Gift-giving Behaviors via SNS Mobile App: An Exploratory Study of Fashion Products

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Abstract

As social distancing strengthened after the COVID-19 incident, people looked for things they could do alone. Additionally, as people have more financial resources, they purchase products they had previously considered purchasing, and the phenomenon of giving gifts to oneself has also appeared. Accordingly, this study analyzed fashion product reviews of KakaoTalk Gift, the service to exchange gift via SNS mobile app, to discover the phenomenon of self-gifting and the differences from interpersonal-gifting. For post-hoc data, in collected 18,354 pieces after excluding unnecessary data using a Python-based web crawling technique. The self-gifting behavior of KakaoTalk Gift different from the previous study for self-gift. Regardless of the gift-giving contexts, it determines that most self-gift products are material items. There are differences in product types and price levels when choosing gifts for others and oneself. As a self-gift, people typically buy luxury jewelry and branded bags/wallets to wear and show off. As interpersonal, among fashion products, people usually buy beauty products that reflect less personal tastes. When gift-giving to others, people buy products to appropriate prices to reduce the burden on both. When gift-giving to oneself, people buy wanted products regardless of the price. This study is significant because it suggests a new direction in self-gift research by limited online places to give gifts.

I. Introduction

After the outbreak of COVID-19, while social distancing was strengthened, external activities, including travel, were restricted, and meetings with others were restricted. In response to this social atmosphere, people naturally looked for things they could do alone, and their consumption methods also changed. Consumers exhausted by the long-term pandemic phenomenon began investing in themselves, and as the level of risk awareness of COVID-19 increased, compensatory consumption increased(Choi, Lee, & Kim, 2022). As anxiety and worry about the pandemic situation persist for a long time, consumers have a consumer psychology of self-compensation(Bin, Yum, & Shim, 2021). The COVID-19 pandemic has further worsened loneliness, and consumers' emotional loneliness has increased their self-gift motivations(Rippé, Smith, & Weisfeld-Spolter, 2022). This means that self-gift serves as an alternative to some extent in managing emotional loneliness.

The concept of self-gift was first introduced by Schwartz (1967), and since the 1990s, active research has been conducted in the West, including the United States, led by Mick and DeMoss. Self-gift is symbolic self-communication through a special indulgence planned in advance in a specific situation(Mick & DeMoss, 1990a). By attaching special meaning to a situation in which a gift is likely to be made, one voluntarily purchases a product, service, or experience that has been planned for oneself in advance to improve one's emotions(Kang, 2012). Self-gift contexts are classified with a variety of reasons, there are an understandable one-to-one relation between certain circumstanced and certain motivations for self-gift(Mick & DeMoss, 1990b). There are differences in the product types chosen depending on the self-gift contexts. It has been said that compensatory self-gift is mainly material gifts, and therapeutic self-gift is mainly experiential gifts(Mick, Demoss & Faber, 1992). Additionally, there are differences in the product types chosen depending on the recipient of the gift. When self-gifting, people choose more masculine products, and when interpersonal-gifting, people choose more feminine products(Weisfeld-Spolter, Rippé, & Gould, 2015). Lee and Yi(2013) confirmed whether self-gifting behavior is increasing in Korea through social media text mining analysis. Domestic consumers' interest in self-gift is steadily increasing, and the rapid increase in online buzz related to self-gift reflects the increasing trend of the self-gift phenomenon.

According to Choi, Yoon, Chae, and Song(2020), overall consumption has decreased due to COVID-19, but the frequency of online shopping has increased compared to before. So, it can be predicted that self-gifting on online will also increase. The 'Gift to Me' function was added to 'KakaoTalk Gift', which can be expected to increase the number of people self-gifting via SNS mobile app. KakaoTalk Gift is a KakaoTalk-based mobile commerce service that allows users to easily send and receive gifts with people connected to the KakaoTalk user's network, which began service in December 2010(Cho & Cho, 2015). When leaving a purchase reviews in KakaoTalk Gift, people can hashtag the person who gave the gift, including 'me', and the reason for receiving the gift. Through this, it can compare gifts given to oneself and gifts given to others, and it can also check how self-gift is being made via SNS mobile app based on the reviews.

The purpose of this study is to investigate self-gifting behavior via SNS mobile app. By analyzing reviews of KakaoTalk Gift, which is service that can be exchanging gift via SNS mobile app, this study aims to confirm the self-gift phenomenon that has been occurring in Korea since the COVID-19 pandemic. Unlike previous studies, this study is significant in that it focused on KakaoTalk Gift and reflected the current status of self-gifting behavior, and through this, it seeks to suggest directions for follow-up research. In addition, it is meaningful that the characteristics of self-gifting behavior can be directly confirmed by analyzing consumers' reviews for each product, and this can be used as basic data when carrying out marketing related to gift-giving via SNS mobile app.

II. Literature Review

1. Self-gifting behavior

The phenomenon of gift-giving to oneself began mainly in Western cultures, and has recently become popular in Korea as well. According to Mick and DeMoss(1990a), self-gift is defined as 'a symbolic self-communication through pre-planned, situation-dependent, and special indulgence in a specific situation'. Self-gift is different from impulse purchases in that they are made with active and intentional thought in advance, and a psychological investment is made in this process. In general, consumers feel guilt and regret when engaging in hedonic consumption behavior compared to utilitarian consumption behavior, but it is said that negative emotions can be avoided by calling such consumption a 'gift to oneself'(Lee & Yi, 2013).

1) Self-gift contexts

Self-gift contexts are classified into four categories: reward, therapy, birthday, extra money(Mick & Demoss, 1990a). There are an understandable one-to-one relation between certain circumstanced and certain motivations for self-gift(Mick & DeMoss, 1990b). Self-contexts may vary depending on circumstances or motivations(Heath, Tynan, & Ennew, 2015; Kang, 2012; Lee & Yi, 2013, Mick & DeMoss, 1990b). Self-gift contexts does not act alone, but sometimes involves a combination of two or more factors(Mick & DeMoss, 1990b). In general, when gift-giving contexts is positive, people feel positive emotions after self-gifting, but the context is negative, positive and negative emotions are mixed after self-gifting(Lee & Yi, 2013). Self-gift mostly cause positive emotions, but sometimes they cause negative emotions, and can be used as a means of maintaining a good mood or alleviating or restoring a bad mood(Luomala & Laaksonen, 1999).

Accordingly, in previous studies, self-gift contexts are usually divided into 'reward' and 'therapy'. In general, compensatory self-gift after success shows a higher purchase probability than therapeutic self-gift after

failure(Mick et al., 1992; Park, 2020). As a reward, self-gift is mainly material gifts to remember the moment for a long time, and as therapy, self-gift is mainly experiential gifts to get out of that moment quickly. Reward self-gift products include clothing, going to a nice restaurant, and traveling, and therapy self-gift products include CDs, fast food, and manicure(Mick & DeMoss, 1990b). Since this does not suitable for Korean culture or recent trends, new research on self-gift products is needed.

In this way, gift-giving behavior, including self-gift, has different meanings depending on the situation or reason for gift-giving, so it is important to find out the differences in products according to self-gift contexts. However, most previous studies focused on the emotions after self-gifting rather than the product, or divided self-gift products into only large material and experiential categories. Even if self-gifting behavior is segmented according to self-gift contexts, it is often tailored to Western culture, making it difficult to apply to Korean culture. Therefore, this study find out to identify differences in self-gift products according to the self-gift contexts for domestic consumers.

2) Self-gift vs. Interpersonal-gift

Gift-giving can be viewed as a self-defining act in that individuals tend to confirm their self-identity by presenting their identity to others in the form of an objectified gift(Schwartz, 1967). Gift-giving behavior that reflect both other- and self-orientation can present one's identity while maximizing the pleasure of both the recipient and the giver(Sherry, 1983). The recipient of a gift can be not only others but also oneself. Gifts for others are different in that they serve the function of forming and maintaining social bonds, while gifts for oneself serve the function of inducing or maintaining positive emotions in an individual(Luomala & Laaksonen, 1999).

Weisfeld-Spolter et al.(2015) found out that when self-gifting, an independent self-concept is activated and masculine items(e.g., pocket knife, tool kit, cuff-links, pencils) are selected. Conversely, when interpersonal-

gifting, an interdependent self-concept is activated and feminine items(e.g., slippers, lotion, scarf, silk shirt) are selected. Rim, Kim, Doh, & Lee(2020) found out that when self-gifting, they prefer material items(e.g., hand-made pens, sunglasses, headphones, leather gloves, wallet/purse). In contrast, when interpersonal-gifting, they preferred experiential items(e.g., concert ticket, sightseeing boat ride, ticket for comedy night, wine tour & tasting, cooking classes). In other words, material items are more suitable for self-gift because they satisfy the desire for self-display, increase self-esteem, and allow for quick consumption. Conversely, experiential items are difficult to compare with other alternatives, so they cause relatively little regret about the choice. It also makes feel emotionally happy and provides satisfaction even after consumption, making it more suitable for interpersonal-gift.

In the sense that self-gift is a unique form of gift-giving behavior that the recipient of the gift has changed from others to oneself, so it is meaningful to study gift-giving behavior for oneself and others together. However, most previous studies on self-gifts focus only on oneself, and there is lack of research comparing them to the situation of giving gifts to others. Although there are prior studies comparing self-gift and interpersonal-gift, most of the studies are not suitable for the latest trend or Korean culture. Therefore, this study find out to identify differences in gift products or gift-giving contexts depending on the gift receiver.

2. Gift-giving via Social Network Service

'KakaoTalk Gift', provided by KakaoTalk since December 2010, is a mobile commerce service to easily exchange gifts with registered users. Gift-giving via SNS mobile app can be done comfortably even in low-level relationships, and has the advantage of being able to give gifts regardless of time and place without having to meet face-to-face(Kim, 2022; Lee, 2017). For this reason, gift-giving via SNS mobile app has become the best place to give gifts during COVID-19, regardless of relational distance. Since the outbreak of COVID-19, the transaction volume of KakaoTalk Gift has grown by 52% compared to the previous year, which means that gift-giving via SNS mobile app has increased (Hwang, 2021). With the spread of non-face-to-face consumption, the categories of products that can be purchased through KakaoTalk Gift have expanded from expensive luxury goods to home appliances.

Giving gifts through KakaoTalk Gift is non-face-to-face rather than face-to-face, but due to the nature of messengers, communication is possible, so there is no shortage of expressing at least sincerity. In particular, as social distancing has been strengthened and direct meetings have become difficult due to the long-term pandemic, sending gifts through KakaoTalk Gift has become a more natural phenomenon. When select a product in KakaoTalk Gift, it is categorized into 'Gift to Me', which can send to oneself, and 'Gift', which can send to others. In other words, when spend for oneself, unlike regular purchases, it will be given meaning and will feel like giving the gift for oneself. The person who received the gift can leave reviews about the product. In the reviews, it can enter the person who sent the gift, including 'me', and the reason for receiving the gift as a hashtag. Therefore, by analyzing the hashtag data recorded in the reviews, it is possible to confirm the person who sent the gift and the contexts for gift-giving.

During the COVID-19 period, we had no choice but to give gifts through mobile devices. However, it is meaningful to analyze mobile gift-giving at this point, after social distancing has eased and face-to-face interactions have become easier. Accordingly, this study aims to find out how self-gifting and interpersonal-gifting are carried out via SNS mobile app by analyzing reviews of KakaoTalk Gift. In addition that seek to find out whether there is a difference in gif-giving behavior via SNS mobile app depending on whether it is the gift to oneself or someone else.

III. Research Methods

1. Research question

This study analyze reviews of SNS mobile apps that include gift exchange services, to determine the status of self-gift among consumers and to determine the differences from interpersonal-gift. Although the product lines provided by KakaoTalk Gift are very diverse, this study focuses on fashion products, which are the products most sensitive to trends. The research questions of this study are as follows.

RQ 1. Find out the gift consumption phenomenon of fashion products through KakaoTalk Gift after social distancing due to the pandemic is eased.

RQ 2. Find out the differences in fashion product selection according to self-gift contexts in KakaoTalk Gift.

RQ 3. Find out the differences in fashion product selection according to interpersonal-gift contexts in KakaoTalk Gift, and compare self-gift and interpersonal-gift.

2. Research Methods

For this study, KakoaTalk Gift was selected as it has the largest number of users among SNS mobile apps (Woo, 2023) and allows gift exchange. Web crawling technology was used to collect products reviews data on KakaoTalk Gift. Python was selected as the programming language and Chrome was selected as the browser. The data required for analysis was collected using Selenium, a Python-based web driver that is an API provided by the Chrome browser. Hashtag data of product reviews was crawled to collect data of gift-giving contexts and gift sender. To determine the status after social distancing was eased, only reviews from January 2021 to December 2022 were extracted.

Among the main category of KakaoTalk Gift, fashion products to analyze were selected through 'situational ranking'. A total of 100 products were selected of the top categories in each price range: 10,000-20,000 won, 30,000-40,000 won, and more than 50,000 won. Among these, 80 products were selected after excluding cases that there were duplicates or 'Me' was not the sender of the gift. Among the data crawled from the selected product reviews, a total of 18,354 data were used for analysis, excluding those with unknown information. Detailed categories were classified that there was referring to the categories provided by KakaoTalk Gift and previous studies. Gift senders were classified into 'colleagues', 'couple', 'family', 'friends', and 'me'. Gift-giving contexts were classified into 'appreciation', 'birthday', 'celebration', 'encouragement', and 'fun'. Fashion products were classified into 'body care products', 'branded bag/wallet', 'branded cosmetics', 'branded fashion accessories', 'branded perfume', 'hand cream', 'luxury cosmetics', 'luxury jewelry', 'luxury perfume', and 'underwear'.

To analyze the results of the collected data, frequency analysis and cross-tabulation analysis were performed using IBM SPSS Statistics 29.0.

IV. Results

1. Fashion products gift-giving behavior in KakaoTalk Gift

Table 1 shows the results of a frequency analysis conducted to find out fashion product gift purchasing behavior in KakaoTalk Gift. The highest gift spender was friends(n=8,421), followed by me(n=3,445), family (n=2,664), colleagues(n=2,489), and couple(n=1,335). Friends are close acquaintances, but as you start to live in society, it becomes difficult to meet them often, so if you suddenly need to give a gift, it is easy to send a gift from mobile. In addition, the fact that gifts to myself ranked second highest means that the self-gift phenomenon of fashion products occurs frequently in KakaoTalk Gift.

Gift-giving contexts were highest in birthday (n=13,247), followed by encouragement(n=2,725), celebration(n=1,351), appreciation(n=641), and fun

(n=390). In general, birthdays are considered the most representative anniversary, and this appears to be the result of most people wanting to celebrate their birthdays on that day. Another reason may be that KakaoTalk exposes acquaintances whose birthdays are on the main screen and provides a service linked to KakaoTalk Gift.

The highest fashion products was branded cosmetics (n=3,490), followed by luxury cosmetics(n=3,271), hand cream(n=2,085), branded bag/wallet (n=2,085), branded perfume(n=1,675), luxury jewelry(n=1,586), branded fashion accessories(n=1,346), body care products (n=1,062), luxury perfume(n=1,001), and underwear (n=822). When gift fashion products through KakaoTalk Gift, it seems that beauty products are preferred. Since mobile purchases cannot be verified in person like in offline stores, the highest number of purchases are beauty products that do not need to be tried on.

Table 1. *The results of frequency analysis for fashion products gift-giving*

(n=18,354)

	Keyword	Frequency	Percent(%)
Gift recipient	Friends	8,421	45.9
	Self	3,445	18.8
	Family members	2,664	14.5
	Colleagues	2,489	13.5
	Significant others	1,335	7.3
Gift-giving contexts	Birthday	13,274641	72.2
	Encouragement	2,725	14.8
	Celebration	1,351	7.4
	Appreciation	641	3.5
	Fun	390	2.1
Products category	Branded cosmetics	3,490	19.0
	Luxury cosmetics	3,271	17.8
	Hand cream	2,085	11.4
	Branded bag/wallet	2,034	11.1
	Branded perfume	1,657	9.0
	Luxury Jewelry	1,586	8.6
	Branded fashion accessories	1,346	7.3
	Body care products	1,062	5.8
	Luxury perfume	1,001	5.5
	Underwear	822	4.5
Price range	Less than 30,000 won	6,753	36.8
	30,000-50,000 won	5,710	31.1
	50,000-100,000 won	4,299	23.4
	More than 100,000 won	1,592	8.7

2. Fashion products self-gifting behavior in KakaoTalk Gift

As a result of classifying only cases that gifts were given to me from the collected data, a total of 3,445 data was extracted. Table 2 shows the results of a frequency analysis conducted to find out fashion product self-gift purchasing behavior in KakaoTalk Gift. Self-gift contexts were highest in encouragement(n=1,590), followed by birthday(n=975), celebration(n=449), fun(n=275), and appreciation(n=156). Fashion products were highest in luxury jewelry(n=970), followed by branded bag/wallet(n=580), luxury cosmetics(n=506), hand cream (n=436), body care products(n=196), branded cosmetics (n=188), underwear(n=179), branded perfume(n=173), luxury perfume(n=114), and branded fashion accessories(n=103). Price was highest in more than 100,000 won(n=1,058), followed by less than 30,000 won(n=988), 50,000-100,000 won(n=718), and 30,000-50,000 won(n=681). Unlike previous studies(Mick et al., 1992; Park, 2020), which found higher self-gift consumption for positive contexts rather than negative contexts, cheering contexts were found to be the highest. Because self-gift has the characteristic of inducing or maintaining positive emotions in individuals(Luomala & Laaksonen, 1999), self-gift is most frequently used in situations that encouragement is needed. Most people do not want to maintain negative emotions for long, so they try to heal through immediate self-gifting when they need comfort.

As a result of conducting a cross-tabulation analysis to find out the differences in fashion products according

Table 2. *The results of frequency analysis for self-gift*

(n=3,445)

	Keyword	Frequency	Percent(%)
Gift-giving contexts	Encouragement	1,590	46.2
	Birthday	975	28.3
	Celebration	449	13.0
	Fun	275	8.0
	Appreciation	156	4.5
Products category	Luxury jewelry	970	28.2
	Branded bag/wallet	580	16.8
	Luxury cosmetics	506	14.7
	Hand cream	436	12.6
	Body care products	196	5.7
	Branded cosmetics	188	5.5
	Underwear	179	5.2
	Branded perfume	173	5.0
	Luxury perfume	114	3.3
	Branded fashion accessories	103	3.0
Price range	Less than 30,000 won	988	28.7
	30,000-50,000 won	681	19.8
	50,000-100,000 won	718	20.8
	More than 100,000 won	1,058	30.7

to self-gift contexts, it was found that there was a significant difference as x^2 =514.32(p<.001) and df=36 (Table 3). In encouragement and birthday, luxury jewelry, branded bag/wallet, luxury cosmetics, and hand cream were found to be the top products. In celebration, luxury jewelry, branded bag/wallet, luxury cosmetics, and branded perfume were found to be the top products. In fun, luxury cosmetics, luxury jewelry, branded bag/wallet, and underwear were found to be the top products. In appreciation, hand cream, luxury jewelry, branded cosmetics, and luxury cosmetics were found to be the top products. This is a different result from previous research(Mick & DeMoss, 1990b; Park, 2020; Weisfeld-Spolteret et al., 2015), which found that positively motivated self-gifting select material items, and

negatively motivated self-gifting select experiential items. Overall, in most self-gift contexts, self-gift products are mainly wearable material items. This is consistent with Rim et al.(2020)'s study, which showed that people prefer material items when purchasing gifts for themselves.

As a result of conducting a cross-tabulation analysis to find out the difference in self-gift price according to self-gift contexts, it was found that there was a significant difference as x^2 =295.16(p<.001), df=16(Table 4). In birthday and celebration situations, the self-gift price was found to be over 100,000 won. In situations of encouragement, fun, and appreciation, the self-gift price was found to be less than 30,000 won. In positive situations such as commemoration or celebration, the

Table 3. *The results of self-gift contexts×products cross-tabulation analysis*

(*n*=3,445)

		Gift-giving contexts					Total	χ^2
		Encouragement	Birthday	Celebration	Fun	Appreciation		
Products category	Luxury jewelry	379(447.7)	286(274.5)	232(126.4)	50(77.4)	23(43.9)	970	514.32***
	Branded bag/wallet	291(267.7)	161(164.2)	72(75.6)	50(46.3)	6(26.3)	580	
	Luxury cosmetics	258(233.5)	137(143.2)	38(65.9)	55(40.4)	18(22.9)	506	
	Hand cream	235(201.2)	92(123.4)	16(56.8)	23(34.8)	70(19.7)	436	
	Body care products	64(90.5)	89(55.5)	15(25.5)	19(15.6)	9(8.9)	196	
	Branded cosmetics	66(86.8)	84(53.2)	12(24.5)	7(15.0)	19(8.5)	188	
	Underwear	85(82.6)	37(50.7)	14(23.3)	42(14.3)	1(8.1)	179	
	Branded perfume	94(79.8)	30(49.0)	35(22.5)	9(13.8)	5(7.8)	173	
	Luxury perfume	61(52.6)	35(32.3)	8(14.9)	8(9.1)	2(5.2)	114	
	Branded fashion accessories	57(47.5)	24(29.2)	7(13.4)	12(8.2)	3(4.7)	103	
	Total	1,590	975	449	275	156	3,445	

Table 4. *The results of self-gift contexts×price cross-tabulation analysis*

(*n*=3,445)

Price range (won)		Gift-giving contexts					Total	χ^2
		Encouragement	Birthday	Celebration	Fun	Appreciation		
Price range (won)	Less than 30,000	452(456.0)	288(279.6)	69(128.8)	86(78.9)	93(44.7)	988	295.10***
	30,000-50,000	351(314.3)	184(192.7)	71(88.8)	56(54.4)	19(30.8)	681	
	50,000-100,000	351(331.4)	200(203.2)	78(93.6)	69(57.3)	20(32.5)	718	
	More than 100,000	436(488.3)	303(299.4)	231(137.9)	64(84.5)	24(47.9)	1,058	
Total		1,590	975	449	275	156	3,445	

emotion must be maintained for a long time (Heath et al., 2015), so it seems that people try to expand their positive emotions by self-gifting expensive products.

3. Fashion products interpersonal-gift behavior in KakaoTalk Gift

As a result of classifying only cases of gifting to others from the collected data, a total of 14,909 data were extracted. Table 5 shows the results of a frequency analysis conducted on KakaoTalk Gift to find out the purchasing behavior of fashion products as gifts for others. The highest gift spender was friends(*n*=8,421), followed by family(*n*=2,664), colleagues(*n*=2,489), and couples(*n*=1,335). Interpersonal-gift contexts were highest in birthday(*n*=12,272), followed by encouragement (*n*=1,135), celebration(*n*=902), appreciation(*n*=485), and fun(*n*=115). Fashion products were highest in branded cosmetics(*n*=3,302), followed by luxury cosmetics (*n*=2,765), hand cream(*n*=1,649), branded perfume (*n*=1,484), branded bag/wallet(*n*=1,454), branded fashion accessories(*n*=1,243), luxury perfume(*n*=887), body care products(*n*=866), underwear(*n*=643), and luxury jewelry(*n*=616). Price was highest in less than 30,000 won(*n*=5,765), followed by 30,000-50,000 won(*n*=5,029), 50,000-100,000 won(*n*=3,581), and more than 100,000

won(n=534). Because gifts to others serve the function of forming and maintaining social bonds(Luomala & Laaksonen, 1999), celebrating personal anniversaries such as birthdays can be a means of exchanging positive emotions with others.

As a result of conducting a cross-tabulation analysis to find out the differences in fashion products according to interpersonal-gift contexts, it was found that there was a significant difference as χ^2 =1051.61(*p*<.001), *df*=36(Table 6). In birthday, encouragement, and appreciation, branded cosmetics, luxury cosmetics, and hand cream were found to be the top products. In celebration, luxury cosmetics, luxury jewelry, and branded perfume were found to be the top products. In fun, branded fashion accessories, luxury cosmetics, and branded bag/wallet were found to be the top products. For most contexts, experiential items that stimulate the five senses, such as cosmetics or perfume, are the main items. This is consistent with Rim et al.(2020)'s study that people prefer experiential items when purchasing gifts for themselves. It seems that self-gifts are mainly purchasing luxury jewelry and branded bags/wallets that can be worn and shown off, while interpersonal-gifts are mainly purchasing beauty products that reflect less personal taste among fashion products.

As a result of conducting a cross-tabulation analysis

to find out the difference in interpersonal-gift price according to interpersonal-gift contexts, it was found that there was a significant difference, x^2 =720.96(p<.001), df=16(Table 7). It was found that around 50,000-100,000 won was spent only in cases of interpersonal-gifting in a celebration situation, while in other situations, it was found that less than 30,000 won was mainly spent. When purchasing gifts for others, it found that the price is generally lower than when purchasing gifts for oneself. In commemorative or congratulatory situations, both were found to spend the most, and it found that the gifts for oneself is about twice that for gifts for others. When giving a gift to others, most people give a gift that is reasonably priced, but when giving a gift to oneself, they give the product they wanted without considering the price.

Table 5. *The results of frequency analysis for interpersonal-gift*

(n=14,909)

	Keyword	Frequency	Percent(%)
Gift recipient	Friends	8,421	56.5
	Family members	2,664	17.9
	Colleagues	2,489	16.6
	Significant others	1,335	9.0
Gift-giving contexts	Birthday	12,272	82.3
	Encouragement	1,135	7.6
	Celebration	902	6.1
	Appreciation	485	3.2
	Fun	115	0.8
Products category	Branded cosmetics	3,302	22.1
	Luxury cosmetics	2,765	18.6
	Hand cream	1,649	11.1
	Branded perfume	1,484	9.9
	Branded bag/wallet	1,454	9.8
	Branded fashion accessories	1,243	8.3
	Luxury perfume	887	5.9
	Body care	866	5.9
	Underwear	643	4.3
	Luxury jewelry	616	4.1
Price range	Less than 30,000 won	5,765	38.7
	30,000-50,000 won	5,029	33.7
	50,000-100,000 won	3,581	24.0
	More than 100,000 won	534	3.6

Table 6. *The results of interpersonal-gift contexts×products cross-tabulation analysis*

(*n*=14,909)

		Gift-giving contexts					Total	χ^2
		Birthday	Encouragement	Celebration	Appreciation	Fun		
Products category	Branded cosmetics	2,996(2,718.0)	139(251.4)	74(199.8)	87(107.4)	6(25.5)	3,302	1501.61***
	Luxury cosmetics	2,241(2,275.9)	188(210.5)	200(167.3)	116(89.9)	20(21.3)	2,765	
	Hand cream	1,156(1,357.3)	243(125.5)	79(99.8)	163(53.6)	8(12.7)	1,649	
	Branded perfume	1,218(1,221.5)	118(113.0)	114(89.8)	28(48.3)	6(11.4)	1,484	
	Branded bag/wallet	1,214(1,196.8)	103(110.7)	107(88.0)	13(47.3)	17(11.2)	1,454	
	Branded fashion accessories	991(1,023.1)	111(94.6)	86(75.2)	22(40.4)	33(9.6)	1,243	
	Luxury perfume	742(730.1)	56(67.5)	68(53.7)	16(28.9)	5(6.8)	887	
	Body care products	741(712.8)	79(65.9)	27(52.4)	14(28.2)	5(6.7)	866	
	Underwear	594(529.3)	23(49.0)	18(38.9)	5(20.9)	3(5.0)	643	
	Luxury jewelry	379(507.0)	75(46.9)	129(37.3)	21(20.0)	12(4.8)	616	
Total		12,272	1,135	902	485	115	14,909	

Table 7. *The results of interpersonal-gift contexts×price cross-tabulation analysis*

(*n*=14,909)

		Gift-giving contexts					Total	χ^2
		Birthday	Encouragement	Celebration	Appreciation	Fun		
Price range (won)	Less than 30,000	4,734(4,745.3)	520(438.9)	215(348.8)	249(187.5)	47(44.5)	5,765	720.96***
	30,000-50,000	4,364(4,139.5)	278(382.9)	255(304.3)	102(163.6)	30(38.8)	5,029	
	50,000-100,000	2,901(2947.6)	246(272.6)	301(216.7)	109(116.5)	24(27.6)	3,581	
	More than 100,000	273(439.5)	91(40.7)	131(32.3)	25(17.4)	14(4.1)	534	
Total		12,272	1,135	902	485	115	14,909	

V. Conclusion

This study collected and analyzed data of fashion product reviews to investigate the differences in self-gifting behavior on KakaoTalk Gift, a mobile commerce service that allows users to easily exchange gifts with registered users of KakaoTalk. The results and implications of this study are as follows.

First, in KakaoTalk Gift, gifts of fashion products were generally most common in relationships with closer psychological distance and in birthday or cheering situations. Due to the nature of mobile devices that do not require face-to-face interaction, it seems that it occurs frequently in relationships with a long psychological distance, but in reality, it occurs more often in relationships with a close psychological distance. The closer relationship, including oneself, is, the better that know about gift preferences. Depending on who is receiving the gift, people will be able to choose a gift that will satisfy the others. However, the current gift recommendation service is based on the number of purchases. Since each individual has different tastes, it is recommended that a function that reflects these characteristics be added to the mobile gift recommendation service.

Second, in KakaoTalk Gift, self-gift purchases were higher for cheering contexts than for congratulation and commemorative contexts, showing different results from previous studies. This is because negative emotions can be recovered quickly due to the nature of mobile devices, which allow users to conveniently purchase gifts regardless of time and place. Also, self-gift fashion products changed depending on the contexts. In other words, in order to encourage the gift-to-me function in KakaoTalk Gift, it is recommended to expose a lot of products that can be purchased in situations that people are cheering for themselves. In addition, when fashion brands that have entered KakaoTalk Gift Shop conduct marketing targeting consumers who give gifts to themselves, it would be a good idea to include marketing phrases that can stimulate different contexts for each product.

Third, in KakaoTalk Gift, the products purchased for self-gift and interpersonal-gift were different even for the same contexts. So far, the concept of a gift is more for others than for oneself. However, the fact that self-gift was the second highest in the results of this study means that self-gift via SNS mobile app is increasing. As mentioned in previous studies, there is a clear difference in gifting behavior for oneself and others. Therefore, before selecting a category in KakaoTalk Gift, must be able to distinguish whether the gift recipient is oneself or others. For example, there is a way to differentiate between self-gift zone and interpersonal-zone to access the category.

The limitations of this study are as follows. First, since anonymity is guaranteed due to the nature of online reviews, it is impossible to be sure whether the correct information has been entered in the reviews. Also, because the person who wrote the review is the person who received the gift, it is impossible to confirm the specific situation or feelings from the gift giver's perspective. In follow-up research, it is necessary to expand into qualitative research targeting customers who used KakaoTalk Gift and analyze in-depth content such as emotions before and after self-gift via SNS mobile app.

Second, since the analysis was conducted only with review data, consumer characteristics cannot be confirmed. Previous studies have shown that there are differences in self-gift depending on gender and self-concept. In follow-up research, it is necessary to confirm self-gift consumption according to specific consumer characteristics through quantitative research targeting customers who use KakaoTalk Gift.

Lastly, because this study only analyzed fashion products, it is difficult to confirm the results of classifying material items and experiential items according to the object or motive for receiving the gift, as mentioned in previous research. In follow-up research, it is necessary to analyze the differences in other product categories provided by KakaoTalk Gift in addition to fashion products by classifying them into material items and experiential items.

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