

# Impact of gift promotion appeals with two types of givers on givers' purchase intention

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## ABSTRACT

This study is the first work to combine gift promotion appeals with the giver-recipient relationship from the perspective of gift marketer and gift-giver. This study extends the academic literature of the focus theory of normative conduct in gift-giving marketing. Empirical results showed that popularity appeal produced higher purchase intention than scarcity appeal; Limited-Quantity Scarcity (LQS) appeal produced higher purchase intention than Limited-Time Scarcity (LTS) appeal; and Peer Popularity (PP) appeal produced higher purchase intention than Social Popularity (SP) appeal (i.e., PP>SP>LQS>LTS). The gift promotion appeal and giver-recipient relationship information affect the gift giver's preference, and then gift marketer needs to design an appropriate sale promotion appeal in order to carry out differentiated gift marketing.

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## Keywords:

Popularity appeal, Scarcity appeal, Limited-quantity scarcity, Limited-time scarcity, Social popularity, Peer popularity, Social norms, Relational norms, Focus theory of normative conduct, Gift-giving.