**Gift Purchases as Catalysts for Strengthening Customer–Brand Relationships**

***Web Appendix***





**Web Appendix C**

**Studies 2 and 3: Experimental Scenarios and Manipulations**

**Study 2**

***Description of Prior Relationship with Company***

You are a customer of FunTech, a company which produces consumer electronics. You have already purchased a couple of products from FunTech in the past and you have always been satisfied with FunTech.

***Gift Purchase Scenario***

Today, you are looking for a gift because you are invited to your cousin's birthday party. Your cousin has been a close friend of yours for many years already. As your cousin likes to listen to music, you are looking for headphones. You check out options from different companies and its products. Finally, you purchase headphones from FunTech amounting to $59. On the day of the birthday party you present the headphones to your cousin. He opens the gift wrapping and instantly tries the new headphones. Your cousin is very happy about the gift and says that he likes the headphones very much.

***Personal Use Purchase Scenario***

Today, you are looking for headphones for your personal use because you like to listen to music. You check out options from different companies and its products. Finally, you purchase headphones from FunTech amounting to $59. Afterwards, you open the packaging of the headphones and instantly try them. You like the headphones very much.

**Study 3**

***Description of Prior Relationship with Company and Gift Giving Occasion***

You are a customer of NaturalYum, a company which produces and sells healthy and organic foods, snacks, and drinks. You have already purchased a couple of products from NaturalYum in the past and you have always been satisfied with NaturalYum.

Today, you are looking for a gift because you are invited to your cousin's birthday party. Your cousin has been a close friend of yours for many years already. As your cousin likes food and is interested in healthy nutrition, you are looking for some natural food items. You check out options from different companies and end up going to NaturalYum.

***Assistance during Gift Purchase: Yes vs. no***

In the store, no NaturalYum employee approaches you and you do not get offered any assistance. You ask yourself about the specific food preferences and any dietary restrictions of your cousin and then search for a number of items that you could buy. Finally, you purchase a box of different healthy and indulgent items for cooking and snacking personalized to your cousin’s taste, amounting to $50.

[In the store, the NaturalYum employee Alex approaches you and offers you very helpful assistance. Alex asks you about the specific food preferences and any dietary restrictions of your cousin and then makes a number of suggestions on what you could buy. Finally, you purchase a box of different healthy and indulgent items for cooking and snacking personalized to your cousin’s taste, amounting to $50.]

***Branded Gift Wrapping: Yes vs. no***

On the day of the birthday party, you give your gift to your cousin. The gift has been wrapped by NaturalYum in their own, unique wrapping paper. The wrapping paper is branded, such that NaturalYum’s brand logo is printed across the paper and instantly visible to your cousin and the other guests. Your cousin unwraps the gift and instantly grabs the different food items to look at and try some of them; he seems to be very happy about the gift and says that he likes the food box very much.

[On the day of the birthday party, you give your gift to your cousin. The gift has been wrapped by NaturalYum in arbitrary, non-unique wrapping paper. The wrapping paper is not branded, such that NaturalYum’s brand logo is not instantly visible to your cousin and the other guests. Your cousin unwraps the gift and instantly grabs the different food items to look at and try some of them; he seems to be very happy about the gift and says that he likes the food box very much.]