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BRANDWIDTH: AN INFLUENCE OF BRAND ASSOCIATIONS IN GIFT GIVING BEHAVIOR**A. VIDYASAGAR****DY. DIRECTOR****SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT, BENGALURU****SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)****PUNE****SEMILA FERNANDES****ASST. PROFESSOR****SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT, BENGALURU****SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)****PUNE****Dr. MALLIKA SRIVASTAVA****ASST. PROFESSOR****SYMBIOSIS INSTITUTE OF BUSINESS MANAGEMENT, BENGALURU****SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)****PUNE****ABSTRACT**

The existence of Brands have been there since thousands of years (Moore and Reid 2008), but the modern idea of brands have been explained in somewhere late 19th century with the introduction of trademarks by Fullerton 1988; McCrum 2000, which were later developed as 'a guarantee of authenticity' by Feldwick 1991. The definition of Brand as explained in American Marketing Association (AMA) 1960 focuses on tangible brand attributes: "A name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of the competitors" (Cited in Wood 2000 p664). But this definition is totally insufficient or at best less than sufficient. It has to be looked at from the customer's perspective. It can be thought of as a network with many individual nodes and connections, that cumulatively becomes a part of the total memory about the brand. Through the analysis of existing literature, authors attempt to conceptualize a new concept of "Brandwidth". This paper also makes an attempt to understand bandwidth when a brand/product is used as a gift.

KEYWORDS

brand, brand association, bandwidth, gift-donor, gift-recipient.

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INTRODUCTION

It is important to keep in mind that branding is only a tactic, and decisions about it should be attempted only after there is an overall strategy put in place. Only after it is known who the customers are, what they value, and how they plan to position is arrived at, should one try to settle on any aspect of the brand. Internally focused definition of a brand like logo, slogan or tagline, a character, spokesperson, packaging design, endorsements, sponsorships etc. is totally insufficient or at best less than sufficient. A brand must be looked at from the customer's perspective. One can think of a brand as a network with many individual nodes and connections that cumulatively becomes a part of the total memory about the brand. Each node in the network is made up of memories-feelings, information, experiences, thoughts, and evaluations-that are associated with the brand. It is likely that various customers may attach varying degrees of importance to a node. A particular node or association may mean nothing to one customer while it means everything to another. This definition of a brand as a memory structure makes it clear that managing a brand is really about managing the associations consumers store in memory related to that brand. Thus, establishing a brand goes beyond just choosing a clever tagline. It means being consistent and reinforcing important ideas repeatedly. This very fact has resulted in marketers creating so many associations with their brand to address a larger group of audience. This, in the process has diluted the traction that the brand would have generated, if it were focused and consistent.

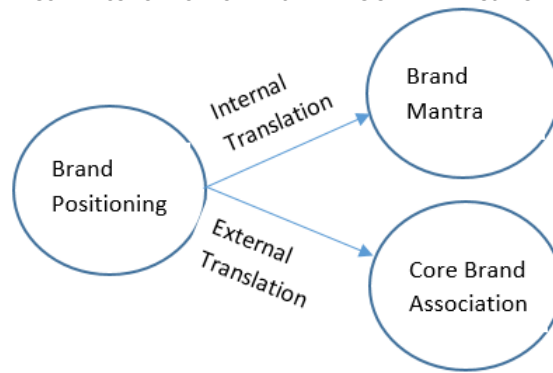
OBJECTIVES

1. To study the impact of Brand Width on different age groups
2. To understand the impact of brand-width on gifting behavior

CONCEPTUAL FRAMEWORK**Concept of Brand Associations**

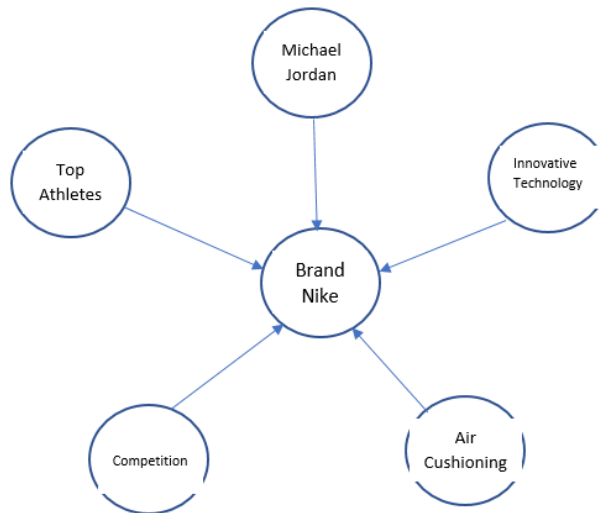
Core Brand associations are associations derived from the consumer which reflect on the positioning of the brand. These are the associations created in the minds of the consumer which are reinforced through various marketing activities carried by the firms. Depending on the effectiveness of the firms marketing programme, the consumers would form unique, strong and core brand associations. For example, when asked about Nike, consumers would not associate the brand with "Authentic athletic performance", rather would associate with top athletes, Michael Jordan, Innovative technology, Air cushioning, competition etc. Internally, Nike adopted the brand mantra to be "Authentic athletic performance" to support their marketing activities. While, over the years Nike has expanded its meaning to "all things related with athletics including equipment (Keller, 1999). This concept is depicted in Figure 1.

FIGURE 1: CONCEPTUAL UNDERSTANDING OF BRAND POSITIONING



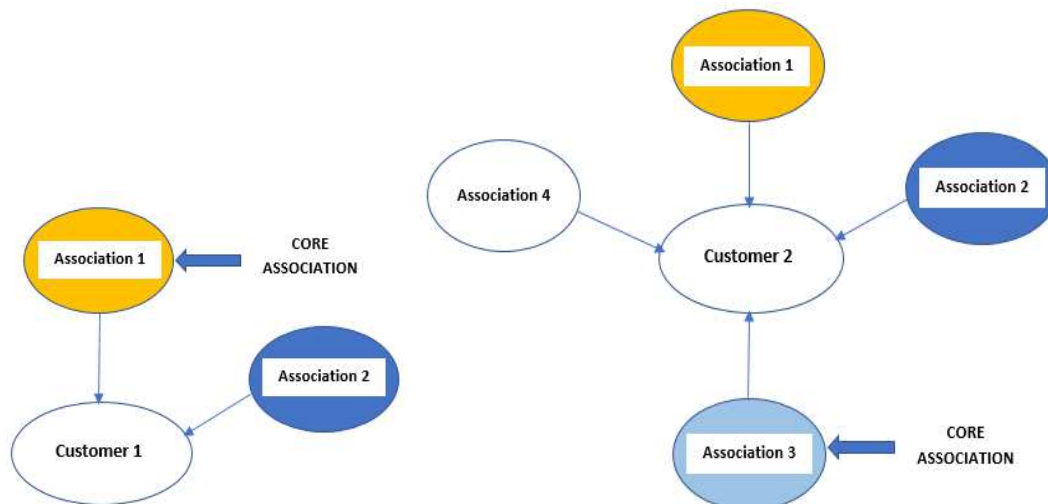
Nike’s overall brand associations, being depicted in the Figure 2 below:

FIG. 2



As stated above, a brand is a network of many individual nodes which are the associations that in totality become a part of the mind share of the customer. In the diagram above, Nike as a brand is a network of individual nodes consisting of competition, Air-cushioning, top athletes, Innovative technology, Michael Jordan etc. as being perceived by the consumers. Different people might assign varying degrees of importance to a particular node (association). These nodes or associations may mean something for one customer while nothing for another while everything for the next. This is depicted below in Figure 3.

FIG. 3



The figure above showcases that for a brand, Customer 1 and Customer 2 attach different levels of importance to the core associations as a reflection of the brand. Customer 1 considers ‘Association 1’ to be the core association while, for the same brand; Customer 2 considers ‘Association 3’ to be the core association. Thus, if one wants to increase the bandwidth, one has to bring in more customers through more associations not mutually exclusive to each other.

Concept of Bandwidth

“Whenever a company attempts to broaden its brand -- for increased revenues or for profits -- it should always be diligent about assessing the impact that additional “bandwidth” will have on its brand strength.”

Brandwidth is the sum total of the audience that each association would bring into the fold of the brand. This is an important dimension in the consumer purchase behavior. This in no way implies that a higher bandwidth would result in more conversions. It may in fact end up being counter-productive.

Around 1950, Nestle positioned Nescafe as an instant coffee that eliminates the cumbersome of making a decoction based brew. They went a step further a couple of years later and associated the product with housewives who wanted to relax after their daily chores by sipping a cup of Nescafe. After their initial success, the brand started dropping in sales and the competitor Maxwell House stilled ruled the coffee space – even though it was not an instant brew. A survey was conducted among a sample comprising of housewives. They were given two shopping lists with all items being the same except one. One list had Maxwell House coffee while the other had Nescafe. The respondents were asked to describe the personality of the person just based on the shopping lists. Over 50% of the housewives described the person who had included Nescafe in the list as either “lazy” and/or a “bad wife”. The association with housewife and “ease of making coffee” to increase the bandwidth turned out to be counter-productive (Schmidt & Hollensen, 2006).

The office supply brand Staples ran two campaigns over a period of time.

- The “Easy Button” campaign conveyed a simple message that provided a distinct source of value to a particular group of customers.
- It then tried and associated “low price” to attract a new/different set of customers.

The problem arose because Staples tried to straddle both - on being easy-an indicator of a high level of service and convenience - and on having low prices. These ideas were in conflict for most people. Staples was successful in establishing a node in memory linking the store to “easy,” it also probably blocked the link between Staples and “low prices.”

Again, if Staples does succeed in establishing a memory structure linking the store to low prices, it may do so at the expense of the easy message. Some links in memory inhibit others and this may differ from customer to customer.

What is more shocking is that while Staples advertised the “low price” position, it at the same time tied up with the Laker’s team of L.A- which is one of the most expensive football clubs and is known to only attract the local elite. This contradiction does not help in reinforcing the association of low prices which was primarily done to increase the bandwidth. It is important, when making branding decisions, to keep in mind the associations consumers form with your brand are managed well and consistently. Reinforcing those associations that are relevant to have and inhibiting those associations that are not required is the key to a consistent brand and productive bandwidth.

This paper also makes an attempt to understand brand-width when a brand/product is used as a gift. The parameters then become more complex and several issues like price, closeness of relationship with the gift receiver, the attachment of the gift giver to the brand etc. comes to focus (Sherry, 1983).

Impact of brand-width on GIFTS and the Brand choices that are made

It becomes imperative to understand the concept of bandwidth which is the sum total of the associations formed by the customers and how these associations impact gifting for self and others. These brand associations are either tangible or intangible benefits or experiences or images that are registered in memory to form a mind share (Keller, 1999). Hence a person having a certain level of association with the brand would perceive this brand in a certain symbolic manner before purchasing for self or as a gift.

Additionally, it addresses the fact that products/brands relate to ones’ daily life there-by associating certain meanings and feelings to the brands (Durgee & Segó, 2001). In any social relationship, the products or gifts that are offered are tangible expressions which are selected based on price, quality of the product which primarily mirror the weight of that relationship (Shurmer, 1971). The core meaning of gift implies that consciously or unconsciously the giver understands the recipient’s choice of the product/brand category and uses this understanding in choosing the purest expression of that meaning in that gift (Durgee & Segó, 2001). This product category selection would depend on the bandwidth involving the core brand associations and is vital in shaping the gift-selection process (Goodwin, Smith & Spiggle, 1990).

The behavior of gift giving of individual changes as one moves from an individual (self) to one’s extended families and as the social network expands and contracts, it determines the closeness of the relationship. This concept primarily would look at the “distance” of the customer from the consumer. The customer in the gifting process is the gift-donor while the consumer is the gift-recipient. The value of the gift would be dependent on the relationships like gifting to son, father, mother, mother-in-law, father-in-law, son, daughter, employer, employee, acquaintance, friend etc. Andrew Parsons studied that in the process of gift-giving, the choice of the brand is utmost important. These brand choices differ based on the gender, age related differences and household income (Andrews, 2006). Andrew, Paul & Ann-Marie investigated that the association of the benefits offered to the recipients through gifting varies and alters depending on the relationship that exists between the gift-donor and the gift-recipient.

The relationship was judged based on the variables like the length of the relationship, strength of the relationship, type of relationship, a promise towards future interaction or a statement of concern, love and dominance (Poe, 1977). It is also seen in theoretical concepts of gift giving that benefit associations precisely depend on the nature of relationship of the recipient and the donor. This concept resulted in people preferring symbolic benefits from those donors who are close to them while some prefer functional benefits from those who are not very close in their relationship spectrum (Andrew, Paul & Ann-Marie, 2011). These benefit associations altered the perceptual gap that exist between the two parties involved.

REVIEW OF LITERATURE

Brand choices of gifts for different recipient groups

Gift is something which is given voluntarily to someone without expecting compensation. Any object tangible or intangible can be inferred as gift. This transformation of an object into gifts occurs based on social relationships and different occasions of giving. The nature of the gift given to a person hospitalized with minor ailment would change if the same person is diagnosed with terminal disease. Researchers have defined it as a social, cultural and economic experience; a material and social communication exchange that is inherent across human societies and instrumental in maintaining social relationships and expressing feelings (Camerer, 1988, Joy 2001). Since it involves exchange process the act of showing this gesture is termed as universal behavior which indicates a primary intention to please one’s exchange partner.

John F. Sherry, JR in the year 1983 had explained Gift Giving in Anthropological Perspective, explaining it as transfer of goods or services the flow of social invisibles, affection and some part of social bonding. Exchange partners constitute another component of gift giving domain. The rules may vary considerable based on individual roles. Harris (1972) had discussed that if the recipient of gift is of low status as compared to gift-donors, they are usually exempted from reciprocating behavior.

Marcel Mauss (1954) in his study provided a theoretical understanding to the gift-giving as a process. This process is based on the evaluation of gift-giving among the primitive, ancient societies and the secluded ones. The author summarized that gift-giving is a self-perpetuating phenomenon involving reciprocity and is summarized into three forms of gift-giving obligations viz. The obligation of giving, the obligation of receiving and the obligation of repaying. Most of the exchanges are aimed towards preserving the social bonding and social ties which occur over occasions like birthdays, festivals, anniversaries etc. These occasions would often provide maintenance rites (Cheal, 1987), maintain established relationships (Bourdieu, 1977, 1986) and establish relationship between individuals thereby re-affirming the concept of gift-exchange (Sherry, 1983).

Antón, Camarero & Gil (2014) stated that Gift giving forms part of a symbolic exchange ritual that is common to all cultures and all periods of history. The study revealed that this entire exchange process of gifting depends on the occasion on which the gift is given and perpetuating relations. The ultimate goal of giving gifts is reciprocity or the intention to give in return.

Gift-giving behavior was studied by Baskin, Wakslak, Trope & Novemsky (2014), in his research talks about the importance given to feasibility by gift-receivers than by donors. The paper studies the trade-off that recipients of gifts and gift-donors make between feasibility and desirability using a framework known as a construal level theory. This translates into understanding the irregular distance of the gift that exists between the donor-recipient dyads. For which the authors provoke that donors of gift interpret gifts in an abstract form than the recipients of gifts and hence would weigh the attributes of desirability higher than the attributes of feasibility. Additionally, authors ShiXiong Liu et. al (2010) investigated the gift-giving behavior among the Chinese consumers across various traditions followed by them. Results showed the traditional and the cultural values of Chinese consumers have significant moderating effects on gift-donor’s image and gift-receiver’s

image. Consumers with showcase higher orientation of these values are more concerned on the uniformity between gifts with their self-image as against receiver's image.

There has been research to support the fact that demographics like gender will have an impact on gift giving behavior from the donors' perspective. Shanka & Handley (2011) in an exploratory review of gift giving behavior found that individuals find it easier to purchase a gift for someone of their same gender, as opposed to someone of the opposite sex. Vassilis Dalakas, Aviv Shoham, (2010) to enrich the set of national contexts used so far in studies about gift-giving had attempted to test the unique explanatory power of the dimensions of egalitarianism with an Israeli sample. The results suggest that egalitarianism affects gift-giving behaviors only for females and anniversary presents.

Brand selection: Gifting

Since a cycle of reciprocal gift exchanges establishes a relationship of transactions between individuals (Sherry, 1983), relationships are thus, re-affirmed by regular gift exchange. But in recent years' researchers have confirmed that the gift givers purchase intention when it comes for self-consumption and for gift giving has significantly different behavior. In yet another study, the researchers Chen & Kim (2013) did a comparison of the intentions of Chinese consumers' towards purchasing luxury fashion brands for personal versus for gifting purposes. The paper delves into understanding the impact of consumers' personal values (like materialism, social connections, hedonism) and attitudes on the purchase intentions of the luxurious fashion products.

Andrew G. Parsons, (2002) in his study "Brand choice in gift-giving: recipient influence", examines the impact of intended recipient on brand choice while purchasing the gift. Keller's brand equity model incorporating symbolic, experiential and functional benefits is used for framework along with Belk's (1979) characteristics of gift for measuring consumer behavior differences occurring different gift giving situations. He also examined impact of various demographics on gift giving behavior. Findings suggest that consumers vary in their choice of brands depending on the recipient group. It also confirmed gender based differences in consumer's brand choice for gifts. Overall it suggests that consumers tend to look for brands with greater perceived symbolic benefits when purchasing gifts. Roger Heeler in his paper stated that while a consumer is involved in gift purchases, he/she would involve in as much effort as for self-purchases, purchases for close friends and relatives'. However, he claimed that the more distant gifts would involve lesser effort being invested in before purchasing (Heeler, 1978).

Similarly, studies have identified the motivations for inter-personal gift giving to be experiential, obligated and practical motivations. Further-more, situational constructs like the closeness of the donor and the receiver, the occasion of gift-giving would impact the motivations (Wolfenbarger, & Yale, 1993). Some authors have analyzed the moderating role of the attachment orientation of gift-recipients' on gift-donors' perceptions (Nguyen & Munch, 2014). Gift giving was also studied among the adolescents where the paper tried to see if the impression management tactics and the personal characteristics of the donor are part of the gift giving process (Ruth, Aviv & Ayalla, 2013). Ward & Broniarczyk in 2016 concluded that gift-donors have an art of balancing their objective to satisfy recipients with gifts. These gifts match the preferences of the recipient in comparison to their own goal.

HYPOTHESIS DEVELOPMENT

H₁ Impact of Brand Width differs with age.

H₂ Consumers vary in their brand choices for different recipient groups.

METHODOLOGY

The concept of Brand Width is established using existing literature on Brand association. Further, to analyze the impact of Brandwidth on gift giving behavior an empirical study was conducted. Brandwidth was conceptualized by authors as – when different Brand associations are formed by different consumer profiles for a particular brand, the summation so these Brand associations would define the brandwidth for that particular brand. It was imperative for the researchers to use the concept of Brand associations to measure Brandwidth as a concept. Further, on gifting behavior is being established within the different gift recipients: Parents-in law, Parents, Children, Close friends, acquaintances and relatives.

A focus group discussion was administered to identify the Product category and Brands for the study. The participants included for the discussion were Marketing experts from industry and academics. Along with the focus group discussion a qualitative survey was conducted for a small sample size of 35 respondents to identify the Brand in each category which are widely selected as gifts. Based on this exploratory study three brands were identified namely Lifestyle/Shoppers stop (Retail Brands), Archies and Samsung, which were used extensively for gifting to different recipients.

The study was conducted in two stages. First part of the survey was to understand the Brand association of Parents-in law, Parents, Children, Close friends, acquaintances and relatives as gift-donors' towards Brands like Lifestyle/Shoppers stop (Retail Brands), Archies and Samsung. In the second part, same sample was given a questionnaire to study the impact of Brand association while gifting to different recipients.

As a part of gift giving behavior a scale of 14 items was used to measure Brand associations which were adopted from the scale developed by Keller (1993) and Belk (1979). Certain items in the Brand Association scale that were not relevant for the study were eliminated. Finally, 7 items were selected in our study.

Self-administered Questionnaires were distributed to randomly selected households across different areas in Bangalore city. In total 50 households were identified for the study. The selection was done based on the criteria that at least one parent-in-law is part of the family and at least one child is in the age group of 10-20 yrs. Out of 50 identified households 45 met the selection criteria. Thus, the entire sample comprised of 223 respondents including parents-in-law, parents, and children.

DATA ANALYSIS AND INTERPRETATION

The broad market segments selected for the study towards which gifts are usually targeted were in the ages of 11-20 years, 21-30 years, 31-40 years and >41 years. Majority of the respondents within households were in the age group of 31-40 years. Household income was defined as <10 L, 10L – 25 L and >25L keeping in mind that these households are extensively involved in the gift giving process. The demographic profile of the sample is summarized in table 1.

TABLE 1: DEMOGRAPHIC PROFILE

Variable	Groups	Number
Age group	11-20 yrs	53
	21-30 yrs	20
	31-40 yrs	65
	41yrs and above	85
Gender	Male	114
	Female	109
Annual Family Income	< 10 Lakhs	10 households
	10 lakhs to 25 Lakhs	15 households
	>25 Lakhs	20 households
Occupation	Self Employed	15
	Private Sector	25
	Government Employee	5
Family members	Parents-in-law	85
	Parents	85
	Children	53

TABLE 2: BRAND ASSOCIATION OF RESPONDENTS (Mean scores)

Brand Lifestyle/Shoppers Stop			
Brand Associations	Parents-in-law	Parents	Children
Fashionable	3.0	4.01	2.5
Traditional	3.90	4.21	2.8
Prestigious	3.78	3.86	2.1
Useful	3.01	3.10	2.0
Fun/Exciting	1.01	1.0	1.56
Expensive	4.32	3.80	2
Functional	1.0	1.1	2.2
Brand Samsung			
Brand Associations	Parents-in-law	Parents	Children
Fashionable	2.78	3.67	4.00
Traditional	1.01	1.21	1.45
Prestigious	4.05	4.01	4.23
Useful	3.5	3.89	3.5
Fun/Exciting	2.78	2.5	4.10
Expensive	4.54	4.86	3.46
Functional	4.67	4.21	3.89
Brand Archies			
Brand Associations	Parents-in-law	Parents	Children
Fashionable	4.01	4.57	4.23
Traditional	2.5	2.45	2.89
Prestigious	3.6	3.67	3.90
Useful	2.21	2.3	2.24
Fun/Exciting	1.0	3.2	4.78
Expensive	3.90	3.98	3.67
Functional	3.45	3.45	3.25

As seen in the above table 2, on the Likert scale of 1 to 5, the brand associations for the different brands was validated by capturing the mean scores. The mean test value of 3 and above was considered as a strong influence and the mean test value less than 3 was considered as a weak influence. The parents-in-law (41 and above years) in the sample are associating Brand Lifestyle/Shoppers stop as more expensive (mean score 4.32) followed by considering being traditional (mean score 3.90). Parents (21 to 40 years) associate this brand more as traditional (mean score 4.21) followed by fashionable (mean score 4.01). Children (11 to 20 years) were not able to associate with this brand. The parents-in-law in the sample associate Brand Samsung as more functional (mean score 4.67) followed by expensive (mean score 4.54) where as parents associate this brand more as expensive (mean score 4.86) followed by prestigious (mean score 4.01). While children associate this brand as more prestigious (mean score 4.23) followed by fun and exciting (mean score 4.10). The mean scores for the Brand Archies revealed its association as fashionable for parents in law (mean score 4.01) and parents (mean score 4.57) respectively and fun/exciting (mean score 4.78) for children. This proves the fact that the impact of bandwidth differs with age and hence H₁ is accepted.

From the gift giving perspective, the respondents had their preference of gifting to different recipients. Each of parents-in-law, parents and children in the households were asked to provide their selection of the brand while gifting to parent-in-laws, parents, children, relatives, close friends and acquaintances. The summary of which is provided in table 3.

TABLE 3: PREFERENCE OF GIFT-DONORS' (numbers)

Brand Name/ Recipient	Parent-in-law	Parents	Children	Relatives	Close Friends	Acquaintance
*Lifestyle/Shoppers Stop	37	76	15	12	25	5
Samsung	45	60	75	25	15	3
Archies	15	15	25	45	56	67

* Children were not provided with this brand to give their preference of gifting because they don't associate with this brand (as revealed in Table 2).

The preference of the respondents for gift giving depending on recipients varied with the Brand association. Since Lifestyle/Shoppers stop was associated as expensive, fashionable and traditional it was primarily used for gifting to parents (76#) in contrast Samsung which was associated as being expensive, prestigious, functional & fun/exciting was being used for gifting to children (75#) followed by preferring to gift to parents (#60) and parents-in-laws (45#). Archie's being associated as fashionable and fun/exciting was used in gifting for acquaintances (67#), close friends (56#) and relatives (45#). This proves our hypothesis H₂ that with the impact of brand-width on gifting behavior and the Brand choices for recipients, consumers vary in their brand choices for different recipient groups.

CONCLUSION

The marketer must keep the above consumer brand associations in mind when he decides to develop products for gifting. i.e. the bandwidth can be increased by positioning the offering in different ways – one way is for self-use and other ways could be for gift etc. just by making cosmetic changes in the offering at different price points. The present paper focused on brand being used for gifting based on the consumer brand associations that are formed. Bandwidth is the sum-total of the audience that each association has on different set of customers – who could be just gift receivers. This is an important dimension in the consumer purchase behavior. If marketers want to increase the bandwidth, they have to focus on bringing in more customers or increase the usages for the customer to buy through more associations not mutually exclusive to each other. When studied Bandwidth from gifting perspective it was found that a person having a certain level of association with the brand would perceive this brand in a certain symbolic manner before purchasing for gifting. The study revealed that there were differences in the associations and the benefits sought by the three brands along with varied differences in their preferences for gift giving. The association of the brand Lifestyle/Shoppers stop was perceived to be expensive, fashionable and traditional and was primarily used for gifting to parents. Samsung's association with respondents were that the brand is expensive, prestigious, functional & fun/exciting and hence was being used for gifting to children followed by gifting to parents and parents-in-laws. Archie's which was associated as fashionable and fun/exciting was primarily being given as a gift while gifting to acquaintances, close friends and relatives.

IMPLICATIONS FOR GIFT INDUSTRY

The paper clearly brings to light that the gift-donor's/gift-recipient's perception of brand association would differ for a certain brand in question. The need for creating awareness on the various brand associations perceived by their target market i.e. gift-donor or the gift-recipient becomes imperative for marketers to understand. To accommodate the consumers' perception on the brand associations, retail stores can look for ways to promote the specific brand association associated with the brand. However, if the gift-donor knows the gift item and is not sure of the brand, then the sales staff can guide the brand search depending on who the recipient would be to match the likely brand associations. This relation of brand association and the intended recipient is important for marketing managers to operationalize their findings in the retail stores. This would entail asking questions to the gift-donor: as to the probable item that is intended to gift,

checking on who is the recipient, matching the associations and benefits and confirming those with the shopper and ultimately suggesting brands that match the benefits. Online shoppers can also apply this concept of establishing relationship in their e-commerce platform by seeking from the gift-donor series of questions before the shopper finally makes the purchase. From the perspective of the manufacturer, the manufacturer should promote the right associations of the brand towards the donor-recipient relationship. Understanding the relation of the gift-donor with parents-in laws, parent, children, close friends, relatives and acquaintances has practical relevance to marketers. Thus, marketers can capitalize on the behavior of gift giving, the gift-donor, gift-recipient relationship and the benefits sought/brand associations formed by the donor and the recipient. This would lead the marketer towards creating advertisements that appeal to the correct brand associations for the correct gift-donor, gift-recipient relationship. This study will also help marketers specially consumer product companies in examining the parallels that run between new product design and gift-giving which would ultimately lead to producing the right product offering.

SCOPE FOR FUTURE RESEARCH

The study conducted by authors is purely conceptual which has evolved the concept of "Brandwidth" based on existing literature. Our study is largely a qualitative study and may at a later stage be supplemented by usage and attitude study. The conceptual model needs to be tested empirically. The analysis would basically cater to studying and identifying the factors of Brandwidth through a tool factor analysis. Would Brandwidth become an important parameter for luxury goods, in situations, where a customer need not be consumer? Are there variations between the gender, age, income and other demographics that the marketer can exploit? Future research could explore other types of product categories and brands to fully understand the gift giving behaviors and the relationship between the donor and the recipient there-on.

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