



Givelist

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Executive Summary

The management decision problem faced by Givelist is to understand how to increase awareness for Givelist and get people to “give” on the platform. It is important to increase brand awareness as Givelist is attempting to break into the registry industry where there are many big players. Through conducting research via interviews and an online survey, we developed four testable hypotheses to gain more insight into the behaviours and preferences of individuals in Givelist’s target demographic, so as to provide Givelist with useful recommendations on how to increase brand awareness.

Our first hypothesis aimed to test if individuals would be more likely to “give” on Givelist if they maintained an aesthetically pleasing website. Given our data and research, we concluded that Givelist’s target demographic does strongly correlate a website’s appearance with its trustworthiness. Therefore, we recommended that Givelist maintain a professional and navigable website that portrays the most current information they have available.

Our second hypothesis aimed to test if people would respond well to Givelist using Tik Tok to promote their services. Given our data and research, we concluded that using Tik Tok to promote Givelist would be effective for individuals in Givelist’s target audience. For this reason, we believe that Givelist should create a Tik Tok profile and make videos explaining how Givelist works, show customer testimonials and celebration videos, as well as implementing current Tik Tok trends.

Our third hypothesis aimed to test if advertising on Instagram was a beneficial and optimal method to market to people in the client’s desired target market. Thus, the official third hypothesis stated: If Givelist focused on advertising on Instagram they would be able to raise their awareness with women in the target market. From the data that was collected, a majority of

the target market used Instagram regularly and they felt that Instagram influenced their decision on whether or not to use a product or service. We concluded that Instagram is the most effective social media platform for Givelist to advertise on to raise awareness in the target market.

Our final hypothesis aimed to test whether Givelist should increase its mission efforts, spreading the kindness of gift-giving through advertisements to the target demographic's primary social media platform to raise awareness. The respondents were asked various questions pertaining to their preferences on Givelist's primary marketing campaign focus, specifically versus consumer self-interest or company social efforts. The data collected from this study showed individuals were more so interested in companies that identified with a positive social cause, such as Givelist. However, and more importantly, the data revealed that Givelist should create marketing campaigns primarily through appealing to the self-interest of their targeted audiences. Consumers are more interested in what way a company's product or service benefits their own self-interest. A wide variety of strategies are available to simply and effectively appeal to the audience's self-interest through specialized marketing campaigns that include any of the following: slogans, taglines, storytelling, service explanations, and co-branding.

Introduction and Background

Market Analysis

Givelist is a wish list and gift-giving platform designed to allow their customers to give personalized gifts to friends and family. Givelist also works as a non-profit and allows individuals to donate to anyone in their community who has created wishlists and may need some extra support. Kelly Keurzoneff, the client and the founder of Givelist, initially thought of this concept when her best friend was battling cancer and many people were showing their support by sending gifts. This is when the client started realizing how helpful it would be for people to create wish lists of things they truly want. After many years of volunteering in hurricane relief programs, the client came to understand that volunteers were often forced to discard gifts, such as basketballs and board games, in order to make room for necessities like water and flashlights. The client found that there was a gap in the market where a service such as Givelist was needed to help people receive what they needed.

Givelist's users start by creating a wishlist on their platform, either public or private. They can then choose to share their private wishlist with friends or family members who might be interested in giving them a present. Wish lists on Givelist can be made up of items from any store or website. Consumers can also use Givelist to find people around their community and support them with whatever they may need. Givelist's main goals are to create a sense of community and to spread joy.

Givelist aims to spread joy and positivity through its universal and charitable wishlist service. Although Givelist serves individuals with wishful items, Givelist serves as a societal benefit platform for all to connect in assisting those in need: on a local and national scale. While social media alone is a powerful tool in raising awareness for many individuals and

organizations, Givelist has a special ability to help community members in need of food or household appliances; this ignites positive social change that will expand social capital paying kindness forward. Givelist promotes collaboration, inclusiveness and empowerment to anyone and everyone. Countless individuals, families or organizations have needs that cannot be met on their own efforts. Givelist reintroduces an old fashion social value to the modern, digital age; the significance of helping your neighbors through voluntary communal service and kindness.

Givelist has a large number of competitors due to having numerous features that combine personal gift-giving, registries/wishlists, and charitable gift-giving into one platform. Their competitors consist of, but are not limited to, Amazon, Target, and GoFundMe. Amazon and Target have registries that allow users to select from items they carry online. GoFundMe, on the other hand, is a competitor to Givelist's charity marketplace. Both GoFundMe and Givelist encourage users to donate to those in need. Their closest competitor is Amazon. Their biggest advantage is that Amazon has a large portion of market share. Amazon also has event-specific registries such as the baby registry and wedding registry. Two other competitors that are very similar are Target and gift registries like Babylist and Zola. However, Givelist differentiates itself from Target and these gift registries by not limiting themselves to one retailer and providing a registry-like program for every occasion. A competitor on the rise is Cuddly, a gift platform for pets. Their competitive advantage is that they are focused on one market and are highly differentiated compared to the other competitors. However, Givelist has a broad audience which allows them to focus on different market segments.

The client tasked us with the research question, "How do you increase awareness of Givelist and get individuals to 'give' on the platform?" This question is incredibly important because it involves Givelist's brand equity. By understanding how to increase awareness,

Givelist can grow its customer base and further develop as a platform. As the client mentioned, her team is launching the MVP (minimum viable product) of Givelist this year and she is focused on both growing the brand and receiving consumer feedback. In order to do both of these things, and given that Givelist is a new platform, awareness is crucial to its success. We look forward to answering this research question and developing a helpful solution to the client and her team.

Research Objectives: In-Depth Interview Summary

Final Research Question

Our research efforts were conducted in response to the following question: “How do you increase awareness of Givelist and get individuals to 'give' on the platform?”

Participant Summary

We interviewed 12 participants aged 22-38. Of these 12 participants, all identified as female. All live in various areas of the United States, including San Diego, San Francisco, Salt Lake, Yuma, Boston, Los Angeles and Orlando.

Question Summary

We interviewed these participants to collect information about the factors that will influence the success of Givelist. A majority of the interview questions we formulated focused on understanding how our respondents would view gifts and gift-buying, both for themselves and for others. We also sought to question their social media habits, preferred platforms, and what type of content typically stands out to them. Lastly, we introduced them to Givelist and got their opinion on the service itself.

Response Summary and Hypothesis #1

One key similarity I noticed between interviews was that the respondents all chose to support their friends through kind words and being present. Instead of purchasing a gift for someone feeling down, they would offer a kind piece of advice or simply listen to their friend. Despite this, all respondents enjoyed gift giving in general and were especially keen on making someone happy with their gift. Respondent 2 noted that they wanted the presentation of the gift to be very aesthetically pleasing. All respondents were excited for the recipient to see the gift and get excited about opening it up. Rebecca's respondents also noted that aesthetics are something they all notice first, and it is something that keeps them as consumers; this can include product packing or even how the company brands themselves on social media. Each respondent also believes that GiveList's website can be improved.

Each of my respondents, when asked what their opinion of Givelist was, thought that the site was a good idea and would benefit users greatly. Among the respondents, there was a general consensus that if their loved ones used the site it would be silly not to join it as well. Despite this, the respondents were curious to learn more about Givelist and wanted more easily digestible information about the platform.

Hypothesis: If Givelist makes their website more aesthetically pleasing and informative, then it will encourage consumers to try their gift-giving platform.

Response Summary and Hypothesis #2

The first important similarity I noticed between the respondents is that they all mostly use the social media platforms, Instagram and Tik Tok. All respondents use Tik Tok for several hours a day for the same purpose, entertainment. However, Instagram is used for more personal use to

stay connected with friends and family. Because of this Tik Tok may be a better platform for advertising because users are open to learn new things and be exposed to creative content.

Additionally, all respondents have difficulties when purchasing gifts for others, especially people who already purchase gifts for themselves. They also find themselves worrying if the gift they chose is something their friend already owns. They also have similar associations when it comes to gift-giving. Some common associations were; celebration, happiness, spreading joy, holidays, and giving back to loved ones or the community. These associations are something to keep in mind when creating advertisements for Givelist as it can evoke emotions from users that help them associate joyful moments with the organization.

It is also worth noting that most respondents had little to no previous experience with using a gift-giving platform. There is a learning curve for new consumers. This is valuable to know because it means that advertisements may need to have an informational aspect to educate consumers on how the service and platform works. All respondents mentioned that when brands promote their brand, they want the ad to be informational, descriptive, and quickly let consumers know what they do. They mentioned that they like short and engaging videos which ties back to Tik Tok and inspires my hypothesis.

Hypothesis: Promoting Givelist's services through fun and descriptive Tik Tok videos will increase awareness of their platform amongst young females.

Response Summary and Hypothesis #3

Firstly, when asked about which social media platforms the participants used, all participants mentioned Instagram and TikTok. The estimated number of hours they used each platform varied, however, they all said they used Instagram everyday. Instagram was the top used

app across each interviewee. This is useful information for GiveList because GiveList is interested in mainly advertising on Instagram.

After being asked questions related to gift registries, most participants had little to no experience using a gift registry. Participant 3 had only used a gift registry to buy gifts off of for special occasions but not for themselves. This was an expected response because most gift registries are based on special occasions such as weddings and baby showers and the respondents are not around the typical age of being married or pregnant.

An interesting observation is that all participants used social media to search for gifts when buying for other people. This is interesting because this may be due to the pandemic. Participant 1 mentioned that they liked going to stores for gifts so they knew the exact quality of the item before buying. All participants said they buy gifts mostly for their friends or loved ones. However, they all said being present and listening was how they support their friends in need. This shows that though they give gifts mostly to friends, they support them through presence rather than presents. Giving gifts is seen as an action done during a positive occurrence, like celebrations, rather than a gesture of support in a time of need.

When asked what the most difficult part of the gift-giving process was, all participants said trying to buy a gift that the other person would like and utilize. Two out of three participants said they valued practicality over aesthetics. One participant noted that they valued ethical businesses and products and usually only buys from ethical brands. Two of the participants said they preferred to buy gifts that were sentimental and useful. This shows that when buying a gift, they seek personal and practical value.

Lastly, all participants had a positive reaction to the idea of GiveList and the GiveList website. However, they all mentioned that it was a great way to give back and did not focus on

the personal gift-giving aspect. This may be because the website is heavily focused on the charitable aspect of GiveList rather than the social aspect.

Hypothesis: If GiveList focused on advertising on Instagram they would be able to raise their awareness with women in their early 20's.

Response Summary and Hypothesis #4

In my interviews I found that, while relevance is an important part of the gift giving process, participants stressed the significance of the personalised value needed to create the “perfect gift”. Social media has been an important tool used by many businesses to gather information on consumer behavior through personalized advertisements through the use of cookies. A participant noted the power of personalized advertisements that peaked her interest when scrolling through Instagram. The consistency of Instagram as a preferred social media application was evident in the data collected by all participants. Instagram and Twitter serve as constants that psychologically drive market trends, choosing what is shown on homepages relative to the thousands or millions of posts made on the applications. The consistent refreshing of readily available content regulates shopping/purchasing habits on this age demographic that spends much of their time on social networking sites.

All three participants responded similarly when explaining the process of their gift purchasing rationale. This rationale was based on the preliminary sentimental effort put forth on the gifts purchased for someone they loved dearly. Emotional availability within this age demographic is noted as an important factor when crafting the ideal gift to give. Specialized gifts are part of the appeal to a new generation that places significant importance upon conveying love, care and kindness through their actions. All participants identified a pressure of searching for the “perfect” gift that will convey love and support to friends or family they wish to give a

gift to. The data of the respondents illustrates the requirements of adequate gifts as either useful, enjoyable or meaningful. Emotional conviction is evident in the necessary personalization. Due to the pressure of gifting the perfect gift, this process proves to be time consuming when searching online for the perfect personalized gift to support loved ones in need, according to all three of these participants.

Gift meaning plays a significant role in attracting the participants utilization of a brand's products or services as worthwhile businesses to support according to participant responses. All three participants stressed the importance of choosing a gift giving platform with the simple functionality of finding a gift, purchasing it and sending it to the gift recipient. The simplicity and integrity of businesses are key components when attracting consumers to use their sites, services or products. This age demographic showed intuition when dealing with technologically advanced modern business market strategies to attract consumers.

Hypothesis: If Givelist will increase its mission to spread the kindness of gift giving through advertisements to the target demographic's primary social media platform, the likelihood of the awareness within the age demographic will increase.

Finalized Hypotheses:

1. If Givelist makes their website more aesthetically pleasing and informative, then it will encourage consumers to try their gift-giving platform.
2. Promoting Givelist's services through fun and descriptive Tik Tok videos will increase awareness of their platform amongst young females.
3. If GiveList focused on advertising on Instagram they would be able to raise their awareness with women in their early 20's.

4. If Givelist will increase its mission to spread the kindness of gift giving through advertisements to the target demographic's primary social media platform, the likelihood of the awareness within the age demographic will increase.

Methodology

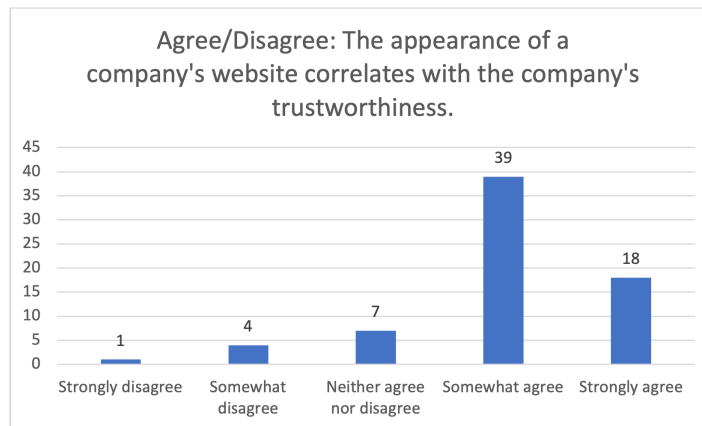
We collected data using an online survey which was distributed through M-Turk and via a link to personal connections who fit into our target market. This was the best way to conduct the survey because it collected a good amount of data in a relatively short time span. In the survey we asked several questions to test our specific hypotheses as well as some general questions regarding respondents' social media habits, preferred platforms, and what type of content typically stands out to them. A total of 70 respondents participated in this survey. 100% of the respondents were females ranging from 22 to 40 years of age. A large number of our respondents, about 44%, have received a 4 year degree and the mean income of all of the respondents was \$40,000 - \$49,999.

Research Findings

1. *If Givelist makes their website more aesthetically pleasing and informative, then it will encourage consumers to try their gift-giving platform.*

In our survey we asked respondents several questions regarding how a brand's aesthetic affects their perception of the brand's trustworthiness. Specifically, respondents were asked to what extent they agreed or disagreed with the following statement: The appearance of a company's website correlates with the company's trustworthiness. They were given 5 options ranging from strongly disagree to strongly agree. With the results, we conducted a one-sample

t-test and found with 95% confidence that our respondents do correlate aesthetics with trustworthiness (*Refer to Appendix 2: Figure A1*).



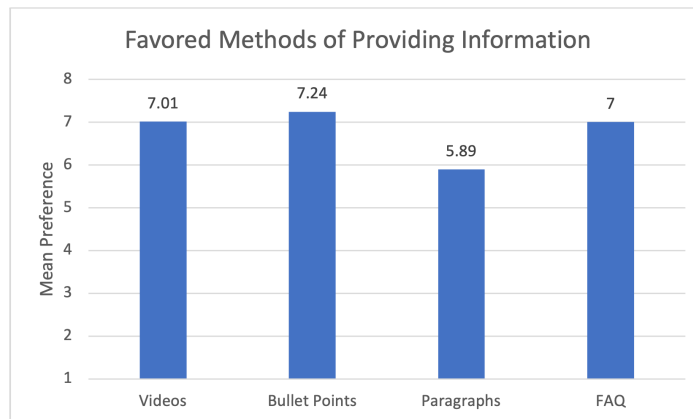
Further, we wanted to understand what our respondents thought an aesthetically pleasing website would look like. We asked respondents, “In your own words, what makes a website or advertisement aesthetically pleasing?” and compiled key words into a word cloud.



A common theme among respondents was that they liked websites to be free of clutter. So, users of Givelist would find the company more trustworthy if the website was easily navigable and aesthetically pleasing.

We also sought to understand how our respondents preferred to view information on a website. Specifically, we asked respondents to rank their preference on quick videos, bullet

points, descriptive paragraphs, and FAQ pages from 1 = least preferred to 10 = most preferred (Refer to Appendix 2: Figure A2).

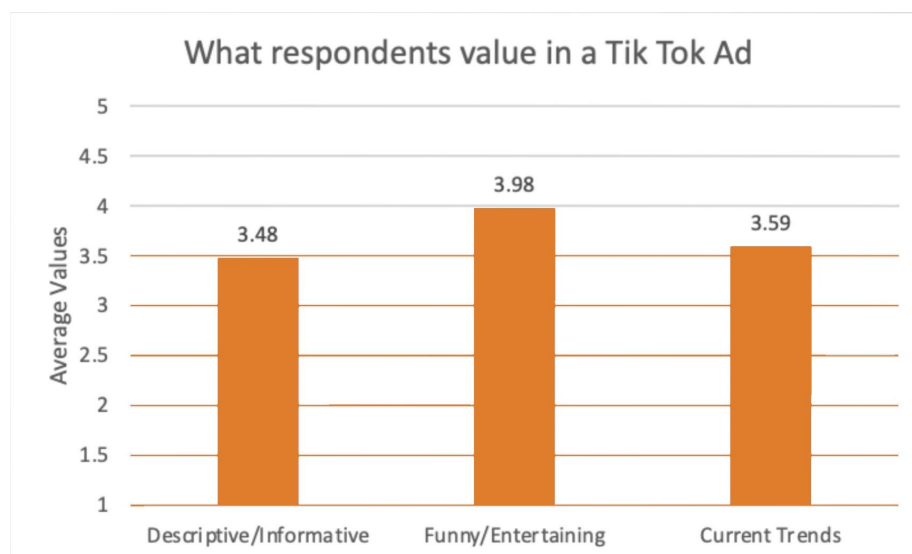


These results were less conclusive and there is no clear favored method here. So, it is up to the client's discretion to decide how to portray information on the website.

2. Promoting Givelist's services through fun and descriptive Tik Tok videos will increase awareness of their platform amongst young females.

In our survey we asked respondents about their attitudes towards Tik Tok and brands advertising to them through the platform. First, we asked how respondents value certain factors in a Tik Tok video. These factors include; being descriptive and informative, being funny and entertaining, and including current trends such as music and challenges. Respondents were able to respond to how much they value each factor on a five point scale, 1=Not At All, 2=A Little, 3=A Moderate Amount, 4=A Lot, 5=A Great Deal. We conducted a one-sample t-test with the comparison level of 3 and found with 95% confidence that the average importance/value of a Tik Tok is statistically higher than a moderate amount when it is descriptive and informative (Refer to Appendix 2: Figure B1).

Additionally, we ran a one-sample t-test with the comparison level of 3 and found with 95% confidence that the average importance/value of a Tik Tok is also statistically higher than a moderate amount when it is funny and entertaining (*Refer to Appendix 2: Figure B2*). When using a one-sample t-test to see if current trends are important to respondents, we also learned that with the comparison level of 3 we are 95% confident that the average importance/value of a Tik Tok is statistically higher when it does include current trends such as music and/or challenges (*Refer to Appendix 2: Figure B3*). All three factors mentioned above have statistically evidence to support that respondents value them in a Tik Tok, meaning that if they are included in the content, they will be more likely to enjoy them.



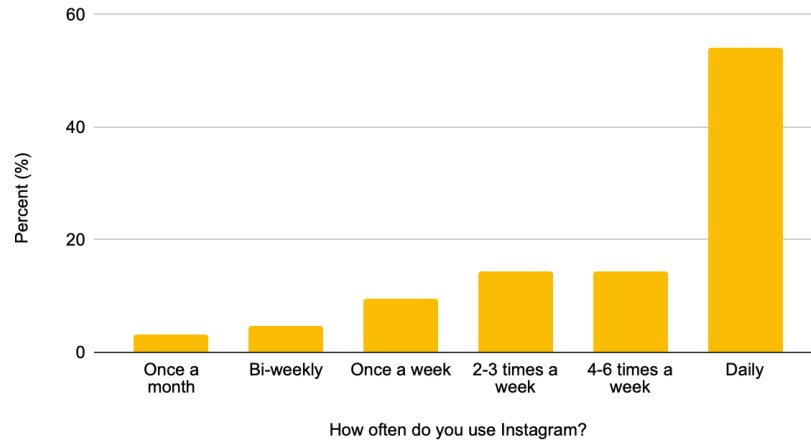
We asked respondents to think about an organization that provides a gift-giving service and how effective or ineffective they think Tik Tok would be in promoting said service to them. Respondents were given five answer choices, 1=Extremely Ineffective, 2=Very Ineffective, 3=Neither Ineffective Nor Effective, 4=Very Effective, 5=Extremely Effective. We ran a one-sample t-test with the comparison level of 3. With this, we found that with 99% confidence, the average view on how effective Tik Tok would be to promote a service/product such as

Givelist is statistically higher than being neither ineffective nor effective (*Refer to Appendix 2: Figure B4*). This means that, on average, more respondents thought it would be more effective than ineffective.



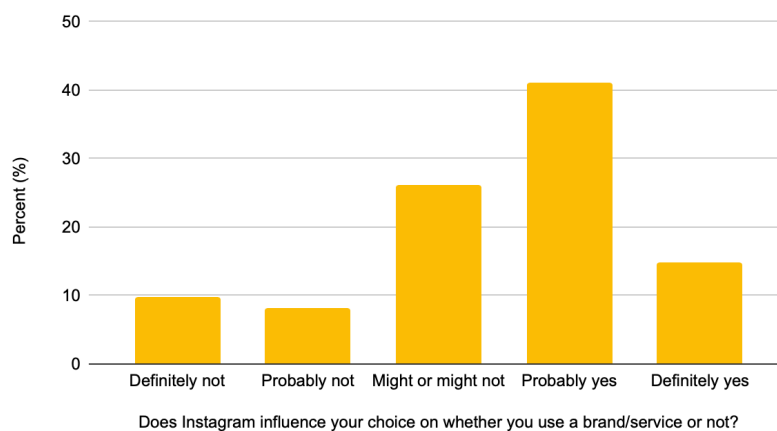
Lastly, we asked respondents to explain in their own words what makes a Tik Tok worth watching. With this information we have created a wordcloud to depict their responses. It is important to note that only 41 out of our total 70 respondents responded by using Tik Tok on a regular basis. However, out of these 41 respondents, there is statistical evidence to support the hypothesis that promoting Givelist through fun and descriptive Tik Tok videos will increase awareness of young Females.

How Often the Target Market Uses Instagram



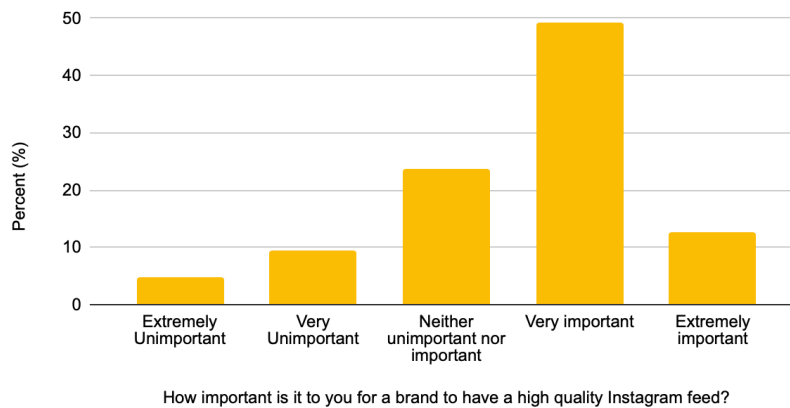
Next, we asked if the target market followed their favorite brands on Instagram. We found that 77% of the target market followed their favorite brands on Instagram (*Refer to Appendix 2: Figure C2*). Then we asked if the target market felt influenced by Instagram to use a brand or service. The data found that a majority of the target market felt influenced by Instagram to use a product or service (*Refer to Appendix 2: Figure C3*).

Target Markets opinion on being influenced by Instagram



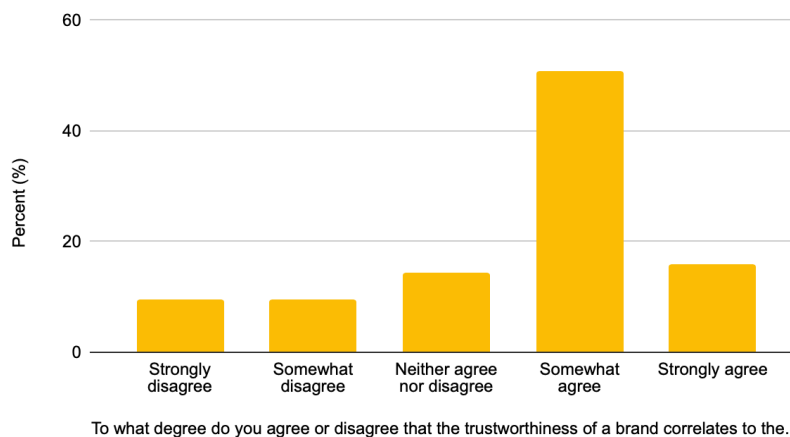
The next questions asked the respondents their opinion on the importance of a high quality Instagram feed. Over 60% of the respondents thought it was very important for a brand to have a high quality Instagram feed (*Refer to Appendix 2: Figure C4*).

How important it is for a brand to have a high quality Instagram feed for the Target Market



We also asked if they thought the trustworthiness of a brand was correlated to the brand's feed. Using a one-sample t-test, we discovered that with 95% confidence, on average, more respondents thought that the trustworthiness of a brand correlated to the brand's Instagram feed (*Refer to Appendix 2: Figure C5*). This can also be seen in a frequency distribution chart (*Refer to Appendix 2: Figure C6*). This is important data because it gives us insight into how much effort should be invested into producing quality content.

Correlation of trustworthiness of a brand to their instagram feed

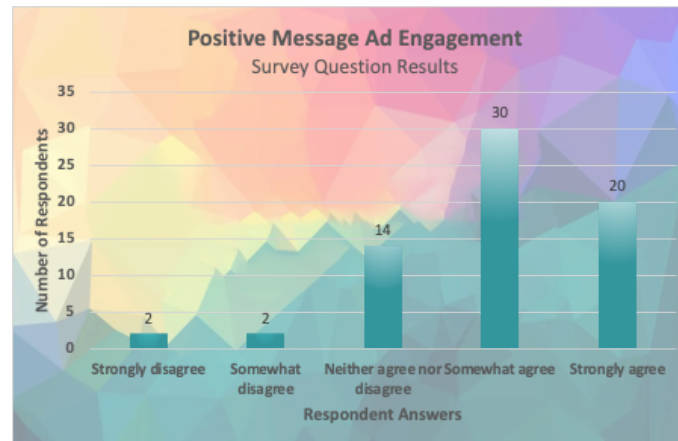


Lastly, we asked the respondents what social media platforms they used the most of the selected social media platforms, Twitter, FaceBook, Instagram, and Tik Tok. They were allowed

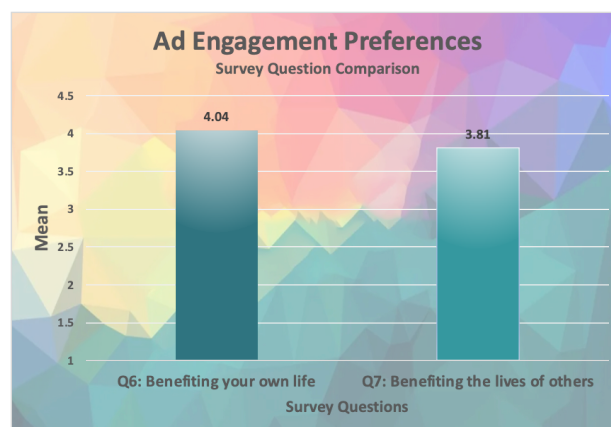
to pick as many platforms as they desired. From this data, we discovered that Instagram was the most used social media platform from the given platforms. Thus, the data supports and proves the hypothesis. Our client should advertise on Instagram to raise awareness with women in the target market.

4. If Givelist will increase its mission to spread the kindness of gift giving through advertisements to the target demographic's primary social media platform, the likelihood of the awareness within the age demographic will increase.

We asked the respondents a few questions pertaining to their personal opinion on gift giving. Respondents were asked to what extent they agreed or disagreed with the following question: I am more likely to click on a personalized advertisement on social media if the company is spreading a positive message. The response options ranged from strongly disagree, somewhat disagree, neither agree or disagree, somewhat agree and strongly agree. We conducted a one-sample t-test to find whether respondents somewhat agreed that they would be more likely to engage with an advertisement if the company was spreading a positive message. With 95% confidence, we found that respondents agree that they would engage with an advertisement spreading a positive message, as opposed to not engaging with the advertisement (Mean= 3.94, t-value= 4, p-value=.609) (Refer to Appendix 2: Figure D1).



Additionally, we asked respondents two questions pertaining to which extent they would agree or disagree with the following two questions: I am more likely to click on a personalized advertisement on social media if the company's product or service benefits the lives of others, or I am more likely to click on a personalized advertisement on social media if the company's product or service benefits my life in some way. The variables for the mean range from 1-5 (strongly disagree, somewhat disagree, neither agree or disagree, somewhat agree and strongly agree). We then conducted a one sample t-test to compare the likelihood that the respondents somewhat agree or strongly agree in comparison with either engaging more when an advertisement shows a product or service that benefits themselves, or the lives of others (*Refer to Appendix 2: Figure D2*).



According to our test, respondents show that they are more likely to engage with an advertisement when the product or service would benefit their lives (Mean=4.04, t-value=4, p-value= .634), as opposed to primarily benefiting the lives of others (Mean= 3.81, t-value= 4, p-value= .113). This data revealed with 95% confidence that while people are interested in benefiting the lives of others, self interest is the form of ‘positivity’ and kindness that respondents agree they are more likely to engage in.

Summary and Recommendations

As stated in the executive summary, we believe that Givelist should appeal to the self interest of the target audience, advertise on Tik Tok and Instagram, and maintain a professional website. By following these recommendations, we hold that Givelist will encourage their target audience to use the social gift-giving aspect of their platform.

Our research showed us that the target audience wants a service that will benefit themselves more than others. While the audience is interested in helping others, they are more concerned with themselves and products that will make their own lives better. So, if an advertisement for Givelist illustrated how the platform would better their life they would be more likely to engage with the advertisement and the service offered.

These types of advertisements would do well on Instagram and Tik Tok. Our research proved that Instagram is the most effective platform for connecting with the target audience. By maintaining a cohesive Instagram feed with a strong brand message, Givelist will be able to connect with their audience. Similarly, by producing trendy content on Tik Tok, the target audience will grow awareness for the brand and possibly be influenced to give on the platform.

Lastly, we found that it is extremely important to maintain a professional and navigable website. This will make the brand feel trustworthy and cohesive with other branding efforts. Givelist can put links to this website on their Instagram and Tik Tok profiles to encourage their audience to learn more about the platform.

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Slides Provided by Client:

- Givelist is a 2-sided marketplace and registry
- Competitors include: Amazon, Target, GoFundMe, Cuddly, Babylist, and other online retailers and registries
- Givelist stands out because:
 - Features all retailers
 - Community focus
 - Service level

Appendix 1: Final Survey Instrument

Researcher Description

You are asked to participate in a research study conducted by a group of Marketing students at the University of San Diego on behalf of a gift-giving platform. You were chosen to participate in this study and your participation is voluntary.

Purpose

You are asked to take part in a research study because we are trying to learn more about consumer behaviors when purchasing gifts for others. More specifically, we want to understand how we can increase awareness for a gift-giving platform. The purpose of this survey is to conduct research that will help our client increase awareness of their services. This survey will take approximately 8 minutes to complete.

Confidentiality

There will be no information obtained in connection with this study that can be identified with you. Your name, address or other information that may identify you will not be collected during this research study. When the results of the research are published or discussed in conferences, no information will be included that would reveal your identity.

Participation and Withdrawal

You can choose whether or not to be in this study. If you volunteer to be in this study, you may withdraw at any time without consequences of any kind. If the procedures of the study are unacceptable to you for any reason, your alternative is to not participate in the study.

We appreciate your participation in our study as your responses will help us better understand customer behavior. Thank you!

Q1 What gender do you identify with?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Non-binary / third gender (3)
- ☐ Prefer not to say (4)

Skip To: End of Survey If What gender do you identify with? != Female

Q2 What age range do you belong to?

- ☐ Under 22 (1)
- ☐ 22-25 (2)

- o 26-30 (3)
- o 31-35 (4)
- o 35-40 (5)
- o 41 and Older (6)

Skip To: End of Survey If What age range do you belong to? = Under 22

Skip To: End of Survey If What age range do you belong to? = 41 and Older

Page Break

Q3 Please rate the following actions, in terms of personal opinion, from 1 (Dislike a great deal) to 5 (Like a great deal).

	Dislike a great deal	Dislike somewh at	Neither like nor dislike	Like somewh at	Like a great deal
	1	2	3	4	5
Giving Gifts ()					
Receiving Gifts ()					

Q4 To what extent do you agree with this statement:

Giving gifts is a form of spreading kindness.

- o Strongly disagree (1)
- o Somewhat disagree (2)
- o Neither agree nor disagree (3)
- o Somewhat agree (4)
- o Strongly agree (5)

Q5 To what extent do you agree or disagree with the following statement:

I am more likely to click on a personalized advertisement on social media if the company is spreading a positive message.

- ☐ Strongly disagree (1)
- ☐ Somewhat disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Somewhat agree (4)
- ☐ Strongly agree (5)

Q6 To what extent do you agree or disagree with the following statement:

I am more likely to click on a personalized advertisement on social media if the company's product or service benefits my life in some way.

- ☐ Strongly disagree (1)
- ☐ Somewhat disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Somewhat agree (4)
- ☐ Strongly agree (5)

Q7 To what extent do you agree or disagree with the following statement:

I am more likely to click on a personalized advertisement on social media if the company's product or service benefits the lives of others.

- ☐ Strongly disagree (1)
- ☐ Somewhat disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Somewhat agree (4)
- ☐ Strongly agree (5)

Q8 To what extent do you agree or disagree with the following statement:

I am more likely to click on a personalized advertisement on social media if the company's advertisement shows a celebrity who supports or uses the product/service.

- ☐ Strongly disagree (1)
- ☐ Somewhat disagree (2)
- ☐ Neither agree nor disagree (3)

- ☐ Somewhat agree (4)
- ☐ Strongly agree (5)

Q9 To what extent do you agree or disagree with the following statement:

I am more likely to click on a personalized advertisement on social media if the video shows how the product/service is used or works.

- ☐ Strongly disagree (1)
- ☐ Somewhat disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Somewhat agree (4)
- ☐ Strongly agree (5)

Page Break

Q10 Do you use Instagram?

- ☐ Yes (1)
- ☐ No (2)

Skip To: Q19 If Do you use Instagram? = No

Page Break

Q11 How often do you use Instagram?

- ☐ Never (1)
- ☐ Once a month (2)
- ☐ Bi-weekly (3)
- ☐ Once a week (4)
- ☐ 2-3 times a week (5)
- ☐ 4-6 times a week (6)
- ☐ Daily (7)

Q12 How many hours do you spend on Instagram a day collectively?

0 2 5 7 10 12 14 17 19 22 24

Hours ()	
----------	--

Q13 Do you follow your favorite brands on Instagram?

- ☐ Yes (1)
- ☐ No (2)

Q14 How important is it to you for a brand to have a high quality Instagram feed?

- ☐ Extremely Unimportant (1)
- ☐ Very Unimportant (2)
- ☐ Neither unimportant nor important (3)
- ☐ Very important (4)
- ☐ Extremely important (5)

Q15 To what degree do you agree or disagree that the trustworthiness of a brand correlates to the appearance of their Instagram?

- ☐ Strongly disagree (1)
- ☐ Somewhat disagree (2)
- ☐ Neither agree nor disagree (3)
- ☐ Somewhat agree (4)
- ☐ Strongly agree (5)

Q16 Does Instagram influence your choice on whether you use a brand/service or not?

- ☐ Definitely not (1)
- ☐ Probably not (2)
- ☐ Might or might not (3)
- ☐ Probably yes (4)
- ☐ Definitely yes (5)

Q17 What social media platform do you use the most to find information about a brand? (Select all that apply)

- ☐ Instagram (1)
- ☐ TikTok (2)
- ☐ Twitter (3)
- ☐ Facebook (4)
- ☐ None of the Above (5)

Q18 What social media platforms do you use the most to discover new brands? (Select all that apply)

- ☐ Instagram (1)
- ☐ TikTok (2)
- ☐ Twitter (3)
- ☐ Facebook (4)
- ☐ None of the Above (5)

Page Break

Q19 How often do you use Tik Tok?

- ☐ Never (1)
- ☐ Once a month (2)
- ☐ A few times a month (3)
- ☐ A few times a week (4)
- ☐ Everyday (5)

Skip To: Q25 If How often do you use Tik Tok? = Never

Skip To: Q25 If How often do you use Tik Tok? = Once a month

Page Break

Q20 How much do you value each of the following in a Tik Tok ad?

	Not at all (1)	A little (2)	A moderate amount (3)	A lot (4)	A great deal (5)
It's descriptive and informational (1)	☐	☐	☐	☐	☐
It's funny/entertaining (2)	☐	☐	☐	☐	☐
Includes current trends (music, challenges, etc.) (3)	☐	☐	☐	☐	☐
If other, please add here and rate: (4)	☐	☐	☐	☐	☐

Q21 In your own words, please explain what makes a Tik Tok worth watching.

Q22 If you see a new brand you like advertise on Tik Tok, how likely are you to try their product/service?

- ☐ Extremely unlikely (1)
- ☐ Somewhat unlikely (2)
- ☐ Neither likely nor unlikely (3)
- ☐ Somewhat likely (4)
- ☐ Extremely likely (5)

Q23 Compared to all other forms of advertising, how much more effective do you think Tik Tok ads are in terms of catching YOUR attention?

- ☐ Extremely ineffective (1)
- ☐ Very ineffective (2)
- ☐ Neither ineffective nor effective (3)

- o Very effective (4)
- o Extremely effective (5)

Q24 Think about an organization that provides a gift-giving service which allows you to easily find gifts to buy for your friends and family, eliminating the stress associated with buying gifts.

If this organization wants to make a quick and informative video to promote their service, how effective or ineffective would Tik Tok be to show you this video?

- o Extremely ineffective (1)
- o Very ineffective (2)
- o Neither ineffective nor effective (3)
- o Very effective (4)
- o Extremely effective (5)

Page Break

Q25 On a scale of 1 (least preferred) to 10 (most preferred), rank the following depending on you preference for viewing information on an organization's website.

1 2 3 4 5 6 7 8 9 10

Quick video ()	
Bullet points with key information ()	
Descriptive paragraphs ()	
FAQ page ()	

Q26 To what extent do you agree or disagree with the following statement:

The appearance of a company's website correlates with the company's trustworthiness.

- o Strongly disagree (1)
- o Somewhat disagree (2)

- Neither agree nor disagree (3)
- Somewhat agree (4)
- Strongly agree (5)

Q27 In your own words, what makes a website or advertisement aesthetically pleasing?

Q28 How important are aesthetics to you when it comes to a brand's product or website? (This aesthetic could include visually pleasing colors, fonts, pictures and themes)

- Extremely unimportant (1)
- Very unimportant (2)
- Moderately important (3)
- Very important (4)
- Extremely important (5)

Q29 Where do you go to learn more information about an organization?

- The organization's website (1)
- Crowd-sourced reviews (like Yelp) (2)
- The organization's social media (3)
- Word of mouth (4)

Page Break

Q39 What is your age?

- Under 18 (9)
- 18 - 24 (10)
- 25 - 34 (11)
- 35 - 44 (12)
- 45 - 54 (13)
- 55 - 64 (14)
- 65 - 74 (15)

- o 75 - 84 (16)
- o 85 or older (17)

Q38 What is your income?

- o Less than \$10,000 (9)
- o \$10,000 - \$19,999 (10)
- o \$20,000 - \$29,999 (11)
- o \$30,000 - \$39,999 (12)
- o \$40,000 - \$49,999 (13)
- o \$50,000 - \$59,999 (14)
- o \$60,000 - \$69,999 (15)
- o \$70,000 - \$79,999 (16)
- o \$80,000 - \$89,999 (17)
- o \$90,000 - \$99,999 (18)
- o \$100,000 - \$149,999 (19)
- o More than \$150,000 (20)

Q37 What is your education?

- o Less than high school (9)
- o High school graduate (10)
- o Some college (11)
- o 2 year degree (12)
- o 4 year degree (13)
- o Professional degree (14)
- o Doctorate (15)

Page Break

Q30 Thank you for your participation.

Appendix 2: SPSS Output

Hypothesis 1:

Figure A1: One Sample T-Test

One-Sample Statistics					
	N	Mean	Std. Deviation	Std. Error Mean	
To what extent do you agree or disagree with the following statement: The appearance of a company's website correlates with the company's trustworthiness.	69	4.00	.857	.103	

One-Sample Test					
	Test Value = 0				
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference Lower Upper
To what extent do you agree or disagree with the following statement: The appearance of a company's website correlates with the company's trustworthiness.	38.748	68	.000	4.000	3.79 4.21

Figure A2: Frequency Table

	On a scale of 1 (least preferred) to 10 (most preferred), rank the following depending on your preference for viewing information on an organization's website. – Quick video	On a scale of 1 (least preferred) to 10 (most preferred), rank the following depending on your preference for viewing information on an organization's website. – Bullet points with key information	On a scale of 1 (least preferred) to 10 (most preferred), rank the following depending on your preference for viewing information on an organization's website. – Descriptive paragraphs	On a scale of 1 (least preferred) to 10 (most preferred), rank the following depending on your preference for viewing information on an organization's website. – FAQ page
N	Valid 69	70	70	70
	Missing 1	0	0	0
Mean	7.0145	7.2429	5.8857	7.0000

Hypothesis 2:

Figure B1: One Sample T-Test (Descriptive/Informative)

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
How much do you value each of the following in a Tik Tok ad? – It's descriptive and informational	40	3.48	.960	.152

One-Sample Test						
Test Value = 3						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
How much do you value each of the following in a Tik Tok ad? – It's descriptive and informational	3.128	39	.003	.475	.17	.78

Figure B2: One Sample T-Test (Funny/Entertaining)

One-Sample Statistics				
	N	Mean	Std. Deviation	Std. Error Mean
How much do you value each of the following in a Tik Tok ad? – It's funny/entertaining	40	3.98	.862	.136

One-Sample Test						
Test Value = 3						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
How much do you value each of the following in a Tik Tok ad? – It's funny/entertaining	7.154	39	.000	.975	.70	1.25

Figure B3: One Sample T-Test (Current Trends)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
How much do you value each of the following in a Tik Tok ad? - Includes current trends (music, challenges, etc.)	39	3.59	1.069	.171

One-Sample Test

Test Value = 3						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
How much do you value each of the following in a Tik Tok ad? - Includes current trends (music, challenges, etc.)	3.445	38	.001	.590	.24	.94

Figure B4: One Sample T-Test (Effectiveness)

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Think about an organization that provides a gift-giving service which allows you to easily find gifts to buy for your friends and family, eliminating the stress associated with buying gifts. If this organization wants to make a quick and informative video to promote their service, how effective or ineffective would Tik Tok be to show you this video?	40	3.98	.800	.127

One-Sample Test

Test Value = 3						
	t	df	Sig. (2-tailed)	Mean Difference	99% Confidence Interval of the Difference	
					Lower	Upper
Think about an organization that provides a gift-giving service which allows you to easily find gifts to buy for your friends and family, eliminating the stress associated with buying gifts. If this organization wants to make a quick and informative video to promote their service, how effective or ineffective would Tik Tok be to show you this video?	7.706	39	.000	.975	.63	1.32

Hypothesis 3:

Figure C1: Frequency Table

How often do you use Instagram?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Once a month	2	2.9	3.2	3.2
	Bi-weekly	3	4.3	4.8	7.9
	Once a week	6	8.6	9.5	17.5
	2-3 times a week	9	12.9	14.3	31.7
	4-6 times a week	9	12.9	14.3	46.0
	Daily	34	48.6	54.0	100.0
	Total	63	90.0	100.0	
Missing	System	7	10.0		
Total		70	100.0		

Figure C2: Frequency Table

Do you follow your favorite brands on Instagram?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	48	68.6	77.4	77.4
	No	14	20.0	22.6	100.0
	Total	62	88.6	100.0	
Missing	System	8	11.4		
Total		70	100.0		

Figure C3: Frequency Table

Does Instagram influence your choice on whether you use a brand/service or not?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Definitely not	6	8.6	9.8	9.8
	Probably not	5	7.1	8.2	18.0
	Might or might not	16	22.9	26.2	44.3
	Probably yes	25	35.7	41.0	85.2
	Definitely yes	9	12.9	14.8	100.0
	Total	61	87.1	100.0	
Missing	System	9	12.9		
Total		70	100.0		

Figure C4: Frequency Table

How important is it to you for a brand to have a high quality Instagram feed?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely Unimportant	3	4.3	4.8	4.8
	Very Unimportant	6	8.6	9.5	14.3
	Neither unimportant nor important	15	21.4	23.8	38.1
	Very important	31	44.3	49.2	87.3
	Extremely important	8	11.4	12.7	100.0
	Total	63	90.0	100.0	
Missing	System	7	10.0		
Total		70	100.0		

Figure C5: One-Sample T-Test

One-Sample Test						
Test Value = 4						
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
To what degree do you agree or disagree that the trustworthiness of a brand correlates to the appearance of their Instagram?	-3.145	62	.003	-.460	-.75	-.17

Figure C6: Frequency Table

To what degree do you agree or disagree that the trustworthiness of a brand correlates to the appearance of their Instagram?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	8.6	9.5	9.5
	Somewhat disagree	6	8.6	9.5	19.0
	Neither agree nor disagree	9	12.9	14.3	33.3
	Somewhat agree	32	45.7	50.8	84.1
	Strongly agree	10	14.3	15.9	100.0
	Total	63	90.0	100.0	
Missing	System	7	10.0		
Total		70	100.0		

Hypothesis 4:

Figure D1: Frequency Table

Statistics

To what extent do you agree or disagree with the following statement:

I am more likely to click on a personalized advertisement on social media if the company is spreading a positive message.

N	Valid	68
	Missing	2
Mean		3.94

To what extent do you agree or disagree with the following statement:

I am more likely to click on a personalized advertisement on social media if the company is spreading a positive message.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	2.9	2.9	2.9
	Somewhat disagree	2	2.9	2.9	5.9
	Neither agree nor disagree	14	20.0	20.6	26.5
	Somewhat agree	30	42.9	44.1	70.6
	Strongly agree	20	28.6	29.4	100.0
	Total	68	97.1	100.0	
Missing	System	2	2.9		
Total		70	100.0		

Figure D2: One Sample T-Test

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
To what extent do you agree or disagree with the following statement: I am more likely to click on a personalized advertisement on social media if the company's product or service benefits my life in some way.	69	4.04	.756	.091
To what extent do you agree or disagree with the following statement: I am more likely to click on a personalized advertisement on social media if the company's product or service benefits the lives of others.	70	3.81	.967	.116

One-Sample Test

Test Value = 4

	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
To what extent do you agree or disagree with the following statement: I am more likely to click on a personalized advertisement on social media if the company's product or service benefits my life in some way.	.478	68	.634	.043	-.14	.23
To what extent do you agree or disagree with the following statement: I am more likely to click on a personalized advertisement on social media if the company's product or service benefits the lives of others.	-1.606	69	.113	-.186	-.42	.04

Appendix 3: In-Depth Interview Guide and Notes

Isabella Interview Notes:

1. What are your most used social media platforms?

Participant 1: Uses twitter and snapchat the most, IG and TikTok sometimes.

Participant 2: Instagram, Twitter, TikTok, Facebook, Snapchat. In that order. IG and Twitter are equal.

Participant 3: Instagram and snapchat.

2. How do you support their friends when they are in need?

Participant 1: Talk to them and let them vent if they need to. Also will offer any help to them if necessary.

Participant 2: Try to use supportive and uplifting language. Mostly try to listen to them and only provide solutions if that's something they want. Be a positive person in their life and make her presence known.

Participant 3: Listens to them and asks how she can help.

3. Have you ever used a gift registry?

Participant 1: She has bought gifts for someone else, never made one. For cousin's wedding or baby shower.

Participant 2: No

Participant 3: Yes

4. Do you know of any gift giving platforms? If so, please name them.

Participant 1: Used registries through Amazon or Target.

Participant 2: Not really. Only platforms she knows of, gift giving isn't their purpose. For example, she got a Lululemon gift card through their platform and sent via email to the recipient.

Participant 3: Target gift registry, Amazon, and Bed Bath and Beyond.

5. *Do you make wish lists? If so, how often and how/where do you make them?*

Participant 1: Has a list in notes app, doesn't use a platform for that. Has a long-term wish list with more expensive items. Updates list once every month or so.

Participant 2: Doesn't usually make giftlists. Usually short term/day of. Only makes them for Christmas on notes app.

Participant 3: No. She used to. Keeps track of things she wants in her head.

6. *What does your gift-buying process look like? Please explain each step, from choosing what to get, where to get it, and how.*

Participant 1: Think about where the person would shop and find something they think they would like from that shop. Maybe resort to a gift card if she doesn't know exactly what they would like.

Participant 2: When approaching bday/holiday she will keep notes with the person's name and write ideas as they come to her. Does a lot of gift shopping in person and purchases them from stores she normally frequents. Occasionally goes to different stores. Price of a gift depends on the person. Range from \$50-200.

Participant 3: Think about the person and what they like. Probably determine price based on relation and how important they are. Based on what she thinks the person likes and where they shop.

7. *What is the most difficult part, in your opinion, about purchasing a gift for someone?*

Participant 1: Figuring out what they want if you don't know them very well. Also, whether or not they already have the product.

Participant 2: Thinking of the gift.

Participant 3: Knowing what to get. Trying to figure out what the best gift would be and if they would use it.

8. *What comes to mind when you think of giving gifts?*

Participant 1: Christmas!

Participant 2: Gift bags and bows, wrapping paper. Worried about the presentation of the gift and the reaction that the person will have. She can never wrap the gift too far in advance because she will want to give it to them too early.

Participant 3: How the recipient will use it and how they will like it. She likes seeing how people react, loves when they love the gift they receive.

9. *Who do you buy gifts for?*

Participant 1: Parents and a couple of closest friends.

Participant 2: Close friends (birthdays), boyfriend, parents and brother, occasionally bring small gifts to teachers/coworkers.

Participant 3: Family and friends.

10. *What is most important to you when learning about a new product or service? For example: Do you look at product features, aesthetics, etc.?*

Participant 1: Price is most important.

Participant 2: Price is a big factor. Opportunity cost, is it worth it to use the service or should she just do it on her own.

Participant 3: Taste, quality. Depends on the product or service.

11. *Can you give me some examples of how brands have captured your attention in the past?*

Participant 1: Brands that use social media platforms and interact directly with customers. She notices brands that use TikTok and want customer feedback.

Specific brand: TacoBell on TikTok, smaller brands do this too.

Participant 2: Commercials in Superbowl. Consumes a lot of social media so brands using ads/boosted posts catch her attention. Especially attention catching when an ad looks like it should belong on your feed. Ex. ads for local restaurants catch her attention because they are in spots she frequents anyway. Same with clothing.

Participant 3: Ads on social media. Seeing influencers using a brand. Mostly in IG and TikTok.

Rebecca Interview Notes:

1. *What are your most used social media platforms?*

Participant 1: My most used social media platforms would be, Instagram, and Snapchat and Tik Tok.

Participant 2: I use Instagram and Tik Tok the most.

Participant 3: I use Instagram, Tik Tok, and Twitter.

Do you use them for different purposes or are there different things you're looking for on different platforms? How much time do you spend on each platform?

Participant 1: Um yeah, I would say Snapchat is more so to connect with friends. I would say Instagram is more for following brands and people that I like. And I use Tik Tok more just for entertainment. I think I spend the most time on Instagram, maybe 3 hours. And I definitely spend a lot of time on Tik Tok as well, maybe 2 hours or more.

Participant 2: I use them because I think they are entertaining. I can keep up with friends and family on Instagram and I like to share my own photos for my followers to see. Tik Tok is just very entertaining and I can spend hours just scrolling through it. I think I spend a few hours on each platform.

Participant 3: I use Instagram for personal life, seeing what friends and family are doing, as well as sharing what I am doing in my life. I use Tik Tok for entertainment and to just kill time. Twitter is more for news. I probably spend 1 hour on Instagram, 1.5 hours on Tik Tok and 30 minutes on Twitter.

Since you use different platforms for different purposes, is there one where you prefer to see ads and more likely to respond better to them?

Participant 3: I'd rather see brands on Tik Tok versus Instagram because I don't want to shop on Instagram because I use it for personal life. I don't go on Instagram for the purpose of interacting with brands. I actually just think it's annoying to see an

advertisement between my friends' posts. Tik tok is better because it is where I learn things and I'm open to being exposed to new things. I see so many apps are branded on Tik Tok because it's more of a creative way to advertise and they can make eye-catching videos.

2. *How do you support your friends when they are in need?*

Participant 1: I usually try to reach out to them to check in on them. I'm either face timing or texting them. You know, just the usual. Or if I'm near them of course I would go hang out with them. And yeah, give them advice.

Participant 2: Well it depends on what they are in need of I guess. I think I support them because I am always available to talk to them about anything. I'm very reliable. For example, if they are going through a tough time I try to cheer them up by hanging out and doing something fun.

Participant 3: I support my friends by listening to them. I try to not give them too much personal advice because everyone is different and has different situations. But I try to support them by encouraging them to follow their dreams. I'm always rooting for them.

3. *Have you ever used a gift registry before?*

Participant 1: I have not.

Participant 2: No, I have not.

Participant 3: Not for myself, but I have purchased things for others from their registries. I've used Target, Pottery Barn, and Babies-R-Us. For weddings and baby showers.

4. *Do you know of any gift giving platforms and if so, can you name some of them?*

Participant 1: Gift giving platforms? I don't really know. Yeah, I've never really used it so I don't really know any off the top of my head.

Participant 2: I know people can make gift registries on Amazon.

Participant 3: No, I don't know except for gift registries like the ones I just mentioned. Or would 'Go-Fund Me' be an example? *Yes, absolutely.* Yeah because there you can give money to different organizations or individuals such as homeless people or someone whose house has burned down, for example.

5. *Do you ever use wish lists yourself and if so, how often and how do you make them?*

Participant 1: I do, probably just around Christmas time to help my family members know what I want for Christmas and for my birthday because they're right around the corner from each other but I make them kind of like a vision board of the stuff that I like. Either if it's clothes like I give them examples of other people wearing them so I create a vision board of my style for the year. And then they know what to buy me, or they buy me similar stuff if they can't find the exact item.

Participant 2: Yeah I have made wish lists that I usually show my mom. She wants to know what I want for birthdays and christmases. I usually just put links to different things on a document. I guess I do also kind of make wish lists just for myself on pinterest and then I go there for inspiration.

Participant 3: No I don't. I wish I did because maybe I would get more stuff. Only at Christmas time I might make a small one for my mom. I used to make them more when I was younger.

6. *What does your gift buying process look like?*

Participant 1: Okay, well it depends on the person but if it was for a family member obviously I would know their style what they like very well. So I'd probably start by browsing websites, knowing their favorite stores. And then if I could go to the mall I would go to the mall and find it or if it wasn't available, I would order it to the store. I guess it starts off as researching and searching for gifts. And then it goes to buying the gift, receiving the gift, wrapping the gift and eventually giving the gift.

Participant 2: When I am getting gifts for friends or family I usually start to think about it ahead of time and remember when they mention things that they really want. I think I know my friends and family pretty well and have a good idea of what they like. So I basically just try to think about what they like at the moment or if they have mentioned something they want. If I can get it at a store close by then I will, or else I order it online. And a big part for me when giving gifts is wrapping it really pretty, I think that makes a huge difference and is very important.

Participant 3: First of all, I start by laying out all the options to figure out what will be best to get for that specific person. I then try to find the cheapest option or best deals available. I then figure out if I can buy it online or in store because of timing. I will pick it up in the store because you don't need to pay for shipping. Then I usually find more stuff in the store that goes with the gift. And lastly, I just wrap it and give it to them.

7. *What is the most difficult part, in your opinion, about purchasing a gift for someone?*

Participant 1: Honestly, I feel like sometimes it is difficult finding the gift itself and if I don't know somebody very well it can be kind of a struggle to actually find something that they would actually like. Other than that, I would just be buying something that I think they would like. Or something that I know I would like. So I feel like it is a struggle of actually figuring out what someone would want as a gift.

Participant 2: I guess the most difficult part is when you can't think of what to get them. It's harder for some people that already buy lots of presents for themselves and it feels like they already have everything they want.

Participant 3: Trying to figure out if they have it already or something similar. I like to get people something they don't already have. I'm more sentimental and don't want to give something generic that isn't personal.

8. *What comes to mind when you think about giving gifts?*

Participant 1: I guess I would think about birthdays, and Christmas. I guess maybe celebration is a word that I think of. And making other people happy. So like giving back, giving celebration.

Participant 2: I think about being creative, spreading joy, and celebrating.

Participant 3: I think the first thing that comes to mind when you ask that is happiness. I like giving gifts because I like seeing their reaction. I like making people feel appreciated and loved.

9. *Who do you buy gifts for?*

Participant 1: I would say my very close friends and my family. That's typically who I purchase things for, and myself.

Participant 2: Friends and family, anyone I really care about or has helped me out in any way.

Participant 3: I buy gifts for friends, family, and occasionally for a boss or something. Basically anyone important in my life. I also buy gifts for things like 'Toys for Tots' during the holidays, helping those in need.

10. *What is most important to you when learning about a new product or service? For example, do you look at product features, aesthetics, or anything else?*

Participant 1: Definitely aesthetics for sure. Yeah, also features, depending on if it's clothing obviously material and the quality of it, or the durability. If I'm buying clothes or electronics and a laptop for example, I want to make sure it's a durable product. But definitely aesthetically pleasing for sure, I don't want to ever look at an ugly product or ugly clothing.

Participant 2: I think product features are very important and the quality of it. If I am going to spend money on something I want it to be worth the price. But aesthetics are definitely very important also because then it's visually appealing.

Participant 3: I think aesthetic is a big one. A brand can't differentiate themselves if they don't have good aesthetics. Price also plays a big part, I want the best deal. I also think it's important that my values lineup with the values of the brand.

11. *Can you give me some examples or think about how brands have been able to capture your attention in the past?*

Participant 1: Um, yeah, I would definitely say recently, because of the pandemic, I would definitely say social media has been a big thing for me, catching my eye of certain products or just even brands that I already have followed for a long time. They've been shifting their focus to a lot of social media ads and promoting, you know, their products on social media, specifically Instagram for me. Especially for the pandemic, that's how I've been finding new products. It is from the social media ads and that's what has helped catch my eye and make me want to purchase items.

Participant 2: I think on social media I come across a ton of brands trying to market their products but it needs to be very eye-catching for me to even notice it. I think what I like that some brands do is be very informational about the products so that I immediately get an idea of what it is and how it works. For example, if it's a clothing brand, I want to see quick photos or videos showing lots of different people wearing it so that I can understand how it will look on me. So definitely being informative is most important.

Participant 3: Like I said, aesthetics is important. And I think it's cool when brands give back to the community because it really shows their values. I like that I find them through the charity they do instead of them trying to find me as a consumer. For example, a brand might advertise that a certain percentage of their profits go to a certain charity. I like when brands don't post super basic content, I like creativity, especially in videos. I'm honestly lazy and I don't want to read any texts so just tell me what it is in a quick video. Using influential people also captures my eyes, but it depends if I like the influencer or

not. It's important that it's a respectable influencer and someone that actually represents the brand well.

And when you see ads on Instagram, if it's either scrolling through your feed or on stories. How often do you take time to look at them and can you think of times where you just scroll past them or if there was something that gets you to look more into it?

Participant 1: Yeah, I would say, if I saw maybe 10 ads a day, five of them would actually catch my eye and I've probably interacted with the ad myself or sent it to my mom or my sisters for them to check it out because it caught my eyes

12. Now I'm going to show you this company called GiveList. This is their website and they have a platform where you can make wish-lists for yourself and find your friends' or families' wish-lists, making it easier to find gifts for loved ones. This is what their website looks like. When you first see this website what is your initial reaction and first impression?

Participant 1: Well, it's very organized, which I like from the start. And it was very easily explained just from that little sentence of a universal wish list and gift giving platform. So automatically I know what it's about and what they're trying to do. And it's not overwhelming, which is good.

Participant 2: I think it's nice but I don't think I get an immediate understanding of what it actually is. I think it would be better to see some examples of what a wish list looks like when you make one on here. Or even better, a quick promo video would be very cool. Also, it could be more aesthetically pleasing and use better fonts.

Participant 3: I love the concept but I do not like their website. I don't like the colors. I think it would look better with one color scheme. It would be more aesthetically pleasing to use neutral or pastel colors. I don't like that they used that stock photo, makes it seem so impersonal. I think it would be better to have a cartoon or sketch outline of a present. There's also way too much text, I don't want to read all that. A video would be helpful to understand the idea right away.

Esme Interview Notes:

1. *What are your most used social media platforms?*

Participant 1: Um, I say Instagram, Snapchat, and YouTube doesn't count as one does it? Or doesn't? Sometimes it does. I would say that one, probably more than everything else. But if YouTube doesn't count then Instagram.

Participant 2: Snapchat, TikTok, Twitter and Instagram.

Participant 3: Probably Instagram and Tiktok.

2. *How often do you use Instagram?*

Participant 1: Um, every day?

Participant 2: Everyday. Like three, four hours.

Participant 3: Probably I think my screen time like I've checked my screen time before, and each one is like, probably an hour and a half per day like added up.

3. *How do you support their friends when they are in need?*

Participant 1: How do I support my friends? Um, talk to them. Usually, it'll be like, I text them and ask if they want to hang out or offer to go over or like to buy them stuff.

Participant 2: It depends on what they need. But I'm always there to offer a shoulder or an ear? Whatever.

Participant 3: Being a good listener.

4. *Have you ever used a gift get gift registry?*

Participant 1: Yeah, I have I think for wedding or maybe a baby shower.

Participant 2: No.

Participant 3: Yes. Like I purchased off one.

5. *Do you know any gift giving platforms? And if so please name them. An example of that would be Amazon with their wish list?*

Participant 1: I don't think I've ever used a feature like that on a website.

Participant 2: No.

Participant 3: I know the Amazon one. Yeah, and then I don't know. I know. Like what does that like a baby store that like Toys R Us used to have them and stuff? I know they're not in business anymore.

6. *Do you make wish lists? And if so, how often? And how, where do you make them?*

Participant 1: Um, I do on like clothing shopping apps. Like, instead of adding it to the cart, like those, there's usually like a little heart. And I'll just heart it. So I could go look at it later. But it's not one that like, other people would have access to. It's like, just for myself, I guess to like, save it for later.

Participant 2: No, I don't.

Participant 3: No, I don't.

7. What does your gift buying process look like for someone?

Participant 1: Like, sometimes the idea has like, like, for example, like for Michael, I got him a ring for Christmas. And I just, I was like, browsing online, and I saw it and then I was like, oh, that'd be a big Christmas gift. I wasn't like, oh, he needs a ring. But then I found reasons like why he would kind of want it or need it. Um, yeah, I don't know, usually start with me. Like, I'm already just browsing and stuff online. And then I'll see something and be like, oh, that'd be cute for whoever or if it's, like, for someone. Like for someone's birthday or something, and I know it's like coming up, then I guess I would think of like, what they're into or what shows they like and stuff like that. For small things, I'll just like to go to Target. Especially if it's for a girl like Target is like really easy to get makeup like candles, like little things. I feel like it's harder for a guy. It just depends on the person, I don't have like one place that I get everything. Unless it's a girl, I usually just go to Target.

Participant 2: It usually depends on the person, I usually tend to go for more sentimental gifts. So I would usually go to the store, buy the gift by bag for the gift card? And then give the person.

Participant 3: I usually like to see things on like social media that I like. And then I go to the place where they bought them. And then I usually buy them like, do you mean like that? Like, what's kind of more popular and social media, and like people that I follow, like, what they're wearing. And then also, people that post, like, discount codes, or like sales and stuff, I usually use those a lot. So then I'll go buy something using a discount code.

8. *What is the most difficult part, in your opinion about purchasing a gift for someone?*

Participant 1: It's probably deciding if it's something they would like, or if I'm buying it because I like it, and want them to have it. Or sometimes it's hard to just narrow it down to like one thing or like to stay within the budget, I want to stay in the budget that I want to stay in. Because sometimes like, I want to buy a bunch of stuff for one person and like, it shouldn't. So yeah.

Participant 2: Probably figuring out what they would like.

Participant 3: Ooh. Probably, like wondering if it's something that they would have really bought themselves. Like that.

9. *What comes to mind when you think of buying gifts, or giving gifts? giving gifts? Like a phrase or a word?*

Participant 1: I'm probably imagining them opening it.

Participant 2: Friends.

Participant 3: Probably love because gifts are my love language.

10. Who do you usually buy gifts for?

Participant 1: Michael, my boyfriend.

Participant 2: All my friends.

Participant 3: My friends.

11. What is most important to you when learning about a new product or service?

Participant 1: Um, probably quality is the biggest one. I'd rather spend more money on one nice thing than a bunch of cheaper things. So I'd say qualities are also I try to not shop like super fast fashion all the time. Buying more from like an ethical company is made with certain materials that are more favorable.

Participant 2: I guess it would just be like the function of it like, Is it going to work for what I need? Depending on what it is, if there is something I need that's functional, and they have an aesthetic version of it, then yeah, I would probably go with that.

Participant 3: I like to look at the reviews that'll usually break be like a deal breaker if I buy something based on the reviews.

12. Can you give me some examples of how brands have captured your attention in the past?

Participant 1: I'd say I mean, it's usually on like social media, or anything. Um, that either like the style of pictures that they do, the types of models they use. And also like, fonts are really important to me, like, I like nice clean, like certain guys just stand out more to me and also

respect my boyfriend. Also certain colors. Like, for example, like glossier is that like baby pink? And that's my favorite color. So like, I'm more inclined to buy their stuff because their whole, like, everything I do is like baby pink.

Participant 2: Personally, for me, a brand that I like, that I really tend to stick with is Nike. And I think, I guess it's more aesthetic now because it's become a trend. So I guess that would be how they kind of like to capture my attention, because it's functional. And then now it's become a trend. So I kind of just stick with it.

Participant 3: Probably if it's like if something's like, modeled on a person that has like my kind of body types that apply to catch my attention.

13. I am going to ask you about your opinion for GiveList, a social gift giving platform, and your opinion of their website. Before this, I am going to further explain what GiveList is and does, so you can get a better understanding. (Describes GiveList and looks over the website with participants.) What is your impression of GiveList and their website?

Participant 1: Um, the concept is really cool. Because like, because they do like, you know, like, you can donate stuff to shelters, or like, make those little like hygiene bags or stuff like that, and go donate them. But this is a lot easier for people to do it since it's just online. So I like it, I think it's a cool idea, because then you're not physically. Like, it's, it makes it easier for people to do it if they want to do it. So I think that's cool. And then you can see exactly what people need, instead of just giving kind of a blind like amount of money, you don't know exactly what it's going towards. So that's cool about it. Um, the website, I asked if there was an app, because I was like, almost expecting to see. Like, you know, like, how, though, are in the app store for, for instance, they'll show what the screen actually looks like and stuff and at different

stages of using it. So I was expecting to see something like that. Like, of how it looks exactly like as you're ordering it, that's what I that's what I like to see when I'm kind of researching a business or how I'm gonna buy something like, I like seeing how the ordering process looks, but that's just me. I don't know if other people feel that way.

Participant 2: I really like it, I think it'll be like, really supportive to the community and people who are in need. And it's not like, like, oh, give me a gift. It's more like, it's more for me, I see it more as charitable, and like more like donation wise. So I think that'll come in really handy to people who need it. And it's pretty accessible to anybody. So like, even if someone couldn't access it, they could like, be part of a charity and still receive those benefits, not if they couldn't be able to get it directly. And then it's also good for people who, you know, do like gift giving, casually, and even for special occasions as well. I feel like it's an easier way to give back to the community. And like, you can do it personally. Like, if you don't want to just sometimes people aren't comfortable with going out to a homeless person and giving them food or like, hey, like, What do you need? So, you know, doing it through this website, it's like, easier for them, I guess you could say, and they can choose what they want to give to whoever they want to give to. [The website] seems pretty easy to maneuver, and it's pretty straightforward. And I like that there's like the charity option, the personal option, and like it shows what they've done with past events, I guess you could say.

Participant 3: I like the idea that could be for something more broad, like birthdays and stuff. Like, I would like if you're having like a big party or like something where, you know, people are going to buy your presence. And so that would be cool to have something like that. Like, just put stuff on there that you like, and then I'll give people a good idea. Like I would use

that. Like I guess someone said they had that I would love to just use that and like, you know, that's something that I know they're gonna like. Yeah. So I like that. And then the whole, you know, the donating part. Like, I think that's a good idea, too. [The website] was aesthetically pleasing, was organized nicely, like the list partner like that like it was broken down. Very good.

Alondra Interview Notes

Participant 1 Interview Notes:

1. *What are your most used social media platforms?*
 - a. Instagram
 - b. Twitter
 - c. Tik-tok
2. *How do you support their friends when they are in need?*
 - a. Comforts emotionally
 - b. Attempts to brighten their mood with
 - i. Gifts they would like or something they need
 - c. Time given to them
3. *Have you ever used a gift registry?*
 - a. Yes
 - i. Wedding, babyshower
4. *Do you know of any gift giving platforms? If so, please name them.*
 - a. Knows Amazon has wish lists you can make and share with people
 - b. Given gift on Amazon
 - c. Knows many apps have wish lists that can be shared
 - i. Etsy, Shien, Amazon, Target, Forever 21

- ii. Gift exchange apps for events or holidays
- 5. *Do you make wish lists? If so, how often and how/where do you make them?*
 - a. Yes
 - i. Makes them on notes app for gift ideas
 - 1. This is for loved ones, themselves, friends, etc.
 - ii. Makes them on apps of interest such as:
 - 1. Amazon, Etsy, Shien, Pinterest, Instagram, Target, Forever 21
 - 2. Many stores that carry items or services of interest to participant
- 6. *What does your gift-buying process look like? Please explain each step, from choosing what to get, where to get it, and how.*
 - a. First, participants will think of whether or not they know of anything specific the person would like or is in need of.
 - b. Second, participant will go through online stores in search for something the individual would like or need
 - i. This is if they already don't have an idea of something the person would like
 - c. Goes directly to an online store that has the object or service that participant wishes to give someone. Makes the final purchase.
 - d. Sends gift to the receiver's address
- 7. *What is the most difficult part, in your opinion, about purchasing a gift for someone?*
 - a. Knowing if they will like the gift you chose for them
- 8. *What comes to mind when you think of giving gifts?*
 - a. Emotions such as love, charity, care.

- b. Helping loved ones or strangers, physically, mentally, emotionally
 - c. Kindness, congratulations
9. *Who do you buy gifts for?*
- a. Loved ones
 - i. Friends
 - ii. Close family
 - iii. Co-workers
 - b. Charity work or the less fortunate
10. *What is most important to you when learning about a new product or service? For example: Do you look at product features, aesthetics, etc.?*
- a. The mission statement or overall purpose of the company/business
 - b. The aesthetics, or more specifically the message being sent through symbols, colors, design, etc.
11. *Can you give me some examples of how brands have captured your attention in the past?*
- a. Amazon
 - i. Their commercial stating how they were devoted to the public to help them have general necessities and food during a pandemic
 - b. Arbonne
 - i. The simplistic and chic color designs of the products
 - ii. The mission to support women with clean and safe products for all hair and skin types
 - c. Nike
 - i. They are politically active

1. Their ad work sends clear messages to consumers
- ii. The meaning behind their logo and slogan
 1. The design of their clothes
 2. They create trends internationally

Participant 2 Interview Notes:

1. *What are your most used social media platforms?*
 - a. Instagram
 - b. Twitter
2. *How do you support their friends when they are in need?*
 - a. Try to lessen the burden
 - i. Take action as opposed to pep talk
3. *Have you ever used a gift registry?*
 - a. No she has not used a gift registry
 - b. She has used a wish list in terms of writing down things they have mentioned of wanting in conversations
4. *Do you know of any gift giving platforms? If so, please name them.*
 - a. No she does not know of any gift giving platforms
 - b. Has used Amazon to give a gift
 - i. Had it delivered to them through Amazon shopping and amazon delivery
5. *Do you make wish lists? If so, how often and how/where do you make them?*
 - a. In notes app
 - i. Christmas wish list

1. Will add to it throughout the year when thinks of something he/she wants throughout the year
 - ii. Also keeps gift idea lists for friends/loved ones
 1. Ex. things a close friend or family member has mentioned or something they independently saw that they thought the loved one would enjoy
6. *What does your gift-buying process look like? Please explain each step, from choosing what to get, where to get it, and how.*
 - a. Starts with Notes app list
 - i. Try to find something useful that the person individual could use
 - ii. To their personality
 - b. Buys it off amazon if it is available there
 - i. Most convenient/easy
 - ii. Wide variety
 - c. Buy it off chosen website, normally Amazon
 - d. If participants cannot think of anything to buy the loved one, a google search for ideas is done in this case.
7. *What is the most difficult part, in your opinion, about purchasing a gift for someone?*
 - a. The most difficult part of purchasing a gift for someone is
 - i. Coming up with a gift idea
 - ii. Finding a gift that would be useful or that that person that would like that
 - iii. Finding an affordable gift that the gift recipient would enjoy
8. *What comes to mind when you think of giving gifts?*

- a. The emotion of love and care for individuals in life
- b. Makes them feel good knowing they were able to gift a memory or help out someone close in need

9. *Who do you buy gifts for?*

- a. Direct family members
 - i. Parents, siblings, aunts/uncles
 - ii. Boyfriend
 - iii. Friends

10. *What is most important to you when learning about a new product or service? For example: Do you look at product features, aesthetics, etc.?*

- a. Look at the functionality or use
- b. Is it something that is going to add value or ease a task in their lives
- c. Look at price of the product/service
- d. Will look at aesthetic if there are multiple options of said gift

11. *Can you give me some examples of how brands have captured your attention in the past?*

- a. Normally the slogan catches their eye
- b. Mission statement/Message
 - i. Meaning and overall purpose of the brand/company
- c. Less about what is being shown and more about what it does for individuals or society as a whole

12. *Opinion on Givelist Website*

- a. Don't like the 3 tabs that describe how to use it and what it is. Too much information being thrown

- b. Participant said “It is ugly. It is no aesthetically pleasing”
- c. What is your purpose?
 - i. Question: Wanting to give or create a give list?
- d. Reading through it is too much
 - i. “Trying too hard”
 - ii. “Doing the most”
 - iii. Not going to read all of that
 - 1. Don't have the time

Participant 3 Interview Notes:

1. *What are your most used social media platforms?*
 - a. Twitter
 - b. Tik Tok
 - c. Instagram
 - i. These are the apps she uses the most
2. *How do you support their friends when they are in need?*
 - a. Being there emotionally for the most part
 - b. Venmo to make them smile
 - c. Words and emotional support
 - i. This is all she's got
3. *Have you ever used a gift registry?*
 - a. Yes, she has in someone else's case
 - i. Baby shower

4. *Do you know of any gift giving platforms? If so, please name them.*
 - a. Amazon
 - i. Gift giving tab option for friends or family
5. *Do you make wish lists? If so, how often and how/where do you make them?*
 - a. She has made some for her birthday
 - i. Etsy
 - ii. Amazon
 - iii. Shien
 1. Clothing items mostly
6. *What does your gift-buying process look like? Please explain each step, from choosing what to get, where to get it, and how.*
 - a. Likes to get something meaningful
 - b. Usually if it's very specific, likes to look on etsy for specific gift items that pertain to what that individual would like or buy themselves.
 - c. Has given soup and citrus for loves ones who were in need healthwise
 - i. Also, there was socks, cute socks, to brighten mood
7. *What is the most difficult part, in your opinion, about purchasing a gift for someone?*
 - a. Worrying about whether or not the person will like or need the gift they will be receiving
8. *What comes to mind when you think of giving gifts?*
 - a. Birthday Lists/Gift opportunities
 - b. Love Language

- i. For those that prefer gifts tailored to their personalities: gift receiving and giving

9. *Who do you buy gifts for?*

- a. Friends and family Mostly

10. *What is most important to you when learning about a new product or service? For example: Do you look at product features, aesthetics, etc.?*

- a. Reviews
- b. Convenience/efficiency
- c. Quality
- d. Color/aesthetics matter, is it pleasing and does it make sense according to the product

11. *Can you give me some examples of how brands have captured your attention in the past?*

- a. Quip toothbrush
 - i. Design/Modern
 - ii. Efficiency/Convenience/Size
- b. Vans Shoes
 - i. Brand association
 - ii. Skater look/vibes
 - iii. Personal taste/preference
- c. Amazon
 - i. Easy to navigate/understand
 - ii. Efficient/convenient
 - iii. Fast Shipping

- iv. Wide variety of options in terms of products and delivers great service
- d. Shein
 - i. Prices/ Lower cost/price
 - ii. Affordable yet comfortable
 - iii. Up to date on fashion trends
 - iv. Aesthetically pleasing
- e. Target
 - i. Scanning feature on target app
 - 1. To see any discounts
 - ii. Efficient in terms of options to shop
 - 1. In store
 - 2. Delivery
 - 3. Store pickup
 - iii. Marketing tactics/ brand image
 - 1. Captures the eye
 - 2. Stay on trend with people of all ages
 - 3. Make the experience enjoyable
 - 4. Variety of cool items