

Abstract

Gift-giving occasions are chances for people to cultivate relationships with their special someone. There is a trend that people nowadays prefer spending on experience to material possession. Send something to have or to do as gifts becomes a struggle for many gift-givers. Which type of gift will be more efficient in promoting the social bond? This study aims to address this question. However, due to a list of limitations, no conclusive statements can be made.

Keywords: gifts, material gifts, experiential gifts