

Revelation and Suggestions for Businesses Through Self-gift Consumption

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Abstract: Nowadays, consumer behavior is no longer just to meet the basic needs of life, but is seen as a way of dealing with emotions. Gifts are no longer just given to others, and more and more people are eager to buy gifts for themselves. Competition in society is increasingly stimulating, and fear or anxiety has become an indispensable part of life. To alleviate stress or provide self-motivation, and empower themselves to face the challenges of work and life, the frequency of self-giving is increasing. Merchants should pay attention to this changing consumption trend and actively change some controllable external factors, such as store decoration, lighting, music, etc., which subtly affect consumers' shopping. They should try to increase the frequency and frequency of consumers' self-gifts as much as possible, thereby winning over competitors in commercial competition.

Keywords: self-gift consumption, self-gift consumption demand of customers, internal and external mentality

1. Introduction

In modern society, people increasingly regard consumption behavior as a way of life to deal with emotions. The scope of gift-giving is no longer limited to friends and friends. The variety of gifts is also expanding. In order to attract more consumers, businesses have also adopted the way of giving gifts. However, how to give gifts and what gifts to give have become a problem for many businesses. If consumers have made achievements or progress in their work, they may buy gifts for themselves to reward their hard work. Or, faced with great pressure in life, people may also purchase gifts for themselves in fear or anxiety. This special consumer behavior is called self-gift. This article mainly analyzes the internal and external factors that urge consumers to self-gift and gives some practical suggestions to businesses. In the work, I mainly analyze the internal and external factors that affect the gifts given by businesses, and give specific practices of businesses under different circumstances to help businesses face various consumers more quickly and effectively, meet their consumption needs, and make their products unique in the market.

2. Self-gifting Consumer Behavior Is Affected by Internal Factors

Self-gift is different from an ordinary social gift. It also adds psychological input from consumers. During the purchase process, consumers will spontaneously conduct full self-guided thinking and self-emotional communication. This behavior is usually planned by consumers in advance, which is

guided by their own enjoyment. Self-gift is usually carried out under specific circumstances, It mainly includes: when there is a sense of achievement and gain (such as job promotion), when they are depressed (such as failure in exams), when festivals are coming (such as the Spring Festival in China), and when they feel great pressure (heavy study or work burden), consumers have extra money for their own consumption, and they have special needs for special goods when the above-mentioned situations occur. At this time, in the process of self-gift, consumers also play the dual role of gift and gain.

2.1. Reasons for Self-giving

With the continuous improvement of social and economic development levels, people's current disposable income and future expected income are increasing. People pay more attention to their own consumption. Women will buy branded bags and fashionable clothes for themselves as rewards, and men will buy branded watches and high-grade suits for themselves as work rewards. Because it is self-gifting consumption, in this process, there will be other factors besides the use value of the product itself. Emotion plays a very important role in the life of modern people, and also plays a significant role in the process of influencing the consumption of self-gifts. When people are in a high or low mood, people are usually more willing to reward themselves [1]. The main way to reward yourself is to buy gifts for yourself. In terms of an internal factor, the hedonic motive pursues entertainment and pleasure and stimulates consumers' positive emotional responses that engender both self-gifting and impulse buying [1-3].

2.2. The Impact of Self-giving

Relevant research shows that in most cases, self-gift consumption is a desire of consumers, that is, to reward themselves for completing a goal, or to cheer up when they are depressed. Consumers reward themselves or make themselves feel high through shopping, and the shopping experience at this time can play a role of psychotherapy.

2.3. The Internal Motivation of Self-giving Behavior

The decision of consumers' self-gift behavior is mainly caused by two internal motivations: rewarding themselves in the context of success and comforting themselves in the event of failure. Therefore, incentives and treatment motives may be the reasons for consumers to give gifts themselves [3, 4].

Through modern means of communication, businesses put forward more and more slogans and advertisements to encourage consumers to spend for themselves, such as "Crazy Thursday, please reward you for a hard week" (KFC), "After a busy week, reward yourself!" (hungry?), etc. Businesses can further put forward clear advertising appeals to enhance consumer trust, increase consumer stickiness, and further fully explore the social and emotional value of products.

At the same time, consumers in different situations and motivations have different preferences for different products. Consumers based on incentive incentives generally prefer enhanced and tangible products, such as lipstick, brand bags, fashion and other fashion products; Consumers who are motivated to heal their minds generally prefer problem-solving and experiential products, such as SPA, hair care, body massage, fitness and shaping, etc. [4]From this point of view, businesses should fully understand the different motivations of self-gift to develop mixed promotion strategies to meet the consumption needs of consumers at different levels.

In the face of huge social pressure, impulsivity is also an internal factor to stimulate self-gift consumption. External factors include the shopping environment and the marketing and promotion

methods of merchants. For example, play songs with a cheerful rhythm in the store, use bright colors (red and yellow, etc.) in the store, and merchants buy five for one or get ten store members.

3. Self-gifting Consumer Behavior is Affected by External Factors

3.1. The Overall Environment of the Store Affects Consumers' Self-giving Behavior

The store's overall environment will impact consumers' moods when choosing gifts for themselves, directly affecting consumers' choice of gifts and whether they succeed in purchasing them. Comfortable political circles, and a beautiful and clean shopping environment is ideal for consumers. In such a good environment, consumers will unconsciously be affected by the environment and become happy and emotional, so they will have more emotion and energy to choose suitable gifts for themselves [5-6]. However, if the store is messy, the goods are placed in disorder, the crowd is crowded, the air is dirty, and the store is full of harsh noise, it will greatly reduce the desire of consumers to buy, and almost have no mood to choose gifts for themselves, and even make their bad mood worse [6].

3.2. The Micro-environment of the Store Affects Consumers' Self-gift Behavior

The overall environment of the store includes not only the external design, name, plaque, etc. of the store, but also the micro-environment composed of the internal commodity decoration of the store and the temperature, humidity, color, lighting, etc. of the store.

3.2.1. The Light and Shade of the Light Affect the Emotion of Self-giving

First of all, the store's lighting. For store, the brightness of the store is very important in light creation. Some factories in France make full use of the influence of light on people's mood, so that their workers still maintain a positive working mood under such a huge pressure of the industrial revolution, so as to ensure high-quality labor efficiency and high-quality product output [5-7]. The bright but not dazzling light in the morning is like the light from the rising sun, which makes people full of hope and high spirits; At noon, the bright light turns into bright and warm light, which makes people improve their energy when they are tired; At the end of the day, the light turns into the color of the sunset, which is dim and lazy. It makes people feel relaxed, and ready to work, relieves the tiredness of the day, unloads the tiredness of the day, and returns home [8]. Similarly, stores should also pay attention to creating different atmospheres for different types of goods with different lights and giving different psychological hints to consumers. For example, bright lighting in the store can not only make it easier for consumers to find their favorite gifts for themselves, but also make the space larger in a visual sense, make people feel comfortable and stimulate consumers' desire to buy.

3.2.2. Color Stimulates the Vision of Self-giving

Secondly, color also plays an important role in influencing consumer psychology. Color stimulates people's visual senses, makes people associate, and then affects their psychology. For example, when people see green, they will associate with the green trees on the green grassland, and feel the vitality of fresh nature; When you see red, you will think of the hot sun, which makes people feel more excited and warmer; When you see the blue, you will think of the vast sea and the distant Milky Way, and still feel quiet and serene in your heart. Therefore, in the selection of interior wallpaper and ceiling colors, the store must pay attention to the selection and matching of colors, and select colors that can make consumers have good associations, so as to stimulate consumers' desire to buy and enjoy a good mood. Merchants can choose yellow and red paint to paint the walls [5-9]. This high saturation color can bring a strong visual impact to consumers. People who choose

gifts for themselves are generally motivated by two reasons: reward and cure the mood. Red or yellow can stimulate the visual sense of consumers, and make people play a certain role in alleviating emotional distress.

3.3. The Voice Inside the Store Influences the Behavior of Self-giving

The sound of the shopping mall will also impact consumers when buying gifts for themselves, and there will usually be noise in the shopping mall. American psychologist Lance Caine believes that noise can stimulate people's bodies and minds, which will disturb people's moods, make people become irritable, and make good moods worse, and bad moods worse [9]. The noise of the mall comes from the discordant music played by the mall, or the discordant sound caused by the disorder of the store. Beautiful music can calm people's anxiety and depression, and even make people feel better. So for businesses, in order to keep consumers in a good mood when shopping, they should use audio equipment to play relaxed, soft, sweet music, adjust consumers' moods and relax their mood. K-pop and jazz are good choices.

3.4. Crowding Is the Biggest Obstacle to Self-giving

Finally, the biggest problem consumers often encounter when choosing gifts for themselves is the problem of crowding. Consumers often like to choose gifts for themselves in large comprehensive shopping malls with dense personnel [8-9]. Because this kind of shopping mall has a complete range of goods and many choices, but in front of many advantages, congestion is also inevitable. In a crowded environment, people are prone to mental fatigue, irritability and irritability. In order to avoid the deterioration of this situation, businesses must ensure that the shopping in the store is orderly and avoid crowding. In addition, we should also pay attention to controlling the temperature in the field, maintaining the appropriate temperature, and keeping the shopping mall at a comfortable body temperature, so that consumers can shop comfortably [9]. We should also pay attention to providing some rest places for consumers to alleviate the fatigue caused by long-time shopping. In short, we must pay attention to the creation of the store microenvironment, extend the time consumers stay in the mall as much as possible, increase consumption as much as possible, and increase sales revenue.

4. Self-gifting Consumer Behavior Is Affected by Covid 19

Since 2022, the global outbreak of Covid-19. The covid-19 pandemic has had a significant impact on people's production and life, not only destroying normal social behavior, but also affecting people's psychological state. During the epidemic, depression (33.7%), anxiety (31.9%) and stress (29.6%) increased. This change in psychological state may affect consumer behavior in many ways. As mentioned earlier, when consumers are depressed, they often seek to alleviate their negative emotions and restore their mental state by purchasing or consuming goods that provide them with positive emotional value. In the period of the rapid spread of the epidemic, self-gift giving is growing consumer behavior, which is often used to treat consumer psychology [5-7].

Although self-gift consumption is a kind of compensatory consumption that cures people's emotions, many people will fall into the dilemma of irrational consumption. People often use the excuse of curing themselves to spend more than their income level. These include addictive, impulsive, compulsive, self-gift, and conspicuous consumption. Many consumers will get short-term psychological healing and pleasure after self-gift consumption, but then they will feel guilt and guilt [8]. Their emotions will not be relieved or even worse, and some people will fall into a loan crisis. This goes against the original intention of self-gift consumption. To sum up, I hope

consumers can do what they can, and consume gifts within their own economic capacity, to get a mood cure.

Due to the different types of consumers engaged in self-consumption, businesses need to identify the specific characteristics of consumers with different motivations and quickly identify the consumer groups with strong self-gift willingness in both positive and negative situations [10]. Because consumers in different markets are willing to consume for themselves and the products, they prefer are different, it is necessary to develop differentiated marketing strategies.

For "self-rewarding consumers", this group may pay more attention to experience and income, and be more sensitive to generating positive emotions. In the marketing process, businesses should emphasize positive scenarios, and clarify different advertising appeals around the themes of "rewarding themselves", "leaving special memories", "forgetting the past, and welcoming the future", such as doing promotional activities on weekends and special holidays, as well as on birthdays, schooling, and wedding anniversaries and other important life nodes, emphasizing its consumption value [6-9]. Or in the production process of the product, integrate the product concept with the self-reward of consumers. In addition to focusing on product functions, it can also strengthen sensory characteristics to enhance consumers' sense of pleasure and attract this group to consume. According to the survey, this type of market has the highest proportion of consumers, which is the main target market for self-gift marketing, and businesses should pay full attention to it.

For "self-healing consumers", they are more sensitive to losses. Enterprises should emphasize negative scenarios in the marketing process for this group, such as focusing on the relief of work pressure, the release of negative emotions and other topics [11]. Let them release negative emotions and update their emotional state in the process of consumption.

Because the group characteristics will change over time, businesses need to track consumers dynamically to develop and implement appropriate marketing strategies, improve consumer stickiness, focus on improving consumer loyalty and increase revenue.

5. Conclusion

Self-gift is a self-regulation and self-protection behavior made by contemporary people in the face of life pressure and work pressure. This behavior can not only alleviate negative emotions, and help reduce the occurrence of bad behaviors such as depression and suicide, but also provide effective incentives to let people face difficulties and challenges in life with a more positive and confident mood. With the increasing pressure of life, people are giving more and more self-rewards. Businesses should find out this behavior in time and adjust their product marketing methods in time to effectively expand production. According to the survey, businesses can use positive advertising and other mass media to arouse people's awareness of self-giving and increase sales by increasing external incentives [11]. At the same time, businesses should also pay attention to their own internal factors, such as the lighting of the store, the color of the paint decoration, the sound of the store, and so on, to create a peaceful and comfortable consumption environment for consumers, so that their purchase behavior will be more pleasant, to improve the stickiness between consumers and the store, and seize more consumers. However, there are still shortcomings in this paper. There is no specific data to prove the specific impact of the above factors on business sales. The next collective research should go deep into different businesses and specifically examine the impact of different factors on consumers' self-giving behavior. Then, questionnaires were distributed to consumers of different ages, occupations, and genders to investigate which factors were the key factors in their self-giving.

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