

7th International Congress Marketing Trends, Venice, January 17-19 2008

Measurement of the consumer's perception of cultural aspects of marketing gift

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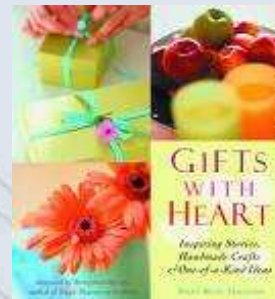
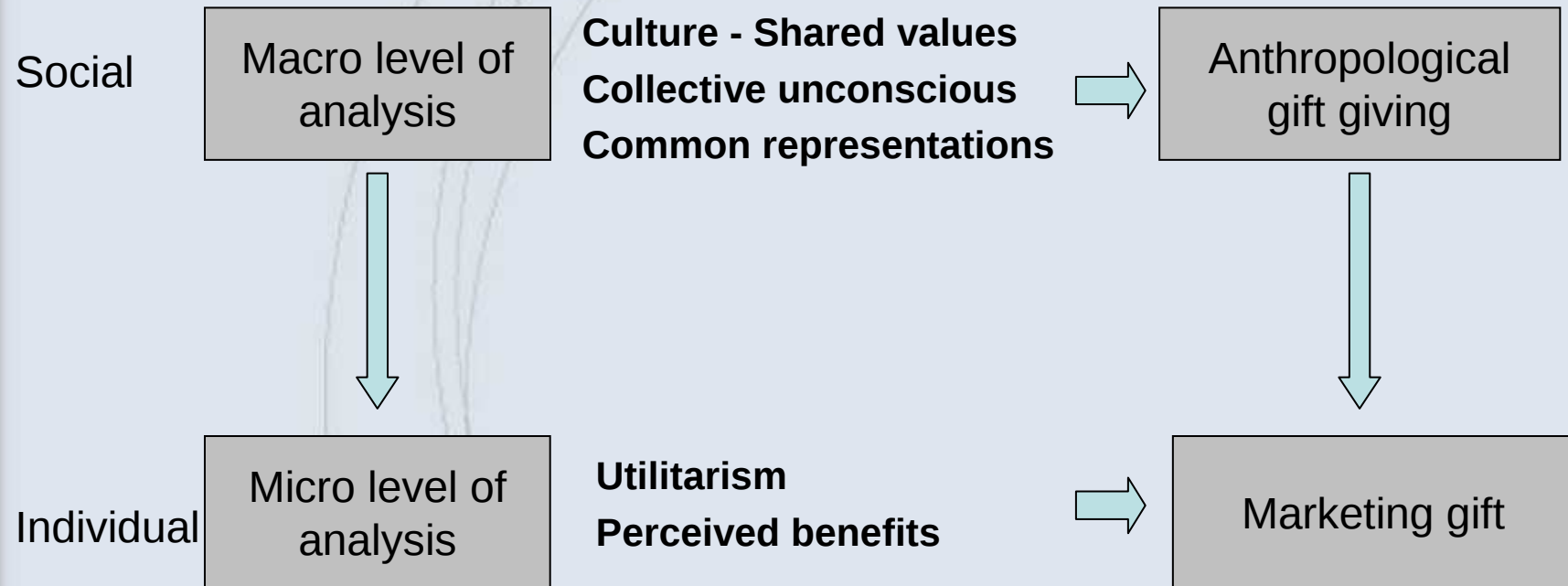


The marketing gift

- Frequently used as a tool for relationship marketing
 - ⇒ Enhancing loyalty
 - ⇒ Improving brand image and attachment
- Ambiguous effects on consumer behavior
 - ⇒ Results of a previous qualitative study
 - ⇒ Reactance to intrusion into consumer privacy
 - ⇒ Potential counterproductive effects
- What's the meaning of the marketing gift for consumers?



Anthropological view of the gift





The gift ambivalence



Fascination

Pure gift

Reward

Liberty

**Breaking off the
revenge circle**

Event

Social link



Sacred gift

Ritual gift

Interpersonal gift

Fear

Interested gift

Suspicion

Obligation

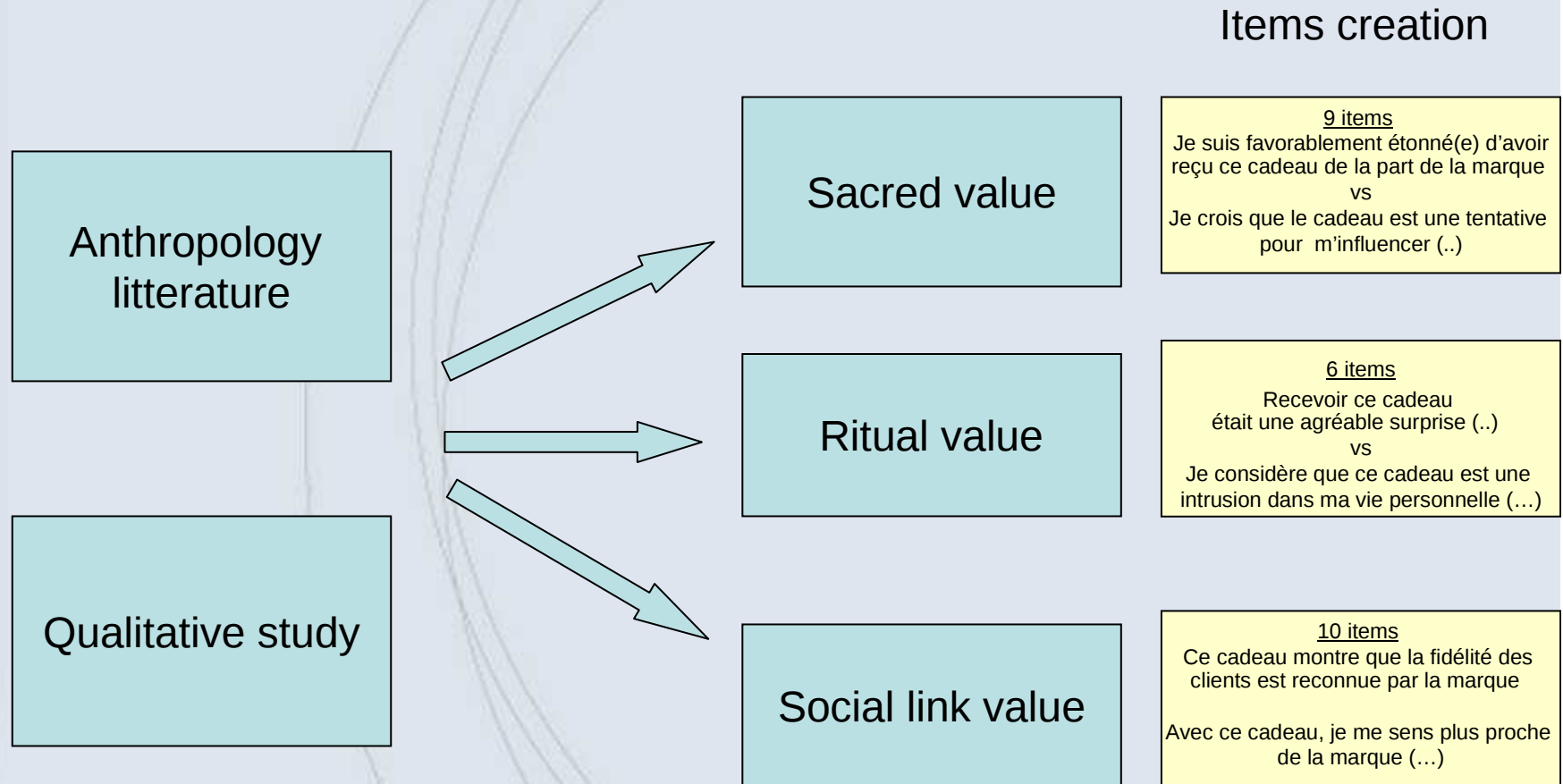
Battle of wills

**breaking off
the relation**

Intrusion



Measuring the cultural aspects of the marketing gift



- **Data collection, 2007 May :**
 - Questionnaire about a personal marketing gift experience
 - Self administered online and paper survey
- **Convenient sample :**
 - 191 respondents
 - Mean age = 24,2 years old - from 17 until 72 years old
 - Nb men = nb women

Exploratory analysis

Cultural perception of the marketing gift

Principal components
(with varimax rotation)

5 axis extracted

KMO = 0,766

Total explained variance :
65%

+

Tie with the brand/company

Avec ce cadeau je me sens plus
proche de la marque

5 items / Alpha : 0,83

Explained variance :
17%

-

Manipulation feeling

La marque a essayé de me
manipuler

4 items / Alpha : 0,76

Explained variance :
13%

+

Reciprocity feeling

Ce cadeau montre qu'il y a une
satisfaction mutuelle

3 items / Alpha : 0,79

Explained variance :
11%

-

Intrusion feeling

Ce cadeau empiète sur ma
liberté de consommateur

3 items / Alpha : 0,74

Explained variance :
11%

+

Fascination for brand'act

Je suis favorablement étonné(e)
d'avoir reçu ce cadeau de la part
de cette marque

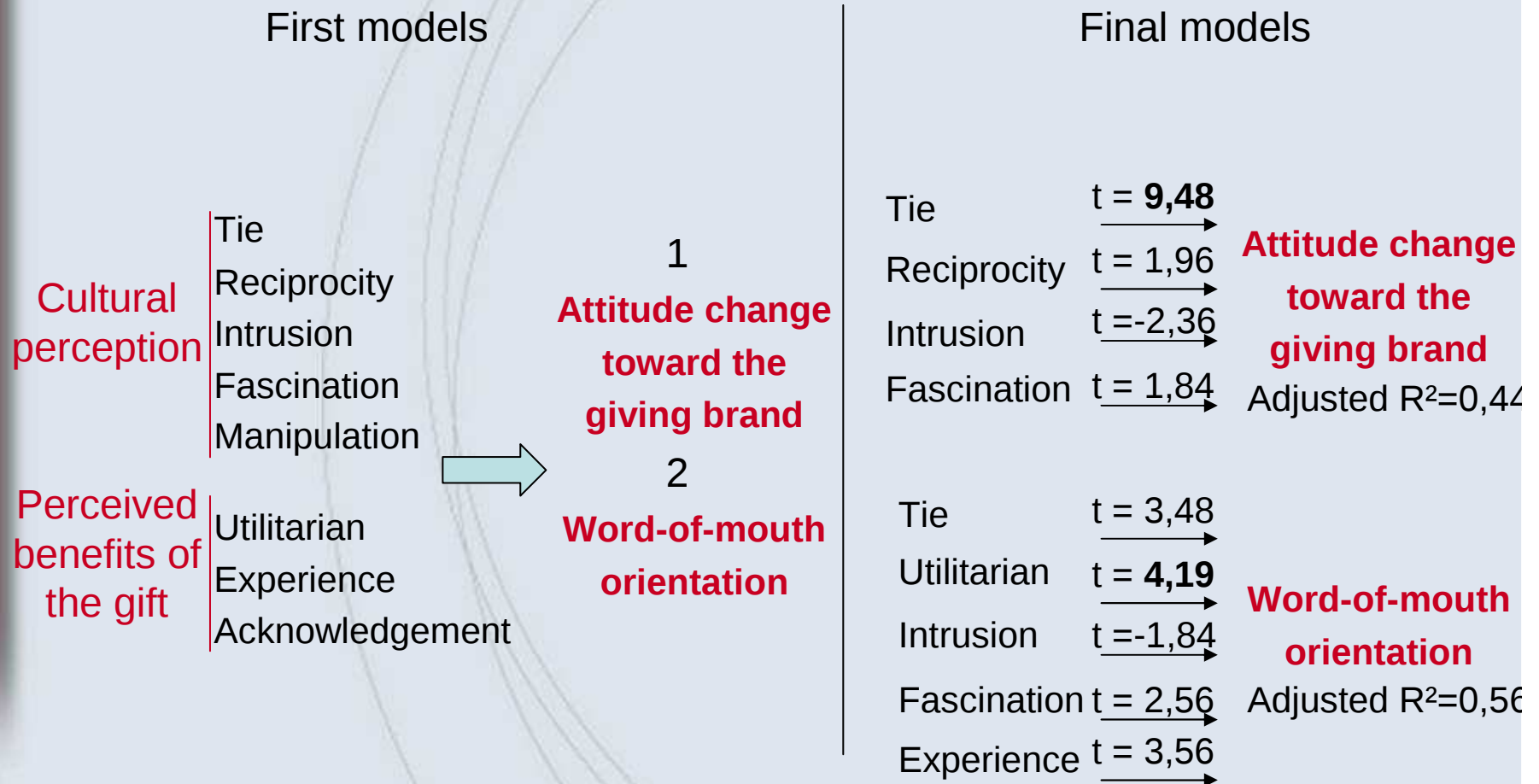
3 items / Alpha : 0,68

Explained variance :
11%

Confirmatory analysis

- GFI = 0,91 ; AGFI = 0,87 ; RMSEA = 0,044 [0,022 ; 0,061] ; NNFI = 0,95 ; CFI = 0,96 ; Chi square / df. = 1,33
- Convergent validity :
 - 😊 0,51 (Tie) < ρ < 0,55 (Reciprocity)
 - 😞 Fascination : ρ = 0,42
- Discriminant validity :
 - 😊 $0,01 < \text{Correlations}^2 < 0,21$

Predictive validity of the scale of cultural perception of marketing gift



- A reliable and valid measurement of cultural aspects of marketing gift perception
 - Must be tested and confirmed on other samples, with other methods
- The cultural perception of the marketing gift : a relevant concept
 - Good predictor of attitude change toward the giving brand
 - A complementary approach to perceived benefits of the gift
 - A helpful tool for improving brands' gift policy



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