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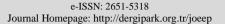
The Effects Of Consumer Purchase Decision-Making Styles On Gift-Giving Behavior: An Analyze On Generations Y and Z

Tüketici Satın Alma Karar Verme Tarzlarının Hediye Verme Davranışı Üzerine Etkisi: Y ve Z Kuşakları Üzerine Bir İnceleme

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ÖZ

Bu araştırmanın amacı, kohort teorisi kapsamında Y ve Z kuşağı tüketicilerin, tüketici karar verme tarzlarının belirlenerek hediye verme davranışları üzerindeki etkisinin incelenmesidir. Araştırmada genel tarama modeli kullanılmıştır. Veri toplama aracı tüketici karar verme tarzları envanteri ve hediye verme davranışları ölçeklerini içermektedir. Online ve yüz yüze anket yöntemleri birlikte kullanılmıştır. Araştırma grubu Türkiye'de ikamet eden 18-41 yaşarası 844 katılımcıdan oluşmaktadır. Araştırmanın sonuçlarına göre Y kuşağı hediye verirken ikili ilişkilerini geliştirmeyi, Z kuşağı kendine tanımladığı karakterin alıcıda anlaşılmasını hedeflemektedir. Y ve Z kuşakları tüketici karar verme tarzlarından mükemmeliyetçilik, kalite-marka bilinci, moda odaklılık, fiyat odaklılık, düşünmeden alışveriş ve bilgi karmaşası yaşama boyutlarında birbirinden farklılaşmaktadır. Tüketici karar verme tarzları, Y ve Z kuşaklarının hediye verme davranışlarını etkilemektedir.

ABSTRACT

This research aims to determine the consumer decision-making styles of Gen Y and Z consumers within the scope of cohort theory and to examine its impact on gift-giving behaviors. In the research using the general survey model, online and face-to-face survey methods were used together. The survey includes consumer decision-making styles inventory and gift-giving behaviors scale. The participants consisted of 844 respondents, residing in Türkiye aged 18-41. According to the findings, Gen Y aims to improve their bilateral relationships while giving gifts, and Gen Z aims to make the recipient understand the character they define for themselves. Gen Y and Gen Z differ from each other in the dimensions of perfectionism, brand conscious, fashion orientation, price orientation, impulsive shopping and information confusion among consumer decision-making styles. Consumer decision-making styles affect the gift-giving behaviors of Gen Y and Z generations.

1. Introduction

The transition from the understanding that I sell what I produce to the consciousness of what should I produce so that I can sell it has a long history in marketing science.

Within this history, thousands of different studies have been conducted to understand the social, cultural, environmental, economic, psychological, and even physiological reasons that push the consumer to purchase behavior (Alavi et al.,

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2016; Kotler and Armstrong, 1989; Michael and Becker, 1973; Thangavel et al., 2022; Trudel, 2019; Williams and Page, 2011). After these studies, consumers are divided into sections in terms of concepts related to many factors such as their way of thinking, perception styles, attitudes they develop, psychological status, culture, subculture, as well as many demographic characteristics such as gender, age, marital status, etc. One of the approaches used to classify consumers is the generational cohort theory. According to the generational cohort theory, people who were born and lived in the same period and experienced the same social, cultural and economic situations constitute generational cohorts (Gentina, 2020; Thangavelet al., 2022). The cohorts determined according to the birth year range are named as silent generation, baby boomers, X generation, Y generation, Z generation, C generation (Demirci Aksoy 2020:2) and Alpha generation in the literature. Today's consumers consist of generations X, Y, Z, C and Alpha.

Considering the population and employment rates in the world, although the power of earning and spending money is mostly in the hands of generation Y, generation X and generation Z also mean a substantial number of consumers. There is a large research archive that examines the brand preferences, value perceptions, communication styles and purchasing reasons of the X and Y generations (Alwin and McCammon, 2007; Chakraborty and Balakrishnan, 2017; Grasse, 2000; Gürbüz, 2015; Tolani et al., 2020). There is not enough research about Gen Z yet. Gen Z has started to be employed and reflect their decisions as consumers in the last decade. As members of the generation emerge from adolescence and mature into their adult identities, the spending power and purchasing power of those participating in employment increase. Those who do not have the purchasing power yet influence the decisions of those who buy on their behalf (Williams and Page, 2011:47). Statistics reveal that Gen Z has increased very rapidly both in terms of population and financial power they have (Howarth, 2022; Winck, 2020). This increase strengthens the idea that the financial power of Gen Z will overtake Gen Y in the next decade (Raynor, 2021; Winck, 2020). This means that the characteristics and values of Gen Z will guide the world of marketing as well as the world of the economy. However, businesses do not have clear information about how they should approach Gen Z in integrated marketing communication studies.

With the changing values of generations, their purchasing decision behaviors also change. How consumers make decisions at the time of purchase has been studied for decades. There are different studies (Bakewell and Mitchell, 2003; Darden and Ashton, 1975; McDonald, 1993; Moschis, 1976; Stephenson and Willett, 1969; Westbrook and Black, 1985) that classify consumers in terms of their decision-making behaviors. However, the first systematic study in the literature to measure the decision-making behavior of consumers belongs to Sproles and Kendall (1983). According to researchers, consumers make purchasing decisions in line with their mental orientations. According

to the mental orientation that drives them to buy, consumers are divided into eight characteristics: perfectionist, brand-conscious, novelty and fashion-conscious, price-conscious, impulsive shopper, confused by over choice, brand-loyal, and entertainment shoppers.

One of the variables that lead consumers to buy is the need to give gifts. Since existence, people want to belong to a group, to love and be loved. They often show their love and interest through gift giving. The increase in special days and nights, which affect the belonging, acceptance, prestige, and even the continuity of relations imposed by the capitalist system, once again reveals the importance of gift giving. In addition to the days targeting people such as fathers, mothers, siblings, older sisters, and daughters, the increase in special days such as the professions day or the world coffee day is one of the important and effective data that stimulates the economy. Even if people do not like gift giving, they have to adapt to the reciprocity relationship in order to survive as a member of the system. Whatever the reason, gift giving is not only a spiritual aspect that regulates human relations, but also an important material resource that revives the economic structure. Giving gifts leaves consumers in a situation that pushes them to do a lot of research before making a purchase decision, have difficulty making a decision and even worry about whether they will be liked. Since this importance of gift giving was revealed by Marcel Mauss at the beginning of the twentieth century, many researches have been conducted such as why people give gifts, how they behave when buying and giving gifts, which decision styles affect the decision to buy gifts, whether there is a differentiation in terms of demographic characteristics (Hollenbeck et al., 2006; Van de Ven, 2000; Webster Nottinghamgham, 2000).

According to the latest studies in the literature, Gen Z continues its global consumption practices, which it has an idea about, by adapting it according to the characteristics of the culture to which it belongs (Gentina, 2020:4). The behavior of giving and receiving gifts within this consumption culture also varies according to the culture to which it belongs. However, the fact that this generation can observe the values of different cultures through internet technologies causes them to acquire different values as well as the values of their own cultures and to show a more global consumption tendency. For example, while Gen Y prefers to establish friendships in the physical environment, Gen Z does not hesitate to make new friendships through social media. This situation also changes the approaches to gift giving. Gen Y considers the preferences of the other person while giving gifts to the people they meet face-to-face, while in virtual environments such as Tic Tok, Gen Z may prefer to give gifts that will reflect the personality he defines in the digital environment. The tendency to choose a gift differs according to the gift giver's personal characteristics as well as whether he is a gift giver or a recipient (Flynn and Adams, 2009:407).

Individuals engage in gift-giving behavior in order to

communicate with groups and individuals they feel belong to. Gift giving is an act of strengthening relationships between people and showing respect for someone. Gift giving is more common on special occasions like Christmas and birthdays, but gift giving can always be done to show love and devotion among people. Gift giving has an important place in consumer behavior because it is a fact that people like to give gifts to each other. Although all consumers love to give gifts, their personal characteristics and expectations also differ from each other due to the effect of differentiating factors such as the economic periods and culture in which they grew up. Due to the effects they are exposed to, both the consumer decision-making styles (CDM) and gift-giving behaviors (GGB) of Gen Y and Gen Z are different from each other (Dabija and Lung, 2019:14).

Understanding how gift giving, which has huge financial results in the retail sector, is perceived by Gen Z, the financial spenders of today and the future, and what its different aspects are from Gen Y, is of great importance in terms of planning promotional activities. In this direction, the main purpose of this research is to understand whether the CDM of Gen Y and Gen Z consumers affect GGB in the context of generational cohort theory. In order to achieve the aim, the subjects of cohort generations, consumer behaviors and the factors affecting them, and gift giving behaviors are explained respectively in the study. Then, field research was conducted to understand how CDM affect GGB in the context of generations. In the research, in which the survey method was used, the consumer styles inventory (CSI) and the gift-giving behavior scale were applied to 804 participants between the ages of 18-41 residing in Turkey.

2. Literature Review

2.1. Generations

The concept of generation, in its most common sense, is used to describe people who were born and lived in the same time period and who were affected by the sociological, economic and political effects of that time period as of early childhood. According to Mannheim (1969:177), since the developmental period in which individuals are most prone to learning and transforming into behavior is early childhood, the effects exposed in early childhood can easily affect individuals' attitudes and even their world views. For this reason, the concept of generation is a tool that is frequently used to understand social and behavioral changes as a result of the social climate of people whose attitudes have been shaped in a common time period (Alwin and McCammon, 2007:224).

The generations that started with the silent generation that lived through the years of the Second World War, continue their existence as X, Y, Z, C and Alpha generations. Of these generations, Generation C is seen as a combination of Gen Z and Alpha Generation (Demirci Aksoy, 2020:2). Depending on the effect of the time period in which they live, expectations, experiences, lifestyles and personal

characteristics of each generation that differ from the others have developed. All these have affected and differentiated generations in terms of purchasing behavior as well as in many areas (Williams and Page, 2011:1). Today, consumers belonging to the X, Y, Z, C and Alpha generations living together constitute the indirect or direct customer portfolio of almost all businesses. Therefore, to be able to understand and influence the attitudes and behaviors of generations; It is very important for businesses to establish a trust-based brand relationship with customers from different generations, to create brand loyalty and to ensure customer sustainability.

According to the report of the Turkish Statistical Institute [TÜİK] (2021), the ratio of the young population in the total population, 15% of the population in Türkiye consists of the young population between the ages of 15-24. Only 32.2% of the young population is employed by 2021 (TÜİK, 2021a). According to Bank of America experts, Gen Z has the fastest growing economic power in the world today. Although they are just starting to earn money, it is predicted that Gen Z will earn 33 Trillion Dollars by 2030. This economic power represents more than a quarter of all global income. By 2031, it is predicted that the spending power of Gen Z will exceed the current power of Gen Y (Winck, 2020). This situation signals that Gen Z will be decisive in consumer preferences.

As of 2020, approximately 43% of Türkiye's population works in a formal job. While 29.2% of the young population is employed, 46% of individuals over the age of 25 are employed (TÜİK, 2021). By looking at the age ranges of the generations, it can be said that Gen Y is in the majority in the group over 25 years old. Considering the current generations, it is possible to come across all kinds of social, cultural, managerial or marketing-oriented studies about Gen Y and Gen X, which are in the majority group that decides both the power to earn money and how the money will be spent. There are many comparative studies to understand the behavioral changes between these two generations (Radojka and Filipović, 2017; Tolani et al.,2020; Wolf et al., 2005). There are also many studies comparing X, Y, Z generations in terms of studies trying to understand behavioral and social differences (Baydaş et al., 2021; Pak, 2022; Zsigmondová, n.d.). However, when it comes to the marketing field, the ability of Gen Z to show purchasing behavior on their own has only just begun in the last decade. For this reason, the number of studies investigating the trends of Gen Z in the field of purchasing from other generations is still limited. For this reason, in this study, the Z generation, who has the power to earn and spend money on their own, and Gen Y, which already directs consumer preferences with their economic power, are emphasized.

2.1.1. Generation Y

Gen Y is also known in the literature as the Millennium (millenniums) generation, the cause generation (Şenturan et

al., 2016:174), the post-80 generation, echo boomers, the first global or iPod generation (Williams and Page, 2011:38). Although Gen Y is referred to different date ranges in the literature, people born between 1980 and 2000 are discussed in this study. As it can be understood from their names, this generation was born and raised in the years when technology and the internet began to be used intensively. For this reason, they have a wider perspective than previous generations because they dominate the developments in the world. They can easily use technology.

Personality traits are influenced by the culture they belong to, as well as by the social and economic events in the world. Gen Y grew up in a period when economic instability was high but at the same time economic growth emerged (Dabija and Lung, 2019:3), production decreased and suffered blows (Gündüz and Pekçetaş, 2018:94). This has helped them gain a broader worldview. For this reason, they are open to change and eager to learn, but they tend to be disturbed by authority (Gündüz and Pekçetaş, 2018:94). Gen Y individuals attach great importance to their image and prefer to define themselves with their images (Williams and Page, 2011:44). They are overconfident when it comes to success, manipulative (Puiu, 2016:67), directly goal-oriented, highly motivated, optimistic and open-minded (Reisenwitz and Iyer, 2009:92). The basic values that can be used to define Gen Y should be considered as selection, customization, scrutiny, integrity, collaboration, speed, fun and innovation (Bauerova and Klepek, 2018:246). Their values enable millennials to be successful in multitasking. Although Gen Y sees the mobile phone as a part of their daily life, 32% of them still prefer to use a computer while purchasing. Brand loyalty of this generation is lower than previous generations. First they buy it and try, if they are satisfied, they continue to use it. While they dominate employment, instability and debts cause delays in major expenditure items (Kasasa, 2021).

2.1.2. Generation Z

People born in 2000 and after are considered members of Generation Z. This generation is known as the internet generation, the new silent generation (Gündüz and Pekçetaş, 2018:95), the I generation, post-millennials (Kasasa, 2021) and digital natives (Gentina, 2020:5).To understand this generation, as with all other generations, it is first necessary to understand the context in which they were raised. Afterwards, it becomes easier to understand their orientation as a consumer (Gentina, 2020:3). Gen Z was born in a time period when the Internet and technology increased its power and caused a change in business styles (Williams and Page, 2011:46). In other words, although Gen Y, whose parents have grown up with technology, has never experienced a period without technology. For this reason, they use technological tools as if they were a limb. It would not be wrong to say that they do not know how to socialize without technology and internet, even for the very social Gen Z. Even though they spend a lot of time in social media and socialize outside of its real meaning, on the internet (Saritaş

and Barutçu, 2016:10). They do not hesitate to be a part of the team when the purpose of existence of the team/organization they are in and their role on the way to this goal are explained (Williams and Page, 2011:46).

Gen Z is happy to have new products, to be the first to try a new idea or a new product. The first generation to adopt and pioneer the new payment methods is Gen Z, also (Logica, 2020). They generally prefer to shop on social media. Even when shopping from physical stores, the rate of those who compare the price of the product they intend to buy online reaches 57% (Nikolic et al., 2022:71). According to Thangavel et al. (2022:5), the most important online shopping features are the reviews of customers who buy and use the product, and the ability to compare competing products. Unlike previous generations, Gen Z can access, compare and decide more than the information given to them by the enterprises (Nikolic et al., 2022:71). In addition, thinking that the product or service they buy contributes to the society in some way affects Gen Z at the point of purchasing decision (Puiu, 2016:68). For Gen Z, since sustainability is very valuable for the world they will live in, it demands from brands to do good and care about the world they buy (Van den Bergh and Pallini, 2018:22). According to the Global Web Index survey (GWI2, 2020), 64% of Gen Z are willing to pay more for an "eco-friendly" product.

Gen Z is accustomed to accessing the information they want to obtain with a single click via their mobile phone. Their attention is attracted by advertisements on social media where visual and auditory elements are used together. They spend a lot of time on social media as they carry out education, communication, shopping, socialization and many activities through new media. Therefore, in order to attract their attention, advertisements on these platforms also need to be customized to suit the environment. Experiences with compelling content and immediate benefits capture the attention of Gen Z. This generation does not blindly follow any idea or person unless it has a solid justification. This may be the greatest strength of Gen Z (Brannan, 2019).

According to Thangavel et al. (2022), Z generation consumers, who are segmented into economic-quality seekers, easy shoppers, opportunity seekers-convenience seekers, and brand and quality-conscious consumers, enjoy shopping, do not have brand loyalty, and dominate during shopping. They act on the basis of value awareness and comfort. According to Puiu (2016), Gen Z consumers enjoy spending time with their family and friends, their urge to go online is very high, but the online channels they use differ from country to country. It can be an effective way for social media to use word of mouth to influence them. In addition, Gen Z feels serious pressure to buy the latest electronic products, and the main reason for this pressure is high social media usage. In particular, Instagram is one of the channels that Gen Z is influenced by in determining their needs. They also state that they do many behaviors that are accepted as negative consumer behavior and that most of them see it as natural (Jacobsen and Bernes, 2020:57).

2.2. Consumer Behaviours

Consumers show rational or irrational behaviors depending on the situation. They are motivated by the tangible rewards they can obtain. They are concerned with utilitarian or psychological rewards (Bagozzi, 1975:37). For these reasons, CDM are effective in explaining how consumers determine their wants and needs and the psychological, economic, cultural, and social bases that affect them to fulfill them in gift-giving activities as well as in all purchasing behaviors (Rachmahani and Kusumasondjaja, 2020:54). It has always been important for marketing to understand the reasons for consumers' behavior and to be able to figure out what impulse they make to buy. Thus, marketing strategies that will make the consumer interested in the product can be chosen correctly. Many classifications have been made in the literature to understand consumer behaviors. CDM is one of these classifications.

Table 1. Consumer Desicion-Making Style Factors

FACTOR	CHARACTERISTICS
Perfectionistic, High Quality Conscious Consumer (PQC)	They look for products carefully and systematically in order to reach the best and quality.
Brand Conscious, Price Equals Quality Consumer (BCC)	They want to buy the most expensive/best known brand. The more expensive the product, the higher the quality. Preferring the brand means choosing the quality.
Novelty and Fashion Conscious Consumer (NFC)	They enjoy looking for new things. They want new and innovative things. Shopping is a means of enjoying life as well as meeting needs. They like to be in style. They seek diversity.
Price Conscious "Value for Money" Consumer (PCC)	They research sales prices and make comparison purchases. They are value conscious, use resources carefully and aim to prevent waste. Shopping on social media is among their preferences.
Impulsive, Careless Consumer (ICC)	They make an instant purchase decision. Price or quality doesn't matter. They make impulse purchases.
Confused by Over choice Consumer (COC)	Substitutes/similar brands make it harder for them to shop. As the number of brands, product types or shopping environment diversify, they get confused. The product variety provided by e-commerce makes it difficult for them to make a purchasing decision.
Habitual Brand Loyal Consumer (HBC)	They shop from brands they know and trust. They have favorite brands/stores. When they are going to shop, they go to the same brand/store over and over. They make habit-based purchases, not knowledge.
Shopping Avoided Consumer (SAC)	They do not like to shop. Shopping is nothing but a waste of time
Indecisive Consumer (IDC)	Every new information they can obtain about the product/brand makes it difficult for them to make a purchasing decision.

Source: Merged from Dursun et al., (2013); Sproles and Kendall,

(1987), and Zhou et al., (2010).

CDM has a long but varied history in theory and research. Basically, retailers and wholesalers try to learn how and why consumers shop. In this context, paradigms related to different shopping typologies have been developed. These studies are important in revealing information about consumers' shopping orientations. One of the most striking assumptions about CDM is the assumption of consumer decision-making styles put forward by Sproles and Kendall (1986). According to researchers, it is their mental orientation that directs consumers to make a purchase (Dursun et al., 2013:295). As a result of this orientation, consumers decide on purchasing behavior in eight different styles (Wesley et al., 2006:536). When this segmentation by Sproles and Kendall (1987), was reconstructed by different researchers in different countries, it was revealed that there were differentiating factor structures. In the scale adaptation study conducted by Dursun et al., (2013), it was determined that the CSI was divided into nine factors in accordance with the behaviors of Turkish consumers. Depending on the new configuration, two more sub-factors, namely shopping avoided consumer and indecisive consumer, emerged. In this study, CSI (Table 1) was handled with nine factors in accordance with the adaptation of Dursun et al., (2013). The first 7 factors that classify consumers according to their mental orientations in making choices were taken from the study of Sproles and Kendall (1987), and the last two factors were taken from the study of Dursun et al., (2013).

2.3. Gift-Giving Behavior

Since existence, people want to belong to a group, to love and be loved. They often show their love and interest through gift giving. The increase in special days, which affect the belonging, acceptance, prestige, and even the continuity of relations imposed by the capitalist system, once again reveals the importance of gift giving. In addition to the days that target people such as father's day, mother's day, girls' day, the increase of special days such as teachers' day, nurses' day, police week or special days such as world coffee day is one of the important and effective data that stimulates the economy. Even if people do not like gift giving, they have to adapt to the reciprocity relationship in order to survive as a member of the system. Whatever the reason, gift giving always has a spiritual aspect that regulates human relations, as well as an important material resource that revitalizes the economic structure.

Today, the concept of gift is used in the sense of "something given to make someone happy, honor, celebrate or as a memory" (Türk Dil Kurumu, n.d.). Looking at the history of the concept of gift, it is seen that the concept has attracted the attention of many researchers since it was revealed by Marcel Mauss in the early 1900s that gift giving consciously or unconsciously created an expectation of return on the basis of a common culture in individuals. Following Mauss, Homans in 1961 mentioned that giving and receiving behavior forms the basis of the social exchange theory

underlying all human interactions. Homans considered the underlying basis of giving and receiving behavior as psychological factors as well as economic reasons (Shanka and Handley, 2011:361). People continue the same behavior in line with the value they give to what they receive and the return. Ekeh (1975:84-92) states that the economic value of exchange is symbolic. It is evaluated in terms of what it represents between the giver and the receiver, rather than its economic value. Belk (1979) stated that gift giving establishes an exchange relationship between the gift giver and the receiver, while some researchers (Bagozzi, 1975; Kotler and Levy, 1969) have argued that any exchange between people is a market exchange.

Although GGB is handled in marketing science, it cannot be handled only in terms of the wishes and needs of the person. At the same time, communication is a phenomenon that needs to be examined in terms of social exchange (social relations), economic exchange (market effect), and socialization (interpersonal relations) (Sherry, 1983:157). Gift buying and giving benefits not only the retail industry, but also national and regional economies. Today, the global economy is also affected by this great phenomenon. For this reason, it is important to examine the factors underlying GGB under consumer behavior.

Due to its social, political, psychological and even cultural effects, GGB can be considered as a process that people need in order to establish long-term and positive relationships. GGB is of great importance in the establishment and sustainability of the relationship, especially in the regulation of social relations such as family and marriage (Flynn and Adams, 2009). For this reason, there is a consumption frenzy for gift giving after the marketing strategies applied by the businesses in the days that are loaded with symbolic meaning. Due to the special meanings attributed to these days, people feel the need to buy gifts for their loved ones. The symbolic meanings that people attribute to the product or are desired to be perceived by the buyer cause them to see gift giving as a communication tool. People care a lot about how others perceive them and whether they have positive attitudes about them.

Clarke (2007), attributes the gift-giving experience to four reasons. The first reason is the desire to surprise by surprise. It arises as a result of the conscious cues of the gift recipient or completely independent of them, due to the wish of the giver to surprise and please the recipient. The second reason is the desire to create uncertainty. The gift giver may want to make the relationship exciting by giving various tips or directions to the recipient. Another reason is the dedication that the gifter aims to make important by emphasizing the time and effort spent in planning and realizing the gift in the recipient. As a result of the emotions created by this kind of experience, the person who receives a gift will feel himself valuable enough to make a sacrifice for the gift giver and will always remember this situation. The last reason is the desire to share. What is shared here is actually shared pleasures and moments that will add value to the

relationship. For this reason, a gift-giving behavior can be made on the basis of making a good memory and a fun experience together.

According to Sherry (1983), the behavior of giving and receiving gifts can be anthropologically divided into three parts as sociological dimension, personal dimension and economic dimension. The social dimension of gift giving emerges as a result of people's efforts to develop relationships in their culture, social environment and even family groups. Such as giving a ring to the fiancée by the young person who wants to get married, receiving a professional gift for the young people who graduated from the university, giving a baby shower to the mother who will give birth before the baby arrives. The personal dimension of gift giving refers to the type of relationship between the giver and the recipient. Those who are given gifts and those who are not given a gift are different from each other in personal valuation. Likewise, the personal approach may be different among the gift recipients. According to the personal attitude and the perception of the person to whom the gift is given, the reason for giving a gift can be to make a gift completely happy or a symbol of feelings, or it can be used as a tool to protect the status, to thank or to achieve the desired goal. When we look at the economic dimension of gift giving, the subject is the ideology of giving gifts before the gift is given. In this dimension, gift giving seems to be a socialization step without expecting anything in return.

Shanka and Handley (2011) discussed GGB in the context of three factors: relationship development, reflection, and convenience. According to the authors, the principle of reciprocity, which is accepted as a moral principle in most cultures, is one of the main reasons for GGB. The concept of gift giving, which strengthens the relationship of trust, care and commitment between the giver and the recipient, contains the principle of reciprocity at its core. Although it differs from culture to culture, not responding to what is given in general can create a situation that shakes trust in relationships. Also, having received a gift from someone can make you feel obligated to give it to them. This feeling is expressed as reflection. Reflection is closely related to what the previous gift was and how it felt. The gift giver reciprocates in the same way. Another reason is related to people's need to establish relationships. When people want to develop good relations, they can engage in GGB. The person may want to keep their bilateral relationship warm because they will need help in the future. He may think that giving gifts will make him look good. In addition, social roles defined based on biological gender, characteristics and perceptions based on gender can differentiate the behavior of giving gifts to women/men. While it is more difficult to choose gifts for women, it may be easier to choose gifts for men (Shanka and Handley, 2011:363-374).

Gift giving is a process that is directly affected by the preferences and tastes of consumers, their personality traits, the position of their relationships, status and the characteristics of the time in which they live, regardless of

its dimension or experience. For this reason, it is among the subjects discussed in this study that the motivation of gift giving and the decision-making styles that affect these motivations of Gen Y and Gen Z, whose personality traits and perceptions of the world are different from each other.

3. Research Methodology

3.1. Purpose and Method of Research

General screening model was used in this study. In the conceptual and theoretical part of the research, written sources were scanned. The research study was conducted using quantitative research techniques, online survey and face-to-face survey methods. The main purpose of the research is; in the context of the generational cohort theory, the effect of the CDM of Gen Y and Gen Z consumers on GGB is to be determined. According to Howe and Strauss (2007), generational cohorts are a good segmentation in terms of marketing to understand the reasons for differentiation of consumer behavior. The other aims of this research are to understand the decision-making styles of the Z generations, which differ from all other generations in terms of personality and life views, as well as their GGB. In this context, on the basis of generations, CDM and GGB were examined separately in terms of generations and demographic variables. Then, the relationship of CDM with GGB sub-dimensions and the effect of CDM on GGB were examined.

In the research, first, it was discussed whether CDM differed in terms of generations. Gen Y grew up in a difficult period of economic conditions and had to wait or work a lot to get many things. Since they could hardly reach their needs and desires in the past (Lissitsa and Kol, 2016:306), when the spending power is passed to them, they tend to buy the low but quality ones. But they do not think that the expensive one is the quality one (Reisenwitz and Iyer, 2009:93). For the same reasons, and based on the selection and examination values that define the generation (Bauerova and Klepek, 2018), they may experience less information confusion. They may be unfaithful to brands (Syrett and Lammiman, 2004:65) because they grow up very familiar with marketing and brands and are saturated (Lazarevic, 2012:47). Therefore, habits and brand loyalty tendencies may be low. While image is important for this generation, their tendency to avoid shopping is similar to that of Gen Z, as they avoid making unnecessarily large expenditures (Dabija and Lung, 2019:4). Since Gen Z is always eager to try the newest (Arya, 2022), they are highly fashion-oriented, but whatever they buy, they research regularly and do not spend without comparing prices (Thangavel et al., 2022), so the tendency to be price-oriented may be high. In addition, they research the brands they follow the most (Ismail et al., 2021:112) and perceive the product as higher quality as the newer and more expensive ones come out. Therefore, they may experience more confusion of information.

H₁: Consumers' decision-making styles differ by generations.

H₁.₁: The PQC tendency of the Gen Z is lower than Gen Y.
H₁.₂: The BCC tendency of Gen Z is higher than Gen Y.
H₁.₃: The NFC tendency of Gen Z is higher than Gen Y.
H₁.₄: The PCC tendency of Gen Z is lower than Gen Y.
H₁.₅: The ICC tendency of Gen Z is higher than Gen Y.
H₁.₆: The HBC tendency of Gen Z is lower than Gen Y.
H₁.₇: The COC tendency of Gen Z is higher than Gen Y.
H₁.₈: SAC tendency of Gen Y and Gen Z do not differ.
H₁.₉: The IDC tendency of Gen Y is higher than Gen Z.

Another problem discussed in the research is whether GGB, which have a significant share in the retail sector, differ in terms of personality traits of Gen Y and Gen Z. The Y generation, who attaches great importance to their perceived image, has an enthusiastic, motivated and self-interested nature in cooperation (Bakewell et al., 2006:177). They feel the need to connect with their peers and be included in social groups (Bauerova and Klepek, 2018:246). Gen Z, on the other hand, gives priority to contributing to society (Puiu, 2016; Van den Bergh and Pallini, 2018). In addition, since it is very important for Gen Z to be included in social groups, they prefer to give gifts that will make them look like they want to be perceived. In this case, the purpose of Gen Y to buy gifts should be to develop stronger relationships with the people to whom they will give gifts. Since Gen Z wants to be perceived as they see themselves (Arya, 2022), they should tend to give gifts for reflection purposes.

H₂: Consumers' gift-giving behaviours differ by generations.
H₂.₁: The relationship development tendency of Gen Y is higher than Gen Z.
H₂.₂: The reflection tendency of Gen Z is higher than Gen Y.
H₂.₃: Convenience tendency of Gen Y and Gen Z differs.

Consumers exhibit different behaviors during purchasing in terms of variables such as their socio-economic status, culture they belong to, internet, influencers and personal characteristics (Dabija and Lung, 2019:3). Therefore, purchasing decision trends of different dimensions that lead them to make decisions during purchase should also differentiate consumers when buying a gift for someone else.

H₃: Consumers' CDM affects GGB in the context of generations.
H₃.₁: Consumers' CDM affects the relationship development factor in the context of generations.
H₃.₂: Consumers' CDM affects the reflection factor in the context of generations.
H₃.₃: Consumers' CDM affects the convenience factor in the context of generations.

3.2. Data Collection Tool

There is a decision document dated 17/05/2021 and numbered 2021-138 from the Hitit University Non-Interventional Research Ethics Committee regarding the compliance of the data collection tool used within the scope of this research with ethical rules.

The data collection tool used consists of three parts. In the first part, questions about the demographic and descriptive characteristics of the participants were included. In the second part, CSI scale consisting of 9 factors and 22 questions was used, which was adapted into Turkish by Dursun et al., (2013).In the third part, the GGB scale, which was developed by Shanka and Handley (2011) and later translated into Turkish and restructured by Şeker (2018), was used in order to determine the GGB of the participants. Confirmatory factor analysis was applied to the scale. After the factor analysis, it was seen that the items were gathered around three factors as discussed by Shanka and Handley. A 5-point Likert scale was used to determine both CDM and GGB. According to the scale, the statements were scaled as "strongly disagree (1)", "disagree (2)", "neither agree nor disagree (3)", "agree (4)", "strongly agree (5)".

3.3. Population and Sample of the Research

The population of the research consists of consumers born between 1980-2003, residing in Türkiye. According to TÜİK (2021b) census data, there are 38,206,000 people between the ages of 15-44 residing in Türkiye. Since it is not possible to reach the whole universe due to time and financial reasons, it has been studied through the sample. Convenience sampling method, one of the non-random sampling methods, was used to determine the sample. In order to calculate the sample size, the sample size formula stated by Yamane (2001) was used in this study. According to the formula, the sample size should be at least 385 people. The research study was carried out between 20 May-20 September 2021. During the data collection process, 844 questionnaires were obtained. Questionnaires belonging to the participants under the age of 18 and over the age of 41 and the questionnaires that were determined to be filled indiscriminately were excluded from the evaluation. A total of 804 questionnaires were evaluated in the study.

3.4. Analysis of Data

Although the measurement tools used in the research were tested for reliability in the studies of other researchers, the reliability coefficient was calculated again for the research group in this study. Cronbach's alpha reliability coefficients of the CDM scale sub-dimensions were: PQC .907; BCC .835; NFC .810; PCC .749; ICC .654; COC .780; HBC .836; SAC is .595 and IDC is .804. The Cronbach's alpha reliability coefficient of the GGB scale was determined as ,742. Cronbach's alpha reliability coefficients for the sub-dimensions of the GGB are: relationship development .912; reflection is .850 and convenience is .631. Both scales are statistically reliable.

According to George and Mallery (2010), skewness and kurtosis values between -2 and +2 and according to Tabachnick and Fidell (2013), skewness and kurtosis values between -1.5 and +1.5 are normal distribution indicators. When the skewness and kurtosis values were examined, it was seen that the data showed a normal distribution. For this reason, descriptive statistics such as frequency distributions, arithmetic mean, and standard deviation were used during the analysis of the data, and independent samples t-test, ANOVA, correlation and regression analyzes were used.

4. Results

Table 2. Demographics

Variable	n=804	n	%
Sex	Woman	518	64.4
	Man	286	35.6
Relation Status	Single	345	42.9
	In a relationship	154	19.2
	Married	305	37.9
Age	25-41 (Gen Y)	448	55.7
	18-24 (Gen Z)	356	44.3
Educational Status	Primary school	28	3.5
	Middle school	42	5.2
	High school	363	45.1
	Associate degree	102	12.7
	Undergraduate	161	20.0
	Graduate	108	13.4
Work Status	Public Employee	185	23.0
	Private Sector Employee	110	13.7
	My Own Business	21	2.6
	Retired	2	.2
	Student	349	43.4
	Non-Working	137	17.0
Income	Less than 1,000 TL	323	40.2
	1,001-2,047 TL	84	10.4
	2,048-3,500 TL	107	13.3
	3,501-5,000 TL	101	12.6
	5,001-7,080 TL	125	15.5
	7,081 TL and more	64	8.0

64.4% of the participants were women. 42.9% had no special relationship at the time of the research. 55.7% of the participants are members of the Y generation in the age range of 25-41, and 44.3% are the members of the Z generation in the 18-24 age range (Table 2). 45.1% of the participants completed high school, 20.0% undergraduate, 13.4% graduate, 12.7% associate degree, 5.2% secondary school and 3.5% primary school. 43.4% of the participants are students, 23.0% are public employees, 17.0% are not working, 13.7% are private sector employees, 2.6% are self-employed, and 0.2% of them are retired. When the income status variable is analyzed, it is seen that 40.2% of the participants have an income of less than 1,000 TL, 13.3% between 2,048-3,500 TL, 15.5% between 5,001-7,080 TL, 12.6% between 3,500 - 5,000 TL, 10.4% between 1,001-2,047 TL and 8% more than 7,081 TL.

Table 3. Gift-Giving Behaviour Statistics

Have you bought gifts for anyone in the last 6 months? (n=804)	n	%
Yes	686	85.3
No	118	14.7

According to the answers given to the questions of the data collection tool regarding GGB (Table 3), 85.3% of the participants have purchased a gift for someone in the last 6 months.

Table 4. Descriptive Statistics on Participants' Gift Purchasing Channels

Which Channel Do You Prefer for Your Gift Shopping? (n=804)	Stores		E-Commerce	
	n	%	n	%
Y	235	52.5	213	47.5
Z	212	59.6	144	40.4
Total	447	55.6	357	44.4

While 55.6% of the participants prefer to shop physically in stores in their daily lives, 44.4% prefer online shopping sites. While 52.5% of Gen Y members prefer to shop in stores, 59.6% of Gen Z members prefer to shop in stores (Table 4).

Table 5. Analysis of CDM In The Context of Generations

CDM	Generations	Group Statistics			Test Statistics		
		n	$\bar{X}$	σ	t	df	p
PQC	Y	448	3.27	1.14	5.280	802	.000
	Z	356	2.84	1.16			
BCC	Y	448	2.67	1.00	-4.95	802	.000
	Z	356	3.02	1.01			
NFC	Y	448	2.55	1.17	-4.63	802	.000
	Z	356	2.94	1.20			
PCC	Y	448	3.26	1.13	5.448	736.410	.000
	Z	356	2.80	1.21			
ICC	Y	448	2.60	1.15	-4.71	802	.000
	Z	356	2.98	1.13			
COC	Y	448	3.16	1.25	2.813	777.614	.005
	Z	356	2.92	1.19			
HBC	Y	448	2.99	1.10	1.036	802	.301
	Z	356	2.91	1.10			
SAC	Y	448	3.13	1.08	.597	802	.551
	Z	356	3.08	1.17			
IDC	Y	448	2.80	1.15	-.687	802	.492

In order to understand whether CDM differs in terms of the characteristics of Gen Y and Gen Z, an independent samples t-test was conducted. According to the results in Table 5, PQC, the first dimension of CDM, shows a statistically significant difference between generations (p=.000). When the means of the two generations are analyzed, it is seen that Gen Y has a higher tendency towards Perfectionistic, High Quality Conscious Consumer. The hypothesis of **"H1.1: The PQC tendency of the Gen Z is lower than Gen Y"** was supported. BCC, the second dimension of CDM, shows a statistically significant difference between generations (p=.000). When the means of the two generations are analyzed, it is seen that Gen Z has a higher tendency towards Brand Conscious, Price Equals Quality Consumer. The hypothesis of **"H1.2: The BCC tendency of Gen Z is higher than Gen Y"** was supported. NFC, the third dimension of CDM, shows a statistically significant difference between generations (p=.000). When the means of the two generations are analyzed, it is seen that the Novelty and Fashion Conscious Consumer tendency of Gen Z is higher than that of Gen Y. The hypothesis of **"H1.3: The NFC tendency of Gen Z is higher than Gen Y"** was supported. PCC, the fourth dimension of CDM, shows a statistically significant difference between generations (p=.000). When the means of the two generations are analyzed, it is seen that the Price Conscious "Value for Money" Consumer tendency of Gen Y is higher than that of Gen Z. The hypothesis of **"H1.4: The PCC tendency of Gen Z is lower than Gen Y"** was supported. ICC, the fifth dimension of CDM, shows a statistically significant difference between generations (p=.000). When the means of the two generations are analyzed, it is seen that the Impulsive, Careless Consumer tendency of Gen Y is lower than that of Gen Z. The hypothesis of **"H1.5: The ICC tendency of Gen Z is higher than Gen Y"** was supported. COC, the sixth dimension of CDM, shows a statistically significant difference between generations (p=.005). When the means of the two generations are analyzed, it is seen that the Confused by Over choice Consumer tendency of Gen Y is higher than that of Gen Z. The hypothesis of **"H1.7: The COC tendency of Gen Z is higher than Gen Y"** was rejected (p>.05). HBC, the seventh dimension of CDM, does not show a statistically significant difference between generations (p=.301). When the means of the two generations are analyzed, it is seen that the Habitual Brand Loyal Consumer tendency of Gen Y is higher than that of Gen Z. The hypothesis of **"H1.6: The HBC tendency of Gen Z is lower than Gen Y"** was rejected (p>.05). The eighth dimension of CDM, SAC, does not show a statistically significant difference between generations (p=.551). When the means of the two generations are analyzed, it is seen that the averages do not differ statistically. The hypothesis of **"H1.8: SAC tendency of Gen Y and Gen Z do not differ"** was supported. IDC, the last dimension of CDM, does not show a statistically significant difference across generations (p=.492). **The hypothesis of "H1.9: The IDC tendency of Gen Y is higher than Gen Z"** was rejected (p>.05). As seen in Table 5, the CDM styles of Gen Y and Gen Z differ statistically in the dimensions of PQC, BCC, NFC, PCC, D/DA and BKY (p=.000; .000; .000; .000; .000; .000; .005). The hypothesis of **"H1: Consumers' decision-making styles differ by generations"** was supported.

Table 6. Analysis of GGB In The Context Of Generations

			Group Statistics			Test Statistics	
		n	$\overline{X}$	σ	t	df	p
Relationship Development	Y	448	3.32	1.05	7.745	802	.000
	Z	356	2.74	1.03			
Reflection	Y	448	2.59	0.99	-6.312	802	.000
	Z	356	3.04	1.01			
Convenience	Y	448	2.98	1.22	3.484	802	.001
	Z	356	2.69	1.13			

An independent samples t test was conducted to understand whether consumers' GGBs differ in the context of the characteristics of Gen Y and Gen Z. According to the results in Table 6, the first dimension of GGB, relationship development, shows a statistically significant difference on the basis of generations (p=.000). When the means of the two generations are analyzed, it is seen that the mean of Gen Y is higher than that of Gen Z. The hypothesis of **"H₂.₁: The relationship development tendency of Gen Y is higher than Gen Z"** was supported. In other words, unlike Gen Z, members of Gen Y tend to use gift-giving behavior to improve or strengthen their bilateral relationships. Reflection, the second dimension of GGB, shows a statistically significant difference between generations (p=.000). When the means of the two generations are

analyzed, it is seen that the mean of Gen Z is higher than that of Gen Y. The hypothesis of **"H₂.₂: The reflection tendency of Gen Z is higher than Gen Y"** was supported. In other words, Gen Z is more inclined than Gen Y to reflect themselves through the gifts they give. Convenience, the third dimension of the GGB, shows a statistically significant difference between generations (p=.001). When the means of the two generations are analyzed, it is seen that the mean of Gen Y is higher than that of Gen Z. The hypothesis of **"H₂.₃: Convenience tendency of Gen Y and Gen Z differs"** was supported. As seen in Table 6, the GGB of Gen Y and Z generations differ statistically in all sub-dimensions. The hypothesis of **"H₂: Consumers' gift-giving behaviours differ by generations"** was supported (p=.000; .000; .001).

Table 7. Correlation Results of CDM Sub-Dimensions and GGB Sub-Dimensions

CSI		Relationship Development		Reflection		Convenience	
	n	r	p	r	p	r	p
PQC	804	.622**	**.000**	-.306**	**.000**	.209**	**.000**
BCC	804	-.205**	**.000**	.507**	**.000**	.118**	**.001**
NFC	804	-.243**	**.000**	.430**	**.000**	.033	.356
PCC	804	.584**	**.000**	-.339**	**.000**	.083*	**.019**
ICC	804	-.304**	**.000**	.438**	**.000**	.009	.795
COC	804	.468**	**.000**	-.117**	**.001**	.088*	**.013**
HBC	804	.298**	**.000**	.068	.055	.169**	**.000**
SAC	804	.059	.094	-.226**	**.000**	-.108**	**.002**
IDC	804	.087*	**.014**	.265**	**.000**	.184**	**.000**

Çokluk et al. (2016:52), state that if the correlation coefficient is 0.00, there is no relationship between the variables, the coefficient between 0.01-0.30 can be interpreted as a low level relationship regardless of its sign, the coefficients between 0.31-.69 can be interpreted as a medium level relationship and the coefficients greater than 0.70 can be interpreted as a high level relationship. As seen in Table 7, the relationship development sub-dimension of GGB is positively correlated with PQC (r=.622. p=.000) at a medium level; negatively correlated with BCC (r=-.205. p=.000) at a low level; negatively correlated with NFC (r=-.243. p=.000) at a low level; positively correlated with PCC (r=.584. p=.000) at a medium level; ICC (r=-.304. p=.000); COC (r=.468. p=.000); HBC (r=.298. p=.000); IDC (r=.087. p=.014); but there is no statistically significant relationship between SAC and relationship development dimension. The GGB reflection sub-dimension is negatively correlated with

PQC (r=-.306 .000) at a low level; with BCC (r=.507. p=.000) positively and at a medium level; with NFC (r=.430. p=.000) positively and at a medium level; with PCC (r=-.339. p=. 000) in a negative direction and at a moderate level; with ICC (r=.438. p=.000) in a positive direction and at a moderate level; with COC (r=-.117. p=.001) in a negative direction and at a low level; with SAC (r=-.226. p=.000) in a negative direction and at a low level; with IDC (r=.265. p=.000) in a positive direction and at a low level; while there is no statistically significant relationship with HBC. The third sub-dimension of the GGB, convenience, is positively correlated with PQC (r=.209. p=.000) at a low level; with BCC (r=.118. p=.001) at a low positive level; with COC (r=.088. p=.013) at a low positive level; with HBC (r=.169. p=.000) at a low positive level; with SAC (r=-.108. p=.002) at a low negative level; and with IDC (r=.184. p=.000) at a low positive level. while there is no statistically

significant relationship with NFC and ICC dimensions.

Table 8. Multiple Regression Analysis Results on the Effect of CDM on GGB

Independent Variable	Dependent Variable	Gen Y			Gen Z		
		Adjusted R²	Beta	p	Adjusted R²	Beta	p
RELATIONSHIP DEVELOPMENT	PQC	.514	.291	**.000**	.540	.305	**.000**
	BCC		-.050	.310		-.090	.052
	NFC		-.172	**.000**		-.085	.064
	PCC		.222	**.000**		.262	**.000**
	ICC		-.140	**.001**		-.079	.057
	COC		.231	**.000**		.230	**.000**
	HBC		.072	.117		.180	**.000**
	IDC		.047	.268		.007	.862
REFLECTION	PQC	.401	-.214	**.000**	.409	-.133	**.010**
	BCC		.317	**.000**		.338	**.000**
	NFC		.102	.056		.149	**.005**
	PCC		-.087	.067		-.029	.564
	ICC		.100	**.041**		.157	**.001**
	COC		-.126	**.011**		-.085	.083
	SAC		-.084	**.033**		-.205	**.000**
	IDC		.161	**.000**		.125	**.004**
CONVENIENCE	PQC	.059	.234	**.000**	.136	.240	**.000**
	BCC		-.031	.543		.282	**.000**
	PCC		-.070	.242		.055	.364
	COC		-.078	.193		-.128	**.032**
	HBC		.057	.360		.037	.546
	SAC		-.027	.578		.240	**.038**
	IDC		.169	**.005**		.282	.118
GGB	CSI	.162	.405	**.000**	.270	.522	**.000**

Multiple regression analysis was conducted to explain the causal relationship between the variables. As seen in Table 8. CDM affects the relationship development dimension of GGB by 51% for Gen Y and 54% for Gen Z. Gen Y's relationship development dimension of GGB is positively affected by PQC. PCC and COC dimensions of CDM (p<0.05; Beta: .291; .222; .231) and negatively affected by NFC and ICC dimensions (p<0.05; Beta= -.172; -.140). The relationship development dimension of Gen Z is positively affected by PQC. PCC. COC and HBC dimensions (p<0.05; Beta: .305; .262; .230; .180). In other words, as PQC. PCC and COC style consumption habits increase in terms of Gen Y. GGB with relationship development tendency increases. As the NFC and ICC style consumption habits increase. the SWB with a tendency to develop a relationship decreases. In terms of Generation Z. as PQC. PCC. COC and HBC style consumption habits increase. relationship oriented GGB also increases. For both generations. the relationship development dimension of GGB is affected by CDM. The hypothesis of **"H₃.₁: Consumers' CDM affects the relationship development factor in the context of generations"** was supported. CDM affects the reflection dimension of GGB by 40% for Gen Y and 41% for Gen Z. Reflection dimension of Gen Y's GGB is positively affected by BCC. ICC and IDC dimensions of CDM (p<0.05; Beta: .317; .100; .161) and negatively affected by PQC. COC and SAC dimensions (p<0.05; Beta= -.214; -.126; -.084). The reflection dimension of Gen Z is positively affected by BCC. NFC and IDC dimensions (p<0.05; Beta: .338; .149; .157) and negatively affected by PQC and SAC dimensions (p<0.05; Beta= -.133; -.205). In other words. as BCC. ICC and IDC style consumption habits increase for Gen Y. reflective GGB also increases. As PQC. COC and SAC style consumption habits increase. reflection-prone GGB decreases. In terms of Generation Z. as BCC. NFC and IDC style consumption habits increase. reflection-prone GGB increases. whereas as PQC and SAC style consumption habits increase. reflection-prone GGB decreases. For both generations. the reflexivity dimension of GGB is affected by CDM. The hypothesis of **"H₃.₂: Consumers' CDM affects the reflection factor in the context of generations"** was supported. CDM influences the convenience dimension of the GGB by 6% for Gen Y and 14% for Gen Z. The convenience dimension of the GGB of Gen Y is positively influenced by the PQC and IDC dimensions of CDM (p<0.05; Beta: .234; .169). Convenience dimension of Gen Z is positively affected by PQC. BCC and SAC dimensions (p<0.05; Beta: .240; .282; .240) and negatively affected by COC dimension (p<0.05; Beta: -.128). In other words, as the PQC and IDC style consumption habits increase for Gen Y,

so does the convenience-prone GGB. For Gen Z, as COC style consumption behavior increases. convenience-prone GGB decreases. whereas as PQC. BCC and SAC style consumption behavior increases. convenience-prone GGB also increases. In terms of both generations, the convenience dimension of GGB is influenced by CDM. The hypothesis of **"H₃.₃: Consumers' CDM affects the convenience factor in the context of generations"** was supported. When considered as a whole. CDM explains 16% of the GGB for Gen Y and 27% of the GGB for Gen Z. When the sub-dimensions are analyzed separately, it is seen that CDM affects the sub-dimensions of GGB in terms of different sub-dimensions in both generations. The hypothesis of **"H₃: Consumers' CDM affects GGB in the context of generations"** was supported.

5. Conclusion and Discussion

In this research, the research group consisting of 804 participants belonging to different education levels, income levels and occupational groups represents Gen Y and Gen Z. The majority of the participants stated that they had bought a gift for someone else in the six-month period prior to the research. In many of the consumer behavior studies conducted with the pandemic, it is stated that the pandemic has moved the channels where consumers shop from physical to e-commerce (Diebner et al., 2020; Fabius et al., 2020). However, in this research, which was conducted during the most intense period of restrictions, it was concluded that although the number of those who prefer to shop from online shopping sites is high, there are still more people who prefer to shop in stores. Both Gen Y and Gen Z members still continue to prefer physical stores first.

The results of the analysis show that in parallel with their personality traits. Gen Z perceives the high price as high quality compared to Gen Y and acts brand-oriented in this context. Deloitte (2020) research states that millennials tend to buy based on value for money and are therefore not loyal to brands. In the study by Thangavel et al. (2022) grouping Gen Z as consumers, it was concluded that Gen Z members, who are brand and quality-conscious consumers, are brand-oriented and accordingly do not care about price. On the other hand, it was concluded that Gen Z consumers, who are looking for quality at an affordable price, make a lot of comparisons on e-commerce sites because they are looking for quality products at a reasonable price, and they do not make brand and convenience-oriented shopping. Although this study, which groups Gen Z as consumers, supports our study in one respect, it also shows that the reasons for the behavior of Gen Z as consumers should be investigated in more detail by considering different variables. Gen Z, who always want to be the first to try the newest, prefer what is fashionable during shopping more than Gen Y. Jacobsen and Bernes (2020:56) reveal that they feel pressure to have technological gadgets especially with the increasing influence of social media. In addition, the desire to be the first to try the new product makes Gen Z more prone than Gen Y to make impulsive and careless purchases. Gen Y, on

the other hand, examines more when making purchasing decisions, weighs their decisions and makes purposeful shopping. Iyengar and Lepper (2000) argue that the abundance of choice causes a kind of 'mind freeze' at the point of purchase and is generally bad for consumers. Gen Z, who do a lot of pre-purchase research and comparison using the internet, are thought to be more likely to experience information confusion, whereas Gen Y is more likely to experience information confusion. Thangavel et al. (2022) concluded that Gen Z members, who mostly shop online, are easily influenced by instant discounts and coupons. This result supports the tendency of Gen Z to shop carelessly without thinking, which we have reached in our research. In addition, the result that the majority of Gen Z members do not have a problem in experiencing information confusion conveys similar information to this study. Although it is thought that Gen Y will continue to buy products and brands that they have tried before and are satisfied with as a result of their selection, examination, customization features and goal-oriented structure. There is no statistical difference between the two generations in this dimension. It was observed that both generations showed similar behaviors under various factors in terms of shopping avoidance during shopping. Şahin and Akballı (2019:72) concluded that consumers between the ages of 18-25 (Gen Z) are less shopping averse than all other age groups. Similarly, there is no statistically significant difference between generations in the tendency to experience indecision as they are exposed to more information and brands.

In line with generational characteristics, Gen Y tends to give gifts in order to develop personal relationships. When choosing a gift, Gen Y prefers to receive gifts depending on the gender of the recipient and the status of their relationship with the recipient. Flynn and Adams (2009) concluded that consumers should focus on the feeling that the gift creates in the recipient by focusing on the recipient's individual needs, unique preferences and personal values rather than the price of a particular gift. Gifting is not only a tradition for Gen Y, but also an important tool to strengthen the relationship with the recipient, showing their desire to make the other person happy and the value they attach to the person. Various researchers such as Gino and Flynn (2011) and Taute and Sierra (2015) argue that gift giving is a complex and emotionally charged process; therefore, people's ability to understand both their own emotions and the recipient's emotions should be an important factor influencing gift giving. Gen Z, on the other hand, tends to give gifts in the reflection dimension. Gen Z sees gifting as a state of reciprocity. For this reason, they prefer to give more if they receive gifts. The reason for giving a gift to someone is sometimes to get along well and sometimes because they think that they may need that person. In addition, she tends to throw away the gifts she does not like. In terms of gift selection based on gender in the dimension of convenience. Gen Y thinks that it is easier to buy gifts for men and more difficult to buy gifts for women due to their focus on

relationship development.

As a result of the analyzes we conducted to measure the effect of CDM styles on the GGB of Gen Y and Gen Z. the following conclusions were reached for the two generations. Both Gen Y and Gen Z consumers, who give gifts to develop relationships with other individuals, tend towards the best and quality while purchasing. However, they want to buy the most suitable one in terms of price among the best/quality. In this direction, the more options, the more likely they are to experience information confusion. Gen Z also prefer to shop from the brand they are used to and loyal to in order to develop relationships. On the other hand, the instant, thoughtless shopping that Gen Y will do and the trend towards the trendy affect the gift giving approaches for relationship development in the opposite direction. CDM moderately explains the relationship-building GGB of both Gen Y and Gen Z. It has been observed that Gen Y and Z consumers, who prefer to make gift-giving (reflective) purchases due to the principle of reciprocity, tend to buy the most well-known brand when purchasing gifts and do not consider the price while doing this. Gen Z also tends to choose what is fashionable when giving gifts. However, it can be said that he tries to find the most perfect when he emulates the gift he will give to his two generations. Meanwhile, as the number of brands that they can shop with increases, Gen Y experiences a confusion of information as the number of substitutes for the product they are considering increases. Also, when shopping is seen as a waste of time for both generations, reflective gift giving behavior is negatively affected. CDM moderately explains the reflective gift-giving behavior of Gen Y and Z. The members of Gen Y and Z. who tend to give gifts depending on the gender of the person to be given a gift and therefore their role in society, also want to buy the best quality product they can afford. Gen Y experiences indecision in convenience-prone GGB due to having too much information. In addition, while Z generation prefers to sell from the brand they perceive as high quality, they do not enjoy this shopping. Whereas, Thangavel et al. (2022) revealed that the Z generation found shopping fun. In this case, perhaps Gen Z does not like to choose gifts according to gender-defined patterns. Again, Gen Z gives up the convenience-oriented GGB as the product substitution increases or the brand diversifies. CDM explains the convenience-prone GGB of both generations at a low level.

According to Pillai and Krishnakumar (2019:200) the decision-making styles of consumers with high emotional empathy can differ. Gift giving is an almost purely emotional response. In this research, although it has been determined that the decision-making styles of consumers affect the behaviors of the Y and Z generations while explaining the GGB; it was concluded that CDM alone is not effective on GGB. When it comes to people who exist with their emotions, the reasons for GGB can be understood more clearly with new research that adds emotions in to the work. In future studies, researchers should also consider the variables of who the gift recipient is, the size of the emotional relationship between them, and the gift-giving approach between them, while examining the gift-giving behavior of Gen Y and Z consumers.

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