

## **TRAITS VERSUS STATES: HOW CONSUMPTION AFFECTS OUR SENSE OF SELF**

Suri Weisfeld-Spolter, Nova Southeastern University, United States  
Maneesh Thakkar, Radford University, United States

### **ABSTRACT**

This paper investigates how consumption affects aspects of the self-concept. Using gift giving situations as consumer's consumption context, we examine how three types of gift giving scenarios affect individual's gender identity. In Study 1, using a with-in subjects design, we demonstrate that gender identity changes based on the gifting scenario (self-gift vs. interpersonal gift) and show that these differences also exist between the two main contexts of self-gifts (i.e. reward and therapy.) In Study 2, using a between subject design, we show how priming subjects on different dimensions of their self-concept affects their choices of gifts in a predictable way consistent with their active self-concept.

References Available on Request