

---

**INTERNATIONAL JOURNAL OF BUSINESS, MANAGEMENT  
AND ALLIED SCIENCES (IJBMAS)**  
A Peer Reviewed International Research Journal

---

**A STUDY ON THE GIFT-SELECTION BEHAVIOUR OF  
PAVITHIRAMPANCHAYAT, NAMAKKAL DISTRICT**

**Dr. G SURESH<sup>1</sup>, SK SAI SIRAVANI<sup>2</sup>**

<sup>1</sup>Assistant Professor and Research Adviser, PG and Research Department of Commerce,  
Imayam Arts and Science College, Kannanur , Thuraiyur (Tk), Tiruchirappalli – (Dt), Tamil  
Nadu, India Email:drsureshgphd@gmail.com

<sup>2</sup>Assistant Professor, PG and Research Department of Commerce, Imayam Arts and Science  
College, Kannanur – 621 206, Thuraiyur (Tk),  
Tiruchirappalli – (Dt), Tamil Nadu, India.  
Email: saisiravani@gmail.com

---



**Dr. G SURESH**

**ABSTRACT**

Gifts can be used to deliver specific messages, and reasons for giving involve different emotional states. Exchange of gift is a very powerful way in which people establish bonds and connections. “Gifts are tangible expressions of social relationship”. Gift giving is “Every exchange as it embodies some coefficient of sociability cannot be understood in its material terms apart from its social term”. Presenting a gift to others is most important for everyone. This research was conducted by using the primary data source and the survey method. The researcher has collected the data from (Pavithiram) Namakkal. The total population (houses) is 2073 in Pavithiram Panchayat, it is a total sample size for this study. The researcher has collected the data through questionnaire from Pavithiram people. Finally, the data was collected from 103 respondents.

In this paper the authors try to focus the gift-selection behavior of Pavithiram Panchayat people.

Keywords: Gift Selection, Consumer Behaviour, Buyer Behaviour Models, Factors Influencing Consumer Behaviour

---

**I. INTRODUCTION**

A gift or a present is the transfer of something without the expectation of receiving something in return. Gifts can be used to deliver specific messages, and reasons for giving involve different emotional states. Exchange of gift is a very powerful way in which people establish bonds and connections. “Gifts are tangible expressions of social relationship”. Gift giving is “Every exchange as it embodies some coefficient of sociability cannot be understood in its material terms apart from its social term”. Presenting a gift to others is most important for everyone.

---

Presenting a gift to a new neighbor or an old friend with a new home is a long-standing tradition. Gift giving is a personal dilemma. Gifts can be used to deliver specific messages, and reasons for giving involve different emotional states. Certain occasions are viewed as times to express those particular emotions.

Gift giving is defined as the “voluntary transfer from one person to another person without compensation”

## II. REVIEW OF LITERATURE

“Consumer behavior is a rapidly growing field of research and teaching, in addition to considerable value of marketing managers and others who are professionally concerned with buying activity” (Varshney.R.L and Gupta.S.L, 2005).

Analyzing the consumer behavior is a prerequisite though the process is highly complicated. At the same time, a firm's ability to establish and maintain satisfying exchange relationships depends on the level of understanding of buyer behavior. Thus, buying behavior is the decision process and acts of people involved in buying and using products (Philip Kotler, 1992).

“Consumer behaviors of some goods/services also consume various other goods produced by others. In short, the consumer is one who buys a thing or hires a service and buys for it or promises to buy for it” (Solomon, Englewood, 1996).

Giving gifts is conceptualized in the literature as spontaneously choosing and transferring concrete or abstract entities on a large scale in order to perform a social obligation (Park.S.Y, 1998).

Giving gifts is a behavior of social and economic exchange which provides the transfer of a source (commodity, service or cash) between a giver and a receiver through social interaction. An individual, household member or organization may be the one that carries out this exchange (Sherry.J.F, 1983).

Gift-giving as a form of economic exchange, in which the giver transfers an item of value to a recipient, who in turn is somehow obligated to reciprocate. However, gift giving also can involve symbolic exchange, when a giver like Wendy wants to acknowledge her friend Michelle's intangible support and companionship. Some research indicates that gift giving evolves as a form of social expression (Solomon.M.R, 2004).

Gift giving is not only an economic transaction, but a process of high-context communication that conveys rich, symbolic meanings and is a medium for social interaction and personal expression (Allan, 2003).

### 2.1 Statement of the Problem

Gift is a means of the expression to show our love, affection and intimate to our relatives, friends and neighbours. Gift selection is a process. The budget and gift selection depends upon person to person, time to time and place to place. More especially if the gift is a reciprocal then the selection of gift is different. Once again the gift selection behaviour depends upon the recipient. At the same time giving gift by way of cash is a very simple process. It will not consume time. On the other hand, gift selection is a time-consuming process. It consumes time for gift selection, then gift packing which involves time. Furthermore, the gift parcel has to carry by the giver all along till the same is presented to the hands of the receiver in the function. Why do people prefer gift though it is a time-consuming process? What are the factors influencing for giving gift? What are the processes of gift selection? What are the criteria that the giver of the gift considers while selecting a gift? Is there any motivating factor for gift selection?

### 2.2 Scope of the Study

The study area is Pavithirampanchayat. The data collection was made during the month of October and November 2017. The outcome of this study will help the management of wedding hall premises to know the pulses of the Pavithiram panchayat people's response regarding gift selection behaviour. The outcome of this study will help the government regarding the habit of the people and their savings, expenditure pattern. This study will help the traders and businessmen to stock gift

articles in their shops. Over all, the standard of living of the people will reflect on the gift selection behaviour.

### 2.3 Objectives of the study

The overall objectives of the study are to know the gift selection behaviour of Pavithiram Panchayat, Namakkal district. The following are the specific objectives of the study. They are,

1. to find out the personal profile of the respondents dwelling in Pavithiram panchayat;
2. to identify the factors influencing for gift selection;
3. to analyze the factors that are considered by the respondents for gift selection; and
4. to register the opinion of 10 golden rules of gift giving;

### 2.4 Hypotheses of the study

There is no significant relationship between advertisement of the product and the selection of that product as gift.

There is no significant relationship between occupation of the respondents and their choice of gift.

There is no significant relationship between packing of gift and selection of that gift.

### 2.5 Methodology of the study

On the selected area there are four wards. This classification is made in 2016. This source is taken from Voters list 2016. The researcher had a discussion with the owners of the wedding halls in Pavithiram Panchayat. It was observed that there are two wedding hall premises which are owned and managed by the private parties and one community hall which is owned and managed by Pavithiram Panchayat with the help of the village administrator, the voters list 2016 was used to select the sample for this study.

Ward	Number of Houses	Street Name	Sample Selected
I	72	Santhepattati street	4
	124	Naidu street	6
	166	Bhajanamada street east	8
	272	Periyasamy temple street	13
	60	Anna nagar	3
II	66	Perumal temple street	3
	193	Reddiyar street	10
	27	Bhajanamada street	3
	261	Chettiyar street	13
III	411	Kambarayan temple street	20
	421	Gounder street	20
<b>Total</b>	<b>2073</b>		<b>103</b>

Thus, 103 respondents were selected for this study. From the three wards, five per cent of the houses were taken as sample size. Thus, cluster sampling technique was adopted.

### 2.6 Pavithiram village profile

Pavithiram is a large village located in the district of Namakkal in the state of Tamil Nadu in India. It has a population of about 8640 persons living in around 2191 households ([www.geolysis.com](http://www.geolysis.com)).

The village of Pavithiram, six miles from this place is an important centre for the sale of jack fruits and pine-apples of the Kolli hills in the shandy which meets on Mondays ([www.salemexpress.com](http://www.salemexpress.com)).

It is the Panchayat village comprising the villages south of the Kollo hills up to the borders of the district. It is 24 kilo meters from Namakkal on the road to Thuraiyur. There is high school and rural dispensary.

The Varadaraja temple at a height of 2,785 feet above the sea level on the Talamalai hill which is six miles from this place has a flight of 4,000 steps and is an important pilgrim Centre. Though it is difficult to climb up, a large number of pilgrims visit the temple on Saturdays in the months of September and October. There are several springs on the hills.

Pavithiram is situated in the famous hills Thalaimalai and Kollihills. It is located Namakkal District, Namakkal Taluk, Erumaipatty union.

Pavithiram is situated to East of Namakkal down. It is 24 kilo meters from Namakkal down. In the pavithiram village having large lake. Pavithiram village code is 12 in the Erumaipatty union.

This village situated in border in Namakkal district

### III. ANALYSIS AND INTERPRETATION OF DATA

**Table 1: Education qualification of the respondents**

Qualification	Frequency	Percent
Primary School	3	2.9
Middle School	12	11.7
Secondary / HSC	41	39.8
Graduate	26	25.2
Post Graduate	21	20.4
<b>Total</b>	<b>103</b>	<b>100.0</b>

#### Source: Primary Data

Among the 103 respondents, three respondents are having primary school qualification, 12 respondents are having middle school qualification, 41 respondents are having Secondary / HSC qualification, 26 respondents are Graduates and 21 respondents are post graduates. In other words, 39.8 percent belongs to Secondary / HSC, 25.2 per cent belongs to Graduates and 20.4 per cent belongs to post graduates qualification.

It is found out that majority of the respondents having secondary / HSC education qualification.

**Table 2: Occupation of the respondents**

Occupation	Frequency	Percent
Professional	24	23.3
Agriculture	24	23.3
Self employed	21	20.4
Private sector employees	18	17.5
Public sector employees	6	5.8
Business	10	9.7
<b>Total</b>	<b>103</b>	<b>100.0</b>

#### Source: Primary Data

Among the 103 respondents, 24 respondents are in the professional occupation, 24 respondents are in the agriculture, 21 respondents are self employed, 18 respondents are Private sector employees, six respondents are Public sector employees and 10 respondents are Business. In other words, 23.3 per cent belongs to professional, 23.3 per cent belongs to agriculture, 20.4 per cent belongs to self employee and 17.5 per cent belongs to private sector employee.

It is found out that majority of the respondents belongs to two occupation namely professional and agriculture.

**Table: 3: Respondents preference of gift giving for Bride or Bridegroom**

Couples	Frequency	Percent
Bride	40	38.8
Bridegroom	63	61.2
<b>Total</b>	<b>103</b>	<b>100.0</b>

**Source: Primary Data**

Among the 103 respondents, 40 respondents like to present gift to Bride and 63 respondents like to present gift to Bridegroom. In other words, 38.8 per cent belongs to preference of gift giving for Bride and 61.2 per cent belongs to preference of gift giving for Bridegroom.

It is found out that majority of the respondents are willing to present gift to Bridegrooms.

**Table: 4: Respondents view of Gift Giving Bride or Bridegroom**

Classification	Frequency	Percent
Money	3	2.9
Gift	100	97.1
<b>Total</b>	<b>103</b>	<b>100.0</b>

**Source: Primary Data**

Among the 103 respondents, three respondents have the view of giving money as gift to their Bride or Bridegroom during the time of their marriages and 100 respondents have the view of giving gift to their Bride or Bridegroom at the time of their marriages. In other words, 2.9 per cent like to give money as their preference for their Bride or Bridegroom wedding and 97.1 per cent like to give gift as their preference.

It is found out that majority of the respondents like to present gift as their gift to the wedding of their Bride or Bridegroom.

**Table-5: Rank Given By the Respondents towards Their Interest of Gift to Their Concern**

Relationship	Frequency	Per cent	Mean score	Rank
Daughter / Son	31	30.1	0.30	2
Schoolmate	5	4.9	0.05	6
Granddaughter/ Grandson	8	7.8	0.08	3
Cousin	3	2.9	0.03	8
Brother / sister	7	6.8	0.07	4
Peer/Colleague	6	5.8	0.06	5
Friend	39	37.9	0.38	1
Business Client	4	3.9	0.04	7
<b>Total</b>	<b>103</b>	<b>100.0</b>		

**Source: Primary Data**

Among the 103 respondents, 31 respondents are thinking for daughter/son, five respondents are thinking for schoolmate, eight respondents are thinking for granddaughter/grandson, three respondents are thinking for cousin, seven respondents are thinking for brother/sister, six respondents are thinking for peer/colleague, 39 respondents are thinking for friends and four respondents are thinking for business clients. In other words, 39 respondents are given the first rank for friends, 31 respondents are given the second rank for daughter/son, eight respondents are given the third rank for granddaughter/grandson, seven respondents are given the fourth rank for brother/sister and six respondents are given the fifth rank for peer/colleague.

It is found out that majority of the respondents are given the first rank to friends relationship towards their interest of gift selection.

**Table-6: Selection of wedding gift**

Criteria	Attractive factors	Gifts life factors	Expected factors
1)Reciprocate			.727
2)Functional	.764		
3)Generous	.710		
4)Luxurious			.683
5)Durable		.739	
6)Unique		.759	
7)Decorative		.624	
8)Convenient	.694		
9)Affordable	.728		
10)Personal meaning	.506		

Source: Primary Data

There are ten factors which have been grouped by factors analysis they are primary factors, secondary factors and other factors. Under primary factors, functional, Generous, Convenient, Affordable and Personal meaning are formed. Similarly, under secondary factors, factors like durable, unique and decorative have been formed. Under other factors, reciprocate and luxurious factors have been formed.

The primary factors are named as attractive factors, secondary factors are named as gifts life factors and other factors are named as expected factors. Under attractive factors functional, Generous, Convenient, Affordable and Personal meaning factors have been formed and grouped into primary factor. The secondary factors are called as gifts life factors; the respondents expected that their wedding gift choice should have durable, unique and decorative factors. The other factors are grouped into expected factors. The expected factors are reciprocate and luxuries.

By factors analysis, it was found out that the factor that influencing the selection of a wedding gift is due to attractive factors followed by gift's life factors and expected factors.

The respondents are very generous and civilized because they never expect that the gift they offered should be reciprocated.

**Table-7: Rank given by the respondents towards the occasion for gift preference**

Preference of gift	Ranking								
	1	2	3	4	5	6	7	8	9
New year's day	0	5	3	18	11	13	5	15	33
Birthday	26	19	30	11	5	4	2	4	2
Anniversaries (wedding, engagement)	37	26	7	5	8	2	5	5	8
Mother's day	21	9	19	5	14	17	12	4	2
Father's day	2	11	0	13	11	21	24	14	7
Tamil New Year	2	3	7	5	8	7	25	30	16
House warming	1	3	2	15	15	15	13	21	18
Childbirth	12	24	26	16	9	4	8	3	1
Depavali / Christmas / Ramjan	1	3	8	14	22	20	10	8	17

Source: Primary Data

The respondents are given one to nine ranks for various occasions. Among the 103 respondents, 37 respondents are given the majority of first rank for occasion of anniversaries. Among the 103 respondents, 26 respondents are given the majority of second rank for occasion of



anniversaries. Among the 103 respondents, 30 respondents are given the majority of third rank for occasion of birthday. Among the 103 respondents, 18 respondents are given the majority of fourth rank for occasion of New Year day. Among the 103 respondents, 22 respondents are given the majority of fifth rank for occasion of Depavali/Christmas/Ramjan. Among the 103 respondents, 21 respondents are given the majority of sixth rank for occasion of father's day. Among the 103 respondents, 25 respondents are given the majority of seventh rank for occasion of Tamil New Year. Among the 103 respondents, 30 respondents are given the majority of eighth rank for occasion of Tamil New Year. Among the 103 respondents, 33 respondents are given the majority of ninth rank for occasion of New Year day.

The respondents given the first place for first rank for occasion of anniversaries, second place for first rank for occasion of birthday, third place for first rank for occasion of mother's day.

It was found out that one to nine rank given for various occasions like New Year's Day, Birthday, Anniversaries, Mother's day, Father's day, Tamil New Year, House warming, Childbirth, Depavali / Christmas / Ramjan.

**Table-8: Details Regarding the Time of Gift Awarded During the Last Five Years**

Gift awarded	Frequency	Per cent
Very frequently (once in a week)	6	5.8
Often (once in a month)	66	64.1
Sometimes	24	23.3
A few times	7	6.8
<b>Total</b>	<b>103</b>	<b>100.0</b>

*Source: Primary Data*

Among the 103 respondents, six respondents are gift awarded very frequently (once in a week), 66 respondents are gift awarded often (once in a month), 24 respondents are gift awarded sometimes and seven respondents are gift awarded a few times. In other words, 5.8 percent gift awarded very frequently (once in a week), 64.1 per cent belongs to gift awarded often (once in a month), 23.3 percent belongs to gift awarded sometimes, 6.8 percent belongs to gift awarded a few times.

It is found out that majority of the respondents gift awarded very frequently times in last five years.

**Table-9: Respondents view regarding Choice of Gift from a selected gift lists**

Gift	Frequency	Per cent
Crystal-ware	39	37.9
Photo frame	18	17.5
Clock	20	19.4
Jewells	23	22.3
Usage things	3	2.9
<b>Total</b>	<b>103</b>	<b>100.0</b>

*Source: Primary Data*

Among the 103 respondents, 39 respondents are select of crystal-ware gift, 18 respondents are select of photo frame gift, 20 respondents are select of clock gift, 23 respondents are select of Jewell's gift and three respondents are select of usage things gift. In other words, 37.9 percent select crystal-ware, 17.5 per cent select photo frame, 19.4 percent select clock, 22.3 percent select Jewells and 2.9 per cent select usage things.

It is found out that majority of the respondent's select of crystal-ware gifts.

## SUGGESTIONS AND CONCLUSION

### Suggestions

1. The wedding halls owners to establish gift shop in nearby wedding hall. Because, it is used for gift purchases to the gift presenter.
2. In the previous shops having low price, low quality and few gifts. Hence, the shop owners to establish or purchase gift and variety gift to the gift shops.
3. In the Pavithiram village having very few gift shops. The people or business man to establish more gift shop in Pavithiram village.
4. The Pavithiram village people must know the gift knowledge like which types of gift present for various occasions.

### Conclusion

The gift selection and gift presents in very important for gift presenter to the various occasions. So, gift presenter must know which types of gift giving for bride or bridegroom to the wedding function. Selection of gift is an art. This art can be developed by sharing with their friends, neighbours and relatives. Let us build a society by love and affection through gift / present behavior.

Under recalling factors take notes all year round, look for ideas: brainstorming + internet factors have been formed and grouped into first factor. The second factors are called as practical factors. The respondents expected that their 10 golden rules of gift giving should have nothing too practical, no decorative accessories and ask them what they'd like. The third factors are respect your friends taste, make creative gift and all-purpose gifts. Finally, under the thinking factors are set a budget and consider the events importance's have been formed.

Who lives if the country dies!

Who dies if the country lives!

### REFERENCES

1. Varshney.R.L and Gupta.S.L, (2005), Marketing Management, Sultan Chand and Sons, New Delhi, p.361.
2. Philip Kotler, (1992), Marketing Management-analysis and Implementation, Prentice-Hall of India private limited, New Delhi, p.8.
3. Solomen and Engle woods cliffs, (1996), consumer behavior, Prentice-Hall of India private limited, New Delhi, p.6.
4. Park.S.K, (1998), A Comparison of Korean and American gift-giving behavior, psychology and marketing, (15), p.577-593.
5. Sherry.J.F, (1983), Gift Giving in Anthropological perspective, *Journal of consumer research*, 10(2)157-168.
6. 44. Solomon.M.R, (2004), consumer behavior, Buying, Having and Being, Pearson Prentice Hall, New Jersey, USA.
7. Allan.K.K.C, LuthurTrey.D and Alex.S.L.T, (2003), *The Art of gift giving in China*, *Business Horizons*, 46(4)48-49.