Regifting Redefined: the Giver'S and the Receiver'S Perspective

Burcak Ertimur, Fairleigh Dickinson University, USA
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This research examines the phenomenon of regifting, giving a gift that one has received to someone else. We develop a consumer-based understanding of regifting, considering the multiple roles consumers may assume in such exchanges. Our findings support the notion that we should contextualize regifting beyond the dyadic gift exchange model.

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09-F: Regifting Redefined: The Giver’s and the Receiver’s Perspective

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09-G: If You Think I'm Picky, What Gift Will You Give Me?

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Three studies explore “picky” gift recipients as a distinct subset of “difficult” recipients. “Picky” recipients, in contrast to “difficult,” have narrow preferences, are more decisive, and are considered snobby. As such, gift givers select cash cards for these “picky” recipients and don’t differentiate between friends and acquaintances in money spent.

09-H: Temporal Reframing of Prices and Offer Attractiveness in a Cause-Related Marketing Context

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Ronald W. Niedrich, Louisiana State University, USA
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One strategy that pricing research has sought to explain is pennies-a-day, where product costs are expressed as small ongoing expenses. This study tests PAD effect on offer attractiveness in a CRM context. We find that PAD framing has significant impact on attractiveness at low donation amounts but not high amounts.

10-A: “The Bad Guys is Tasty”: How Visual Packaging Cues and Nutrition Knowledge Influence Pre-School Children’s Perceptions and Selections of Snacks

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Brittany Duff, University of Illinois at Urbana-Champaign, USA
Da Zheng, University of Illinois at Urbana-Champaign, USA
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Chuaqiao Huang, University of Illinois at Urbana-Champaign, USA

Visual package cues attract attention and influence product perceptions and selection. Unlike previous research, our interviews with preschool children revealed nutrition knowledge; however, they unanimously selected snacks featuring licensed characters instead of fruit or candy. Children’s choices revealed the influence of perceptions of fun and the familiarity of media characters.

10-B: The Role of Technology in Children’s Food Environment: Exploring Intra-Familial Dynamics across Cultures

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Amandeep Takhar, University of Bedfordshire, UK
Emiko Amano, Kanto-Gakuin University, Japan
Nigel Chiweshe, University of KwaZulu-Natal, South Africa
Evelyn Derera, University of KwaZulu-Natal, South Africa

We demonstrate how family meal times and the associated rituals are evolving through the consumption of technology. Our findings reveal a technological generational gap as parents interpreted technology as being negative, whereas the digital natives, younger generation perceived technology as being a positive tool during mealtimes.