

Two's Company, Three's a Crowd: Givers' Oversensitivity to Other Givers' Gifts

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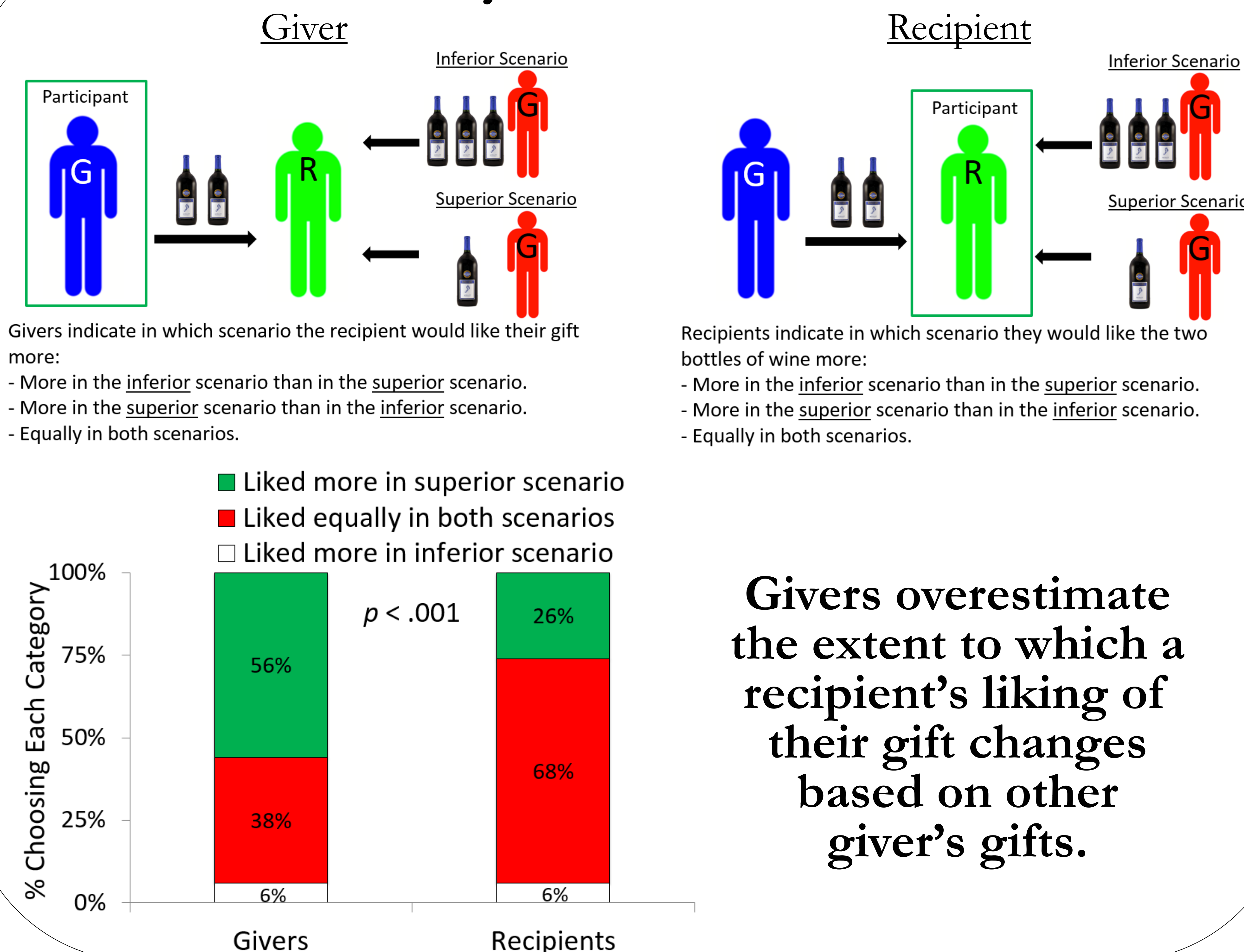
Brief Literature Review

Recent work has shown several asymmetries between givers and recipients (Galak, Givi, & Williams, 2016). However, this line of research has ignored the fact that recipients often receive gifts from multiple givers. In the present work, we examine how other givers' gifts impact a) how givers feel about their own gifts, and b) how recipients feel about a specific giver's gift.

Summary of Findings

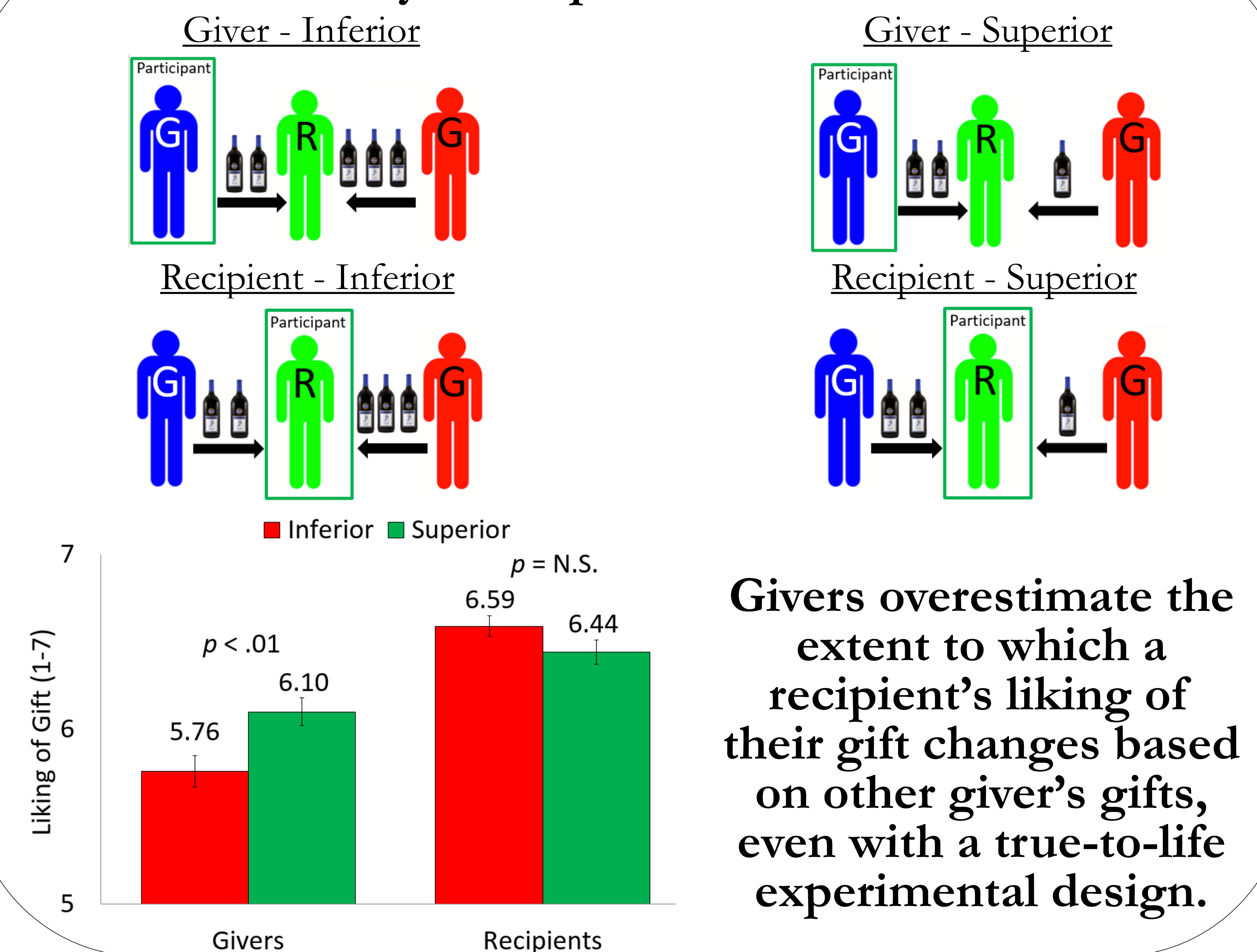
- Gift givers overestimate the extent to which a recipient's liking of their gift changes based on other givers' gifts.
- In some cases, givers believe the absolute quality of their gift is less important than how their gift compares to other givers' gifts.
- Due to their oversensitivity to other givers' gifts, givers spend more money on their gifts than is necessary.

Study 1 – Initial Effect



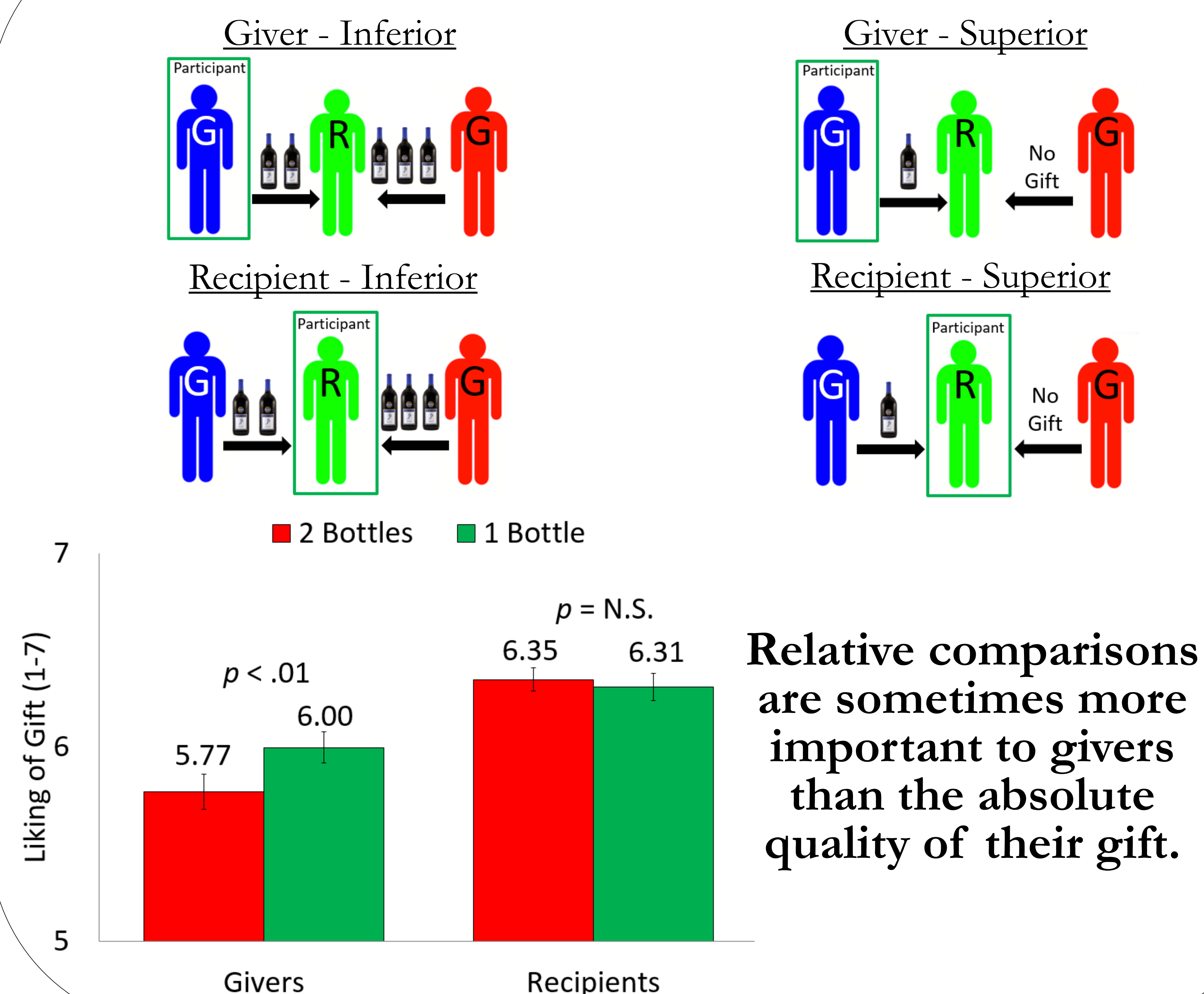
Givers overestimate the extent to which a recipient's liking of their gift changes based on other giver's gifts.

Study 2 – Replication of Effect



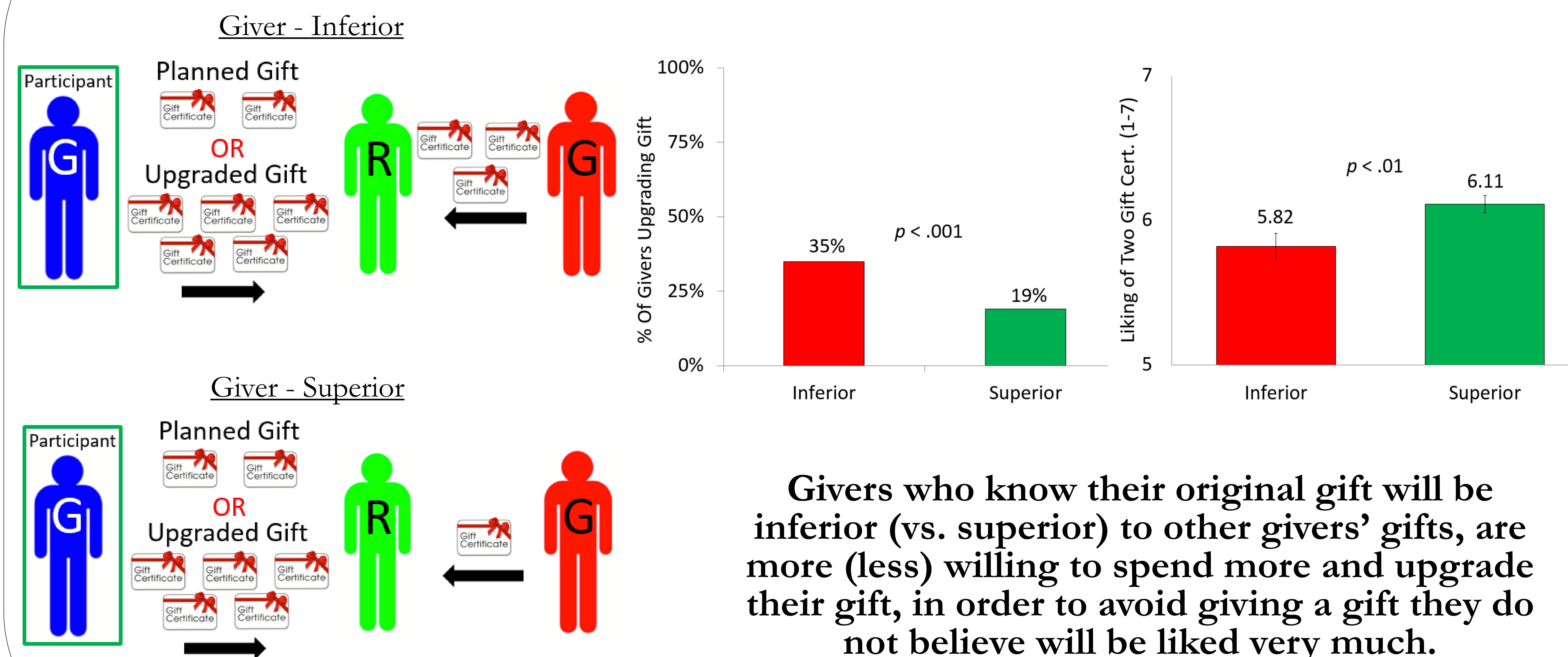
Givers overestimate the extent to which a recipient's liking of their gift changes based on other giver's gifts, even with a true-to-life experimental design.

Study 3 – Examining the Extent of this Belief



Relative comparisons are sometimes more important to givers than the absolute quality of their gift.

Study 4 – Implications for Gift Spending



Givers who know their original gift will be inferior (vs. superior) to other givers' gifts, are more (less) willing to spend more and upgrade their gift, in order to avoid giving a gift they do not believe will be liked very much.