## Why Certain Gifts Are Great to Give But Not to Get: A Framework for Understanding **Errors in Gift Giving (forthcoming at CDPS)** Jeff Galak (CMU), Julian Givi (CMU), and Elanor Williams (Indiana University) Recipients $\rightarrow$ Want gifts that Givers $\rightarrow$ Give gifts that are Possible Mechanisms:1) Focalism; 2) Unintentional are great during ownership. miscalculation; 3) Intentional error. great when opened. Give **But what** Aspect do I do with it? **Errors in Gift Giving: Select Examples** Desirable of How Givers Focus on the Moment of Gift Lesser but Co Aspects of the Exchange, but **Recipients** Focus on Gift Gifts **Gift Ownership** Gift Recipient **Gift Giver** THE CHET Material RULE Gifts should be desirable Unrequeste Givers want to wow the recipient, **∆ERROR** but recipients want to be able to actually use the gift A gift Aspects of the to Wow Giver Thoughtfu THE GIVER Expensive Wedding Registry Givers should be RULE Gift wish list 🖉 🏨 🝙 surprising 🚇 😐 😽 🍟 Kouster 🗄 Event ticket **∆ERROR** Givers give unrequested gifts to surprise the recipient, but recipients prefer gifts that they Not asked 0 0 6 **Specific and** for: iPad Prefered: Gifts from a registry actually asked for and desire Gifts THE RECIPIENT Aspects of the Recipient Gifts should symbolize the RULE giver-recipient relationship

Baskin, E., Wakslak, C., Trope, Y., & Novemsky, N. (2014). Why feasibility matters more to gift receiver asymmetries in gift preferences. British Journal of Social Psychology, 44, 125-144. Kupor, D., Flynn, F. J., & Norton, M. I. (2016). Half a gift is not half-hearted: A giver-receiver asymmetry in preferences for partial gifts. Unpublished manuscript, University, Stanford, CA; Yang, A., & Urminsky, O. (2015). Smile-Seeking Recipients: Why Gift Choices and Recipient Preferences Diverge. Unpublished manuscript, University of Chicago, IL. Goodman, J., & Lim, S. (2014). Giving Happiness: Consumers Should Give More Experiences but Choose Material Gifts Instead. Unpublished manuscript, Washington University in St. Louis, St. Louis, MO. Gino, F., & Flynn, F. J. (2011). Give them what they want: The benefits of explicitness in gift exchange. Journal of Marketing Research. Flynn, F. J., & Adams, G. S. (2009). Money can't buy love: Asymmetric beliefs about gift price and feelings of appreciation. Journal of Experimental Psychology: General, 141, 667–681. Steffel, M., & LeBoeuf, R. A. (2014). Over-individuation in gift giving: Shopping for multiple recipients leads givers to choose personalized but less-versatile and less-preferred gifts. Unpublished manuscript, Northeastern University, Boston, MA ... Cavanaugh, L., Gino, F., & Fitzsimons, G. (2015). When doing good is bad in gift giving: Mis-predicting appreciation of socially responsible gifts. Organizational Behavior and Human Decision Processes, 131, 178–189.

Givers	Recipients
<b>Desirable Gifts</b>	Feasible Gifts <sup>1</sup>
Lesser but Complete Gifts	Better and Incomplete Gifts <sup>2</sup>
Material Gifts	Experiential Gifts <sup>3</sup>
Unrequested Gifts	<b>Requested Gifts<sup>4</sup></b>
Thoughtful and Expensive Gifts	Thoughts and Price are Unimportant <sup>5</sup>
Specific and Unique Gifts	General Gifts and Gifts That Reflect Most Important Interests <sup>6</sup>
Socially Responsible Gifts	Traditional Gifts <sup>7</sup>

2)

3)

4)

5)

6)



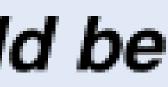


gifts



Givers think that recipients will value socially responsible gifts because recipients will feel a 'warm glow' when they receive it, but recipients get little ownership value from such gifts







Unimpressed