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## **IF DONOR AND RECIPIENT ARE THE SAME PERSON? GENDER ROLE IDENTITY'S EFFECT ON SELF-GIFTING**

### **Abstract:**

Self-gift giving behavior has become a phenomenon that spreads day by day. This concept of consumption behavior differs from consumption in others because of emotional dimensions are predominant in the existence of this new consumption conception. The purpose of this study is to reveal the effects of sex and gender identity roles on self-gift giving behavior of people. Just as it is there may be events or situations that lead to person to purchase a gift for himself/herself, sex groups of person or gender identity may also be effective in the consumption. Self-gift giving behavior and the main differences related to the subject between gender identity groups (masculinity, femininity, androgyny and neutrality) are other factors analyzed in this article as well. The purpose of incorporating sex and gender identity concepts into the subject is to be able to explain better what the main reason behind the motivation that drives the person to buy a gift for him or herself is. In this context, a questionnaire is applied to respondents. In the content of the questionnaire, three different Likert type scales are considered to measure characteristics of people, emotions and self-gift giving situations. By doing so, it is aimed to determine the significant factors among the distinction between sex and gender identity that affects self-gift giving.

### **Keywords:**

Self-gift giving behavior, sex and gender identity, emotional consumption

**JEL Classification:** D03, M31, C12