

A Comprehensive Model of Anxiety in Gift Giving

Takahiro Chiba, Shingoh Iketani, Ke Han, and Akinori Ono^{*}

Why do so many givers become anxious in gift giving? Wooten (2000) provided an answer to the question by proposing a self-presentation model of gifting anxiety. However, his model is low in both theoretical and empirical validity. This study aims to develop an expanded model of gifting anxiety and test and modify the expanded model empirically with a consumer dataset. The results show that givers' gifting anxiety arises when motivation to impress the recipients is high, and/or when the perceived possibility of success is low. The adopted model suggests that gifting anxiety can be partly regarded as another form of social anxiety.

Field of Research: Marketing, Consumer behavior.

1. Introduction

People present gifts for various reasons. Wolfinbargar (1990) suggested that the motivation of givers could be categorized into (1) altruistic giving, (2) gift giving as a norm, and (3) self interested giving. Many other researchers have also shown interests in categorizing the motivation for gift giving (e.g., Wolfinbargar and Yale, 1993; Park, 1998; Goodwin, Smith, and Spiggle, 1990; Sherry, 1983). Although these studies are fruitful to examine what kind of rule gifts play, researchers have paid little attention to givers' negative feeling regarding gift giving.

Some researchers have suggested givers' anxious feeling. Vreeland (1998) mentioned that gift giving has become a tortured moment because people pack a lot of psychological baggage into gifts. Sherry, McGrath, and Levy (1993) claimed that gift giving brought on high levels of anxiety among consumers because of several reasons such as the pressure from recipient and dissatisfaction with the gift. Otnes, Lowrey, and Kim (1992)

^{*} Faculty of Business and Commerce, Keio University, Japan. Contact person: Takahiro Chiba (E-mail: aaaaachibabbbb@z3.keio.jp)

proposed the characteristics of the recipients that were considered difficult to shop for. Although each of these studies revealed some part of the determinants which trigger givers' anxiety, all were limited in comprehensive explanation of gifting anxiety.

In contrast, Wooten's model (2000) of gifting anxiety is a relatively comprehensive model. Wooten employs "reaction motivation" and "gifting efficacy" from the self-presentation theory of social anxiety proposed by Schlenker and Leary (1982) to model nineteen determinants of "gifting anxiety". Wooten's study brought a new perspective to the study of givers' anxious feeling.

However it was somewhat limited in terms that the model is low not only in theoretical validity--since not being supported by any models except for the self-presentation theory of social anxiety --, but also in empirical validity--since not statistically being tested with data. Due to these limitations, (1) there may be other determinants of "gifting anxiety" and (2) the causal relationships between "reaction motivation" and "gifting efficacy" and the proposed fifteen determinants may not be adequately modeled. Thus, the objective of this study is to develop an expanded model of gifting anxiety based on Wooten's model (2000) and to test and modify the expanded model empirically with consumer survey.

The paper is organized as follows: in the next section we review Wooten (2000) and the other previous research on gifting anxiety and propose a causal model which can describe how gifting anxiety is determined. That is followed by empirical analysis, which Wooten has omitted. We estimate a structural equation model with a consumer dataset from 753 respondents to test and modify the model of gifting anxiety. We conclude with a discussion of the key results, limitations, and directions for further research.

2. Literature Review

As mentioned above, Wooten (2000) employed the self-presentation theory of social anxiety. "Social anxiety" is defined as "anxiety resulting from the prospect or presence of personal evaluation in real or imagined social situations" (Schlenker and Leary, 1982, p.642). Self-presentation theory implies that people want to influence the audiences by generating particular images of themselves, and thereby achieve their goals. According to the theory, people are socially anxious when (1) they want to make a particular im-

Chiba, Iketani, Han & Ono

pression on others, and (2) they doubt they will do so. Leary and Kowalski (1995) formulated the model as: $SA = M(1 - \rho)$. The actor's level of "motivation to make a desired impression (M)" positively affects "social anxiety (SA)," while "perceived probability of success (ρ)" negatively affects " SA ".

According to Schlenker and Leary (1982), people are motivated to make a good impression on talented, competent, and socially desirable people because they are often taken more seriously. They also suggested that the evaluation of high-ranking people will also be valued more. In addition, people are highly motivated when interacting with people of opposite sex. Besides, the importance of the performance, the anonymity of the actor, the number of presenting co-performers present, and the size of the audience would also influence people's motivation to impress others, and therefore, elicit social anxiety (see also Leary, 1983; Leary and Kowalski, 1995).

They also argued that uncertainty has negative effects on outcome expectancies since people may doubt if they can accomplish the goal when they are uncertain about how to do so. It is suggested that social anxiety may be heightened when outcome expectancies are low and uncertainty is high. Uncertainty should be heightened in novel, unstructured situations, and when people encounter someone who are not familiar with or when something unexpected occurs. Moreover, people may feel socially anxious when they are unsure with their attributes, skills, accomplishments, or resources that are required to achieve the goal.

Characteristics of the person also affect social anxiety (Schlenker and Leary, 1982; Leary, 1983; Leary and Kowalski, 1995). People with high public self-consciousness, who expect for social approval, who are someone's directedness, and who are fear of negative evaluation, might be highly motivated to make desirable impressions on others and, therefore, become socially anxious easily.

While previous research mentioned above has paid little attention to anxiety in gift-giving situations, Wooten (2000) in the field of marketing is the first researcher to adopt the self-presentation theory of social anxiety to explore gifting anxiety. He modeled thirteen determinants that influence "reaction motivation (M)" and "gifting efficacy (ρ)" via five mediators, "interpersonal stakes," "evaluative salience," "uncertainty," "perceived gifting

Chiba, Iketani, Han & Ono

demands,” and “perceived gifting resources”. The thirteen determinants were classified into three groups: givers, recipients, and situations. “Influence,” “selectivity,” “affluence,” “unfamiliarity,” and “dissimilarity” are classified as characteristics of recipients; “collectivity,” “importance,” “formality,” “mutuality,” and “novelty” are classified as characteristics of situations; and “perfectionism,” “gifting capacity,” and “confidence” are classified as characteristics of givers (see Appendix A for the definitions of these constructs).

However, Wooten’s model was lack of quantitative analysis to support its empirical adequacy since he ended the study by establishing hypotheses without verification. Further examination supported by quantitative data is needed to test the model. Thus, the following hypothesis is proposed to examine the empirical adequacy of his model:

H1: The empirical adequacy of Wooten’s model is supported by quantitative analysis.

In Wooten’s model, only three determinants refer to characteristics of givers; “perfectionism,” “gifting capacity,” and “confidence”. However, more determinants which relate to givers’ characteristics may have effects on their “motivation” and “perceived gifting efficacy,” generating greater “gifting anxiety.”

Schlenker and Leary (1982) defined “self-attention” as “directing conscious attention inward, toward rather than away from the self” (p.648), and suggested that people who are self-attentive are likely to focus attention on themselves and are highly motivated to make desired impressions. Schlenker and Leary also suggested “other-direction” as a characteristic of people who are highly motivated to give good impressions to others, and argued that other-directed people may be “more dependent on the rules and preferences of others” (p.651). Leary (1980) argued that the fear of negative evaluation is positively associated with a desire to gain approval/avoid disapproval. “Fear of negative evaluation” or “desire to gain approval/avoid disapproval” may also increase a person’s social anxiety by heightening his/her motivation. Thus, the two variables could be represented by just one variable “need for approval.” In essence, “self-attention,” “other-direction,” and “need for approval” may have positive effects on givers’ motivation to make a preferred impression (cf. Appendix A). Thus, the following hypothesis is proposed:

H2: “Self-attention,” “other-direction,” and “need for approval” also have positive effects

on “reaction motivation”.

Otnes, *et al.* (1992) investigated the “difficult” recipients and why they are perceived to be difficult, and found that givers will try to minimize either perceived social or psychological risk when giving the gift to the difficult recipients. It can be interpreted that givers manage to choose such strategies because the difficult recipients make them anxious in gift giving. Therefore, some of the characteristics of the difficult recipient could be regarded as the determinants of givers’ gifting anxiety. They categorized the reasons of people being perceived as the difficult recipients into nine groups: “perceived lack of necessity or desire,” “people with limitations in some aspects (e.g., lack of hobbies, ill, or elder),” “different tastes or interests,” “unfamiliarity,” and “personality conflict with recipients” are listed as the characteristics of the difficult recipients. Not only the characteristics of recipients, but those of givers might be reasons why recipients are categorized as difficult; “the giver’s limitation in financial ability” and “fear of being unappreciated”. When “the gift proved to be inappropriate” (for example, a giver comes to know that the recipient do not like the present which the giver is going to present) and when the gift exchange with the recipient is perceived “imbalanced,” especially in gift spending, givers will also perceive the recipient as difficult one. Of the nine characteristics proposed by Otnes, *et al.*, eight are synonymous with the determinants that have mentioned in Wooten’s model. Only “perceived imbalance” has not been mentioned in Wooten’s model (cf. Appendix A). Thus, the following hypothesis is proposed:

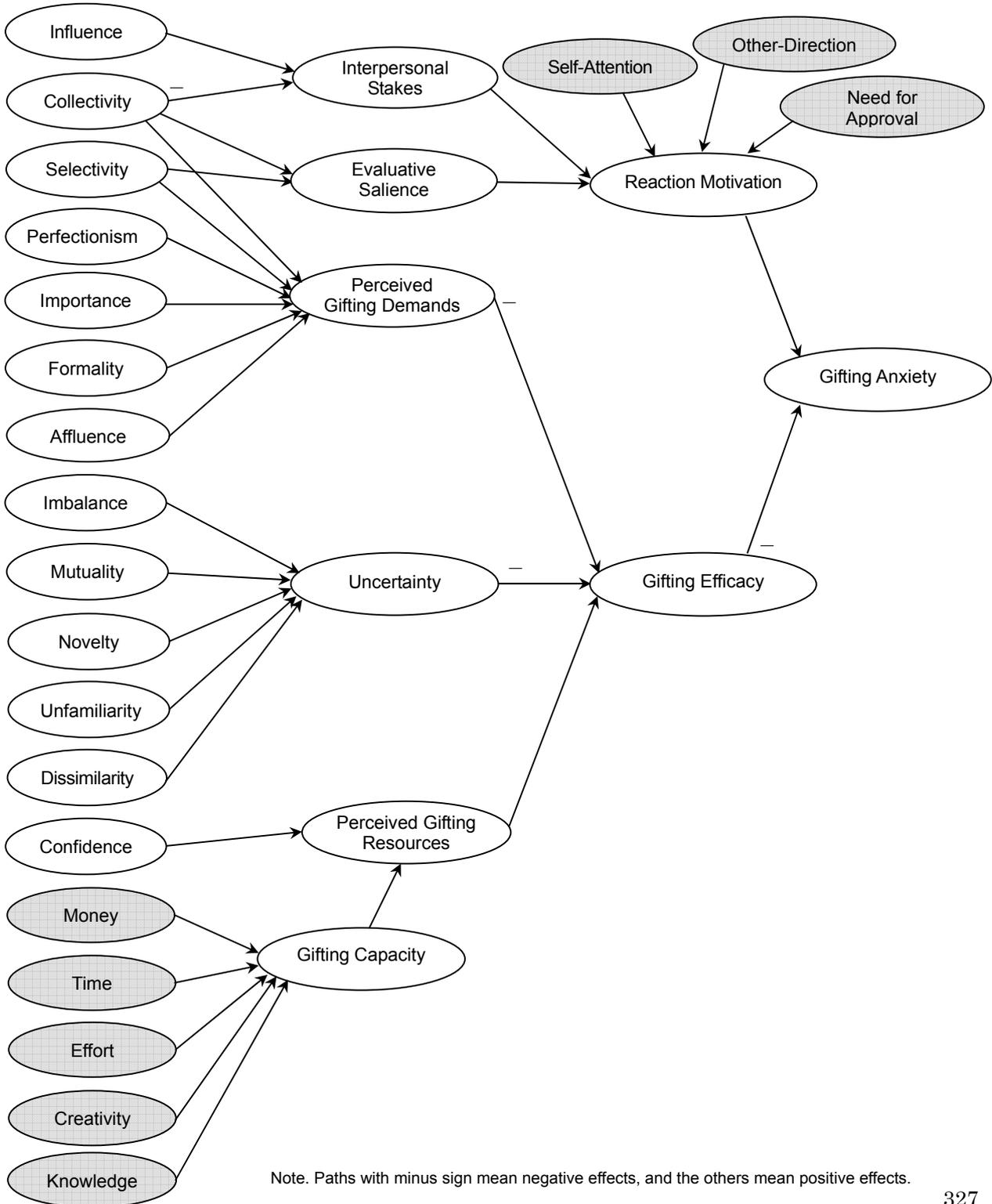
H3: “Imbalance” also has positive effects on “uncertainty”.

Additionally, Wooten (2000) mentioned that “gifting capacity” consists both of productive resources such as “money,” “time,” and “effort,” and of cognitive resources such as “creativity” and “knowledge” (cf. Appendix A). Wooten implied that givers express doubts about the efficacy of their gift when at least one of those resources seems to be lacking. Thus, the following hypothesis is proposed:

H4: “Money,” “time,” “effort,” “creativity,” and “knowledge” also have positive effects on “gifting capacity.”

Finally, the hypotheses mentioned above are summarized in Figure 1.

Figure 1 Expanded Model of Gifting Anxiety



3. Methodology

Structural equation modeling (SEM) was used to analyze the causal model since SEM fits the analysis of causal relationship representing psychological process of givers becoming anxiety. Generally, SEM is suitable for analyzing the hypothesized relationship among latent variables and confirmatory factors. SEM needs multi scale for each construct. We developed two or three scales for each construct. Questions about each construct were implemented on a seven-point Likert scale with 1=strongly disagree and 7=strongly agree. An online survey was utilized for data collection (753 respondents) as a part of the research conducted under the Keio University/Kyoto University Global Center-of-Excellence "Market Quality" Research Program.

Regarding the demographic characteristics of the respondents, about twenty seven percent (62.8%) are between 18 and 30 years of age. About eighteen (17.7%) percent are between 31-45 years old, while fifteen percent (15.1%) are between the ages of 45 and 60. Four percent (4.4%) are over the age of 60. The majority of respondents were male (62.7%). With the data, the structural equation was estimated based on the maximum likelihood criterion in CALIS procedure of SAS/Stat 9.1.

Primary analysis was conducted on both Wooten's model and the expanded model mentioned in the previous section. The results showed that the Goodness of Fit Indices (GFI) for both models are lower than the recommended level (Bagozzi and Yi, 1988) and out of the acceptable range (see Table 1). This could be due to the large numbers of constructs. Therefore, a modification of the model which removes (a) six moderating variables between direct determinants of "gifting anxiety,"—"reaction motivation" and "gifting efficacy" and independent variables and (b) nine independent variables which were insignificant was made. The resulting model showed relatively better model fit with parameter estimates significant in 1% levels and that Akaike's Information Criterion (AIC) and Schwarz's Bayesian Criterion (SBC) became lower (see Table 1).

The resulting full model $\chi^2_{(498)}$ was 3149.94, ($p < .000$) and the ratio of χ^2 to degrees of freedom (6.33) is in an acceptable range (Bollen, 1989). All composite reliabilities for the constructs were above .75. Confirmatory factor analysis (CFA) was utilized to examine convergent validity. All the factor loadings and measurement errors were in acceptable

Chiba, Iketani, Han & Ono

Table 1 Comparison of Structural Models

Path	Wooten's Model		Expanded Model	
	Estimates	t-value	Estimates	t-value
Influence => Interpersonal Stakes	.99 ^a	19.86	.98 ^a	17.82
Collectivity => Interpersonal Stakes	-.18 ^a	-7.50	-.20 ^a	-7.42
Collectivity => Evaluative Salience	.69 ^a	7.40	.67 ^a	5.03
Collectivity => Gifting Demands	-.08 ^c	-1.75	-.14 ^a	-2.59
Selectivity => Evaluative Salience	.73 ^a	7.40	.75 ^a	5.04
Selectivity => Gifting Demands	.15 ^a	3.05	.18 ^a	3.05
Perfectionism => Gifting Demands	.14 ^a	2.97	.17 ^a	3.08
Importance => Gifting Demands	.87 ^a	11.78	.93 ^a	11.79
Formality => Gifting Demands	-.20 ^a	-4.08	-.18 ^b	-2.42
Affluence => Gifting Demands	.32 ^a	5.44	-.10 ^c	-1.82
Mutuality => Gifting Demands	-.22 ^a	-3.55	-.12 ^b	-2.10
Mutuality => Uncertainty	.11 ^a	1.99	-.06 ^d	-1.58
Novelty => Uncertainty	.27 ^a	4.78	.11 ^a	3.22
Unfamiliarity => Uncertainty	-.70 ^a	-7.52	-.11 ^a	-2.95
Dissimilarity => Uncertainty	.65 ^a	7.40	.97 ^a	8.14
Money => Gifting Capacity	---	---	.98 ^a	15.54
Time => Gifting Capacity	---	---	-.11 ^a	-5.01
Creativity => Gifting Capacity	---	---	.11 ^a	4.82
Knowledge => Gifting Capacity	---	---	.11 ^a	5.20
Imbalance => Uncertainty	---	---	.16 ^a	4.25
Confidence => Gifting Resources	.61 ^a	15.38	.41 ^a	16.56
Self-Attention => Reaction Motivation	---	---	-.11 ^a	-2.85
Other-Direction => Reaction Motivation	---	---	.13 ^a	2.78
Need for Approval => Reaction Motivation	---	---	.49 ^a	8.55
Interpersonal Stakes => Reaction Motivation	.99 ^a	13.44	.86 ^a	10.13
Evaluative Salience => Reaction Motivation	.15 ^a	3.81	.06 ^d	1.47
Gifting Demands => Gifting Efficacy	-.37 ^a	-6.79	-.06 ^c	-1.66
Uncertainty => Gifting Efficacy	-.60 ^a	-6.41	-.96 ^a	-8.69
Gifting Capacity => Gifting Resources	.79 ^a	17.76	.91 ^a	15.15
Gifting Resources => Gifting Efficacy	.72 ^a	9.50	.26 ^a	5.76
Reaction Motivation => Gifting Anxiety	.43 ^a	8.33	.15 ^a	3.70
Gifting Efficacy => Gifting Anxiety	-.90 ^a	-9.22	-.99 ^a	-8.02

$\chi^2_{(1523)} = 13952.62$, GFI = .57, AGFI = .53
 RMSEA=.10, AIC=14212.62, SBC=14813.75

$\chi^2_{(2461)} = 13920.20$, GFI = .62, AGFI = .53
 RMSEA =.08, AIC=14254.20, SBC=15026.42

^a $p < .01$, ^b $p < .05$, ^c $p < .10$, ^d $p < .15$.

Table 1 Comparison of Structural Models (Continued)

Path	Adopted Model	
	Estimates	t-value
Influence => Reaction Motivation	.56 ^a	9.09
Collectivity => Reaction Motivation	.14 ^a	2.82
Selectivity => Reaction Motivation	.19 ^a	3.77
Other-Direction => Reaction Motivation	.23 ^a	3.96
Need for Approval => Reaction Motivation	.48 ^a	7.54
Dissimilarity => Gifting Efficacy	-.69 ^a	-8.81
Imbalance => Gifting Efficacy	-.17 ^a	-3.22
Money => Gifting Efficacy	.47 ^a	7.15
Creativity => Gifting Efficacy	.27 ^a	4.26
Knowledge => Gifting Efficacy	.20 ^a	3.14
Reaction Motivation => Gifting Anxiety	.62 ^a	8.11
Gifting Efficacy => Gifting Anxiety	-.79 ^a	-7.92

$\chi^2_{(498)} = 3149.94$, GFI = .83, AGFI = .80
 RMSEA=.08, AIC = 3343.94, SBC = 3792.48

^a $p < .01$, ^b $p < .05$, ^c $p < .10$, ^d $p < .15$.

ranges and significant in 1% level. Discriminant validity among the constructs was examined stringently using the procedure recommended by Fornell and Larcker (1981). Every pair of constructs passed this test, demonstrating discriminant validity between the latent variables.

GFI and AGFI were .83 and .80, respectively. Although they were still lower than the recommended level, this could be due to the large numbers of constructs as well as the small sample size. In this case, useful index is the Root Mean Square Error of Approximation (RMSEA), a parsimony measure that accounts for potential artificial inflation due to the estimation of many parameters. The RMSEA was .08, which indicated a close fit of the data to the model (Browne and Cudeck, 1993).

4. Findings

As shown in Table 1, the results partly support Wooten’s model: Regarding relationships

Chiba, Iketani, Han & Ono

between “gifting anxiety” and its direct determinants, the estimated value of β_{12} (“reaction motivation” => “gifting anxiety”) is .62 ($t=8.11$, $p<.01$), while the value of β_{13} (“gifting efficacy” => “gifting anxiety”) is $-.79$ ($t=-7.92$, $p<.01$). Both of them have adequate sign and significant value. Thus, givers are likely to become anxious when the motivation to make a particular impression on recipients is high and/or gifting efficacy of the gift is low, which supports Wooten’s hypotheses based on the self-presentation theory of social anxiety. Low gifting efficacy may have stronger effects on givers’ gifting anxiety.

Regarding relationships between “reaction motivation” and its determinants, the estimated value of γ_{21} (“influence” => “reaction motivation”) is .56 ($t=9.09$, $p<.01$), γ_{22} (“collectivity” => “reaction motivation”) is .14 ($t=2.82$, $p<.01$), γ_{23} (“selectivity” => “reaction motivation”) is .19 ($t=3.77$, $p<.01$), γ_{24} (“other-direction” => “reaction motivation”) is .23 ($t=3.96$, $p<.01$), and γ_{25} (“need for approval” => “reaction motivation”) is .48 ($t=7.54$, $p<.01$). All of them have adequate sign and significant value. Thus, givers’ motivation to get something in return by gifting is likely to be heightened when the givers need to give a good impression and to be regarded as a good person, when the recipients are influential and finicky, and/or when a large numbers of audience attend.

Regarding relationships between “gifting efficacy” and its determinants, the estimated value of γ_{36} (“dissimilarity” => “gifting efficacy”) is $-.69$ ($t=-8.81$, $p<.01$), γ_{37} (“imbalance” => “gifting efficacy”) is $-.17$ ($t=-3.22$, $p<.01$), γ_{38} (“money” => “gifting efficacy”) is .47 ($t=7.15$, $p<.01$), γ_{39} (“creativity” => “gifting efficacy”) is .27 ($t=4.26$, $p<.01$), and γ_{310} (“knowledge” => “gifting efficacy”) is .20 ($t=3.14$, $p<.01$). All of them have adequate sign and significant value. Givers’ gifting efficacy is likely to be heightened when the givers have money, creativity, and knowledge to choose gifts, and/or when there is a major difference between givers and recipients in terms of their sociality and perceived significance of gift giving.

5. Conclusion

There has been a great discussion about gift giving in the field of consumer behavior. Although many researchers have shown an interest in givers’ motivation, few studies have focused on givers’ anxiety in gift giving.

Chiba, Iketani, Han & Ono

Wooten's model of givers' anxiety in gift giving gave a new twist to the study of gifting anxiety by introducing self-presentation theory of social anxiety proposed by Schlenker and Leary (1982). However, Wooten's study is limited in the lack of theoretical background and empirical data to support his model.

In this study, quantitative analysis based on the consumer survey was conducted to test and modify Wooten's model. The result suggests that moderating variables which is not theoretically supported by the self-presentation theory were insignificant and, therefore, might have to be eliminated. In addition, it was suggested that five new determinants might be successfully added to the model while eight of thirteen determinants may have to be eliminated in terms of the validity of the model.

Although the modification increased the validity of the model, there is still a room for further discussions about the gifting anxiety model. Future research in this area has the potential to lead the great contribution to gift marketing.

References

- Bagozzi, R.P. and Yi, Y. 1988. "On the Evaluation of Structural Equation Models", *Journal of the Academy of Marketing Science*, Vol. 16, No. 1, pp. 76-80.
- Bollen, K. 1989. *Structural Equations with Latent Variables*, John Wiley, New York.
- Browne, M.W. and Cudeck, R. 1993. "Alternative Ways of Assessing Model Fit", in Bollen, K.A. and Long, J.S. (Eds.), *Testing Structural Equation Models*, Sage, Newbury Park, CA, pp. 136-162.
- Fornell, C. and Larcker, D.F. 1981. "Evaluating Structural Equation Models with Unobservable Variables and Measurement Error", *Journal of Marketing Research*, Vol. 18, No. 1, pp. 39-50.
- Goodwin, C., Smith, K.L., and Spiggle, S. 1990. "Gift Giving: Consumer Motivation and the Gift Purchase Process", *Advances in Consumer Research*, Vol. 17, No. 1 pp. 690-698.

Chiba, Iketani, Han & Ono

- Leary, M.R. 1980. *The Social Psychology of Shyness: Testing a Self-presentational model*, University of Florida, Gainesville.
- Leary, M.R. 1983. *Understanding Social Anxiety: Social, Personality, and Clinical Perspectives*, Sage, Beverly Hills.
- Leary, M.R. and Kowalski, R.M. 1995. *Social Anxiety*, Guilford Press, New York.
- Otnes C., Lowrey, T.M., and Kim, Y.C. 1992. "Ho, Ho, Woe: Christmas Shopping for "Difficult" People", *Advances in Consumer Research*, Vol. 19, No. 1, pp. 482-487.
- Schlenker, B.R. and Leary, M.R. 1982. "Social Anxiety and Self-Presentation: A Conceptualization and Model", *Psychological Bulletin*, Vol. 92, No. 3, pp. 641-669.
- Sherry, J.F., Jr. 1983. "Gift Giving in Anthropological Perspective", *Journal of Consumer Research*, Vol. 10, No. 2, pp. 157-168.
- Sherry, J.F., Jr., McGrath, M.A., and Levy, S.J. 1993. "The Dark Side of the Gift", *Journal of Business Research*, Vol. 28, No. 3, pp. 225-244.
- Vreeland, L. 1998. "Tick, Tick, Tick, ...", *Psychology Today*, Vol. 6, No. 6, pp. 38-41.
- Wolfenbarger, M.F. 1990. "Motivations and Symbolism in Gift-Giving Behavior", *Advances in Consumer Research*, Vol. 17, No. 1, pp. 699-706.
- Wolfenbarger, M.F. and Yale, L.J. 1993. "Three Motivations for International Gift-Giving: Experiential, Obligated and Practical Motivations", *Advances in Consumer Research*, Vol. 20, No. 1, pp. 520-526.
- Wooten, D.B. 2000. "Qualitative Steps toward an Expanded Model of Anxiety in Gift-Giving", *Journal of Consumer Research*, Vol. 27, No. 1, pp. 84-95.

Chiba, Iketani, Han & Ono

Appendix A Definitions of the Constructs

Influence	Capacity of recipients to bestow valued rewards upon givers and strength of their will to do so.
Collectivity	The extent to which multiple participants have to be taken into account / audience's size.
Selectivity	Having limited and unappreciative wants, with careful inspection.
Perfectionism	Propensity of givers to set extremely high standards themselves and be displeased with anything that does not fit these standards.
Importance	Special occasion that it is perceived as being important to the recipients.
Formality	Degree to which events are rigidly ceremonious.
Affluence	Recipients' material prosperity.
Mutuality	The expectation that a gifting situation will involve simultaneous reciprocity.
Novelty	Situations which are new to givers or rarely encountered by them.
Unfamiliarity	A lack of knowledge about recipients' tastes, wants, or needs.
Dissimilarity	Major difference between givers and recipients on salient dimensions.
Gifting Capacity	The quality of possessing the necessary means to succeed as givers.
Confidence	Self-assurance that givers have.
Money	Money which givers have.
Time	Time which givers spend.
Effort	Effort which givers make.
Creativity	Creativity that givers exercise in choosing gifts.
Knowledge	Knowledge that givers exercise in choosing gifts.
Imbalance	Perceived social differences between givers and recipients.
Self-Attention	Directing conscious attention in ward, toward rather than away from the self.
Other-Direction	Characteristic of people who are highly motivated to give good impressions to others.
Need for Approval	Need to be regarded as a good person.
Interpersonal Stakes	Perceived importance of interpersonal relationship.
Evaluative Salience	Perceived salience of interpersonal evaluation.
Gifting Demands	Perceived importance of gifting.
Uncertainty	Unclearness of the success through the gifting.
Gifting Resources	Resource that can be spent on gift.
Reaction Motivation	Motivation to impress the recipients.
Gifting Efficacy	Perceived possibility of success.
Gifting Anxiety	Perceived anxiety through gift-giving.