



PERSONAL VALUES AND GIFT GIVING: THE CASE OF CHOOSING A RESTAURANT FOR HOSTING DINNER

**Peeraya Lekkumporn, Marketing Department, Faculty of Business Administration,
Kasetsart University, Thailand
Email: Peeraya.Lekkumporn@gmail.com**

ABSTRACT

Learning on how people choosing a product or service remains an attractive topic for marketers for ages; nonetheless, how people utilize their cognitive structure when selecting products or services might be even more interesting. In this study, the cognitive structure of consumers was examined when choosing a restaurant for hosting dinner for their friends or family-members. Consumers' cognitive structure in this study could be seen as the structure of Gift Giving Behaviour (GGB) because choosing a restaurant for others could be seen as gifting. From the literatures of GGB, the eight factors were achieved as the GGB structure: Attitude toward Behaviour (AB), Subjective Norm (SN), Perceived Behavioural Control (PBC), Self-Identity toward Other (SIO), Self-Identity toward Self (SIS), Anticipated Emotion (AE), Purchase-Decision Involvement (PDI) and Symbolic of Gift (SG). Additionally, Personal Value (PV) which has been founded as an influencer for GGB also included in this study as the antecedent of GGB structure.

Accordingly, this study aims to explain the relationship between Personal Value (PV) and Gift Giving Behaviour (GGB). Hosting a dinner for the closed relationship such as friend and family member is employed as a context for this study, so as to restrict GGB for intangible gift, occasional gifting, and with closed relationship. Kahle's List of Value (LOV) was utilized as PVs construct such as Warm Relationship with Others (WR), Self Respect (SR), Self Fulfilment (SF), Sense of Accomplishment (SA), Fun and Enjoyment (FE), Sense of Belonging (SB), Being Well-Respected (BR), Security (SC), and Excitement (EC). Since GGB is one of voluntary behavior which directly related to Theory of Planned Behaviour (TPB), some criteria from TPB were in cooperated. Thus GGB construct consists of nine criteria which three factors were extracted from GGB such as Motivation of GGB (MG), Gift-Selection Effort (GE), Information Searching (IS) and six factors of TPB were included such as Attitude toward Behaviour (AB), Subjective Norm (SN), Perceived Behavioural Control (PBC), Intensity of intention (II), Self-Identity (SI), and Anticipated Emotion (AE). The total of 638 respondents from web-based survey was captured in Australia. Structural Equation Modeling (SEM) was applied as a tool for analysis the data. Regard to the AMOS output, the final model of six PVs and eight GGB factors was accepted. The six PVs were Warm Relationship with Others (WR), Sense of Accomplishment (SA), Sense of Belonging (SB), Being Well-Respected (BR), Security (SC), and Excitement (EC). The eight factors of GGB construct were Attitude toward Behaviour (AB), Subjective Norm (SN), Perceived Behavioural Control (PBC), Self-Identity toward Other (SIO), Self-Identity toward Self (SIS), Purchase-Decision Involvement (PDI) and Symbolic of Gift (SG). The results confirmed the previous study of Beatty, Kahle, and Homer in 1991 that the PVs has influence on GGB. Also it elaborated how each PVs affect differently on each factor of GGB construct. For example, people who held two PVs such as Warm Relationship to Others (WR) and Excitement (EC) as their primary PV tend to choose a gift utilizing Attitude toward Behaviour (AB) more than the

others. This study contributes to both theoretical and managerial perspectives. The relationship of each PVs and each factor of GGB was drawn. As well as the GGB construct was proposed. For marketing managers, the PV-based segmentation could be used for better understanding customers and planning marketing strategy in gift market.

Keyword: Personal Values, Gift giving, Customer psychology, Cognitive Construct, Consumer Behaviour, Structural Equation Modeling

INTRODUCTION

Gift-Giving Behaviour (GGB) was revealed in anthropology in 1924 by Marcel Mauss's seminal essay (Sherry, 1983). In 1979, the concept of Gift-Giving Behaviour (GGB) was established by Belk (1979) and since then to be continues in the spotlight in various disciplines such as sociology, anthropology, psychology, sociology, ethnography, economics and consumer behaviour. However, a limited number of studies looked at the antecedent of GGB, for example Beatty et al. (1991) who mentioned PV as an antecedent of GGB. Further studies of GGB and personal value (PV), tend to focus on cultural factors, especially in Asian, which personal values in these studies were linked to cultural value such as Japan (S. E. Beatty, Kahle, Utsey, & Keown, 1993; Lotz, Shim, & Gehrt, 2003), Hong Kong (Yau, Chan, & Lau, 1999), Korean (Jackson & Kwon, 2006; Park, 1998), and Chinese (Qian, Razzaque, & Keng, 2007). Therefore, there is a need to explore PV as antecedent of GGB beyond the cultural aspect.

This study aims to investigate the relationship of GGB and PV, particularly for intangible gift. The intangible gift is rarely to be explored in GGB literature (Clarke, 2007, 2008), and thus needs more attention. This study investigates how consumers choose a restaurant for hosting dinner to identify the factors that important for PV and GGB relationship. An interesting result has been found and will be presented overleaf.

The Relationship between Personal Value and Gift Giving Behaviour

Gift-Giving Behaviour (GGB) is an interesting behaviour because of two reasons. It is not only being the unique behaviour that integrates society, but also GGB is a universal behaviour which can happen across the world, no matter what nation or culture. Additionally the antecedents of GGB is very attractive to investigate because it is not a behaviour that the giver would consider only the self, but other situational conditions such as who is the recipient, what is the occasion, and / or how close of relationship between the giver and recipient are also involved in that consideration. Consequently, understanding the antecedent of GGB can lead to be more understanding about the sequential aspects of GGB such as motivation of GGB.

In social science, the main focus of the researchers is on fundamental matter of all aspects of GGB such as component of GGB, perspectives of GGB, function of GGB, and motivation of GGB. Particularly, the motivation of GGB can explain why people buy gifts. This study suggested that the answer underpinning GGB lends itself into two aspects; occasional and spontaneous. In occasional, people buy gift because of occasions, so GGB of this event involves norm or ritual in some extents. Thus, the motivation of GGB in this event can be

located somewhere between voluntary and obligatory continuum proposed by Goodwin, Smith, and Spiggle (1990) depending on values held by the individual. For example, if a person perceives the occasion as a main driver to give gift, such person seems to be forced by ritual or norm as an obligatory for GGB. In contrast, if a person perceives the occasion as an opportunity to express self-concept or self's feeling toward a recipient through the gift, that person tends to give the gift with the real desire or voluntary. However, in practical, such person might be motivated by both obligatory and voluntary motivation in some extents for some situations. In spontaneous, people buy gift with no occasions, so there is no forces from norm or ritual. Hence, the motivation of GGB is seemingly purely coming from the giver's desire which may be seen as voluntary.

Another main matter which is interested by number of consumer researchers is how people buy gifts such as gift-purchasing involvement, effort, brand, channel, and motivation. When people make a real decision for gift-selection, they tend to take one more continuum, not voluntary or obligatory, into their considerations: maximising self-satisfaction, agonistic, and maximising the pleasure of recipient, altruistic (Sherry, 1983). When the giver purchases the gift to reflect predominantly self-concern such as the giver's self-concept, status, and / or preference, the agonistic motivation would be applied. On the other hand, the altruistic motivation would be operated when the giver purchases the gift which predominantly refers to the recipient-concern such as the recipient's taste, status, and / or need. Additionally, the traditional gift which symbol of the particular occasion such as utilitarian gifts for new-wedding couple or chocolates and flowers for Valentine's day might be driven by the norms motivation (Wolfenbarger, 1990). Accordingly, a giver has at least, three choices of motivation to select the gifts; agonistic, altruistic, and norms, and two choices of motivation to give gifts; voluntary and obligatory (see Figure 1). The questions are that when and how each of those motivation or the mixture motivations will be applied.

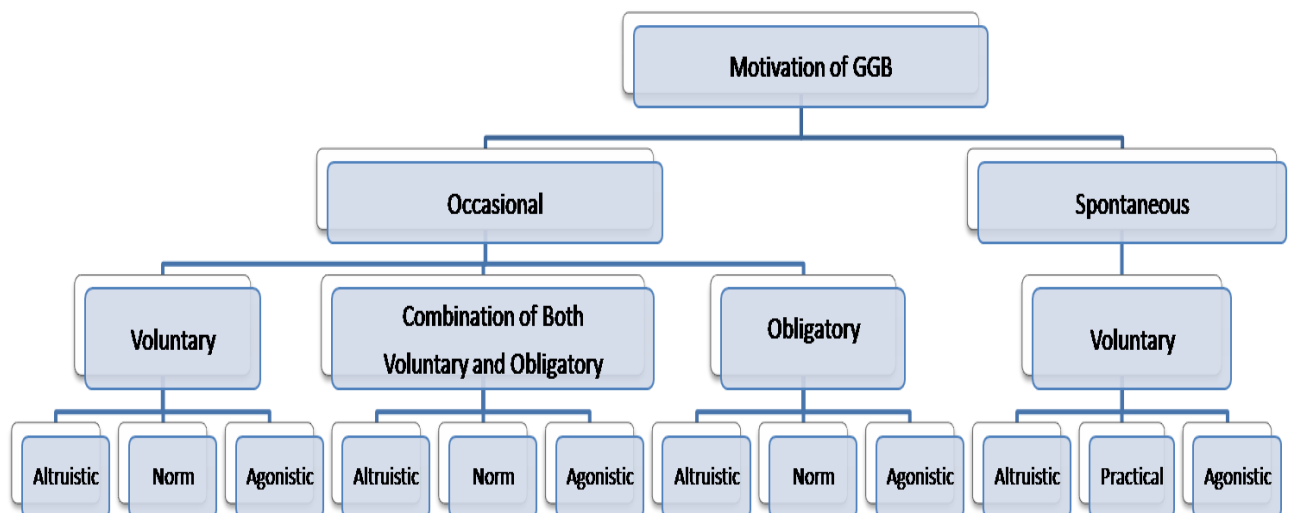


Figure 1: Motivation of GGB

Source: adapted from Goodwin et al., 1990; Sherry, 1983; Wolfenbarger, 1990; Wolfenbarger and Yale, 1993

To fulfil one's values in life, the person can be motivated to engage in particular behaviours such as gift-giving (S. E. Beatty, et al., 1991). Thus, personal values (PV) can determine the

motivation of GGB as the antecedent of GGB. This interpretation could be supported by theoretical and empirical studies. For theoretical support, Rokeach (1986) defined a value as one type of belief which is located in the central belief system of person (p.124). Thus a value seems to be the most important belief of a person. Also values serve as standards or criteria to guide not only action, but also judgement, choice, attitude, evaluation, argument, exhortation, and rationalization (Williams, 1979, p. 16). Hence, PV can be seen as the antecedent of GGB. For empirical supportive study, Beatty et al.(1991) disposed that certain PV influence certain GGB.

However, a limited number of studies looked at the antecedent of GGB. As mentioned, only the study of Beatty et al.(1991) was mentioned PV as an antecedent of GGB. Although, later, there were a number of the extended studies of GGB and PV, those studies tend to be diversified across culture, especially in Asian, which personal values in these studies were linked to cultural value such as Japan (S. E. Beatty, et al., 1993; Lotz, et al., 2003), Hong Kong (Yau, et al., 1999), Korean (Jackson & Kwon, 2006; Park, 1998), and Chinese (Qian, et al., 2007). More importantly, there is no study about GGB construct. Only one study of Qian et al. (2007) which mainly investigated GGB in China is seemingly like providing some kind of GGB construct. Chinese GGB construct consisted of six Chinese values which are reciprocity, human obligations (renqing), relationship (guanxi), destiny / fate (yuan), family orientation, and face (mianzi), and four dimensions of GGB which are importance of GGB, gift-selection effort, amount of GGB, and brand orientation. Since the main objectives of Quain et al.(2007)'s study is to explore the GGB of Chinese in the occasion of the Chinese New Year and examine the effect of Chinese cultural values toward GGB, so the GGB construct provided in this study was generated for such objectives and only for Chinese context. All in all, this shows a shortage of literature investigating construct of GGB and antecedent of GGB which is very crucial piece of information toward a development of GGB study (S. E. Beatty, Yoon, Grunert, & Helgeson, 1996; Larsen & Watson, 2001).

The gaps of GGB literature which is to be investigated in this study is not only the antecedent of GGB, but also the literature of intangible gift. Despite the two kind of gifts: tangible and intangible gifts are specified in the literature (Belk, 1979; Belk & Coon, 1993; Strass, 1964 cited in Goodwin, et al., 1990, p. 692; Sherry, 1983), the intangible gift is rarely to be explored (Clarke, 2007, 2008). Mostly GGB literature bias to disclose about the tangible gift, so Clarke (2007, 2008) called for more study about intangible gift . Furthermore, in order to precisely identify the GGB construct, all three factors which impact GGB need to be restricted. Those factors are the nature of the gift (Belk, 1979; Otnes, Lowrey, & Kim, 1993; Sherry, 1983), the relationship between the giver and the recipient (Belk, 1979; Wagner, Ettenson, & Verrier, 1990; Wolfinbarger, 1990), and the nature of the occasion (Belk,1982; Heeler et al, 1979). Particularly, the occasion of GGB in the parental literature utilised in general occasion (S. E. Beatty, et al., 1991), so it might be referred to occasional or spontaneous GGB. Unspecific occasion of GGB in the parental literature might allow other influential factors to play a part in the findings. Consequently, the examination of GGB construct of this study is chosen to conduct for the intangible gift such a restaurant choice for dinner, for the close relationship between host and guest such as a closed-friend or a family-member, and for the occasional GGB such a hosting dinner for the guest's visit.

CONCEPTUAL FRAMEWORK

PVs Construct

The PVs construct was retrieved from the List of Values (LOV) scales proposed by Kahle (1983). The LOV scales comprise *self-respect* (SR), *security* (SC), *warm relationship with others* (WR), *sense of accomplishment* (SA), *self-fulfilment* (SF), *sense of belonging* (SB), *being well-respected* (BR), *fun and enjoyment in life* (FE), and *excitement* (EC). The LOV scale was found to be more relevant to consumer behaviour in daily life than the Rokeach Value Survey (RVS) proposed by Rokeach (1973) and the Values And Life Style (VALS) scale developed at SRI International by Mitchell (1983), which was favoured by a number of researchers a few decades ago (S. Beatty, E., Kahle, Homer, & Misra, 1985; Kahle, Beatty, & Homer, 1986). As the LOV scales consist of nine values, compared to 18 instrumental values in RVS and 34 items in VALS, the LOV scale is easier to administer in surveys. In addition, the nine LOV scales were adopted as the PVs construct in the majority of the relevant literature (S. E. Beatty, et al., 1991; S. E. Beatty, et al., 1993; S. E. Beatty, et al., 1996). Therefore, using LOV scales for the PVs construct is more likely to provide reliability, ease of usage, comparability, and generalization of the results.

Kahle (1983) also distinguished a further two perspectives within each of the nine dimensions of value: the internal or external source of control, and the personal, interpersonal or non-personal source of fulfilment, as shown in Table 1. The person who maintains an internal source of control over such aspects as *warm relationship with others*, *self respect*, *self fulfilment*, *sense of accomplish*, *fun and enjoyment in life*, and *excitement* presents the internal strength to deal with life's problems. The person who perceives an external source of control over *sense of belonging*, *being well-respected*, and *security* tends to rely more on fate and luck when tackling the same problems in life. As a consequence, the internal control person believes they can control their life whereas the external control person might feel totally different. This aspect of value can be related with another aspect of value, the source of fulfilment (Kahle, 1983).

The various sources of fulfilment – interpersonal, personal, and non-personal – provide a further means for categorising the nine values. Kahle (1983) explains that if the source of fulfilment does not involve a person in relation to fun, success, and security, these values were respectively categorised in terms of non-personal fulfilment of the values *fun and enjoyment in life*, *sense of accomplish*, and *security*. When the source of fulfilment is a person, the individual can receive fulfilment from the self (personal fulfilment) or from another individual (interpersonal fulfilment). The personal fulfilment values consist of *self respect*, *self fulfilment*, and *being well-respected*. The interpersonal fulfilment values include *warm relationship with others* and *sense of belonging* (Kahle, 1983).

Table 1: Category of LOV with Source of Control and Source of Fulfilment

Source of Fulfilment	Source of Control	
	Internal	External
Interpersonal	Warm Relationship with Others (WR)	Sense of Belonging (SB)
Personal	Self Respect (SR) Self Fulfilment (SF)	Being Well-Respected (BR)
Non-personal	Sense of Accomplishment (SA) Fun and Enjoyment (FE) Excitement (EC)	Security (SC)

Source: Adapted from Kahle, 1983, p.280

GGB Construct

In this study, not only the factors from GGB literature are considered, but also the factors from related theory such as Theory of Planned Behaviour (TPB) (Ajzen, 1991) are also included. Theory of Planned Behaviour (TPB) is well-established theory predicting the actual behavior from the intention (Ajzen, 1991). Voluntary is the key condition to consider which behavior can be predicted by TPB because the voluntary reflects the intention to perform the particular behavior. GGB is one of the voluntary behaviour in some extents. Normally, people volunteer to select and give a gift even though the norm of occasion or social ritual might play apart. Thus they have intention to perform GGB in some ways. Therefore some factors from TPB literature are incorporated.

Regard to GGB literature, there are three extrinsic criteria affecting on GGB such as the nature of the gift (Belk, 1979; Otnes, et al., 1993; Sherry, 1983), the relationship between the giver and the recipient (Belk, 1979; Wagner, et al., 1990; Wolfenbarger, 1990), and the nature of the occasion (Belk, 1982; Heeler et al, 1979). Nonetheless there is only one intrinsic criterion which is the individuality of the giver. However, the only source of intrinsic criterion can be divided into nine factors which are described as the following.

Attitude toward Behaviour: “Attitude is a relatively enduring organization of interrelated beliefs that describe, evaluate, and advocate action with respect to an object or situation with each belief having cognitive, affective, and behavioural components” (Rokeach, 1986, p. 132). Based on the concept of the TPB, people intend to perform a certain behaviour when they have a positive attitude towards such behaviour (Ajzen, 2005). This is the reason why this variable was chosen as one of determinants to predict the behavioural intention in GGB. Providing more than just conceptual support for this variable, some empirical studies have also approved the relationship between attitude toward behaviour and actual behaviour. Macklin and Walker (1988) have provided partial support for idea that attitude impacts on GGB. Although they only found a significant relationship between a negative attitude towards GGB that resulted in spending less money and time on gift-selection, this study still provides some confirmation of the importance of the *attitude toward behaviour* and GGB. The reason for the lack of any significance established in regard to a positive attitude towards GGB (termed the ‘joy’ of gift-giving) might be related to the effect of other situational

factors on gift-selection, such as the closeness of relationship. However, the role of *attitude toward behaviour* as the determinant of GGB was fully confirmed in the study of Park (1998). In the context of both Korean and American cultures, he observed that the negative *attitude toward behaviour* is related to the obligatory motivation to perform GGB while the positive *attitude toward behaviour* is related to a voluntary motivation to perform GGB. Accordingly, the conceptual and empirical evidence suggests the importance of *attitude toward behaviour* in GGB and is therefore included in the GGB construct.

Subjective Norm: A *subjective norm* is based on the person's perception of social pressure to perform or not perform a given behaviour (Ajzen, 2005). Based on the TPB, people intend to perform a behaviour when they experience social pressure to perform it (Ajzen, 2005). Belk (1979) found that only four percent of GGB is related to no specific occasion, therefore, as the vast majority of GGB is oriented to occasions, it is clear that norms or traditions exert a strong influence on selecting gifts. He also found that the norm-governed occasion influenced both the price of gift (for example, the higher amount spent on wedding gifts) and the type of gift (for example, birthday gifts are often uniquely personal, whereas wedding gifts tend to be more practical). The particular importance of *subjective norms* toward GGB in Asian cultures tends to be strengthened by the influence of cultural values wherein norms or rituals are embedded in PVs, such as face saving, reciprocity and group conformity (Qian, et al., 2007; Yau, et al., 1999). Therefore, the *subjective norm* should play an important role in GGB.

Perceived Behavioural Control: Ajzen (2005) provides a definition of *perceived behavioural control* as the ability to perform the behaviour of interest. Based on the TPB, people intend to perform behaviours such as GGB when they believe they have the means (capability) and opportunities (controllable) to do it (Ajzen, 2005). Although the literature concerning the relationship between GGB and *perceived behavioural control* has not yet been investigated, the conceptual compatibility between GGB and TPB concepts is evident enough to include *perceived behavioural control* in the GGB construct.

Intensity of Intention: In the TRA and TPB, the intention or willingness to perform any volitional behaviour such as GGB can be used to predict the actual behaviour (Ajzen, 2005; Fishbein & Ajzen, 1975). The willingness to perform GGB is similar to the concept of voluntary and obligatory motivations to give gifts (Goodwin, et al., 1990), so the variable of *intensity of intention* is consistent with the GGB construct.

In addition to the incorporation of TPB components of *attitude toward behaviour*, *subjective norms*, *perceived behavioural control*, and *intensity of intention* as fundamental elements in the construct of GGB, the extended TPB components such as *self-identity* and *anticipated emotion* should also be considered for inclusion due to the complexity of the GGB concept. Indeed, although the *self-identity* and *anticipated emotion* dimensions are drawn from the extended TPB construct, the underpinning principle of these two dimensions actually originates from the concept of GGB. Hence, the two variables of *self-identity* and *anticipated emotion* can be implemented in this study.

Self-identity: Biddle, Bank, and Slavings (1987) defined *self-identity* as “the labels people use to describe themselves” (p. 326). Similarly, Hagger and Chatzisarantis (2006) note that *self-identity* is a set of enduring characteristics that people ascribe to themselves. Hagger et al (2007) state that *self-identity* influences behavioural intention and thereby serves as a

source of information when people plan to perform a given behaviour. A number of studies in social sciences and psychology acknowledge the impact of *self-identity* (self concept) on behaviour (Hagger, Anderson, Kyriakaki, & Darkings, 2007). In particular, GGB can symbolically demonstrate the *self-identity* or self concept of a giver or recipient, or both (Belk, 1979; Sherry, 1983; Wolfinbarger, 1990). Furthermore, *self-identity* has been proposed as the determinant of the gift-selection process in the balance theory of Belk (1976). Evidence from the available literature clearly demonstrates that *self-identity* is a vital element of the GGB construct.

Anticipated Emotion: Emotions or feelings can play an important role in the GGB as they can be seen as a primary form of communicative message between giver and recipient (Belk, 1979; Sherry, 1983; Wolfinbarger, 1990). In Belk's (1979) study of GGB it was revealed that only 19 percent of respondents perceived GGB as not enjoyable and less than 2 percent actually disliked the activity. This clearly illustrates the importance of emotions and feelings in GGB. Furthermore, it also was found that gift-givers directed their focus on others when selecting a gift (Belk, 1979). Thus it can be assumed that the giver expects a positive response from the recipient in terms of *anticipated emotion*. Similarly, French et al. (2005) discussed 'anticipated affect' as the feelings or emotions that respondents expect to feel about the consequences of a behaviour. Apart from the closeness in the relationship between a giver and a recipient, a number of studies have shown that the strength of feelings or emotions attached to the gift are revealed in giving expressive gifts or gifts of higher value (Belk, 1979; Komter & Vollebergh, 1997; Wagner, et al., 1990; Wolfinbarger, 1990). The *anticipated emotion* is mentioned as a crucial factor in the experience of GGB (Clarke, 2008). Hence, *anticipated emotion* should be one of the determinants in the GGB construct.

All in all, six factors of TPB are included in the GGB construct: four factors from the original TPB – *attitude toward behaviour*, *subjective norms*, *perceived behavioural control*, *intensity of intention*; and two taken from extended TPB – *self-identity* and *anticipated emotion*. However, the GGB construct is quite unique in that the giver considers not only the dimension of the self but also the influential factors that play a part in the decision-making processes of purchasing a gift. Therefore, relying on the TPB model alone will not adequately capture the essence of the GGB construct. Following careful examination of studies previously undertaken in this research area, three additional dimensions of the GGB construct are proposed: *motivation of GGB*, *information searching*, and *gift-selection effort*.

Motivation of GGB: Motivation is defined as an internal factor that arouses, directs, and integrates a person's behaviour in a given set of circumstances in order to achieve some goal (Murray, 1964). The importance of the *motivation of GGB* has been mentioned in most studies of GGB (Belk, 1979; Goodwin, et al., 1990; Sherry, 1983; Wolfinbarger, 1990; Wolfinbarger & Yale, 1993). However, as proposed, there are two types of motivation involved in GGB: motivation to give gifts and motivation to select gifts. The first motive is clearly compatible with the concept of intensity of intention that is already included in the GGB construct. In addition, the agonistic and altruistic motivations to select gifts are also included in the GGB construct.

Gift-Selection Effort: The *gift-selection effort* was the most frequently examined factor in the relevant literature on the GGB construct (S. E. Beatty, et al., 1991; S. E. Beatty, et al., 1993; S. E. Beatty, et al., 1996; Qian, et al., 2007). It is also the most frequently used for

comparisons between purchasing a gift and purchasing for self (Belk, 1982; Heeler, Francis, Okechuku, & Reid, 1979). The research evidence therefore suggests that *gift-selection effort* constitutes an important dimension of the GGB construct.

Information Searching: This variable can be seen as another dimension of the *gift-selection effort*, but it is more important and more specific to the actual process of decision-making when selecting a gift. However, despite its important role in the decision-making process of selecting gifts, this dimension is rarely mentioned in the GGB literature (Heeler, et al., 1979; Horne & Winakor, 1995). As the purpose of the GGB construct is to demonstrate the decision-making involved in gift-selection or gift-purchasing, the variable of *information searching* adds an important dimension to the GGB construct. The absence of attested scales due to the lack of focus on this dimension in the GGB literature, the scale of ‘in-store’ *information searching* was used as a guideline (Laroche, Cleveland, & Browne, 2004).

In total, nine dimensions representing the GGB construct are utilized in this study: *attitude toward behavior* (AB), *subjective norms* (SN), *perceived behavioural control* (PBC), *intensity of intention* (II), *self-identity* (SI), *anticipated emotion* (AE), *motivation of GGB* (MG), *information searching* (IS), and *gift-selection effort* (GE) as shown in Figure 2.

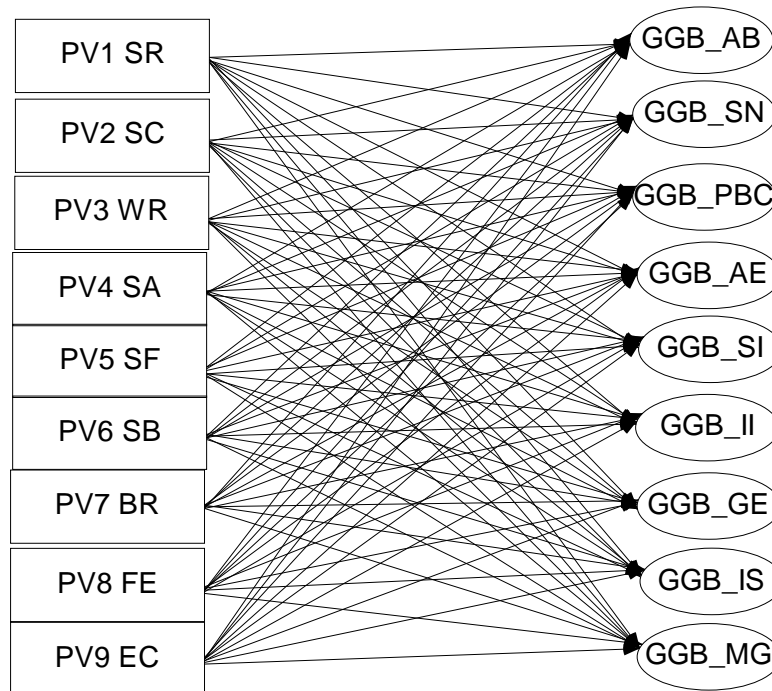


Figure 2: Conceptual Framework

METHODOLOGY

In this study, the multi-item rating scales are applied to measure the underlying construct. The main items to be measured in this study consisted of two constructs: the PV and GGB constructs, as illustrated in Figure 2. Both of the operationalized constructs in this study were derived from the literature. Existing measures were adopted wherever possible. However, some new measures were developed for cases not covered by the existing literature, such as intensity of intention and information searching. The items for the new measures were generated on the basis of conceptual definitions derived from the theoretical construct and the relevant literature. Therefore, the constructs were operationalized with a combination of original, adapted and new items. We work closely with marketing research firm to conduct an online survey. We distributed the web-based questionnaire to the panels with 2 criteria. The respondents must not be a student or unemployed person who leads to limiting a budget to make an appropriate restaurant choice for hosting dinner. This criterion was set up since the issue about the student sample has been raised by number of studies in GGB (Park, 1998; Roberts, 1990; Saad & Gill, 2003). We developed the screening question at the beginning of the questionnaire to avoid this type of respondent. In addition, the respondents must live in Australia (country-specific panels) to make sure about the hosting dinner as a ritual or norm in Australian culture. As a result, 638 qualified respondents were responded back within one month from 15 July 2008 to 12 July 2008. Structural Equation Modelling (SEM) was utilized in analysis the data including Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA). Table 2 illustrates the demographic details of the 638 respondents of this study.

Table 2: Demographic profile of the respondents

Demographic	Frequency	Percentage (%)
Gender		
Female	306	48
Male	332	52
Total	638	100
Age		
Below 24 years old	61	9.6
25-34 years old	127	19.9
35-44 years old	174	27.3
45-54 years old	155	24.3
55-64 years old	116	18.2
65 years old and above	5	0.8
Total	638	100
Approximate Annual Household Income		
Less than \$20,000	25	3.9
\$20,000 to \$40,000	105	16.5
\$41,000 to \$60,000	109	17.1
\$61,000 to \$90,000	165	25.9
\$91,000 to \$110,000	107	16.8
\$110,000 to \$150,000	82	12.9
more than \$150,000	45	7.1
Total	638	100
Marital status		
Single	202	31.7
De-facto	92	14.4
Married	344	53.9
Total	638	100

Demographic	Frequency	Percentage (%)
Highest Education Level		
Secondary School	182	28.5
Diploma/ TAFE	231	36.2
Undergraduate	113	17.7
Postgraduate	112	17.6
Total	638	100
Number of children in Household		
None	317	49.7
1 to 2	254	39.8
3 to 5	65	10.2
6 and above	2	0.3
Total	638	100
Nationality		
Australian	548	85.9
Others	90	14.1
Total	638	100
Country of birth		
Australia	480	75.2
Others	158	24.8
Total	638	100
Frequency of Dine-Out		
None	59	9.2
1 to 2	342	53.6
3 to 4	152	23.8
5 to 6	46	7.2
More than 6	39	6.1
Total	638	100

Data Analysis

In this study, SEM was utilized to examine the extent of each PV influence each of GGB constructs. The exogenous variables were independent variables which in this study, nine PVs were exogenous. The PVs construct was retrieved from the List of Values (LOV) scales proposed by Kahle (1983) comprising of *self-respect* (SR), *security* (SC), *warm relationship with others* (WR), *sense of accomplishment* (SA), *self-fulfilment* (SF), *sense of belonging* (SB), *being well-respected* (BR), *fun and enjoyment in life* (FE), and *excitement* (EC). The role of exogenous variable was to predict endogenous variables which were represented by nine dimensions of GGB: *attitude toward behavior* (AB), *subjective norms* (SN), *perceived behavioural control* (PBC), *intensity of intention* (II), *self-identity* (SI), *anticipated emotion* (AE), *motivation of GGB* (MG), *information searching* (IS), and *gift-selection effort* (GE). The hypothesis was that each PV has impact toward each GGB as shown in the figure of conceptual framework.

From EFA, there was slightly rearranged of some items in GGB construct which result to rename those constructs. They were labelled as *attitude toward behaviour* (AB), *subjective norms* (SN), *perceived behavioural control* (PBC), *self-identity toward self* (SIS), *self-identity toward others* (SIO), *anticipated emotion* (AE), *purchase-decision involvement* (PDI), *self-experienced motivation* (SM), and *symbolic of gift* (SG). Table 3 summarizes the factor loadings for the condensed forty-three item scale. The significant loading of all the items on the single factor indicates uni-dimensionality. Furthermore, the value of Cronbach's



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alpha ranged between 0.683 and 0.931, which exceeds or equals the minimum acceptable value of 0.7 (Nunnally, 1978). Overall, this GGB construct displayed validity and reliability.

Table 3: EFA Output of GGB Construct (KMO=0.929, VAR= 68.10)

Items	Components								
	1	2	3	4	5	6	7	8	9
Factor 1: Attitude toward Behaviour (AB): Cronbach's alpha=0.910, EV=13.624, VAR=32.439									
The feeling about choosing a restaurant for hosting dinner: Negative/Positive	0.670								
The feeling about choosing a restaurant for hosting dinner: Reluctant/Enthusiastic	0.780								
The feeling about choosing a restaurant for hosting dinner: Unimportant/Important	0.693								
The feeling about choosing a restaurant for hosting dinner: Useful/Useless	0.929								
The feeling about choosing a restaurant for hosting dinner: Bored/Excited	0.937								
The feeling about choosing a restaurant for hosting dinner: Unpleasant/Pleasant	0.758								
Factor 2: Subjective Norms (SN): Cronbach's alpha=0.832, EV=3.550, VAR=8.451									
People who are important to me choose a restaurant for hosting dinner in the same way as me.		0.870							
People in my life whose opinions I value consider the same criteria as I do in choosing a restaurant for hosting dinner.		0.852							
Many people choose a restaurant for hosting dinner in the same way as me.		0.835							
Most people who are important to me would approve my choice of restaurant.		0.567							
Factor 3: Perceived Behavioural Control (PBC): Cronbach's alpha=0.892, EV=2.262, VAR=5.386									
For me, choosing a restaurant for hosting dinner would be easy/difficult			0.879						
I am confident in choosing the right restaurant to satisfy my guest's preference.			0.784						
If I want to, I can choose the most appropriate restaurant for hosting dinner.			0.738						
I feel that I have control over the choice of restaurant for hosting dinner.			0.793						
It is mostly up to me to choose a restaurant for hosting dinner			0.614						
Factor 4: Anticipated Emotion (AE): Cronbach's alpha=0.931, EV=2.043, VAR=4.864									
The guest would feel about the selected restaurant: Excited				0.755					
The guest would feel about the selected restaurant: Delighted				0.849					
The guest would feel about the selected restaurant: Happy				0.782					



The guest would feel about the selected restaurant: Satisfied				0.731				
The guest would feel about the selected restaurant: Proud				0.910				
The guest would feel about the selected restaurant: Grateful				0.855				
The guest would feel about the selected restaurant: Impressed				0.870				
Factor 5: Self-Identity toward Others (SIO): Cronbach's alpha=0.739, EV=1.977, VAR=4.707								
You perceive yourself as: Easygoing					0.649			
You perceive yourself as: Respectful					0.836			
You perceive yourself as: Generous/Kind					0.835			
Factor 6: Self-Identity toward Self (SIS): Cronbach's alpha=0.740, EV=1.583, VAR=3.770								
You perceive yourself as: Egocentric						0.856		
You perceive yourself as: Pretentious						0.825		
You perceive yourself as: Altruistic						0.646		
You perceive yourself as: Show Off						0.691		
Factor 7: Purchase-Decision Involvement: Cronbach's alpha=0.889, EV=1.338, VAR=3.187								
I collect a lot of information about restaurants before making a final choice							0.777	
I consider restaurant reviews from leading magazines/newspapers before making a final choice							0.720	
The amount of time I spend comparing restaurants is worth the effort.							0.618	
I search for more information about restaurants than what is provided by media.							0.842	
I really have to do research on the restaurants in order to find out what is good and bad about them.							0.857	
I put a lot of time and effort into my choice of restaurant.							0.810	
I choose a restaurant very carefully.							0.686	
It is important to initially check out the restaurant before deciding to go there.							0.667	
Factor 8: Self-Experienced Motivation (SM): Cronbach's alpha=0.683, EV=1.192, VAR=2.837								



I choose the restaurant that I like.								0.562	
I tend to take my guest dining out in my favourite restaurant.								0.858	
When choosing a restaurant for hosting dinner, I am inclined to choose a restaurant that I have previously visited.								0.851	
Factor 9: Symbolic of Gift (SG): Cronbach's alpha=0.786, EV=1.032, VAR=2.457									
I choose the restaurant that reflects my personality and status.									0.766
I choose the restaurant that reflects my guest's personality and status.									0.811
I choose the restaurant that reflects my feelings toward the guest.									0.595

CFA was conducted for the model of the GGB construct derived from the EFA previously described and PVs construct derived from the well-established scale of LOV(Kahle, 1983). A measurement model was drawn and tested (see Figure 3.1) and the output showed that $X^2(1229)=4274.71$, $GFI=.779$, $AGFI=.753$, $CFI=.865$, $TLI=.854$, and $RMSEA=.062$ (see Table 4). Although RMSEA was acceptable, all goodness of fit indexes illustrated poor fit to the data. Hence, the model was re-specified as shown in Figure 3.2. The best outcome of thirty-seven items for nine factors was maintained in this construct except for the *self-experienced motivation* (SM) factor, which is removed because of the high correlation and high residual covariance amongst them. The new output illustrated: $X^2(593)=1562.88$, $GFI=.882$, $AGFI=.860$, $CFI=.932$, $TLI=.924$, and $RMSEA=.051$ which displayed a fairly good fit of this construct as shown in Table 4. The construct ranged their standardized loading from 0.567 to .940, which was acceptable (Hair et al., 1998) as shown in Table 5. In conclude, the six PVs and the eight GGBs were maintained in the construct.

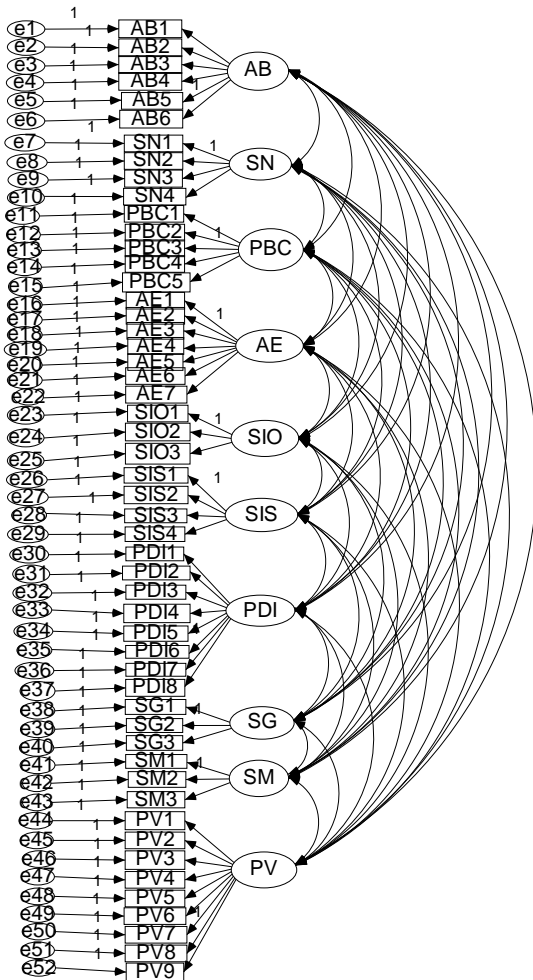


Figure 3.1: Null Measurement Model

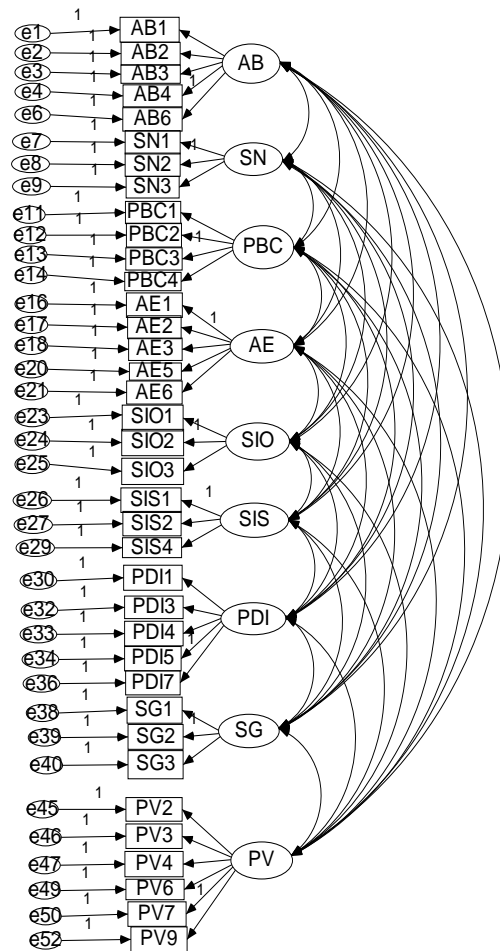


Figure 3.2: Measurement Model

Key: AB=Attitude toward Behaviour, SN=Subjective Norms, PBC=Perceived Behavioural Control, SIS=Self-Identity toward Self, SIO=Self-Identity toward Others, AE=Anticipated Emotion, PDI=Purchase-Decision Involvement, SG=symbolic of gift, and PV=personal Values

Table 4: Comparison of the outputs from original and modified PVs Constructs

	X² with DF	X²/DF	GFI	AGFI	CFI	TLI	RMSEA
Model 3.1	X ² (1229)=4274.71	3.48	0.779	0.753	0.865	0.854	0.062
Model 3.2	X ² (593)=1592.88	2.636	0.882	0.860	0.932	0.924	0.051

The structural model of path diagram between two constructs was prepared prior to analysis, as shown in Figure 4. The exogenous variables were the following independent variables: *security* (SC), *warm relation with others* (WR), *sense of accomplishment* (SA), *sense of belonging* (SB), *being well-respected* (BR), and *excitement* (EC). The role of exogenous variables was to predict the endogenous variables, represented by the eight dimensions of GGB: *attitude toward behaviour* (AB), *subjective norms* (SN), *perceived behavioural control* (PBC), *self-identity toward self* (SIS), *self-identity toward others* (SIO), *anticipated emotion* (AE), *purchase-decision involvement* (PDI), and *symbolic of gift* (SG). The AMOS output of the structural model demonstrated: X²(566) =1529.34, X²/DF=2.702, GFI=.886, AGFI=.858, CFI=.933, TLI= .921 and RMSEA=.052. Although the values of RMSEA, CFI, and TLI presented a relatively good fit, some of the other fit indexes showed relatively mediocre fit to the data.

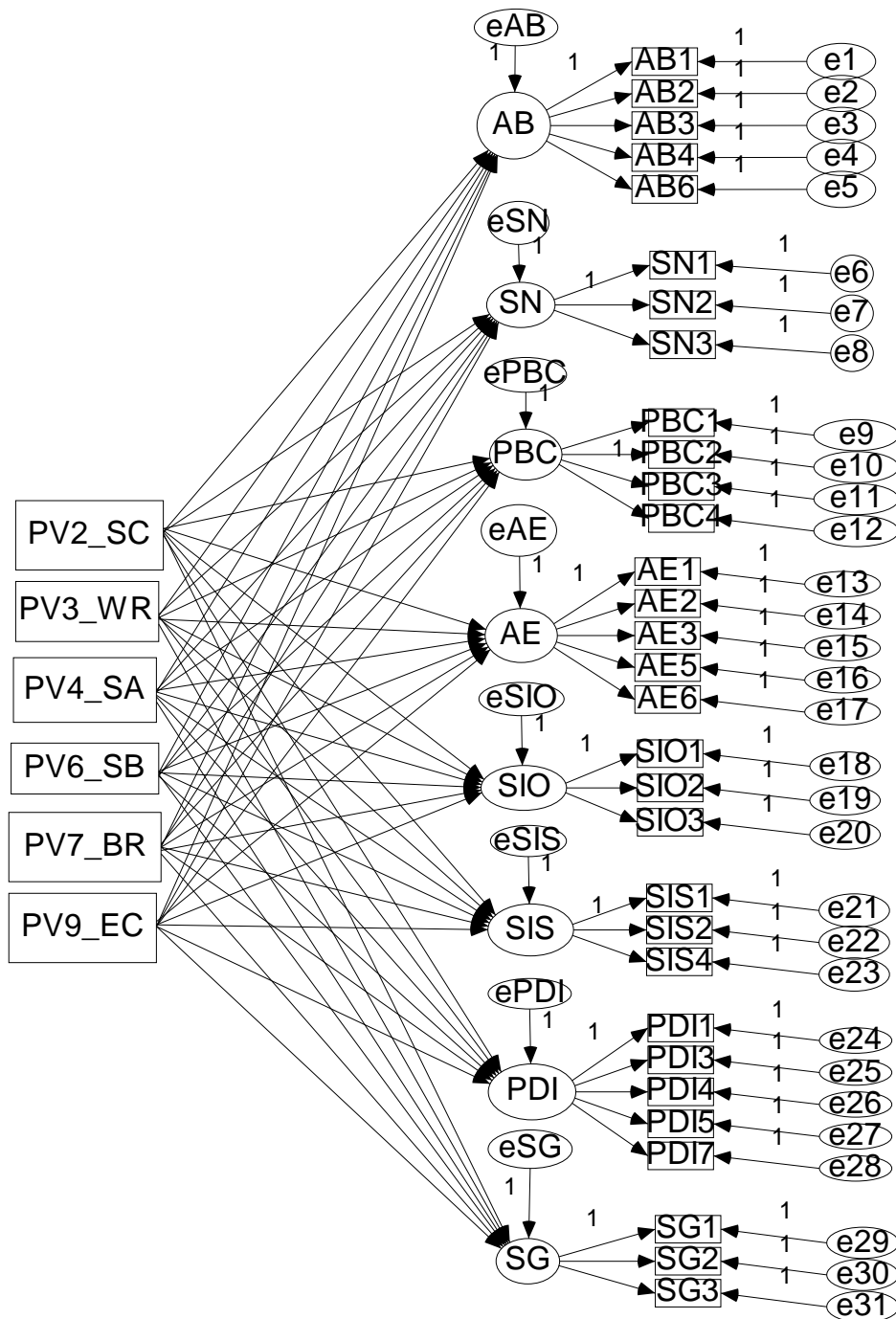


Figure 4: Structural Model for the constructs of PVs and GGB

Key: AB=Attitude toward Behaviour, SN=Subjective Norms, PBC=Perceived Behavioural Control, SIS=Self-Identity toward Self, SIO=Self-Identity toward Others, AE=Anticipated Emotion, PDI=Purchase-Decision Involvement, and SG=symbolic of gift

RESULTS

The assumption that PVs as antecedent of GGB was supported by the confirmation of the construct between the PV and the GGB. The PVs-GGBs construct composed of 6 PVs (*security (SC), warm relation with others (WR), sense of accomplishment (SA), sense of belonging (SB), being well-respected (BR), and excitement (EC)*) and 8 dimensions of GGB (*attitude toward behaviour (AB), subjective norms (SN), perceived behavioural control (PBC), self-identity toward self (SIS), self-identity toward others (SIO), anticipated emotion (AE), purchase-decision involvement (PDI), and symbolic of gift (SG)*). Additionally, it was confirmed that certain values influence certain dimensions of the GGB construct. The output of relationships between those 2 constructs was demonstrated in Table 5.

Table 5: Relationship between GGB Constructs and Personal Values (PVs)

GGB construct	PVs construct	Regression Weights		T-values	P-Values
		Unstandardised	Standardised		
AB	SC	.074	.072	1.352	.176
	WR	.119	.104	2.028	.043*
	SA	.075	.072	1.243	.214
	SB	.080	.084	1.337	.181
	BR	.085	.073	1.255	.210
	EC	.231	.236	4.623	***
SN	SC	.097	.091	1.495	.135
	WR	.070	.061	1.038	.299
	SA	-.089	-.084	-1.271	.204
	SB	.103	.106	1.486	.137
	BR	.070	.059	.888	.375
	EC	.149	.150	2.582	.010*
PBC	SC	.094	.095	1.773	.076^t
	WR	.163	.152	2.930	.003**
	SA	.123	.126	2.163	.031*
	SB	-.021	-.023	-.362	.717
	BR	.125	.114	1.953	.051^t
	EC	.154	.168	3.275	***
AE	SC	.146	.173	3.830	***
	WR	.171	.186	4.259	***
	SA	.088	.106	2.156	.031*
	SB	-.026	-.034	-.645	.519
	BR	.115	.123	2.492	.013*
	EC	.218	.278	6.387	***
SIO	SC	.072	.139	2.704	.007**
	WR	.275	.491	8.641	***
	SA	-.012	-.024	-.427	.669
	SB	-.076	-.161	-2.649	.008**
	BR	.166	.290	5.000	***
	EC	.029	.061	1.243	.214

SIS	SC	-.006	-.006	-.097	.923
	WR	-.341	-.291	-4.894	***
	SA	.059	.056	.837	.403
	SB	-.010	-.010	-.138	.890
	BR	-.238	-.200	-2.978	.003**
	EC	.335	.335	5.671	***
PDI	SC	.086	.080	1.377	.168
	WR	-.029	-.025	-.442	.659
	SA	-.011	-.010	-.161	.872
	SB	.180	.184	2.663	.008**
	BR	.117	.099	1.543	.123
	EC	.141	.142	2.527	.011*
SG	SC	.073	.080	1.353	.176
	WR	-.040	-.041	-.718	.473
	SA	-.089	-.099	-1.529	.126
	SB	.155	.188	2.655	.008**
	BR	.097	.097	1.493	.136
	EC	.170	.202	3.507	***

***Sig. at P<.001, **Sig. at P<.01, *Sig. at P<.05, † Sig. at P<.10

Those results can be discussed within two aspects. The first one is focus on PV aspect and the other one is concentrate on GGB aspect. Regard to the focus of this study mainly on PVs influence GGB, so this discussion will be concentrated on PV aspect (see in Table 6). The most obvious conclusion is Excitement (EC) reflects the highest number of significant relationships while Sense of Accomplishment (SA) relates to the lowest. People who hold EC as their main value tend to actively engage in GGB because they tend to consider more dimensions when performing GGB, which is opposite to people who hold SA. In terms of the EC characteristic, GGB might be perceived as one of enjoyable and exciting behaviour because the individual who rates EC highly prefers to spend time in enjoyable and exciting activities more than others (Kahle, 1983), so people who hold EC value seem to strive for this behaviour. It is worth noting that in previous studies (S. E. Beatty, et al., 1991; S. E. Beatty, et al., 1993; S. E. Beatty, et al., 1996), the EC value was underrepresented for two reasons: it was either included with Fun and Enjoyment (FE) or, in some studies, this combination was eliminated from analysis altogether because of too few respondents. On the other hand, the SA characteristic is a 'male-oriented' goal that represents a devotion of more time to accomplishing 'career-oriented' tasks (Kahle, 1983), so GGB might not be considered an important activity for this kind of person (Fischer & Arnold, 1990). In contrast, GGB has been perceived as a female task (Caplow, 1982; Saad & Gill, 2003; Sherry & McGrath, 1989), so males are traditionally less involved in this kind of activity. Thus SA might be the PV that involves GGB the least. The only reason when the SA value relates to GGB might be seen as an obligatory occasion, when it is necessary to give gifts. That is reflected in the absence of Attitude toward Behaviour (AB).

Table 6: Integration of relationship between PVs and GGB construct

		PERSONAL VALUES					
		SC	WR	SA	SB	BR	EC
GGB CONSTRUCT	AB		*				***
	SN						*
	PBC	^t	**	*		^t	***
	AE	***	***	*		*	***
	SIO	**	***		**	***	
	SIS		***			**	***
	PDI				**		*
	SG				**		***

*** P<.001, ** P<.01, * P<.05, ^t P<.10

Secondly, although Warm Relationship with Others (WR) represented the second highest significant relationship after the EC value, it still can confirm the previous studies that people who hold the WR value have a strong preference for involvement in GGB (S. E. Beatty, et al., 1991; S. E. Beatty, et al., 1993; S. E. Beatty, et al., 1996). Supported by Kahle (1983) is the notion that the WR value involves a great deal of mutual give and take as well as sensitivity to others' feelings, so people who hold this value have a strong desire for involvement in interpersonal activity such as GGB. Interestingly, people who hold the Being Well-Respected (BR) value displayed the same significant relationships as those who valued WR, except in regard to Attitude toward Behaviour (AB), which means that the BR value may also reflect involvement with GGB to similar levels as those with the WR value, even if their attitude indicates the opposite. This group of values reflect a desire to be respected or approved by others, so GGB is a tool to establish such respect or approval for them. They did not attach any specific attitude when performing GGB, so that is the reason why the BR value did not have a significant relationship with the AB construct. It is interesting to note whether this group of respondents prefer choosing a utilitarian or expressive gift compared to those who value WR. The GGB literature (Johnson, 1974; Wagner, et al., 1990; Wolfenbarger, 1990) indicates there is a likelihood that utilitarian gifts will be chosen by this group because it does not contain any personal feeling. Besides, due to the lack of AB, the GGB for this group might occur only in response to the occasion mode or, in other words, under obligatory motivations. Similar to the BR value, the people who hold the Security (SC) value also show high involvement with GGB in order to feel secure within society. Proponents of this can be seen as the significant relationships in same categories of the BR such as PBC, AE, and SI. Due to an absence of the AB construct, they give gifts based on traditional, ritual or common practice in order to feel secure in their place within society.

Finally, the people who hold the Sense of Belonging (SB) value differ significantly from those in other categories. Normally, all kinds of PVs illustrated a significant relationship with PBC and AE, which can be seen as fundamental criteria that are considered when performing GGB; however, these two criteria were absent from people who hold the BR value. Instead, the other two criteria, PDI and SG, which are rarely considered important by almost all other value groups, play a significant role in the BR value. This might stem from the attempt to belong to a particular group in society, so the SB group try to please other people through GGB. This can be reflected in the significant relationship with both Purchase-Decision Involvement (PDI) and Symbolic of Gift (SG). The SB group put a lot of effort into searching information and interprets the meaning of the gift in their giving behaviour. However, similar

to the BR, SC and SA groups, the SB group perceive GGB as a tool for them to receive some sense of belonging in return for their GGB, which is the reason why the AB value is absent from this group as well. All in all, with the exception of SA and SB values, all PVs have a significant relationship with PBC, AE and SI. This may be evident that the primary concerns of people in GGB circumstances mostly are about their own resources, the recipient's emotion, and self-identity.

CONTRIBUTION, LIMITATION AND FUTURE RESEARCH

The contribution of this study can be distinguished into theoretical and practical aspects. In theoretical contribution, as outlined in the previous section, only the WR and EC values illustrated a significant relationship with AB, so it might be concluded that it is only individuals who hold these two PVs that apply their real desire when performing GGB. In other words, only individuals from the WR and EC groups apply voluntary motivation when they give a gift. Based on this conclusion, we propose that AB can be used to predict motivation to give a gift, whether voluntary or obligatory (Goodwin, et al., 1990). Furthermore it seems that SN should be utilised as another predictor of motivation to give a gift as well because it shows the force from other people in order to perform GGB. Thus it can indicate the level of obligatory perceived by individual. However, due to the specific context of this study of gift-giving in a close relationship, SN might not play a significant role for this situation. Nonetheless, the direction of effect between AB and SN should be opposite in order to identify voluntary or obligatory motivation. For example, if any PV has positive AB (+AB), it should have negative SN (-SN) in order to apply purely voluntary motivation. In contrast, negative AB (-AB) and positive SN (+SN) should represent obligatory motivation. In some situations, AB (+AB) and SN (+SN) can be both positive, which represents the mixture of voluntary and obligatory motivation. Therefore, future study should examine whether SN can be used with AB in order to predict the motivation to give a gift and whether the relationship between AB and SN can predict the motivation to give a gift.

Similarly, SIO and SIS also can be used to predict the altruistic or agonistic motivation to select a gift (Sherry, 1983). The person who has SIO tends to consider other people more than the person who has SIS. Thus their motivation when selecting a gift seems to be more altruistic than agonistic. On the other hand, the person who has SIS is more likely to agonistically select a gift according to their own preference rather than that of the recipient. In other words, if a person perceives their self-identity in relation to others (+SIO) more than toward self (-SIS), that person demonstrates altruistic motivation. In contrast, if a person perceives their self-identity predominantly in relation to self (+SIS) rather than others (-SIO), that person would be more likely to be driven by agonistic motivation. From this study we conclude that, when selecting a gift, the SC and SB values that showed a significant relationship with SIO are more likely to reflect altruistic motivations whereas the EC value, which showed a significant relationship with SIS is more likely to reflect agonistic motivations. The WR and BR values, which illustrated a significant relationship with both SIO and SIS can be seen as utilising combination of both motivations.

All in all, certain PVs can lead to certain 'motivations to give gifts' and 'motivations to select gifts'. The findings of this thesis show that the SC and BR values demonstrate altruistic motivations. This might be explained by the fact that they are both external sources of control values, so they consider the recipient's interests in order to please their recipient and receive a

sense of security and respect in return. Although both WR and EC values reflect voluntary motivations, the WR value led to altruistic while the EC value led to agonistic motivations. The SA value did not involve any motivation at all. The SB value displayed only non-altruistic motivation. Finally, the EC value reflected both voluntary and obligatory motivations. Therefore, we can conclude that each PV can lead to different motivation to give and select a gift. In addition, the voluntary motivation to give a gift can lead to both altruistic and agonistic motivations to select a gift, which is supported by the study undertaken by Park (1998).

However, this study can be seen as the first study of GGB construct, so the need for future research to be further examined in other context such as GGB for distant relationship might be fruitful. Additionally, the interesting points from this study should be more investigated such as: the most important dimension of GGB construct such as *perceive behavioural control*, *anticipated emotion*, and *self-identity* are still valid in other context; or the role of subjective norm might be increasing in GGB for distant relationship; or the warm relationship with others value in GGB for distant relationship might illustrate the impact toward symbolic of gift and purchase-decision involvement; or the differences of the gift choice from each continuum of PV and motivation. As important as testing the GGB construct, the need to develop the well-defined scale for GGB is also benefit for the further research.

More than segmenting target market, PV can be engaged in other marketing activities such as media and promotional event selection. PV segmentation is included as one of the psychographic segmentation (Tynan & Drayton, 1987). Since the psychographic segmentation focus on lifestyle, activities, interests, opinions, needs, and values (Tynan & Drayton, 1987), so the implication for marketing communication is directly relevant. Marketing managers could be planned the media exposure and promotional event engaging more precise and effective when applying psychographic segmentation. From the study of Beatty et al.(1985) in USA, certain value dictated certain media preferences, leisure activities, and some behaviour such as GGB. Therefore the advantage of PV segmentation as of psychographic segmentation is obviously seen as the tool for generating marketing communication plan. From our findings in this study, we can draw a summary of relationships between each PV and the various dimensions of the GGB construct and restaurant preference, as outlined in Table 7.

Since this is the first study of this particular aspect of GGB, there are few limitations which need to be considered. The lack of well-defined of GGB measurement scales from literatures (S. E. Beatty, et al., 1996; Larsen & Watson, 2001) might limit the efficacy of the model. Particularly, the antecedent of GGB such as GGB construct has not been explored, so the scales had to be developed from other literatures such as TPB. Consequently, due to the conceptual compatibility between GGB and TPB, the practical compatibility might need to be validated. The construct of TPB has been borrowed as part of the model, but the context of GGB which lends more affective behaviour can cause more complexity and might not be perfectly fitted with some of the components from TPB. Also the generalisation of the model might be limited because this study was examined in only one context, obligatory GGB toward the close relationship within only Australia. Therefore, to validate this model, further research in other GGB context and countries is to be required.

Table 7: Summary of PVs, GGB and Restaurant Preference

PV	Corresponding GGB Dimension	Restaurant Preference
Security (SC)	-Perceived Behavioural Control (+PBC) -Anticipated Emotion (+AE) -Self-Identity toward Others (+SIO)	Individuals with dominant SC values... -believed they can select the proper restaurant choice for their guest. -expected the guest will be perceived a positive feeling from this hosting dinner. -tended to select the restaurant which their guest preferred.
Warm Relationship with Others (WR)	-Attitude toward Behaviour (+AB) -Perceived Behavioural Control (+PBC) -Anticipated Emotion (+AE) -Self-Identity toward Others (+SIO) -Self-Identity toward Self (-SIS)	Individuals with dominant WR values... -enjoyed selecting a restaurant for hosting a dinner. -believed they can select the proper restaurant choice for their guest. -expected the guest will be perceived a positive feeling from this hosting dinner. -tended to select the restaurant which is the most favourite of their guest only. -seemed not to select the restaurant from merely their preference.
Sense of Accomplishment (SA)	-Perceived Behavioural Control (+PBC) -Anticipated Emotion (+AE)	Individuals with dominant SA values... -believed they can select the proper restaurant choice for their guest. -expected the guest will be perceived a positive feeling from this hosting dinner.
Sense of Belonging (SB)	-Self-Identity toward Others (-SIO) -Purchase-Decision Involvement (+PDI) -Symbolic of Gift (+SG)	Individuals with dominant SB values... -seemed not to select the restaurant which they preferred. -devoted their time for searching and screening a lot of information about restaurant before choosing

PV	Corresponding GGB Dimension	Restaurant Preference
		<p>the appropriate restaurant. -tended to consider about meaning of restaurant such as personality and status when selecting a restaurant for their guest.</p>
<p>Being Well Respected (BR)</p>	<p>-Perceived Behavioural Control (+PBC) -Anticipated Emotion (+AE) -Self-Identity toward Others (+SIO) -Self-Identity toward Self (-SIS)</p>	<p>Individuals with dominant BR values... -believed they can select the proper restaurant choice for their guest. -expected the guest will be perceived a positive feeling from this hosting dinner. -tended to select the restaurant which is the most favourite of their guest only. -seemed not to select the restaurant from merely their preference.</p>
<p>Excitement (EC)</p>	<p>-Attitude toward Behaviour (+AB) -Subjective Norms (+SN) -Perceived Behavioural Control (+PBC) -Anticipated Emotion (+AE) -Self-Identity toward Self (+SIS) -Purchase-Decision Involvement (+PDI) -Symbolic of Gift (+SG)</p>	<p>Individuals with dominant EC values... -enjoyed selecting a restaurant for hosting a dinner. -considered opinion from others in order to select a proper restaurant. -believed they can select the proper restaurant choice for their guest. -expected the guest will be perceived a positive feeling from this hosting dinner. -tended to select the restaurant which was aligned to their preference. -devoted their time for searching and screening a lot of information about restaurant before choosing the appropriate restaurant. -tended to consider about meaning of restaurant such as personality and status when selecting a restaurant</p>

PV	Corresponding GGB Dimension	Restaurant Preference
		for their guest. -Also it is possible that the selected restaurant might be the most popular restaurant in the town or 'talk of the town' in order to perceive feeling of excitement.

CONCLUSION

The primary aim of this study was to develop and validate the GGB construct. Through rigorous explorative and confirmatory approaches, a multi-dimensional GGB construct was successfully developed with the following dimensions: *attitude toward behaviour, subjective norm, perceived behavioural control, anticipated emotion, self-identity toward others, self-identity toward self, purchase-decision involvement, and symbolic of gift*. This study also explored the relationship between personal values and the GGB construct. Analysis of structural model of such relationships demonstrates that a variety of different relationships exist between each of the dimensions of PVs and each of the dimensions of GGB. This newly developed GGB construct will assist researchers in better understanding the behaviour of consumers when purchasing gifts. Marketers will also benefit from the insights that such a multi-dimensional model can provide when formulating their marketing strategies to better attract consumers who are selecting and purchasing gifts for close friends and relatives.

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Authors:

Dr. Peeraya Lekkumporn (Corresponding Person)

Address: Marketing Department, Faculty of Business Administration, Kasetsart University:
50 Ngamwongwan Road, Ladyao, Jatujak, Bangkok 10900 Thailand

Email: Peeraya.Lekkumporn@gmail.com

Telephone: +66-81-859-4969, +66-82-450-1299

Fax: +66-2-942-8778

Biography:

Dr. Peeraya Lekkumporn is a lecturer of Marketing at Kasetsart University) in Bangkok, Thailand. She was graduated her DBA from Monash University in Melbourne, Australia. Her subjects are Principle of Marketing, Consumer Behaviour, Services Marketing, and Integrated Marketing Communication. The research interests are consumer behavior, services marketing, and consumer psychology.