686
Serie 1 - Based on the gift, I am likely to consider Cocoa Chocks when thinking about chocolate.	1,000	,660
Serie 1 - Based on the gift shown in the scenario, I would be likely buying a product, service or experience from Cocoa Chocks.	1,000	,744

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,091	69,695	69,695	2,091	69,695	69,695
2	,514	17,139	86,834			
3	,395	13,166	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
Serie 1 - Based on the gift shown in the scenario, I am interested in products from Cocoa Chocks.	,828
Serie 1 - Based on the gift, I am likely to consider Cocoa Chocks when thinking about chocolate.	,813
Serie 1 - Based on the gift shown in the scenario, I would be likely buying a product, service or experience from Cocoa Chocks.	,863

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix IV.II - Factor Analysis self-concept

Factor Analysis

Correlation Matrix

		Serie 2 - The gift is consistent with how I see myself.	Serie 2 - The gift is similar to the products that I like to buy.	Serie 2 - I can imagine myself using the gifted product.	Serie 2 - The gift is consistent with what I aspire to be.	Serie 2 - The gift is similar to the products other people I admire are using.	Serie 2 - The gift is something I also might give to people I admire.
Correlation	Serie 2 - The gift is consistent with how I see myself.	1,000	,561	,411	,606	,268	,359
	Serie 2 - The gift is similar to the products that I like to buy.	,561	1,000	,630	,445	,243	,392
	Serie 2 - I can imagine myself using the gifted product.	,411	,630	1,000	,381	,239	,347
	Serie 2 - The gift is consistent with what I aspire to be.	,606	,445	,381	1,000	,585	,440
	Serie 2 - The gift is similar to the products other people I admire are using.	,268	,243	,239	,585	1,000	,527
	Serie 2 - The gift is something I also might give to people I admire.	,359	,392	,347	,440	,527	1,000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,744
Bartlett's Test of Sphericity	Approx. Chi-Square	281,544
	df	15
	Sig.	,000

Communalities

	Initial	Extraction
Serie 2 - The gift is consistent with how I see myself.	1,000	,614
Serie 2 - The gift is similar to the products that I like to buy.	1,000	,788
Serie 2 - I can imagine myself using the gifted product.	1,000	,683
Serie 2 - The gift is consistent with what I aspire to be.	1,000	,699
Serie 2 - The gift is similar to the products other people I admire are using.	1,000	,824
Serie 2 - The gift is something I also might give to people I admire.	1,000	,601

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3,159	52,647	52,647	3,159	52,647	52,647
2	1,051	17,521	70,168	1,051	17,521	70,168
3	,688	11,463	81,630			
4	,503	8,389	90,019			
5	,334	5,567	95,586			
6	,265	4,414	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1	Component 2
Serie 2 - The gift is consistent with how I see myself.	,750	-,228
Serie 2 - The gift is similar to the products that I like to buy.	,760	-,458
Serie 2 - I can imagine myself using the gifted product.	,689	-,456
Serie 2 - The gift is consistent with what I aspire to be.	,805	,226
Serie 2 - The gift is similar to the products other people I admire are using.	,643	,641
Serie 2 - The gift is something I also might give to people I admire.	,694	,345

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Factor Analysis

Correlation Matrix

		Serie 2 - The gift is consistent with how I see myself.	Serie 2 - The gift is similar to the products that I like to buy.	Serie 2 - I can imagine myself using the gifted product.	Serie 2 - The gift is consistent with what I aspire to be.	Serie 2 - The gift is something I also might give to people I admire.
Correlation	Serie 2 - The gift is consistent with how I see myself.	1,000	,561	,411	,606	,359
	Serie 2 - The gift is similar to the products that I like to buy.	,561	1,000	,630	,445	,392
	Serie 2 - I can imagine myself using the gifted product.	,411	,630	1,000	,381	,347
	Serie 2 - The gift is consistent with what I aspire to be.	,606	,445	,381	1,000	,440
	Serie 2 - The gift is something I also might give to people I admire.	,359	,392	,347	,440	1,000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,767
Bartlett's Test of Sphericity	Approx. Chi-Square	207,040
	df	10
	Sig.	,000

Communalities

	Initial	Extraction
Serie 2 - The gift is consistent with how I see myself.	1,000	,626
Serie 2 - The gift is similar to the products that I like to buy.	1,000	,666
Serie 2 - I can imagine myself using the gifted product.	1,000	,542
Serie 2 - The gift is consistent with what I aspire to be.	1,000	,586
Serie 2 - The gift is something I also might give to people I admire.	1,000	,422

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,842	56,834	56,834	2,842	56,834	56,834
2	,763	15,254	72,088			
3	,672	13,442	85,530			
4	,411	8,227	93,757			
5	,312	6,243	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
Serie 2 - The gift is consistent with how I see myself.	,791
Serie 2 - The gift is similar to the products that I like to buy.	,816
Serie 2 - I can imagine myself using the gifted product.	,736
Serie 2 - The gift is consistent with what I aspire to be.	,765
Serie 2 - The gift is something I also might give to people I admire.	,649

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis

Correlation Matrix

		Serie 2 - The gift is consistent with how I see myself.	Serie 2 - The gift is similar to the products that I like to buy.	Serie 2 - I can imagine myself using the gifted product.	Serie 2 - The gift is consistent with what I aspire to be.
Correlation	Serie 2 - The gift is consistent with how I see myself.	1,000	,561	,411	,606
	Serie 2 - The gift is similar to the products that I like to buy.	,561	1,000	,630	,445
	Serie 2 - I can imagine myself using the gifted product.	,411	,630	1,000	,381
	Serie 2 - The gift is consistent with what I aspire to be.	,606	,445	,381	1,000

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,718
Bartlett's Test of Sphericity	Approx. Chi-Square	172,005
	df	6
	Sig.	,000

Communalities

	Initial	Extraction
Serie 2 - The gift is consistent with how I see myself.	1,000	,667
Serie 2 - The gift is similar to the products that I like to buy.	1,000	,701
Serie 2 - I can imagine myself using the gifted product.	1,000	,575
Serie 2 - The gift is consistent with what I aspire to be.	1,000	,578

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2,521	63,033	63,033	2,521	63,033	63,033
2	,740	18,497	81,529			
3	,422	10,561	92,090			
4	,316	7,910	100,000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component 1
Serie 2 - The gift is consistent with how I see myself.	,817
Serie 2 - The gift is similar to the products that I like to buy.	,838
Serie 2 - I can imagine myself using the gifted product.	,758
Serie 2 - The gift is consistent with what I aspire to be.	,760

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Appendix V.I - Reliability Analysis reciprocity

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	125	100,0
	Excluded[a]	0	,0
	Total	125	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,782	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Serie 1 - Based on the gift shown in the scenario, I am interested in products from Cocoa Chocks.	5,39	3,208	,608	,716
Serie 1 - Based on the gift, I am likely to consider Cocoa Chocks when thinking about chocolate.	5,55	3,169	,587	,740
Serie 1 - Based on the gift shown in the scenario, I would be likely buying a product, service or experience from Cocoa Chocks.	5,39	3,111	,664	,656

Appendix V.II - Reliability Analysis self-concept

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	127	100,0
	Excluded[a]	0	,0
	Total	127	100,0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
,799	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Serie 2 - The gift is consistent with how I see myself.	8,70	6,259	,640	,742
Serie 2 - The gift is similar to the products that I like to buy.	8,31	5,075	,689	,710
Serie 2 - I can imagine myself using the gifted product.	7,61	5,588	,586	,765
Serie 2 - The gift is consistent with what I aspire to be.	8,89	6,400	,560	,774

Appendix VI.I - Manipulation Check type of gift

Report

Control questions - The gift product is completely for free.

VAR00001	Mean	N	Std. Deviation
1,00	3,48	31	1,151
2,00	4,00	28	,861
3,00	2,12	34	1,250
4,00	2,31	32	1,091
Total	2,93	125	1,345

T-Test

Group Statistics

	VAR00001	N	Mean	Std. Deviation	Std. Error Mean
Control questions - The gift product is completely for free.	>= 3,00	66	2,21	1,170	,144
	< 3,00	59	3,73	1,048	,136

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
Control questions - The gift product is completely for free.	Equal variances assumed	1,228	,270	-7,598	123	,000	-1,517	,200	-1,912	-1,122
	Equal variances not assumed			-7,645	122,999	,000	-1,517	,198	-1,909	-1,124

Appendix VI.II - Manipulation Check monetary value of the gift

Report

Control questions - The gift product is very cheap.

VAR00001	Mean	N	Std. Deviation
1,00	3,29	31	1,006
2,00	2,57	28	,997
3,00	3,32	34	,768
4,00	3,00	32	,984
Total	3,06	125	,973

T-Test

Group Statistics

	VAR00012	N	Mean	Std. Deviation	Std. Error Mean
VAR00013	>= 3,00	60	2,8000	1,00507	,12975
	< 3,00	65	3,3077	,88252	,10946

Independent Samples Test

		Levene's Test for Equality of Variances		t-test for Equality of Means						
									95% Confidence Interval of the Difference	
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
VAR00013	Equal variances assumed	,737	,392	-3,006	123	,003	-,50769	,16888	-,84197	-,17341
	Equal variances not assumed			-2,991	117,840	,003	-,50769	,16976	-,84387	-,17152

Appendix VII - Normality of all constructs

Descriptives

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Reciprocity_Avg	125	1,00	5,00	2,7227	,84427	-,041	,217	-,631	,430
Selfconcept_Avg	125	1,00	4,50	2,8020	,78178	-,439	,217	-,251	,430
Valid N (listwise)	125								

Appendix VIII - Hypotheses 1-5

Correlations

Correlations

		Reciprocity_Avg	Selfconcept_Avg	What is your gender?
Reciprocity_Avg	Pearson Correlation	1	,499**	-,014
	Sig. (2-tailed)		,000	,874
	N	125	125	125
Selfconcept_Avg	Pearson Correlation	,499**	1	,026
	Sig. (2-tailed)	,000		,773
	N	125	125	125
What is your gender?	Pearson Correlation	-,014	,026	1
	Sig. (2-tailed)	,874	,773	
	N	125	125	125

**. Correlation is significant at the 0.01 level (2-tailed).

Descriptive Statistics

Dependent Variable: Reciprocity_Avg

VAR00006	VAR00007	Mean	Std. Deviation	N
H	C	2,5833	,81650	32
	F	2,8095	,83852	28
	Total	2,6889	,82765	60
L	C	2,7647	,91206	34
	F	2,7419	,82422	31
	Total	2,7538	,86457	65
Total	C	2,6768	,86523	66
	F	2,7740	,82453	59
	Total	2,7227	,84427	125

Levene's Test of Equality of Error Variances[a]

Dependent Variable: Reciprocity_Avg

F	df1	df2	Sig.
1,335	3	121	,266

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + VAR00006 + VAR00007 + Selfconcept_Avg + Q1 + VAR00006 * VAR00007 + VAR00006 * Selfconcept_Avg + VAR00006 * Q1 + VAR00007 * Selfconcept_Avg + VAR00007 * Q1 + VAR00006 * VAR00007 * Selfconcept_Avg + VAR00006 * VAR00007 * Q1

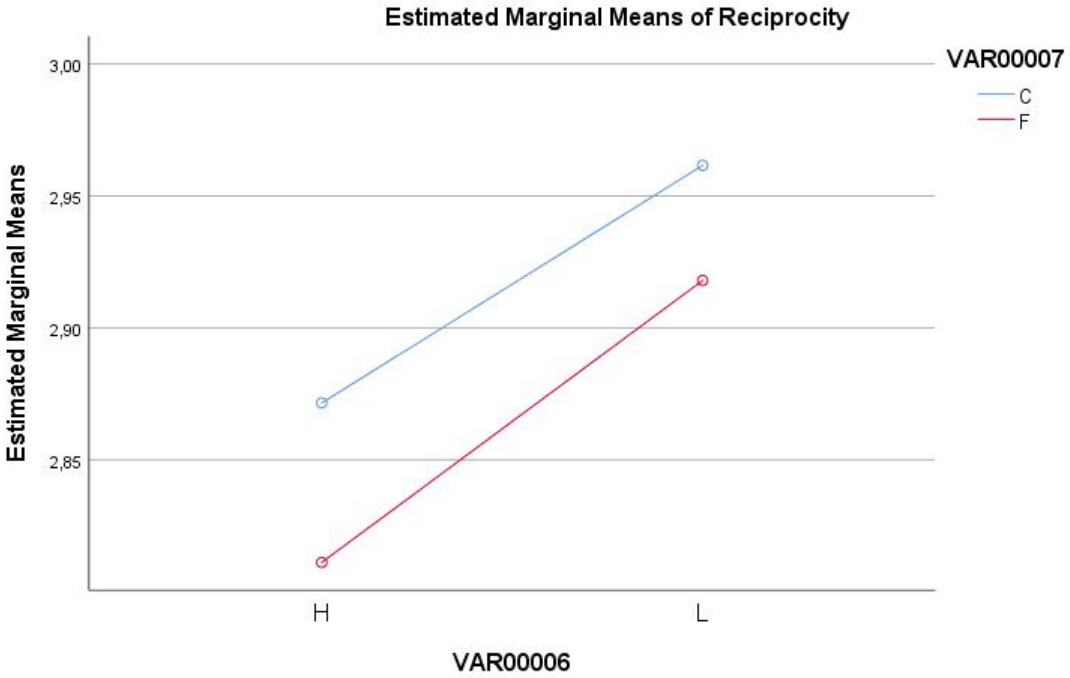
Tests of Between-Subjects Effects

Dependent Variable: Reciprocity_Avg

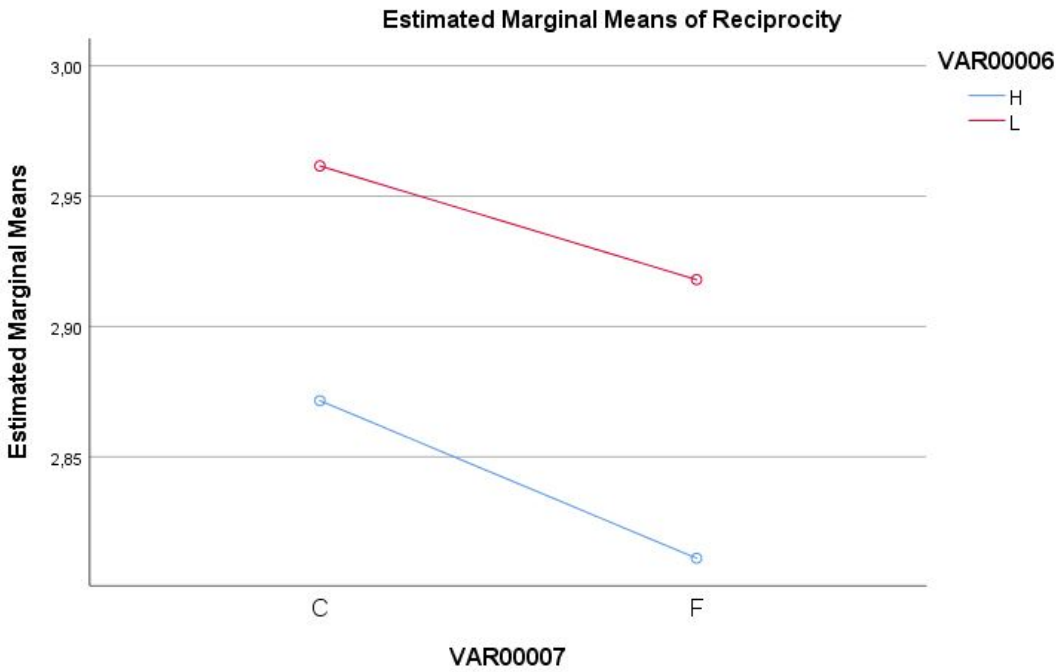
Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	24,440[a]	11	2,222	3,926	,000
Intercept	8,494	1	8,494	15,010	,000
VAR00006	,775	1	,775	1,370	,244
VAR00007	,044	1	,044	,078	,781
Selfconcept_Avg	20,596	1	20,596	36,396	,000
Q1	,032	1	,032	,056	,813
VAR00006 * VAR00007	,235	1	,235	,416	,520
VAR00006 * Selfconcept_Avg	1,393	1	1,393	2,462	,119
VAR00006 * Q1	,055	1	,055	,097	,755
VAR00007 * Selfconcept_Avg	,156	1	,156	,276	,600
VAR00007 * Q1	,012	1	,012	,021	,885
VAR00006 * VAR00007 * Selfconcept_Avg	,239	1	,239	,422	,517
VAR00006 * VAR00007 * Q1	,074	1	,074	,130	,719
Error	63,945	113	,566		
Total	1015,000	125			
Corrected Total	88,386	124			

a. R Squared = ,277 (Adjusted R Squared = ,206)

Profile Plots



Covariates appearing in the model are evaluated at the following values: What is your gender? = 1,54, Self_concept = 2,7707



Covariates appearing in the model are evaluated at the following values: What is your gender? = 1,54, Self_concept = 2,7707

Appendix IX - Additional analysis hypothesis 3

Descriptive Statistics

Dependent Variable: Reciprocity_Avg

VAR00006	VAR00007	Mean	Std. Deviation	N
H	C	2,5833	,81650	32
	F	2,8095	,83852	28
	Total	2,6889	,82765	60
L	C	2,7647	,91206	34
	F	2,7419	,82422	31
	Total	2,7538	,86457	65
Total	C	2,6768	,86523	66
	F	2,7740	,82453	59
	Total	2,7227	,84427	125

Levene's Test of Equality of Error Variances[a]

Dependent Variable: Reciprocity_Avg

F	df1	df2	Sig.
1,802	3	121	,150

Tests the null hypothesis that the error variance of the dependent variable is equal across groups.

a. Design: Intercept + VAR00006 + VAR00007 + Actual_SC + Ideal_SC + VAR00006 * VAR00007 + VAR00006 * Actual_SC + VAR00006 * Ideal_SC + VAR00007 * Actual_SC + VAR00007 * Ideal_SC

Tests of Between-Subjects Effects

Dependent Variable: Reciprocity_Avg

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	24,563[a]	9	2,729	4,918	,000
Intercept	12,403	1	12,403	22,348	,000
VAR00006	,805	1	,805	1,451	,231
VAR00007	,129	1	,129	,232	,631
Actual_SC	12,344	1	12,344	22,243	,000
Ideal_SC	,322	1	,322	,580	,448
VAR00006 * VAR00007	,096	1	,096	,173	,678
VAR00006 * Actual_SC	1,104	1	1,104	1,988	,161
VAR00006 * Ideal_SC	,012	1	,012	,022	,882
VAR00007 * Actual_SC	,218	1	,218	,393	,532
VAR00007 * Ideal_SC	,025	1	,025	,045	,833
Error	63,823	115	,555		
Total	1015,000	125			
Corrected Total	88,386	124			

a. R Squared = ,278 (Adjusted R Squared = ,221)