

Sustainable Customised Gifting Solutions: Consumer Perceptions In The Saurashtra Region

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Abstract

The personalized gifting market in India has been witnessing steady growth, shaped by changing lifestyles, emotional value attached to gifts, and the increasing appeal of unique, customized products. While much of the industry's focus remains on metropolitan areas, regional markets such as Saurashtra offer distinct opportunities influenced by local culture and traditions. This study explores consumer perceptions, preferences, and purchase behaviour in this segment through a survey of respondents from diverse backgrounds. The findings reveal that birthdays are the most common gifting occasion, with strong interest in products that blend quality, design, and emotional significance. Gifts for special occasions emerged as the most preferred category, while niche segments like pet gifts attracted limited attention. Factors such as product quality, visual appeal, and material played a greater role in purchase decisions than price or personalization alone. The study highlights the need for businesses to align offerings with cultural values, quality expectations, and spending patterns to succeed in regional markets.

Keywords: Personalized gifting, Customization, Consumers

INTRODUCTION

The Indian gifting industry has experienced significant growth in recent years, driven by changing consumer preferences, rising disposable incomes, and the expansion of the digital economy. Increasingly, consumers are seeking gifts that are unique, emotionally resonant, and capable of strengthening personal connections. Personalized gifting, which involves tailoring products to reflect the recipient's preferences, tastes, and identity, has emerged as a key trend within this evolving market.

According to TechSci Research, the Indian gifting market was valued at USD 119 million in 2019 and is projected to reach USD 159 million by 2025. The sector comprises two major segments—corporate gifting, accounting for nearly 80% of the market share, and personal gifting, which, though smaller, is witnessing rapid expansion. Factors contributing to this growth include advancements in customization technologies, increased access to online retail platforms, and targeted marketing strategies by leading brands.

Personalized gifts distinguish themselves from conventional, mass-produced items by incorporating elements such as engraved names, monogrammed initials, personalized messages, and bespoke designs. These features enhance the perceived value of the gift by reflecting thoughtfulness, attention to detail, and emotional intent. In culturally rich regions like Saurashtra, where gift-giving is deeply embedded in social traditions, personalization adds further cultural and sentimental significance.

This evolving landscape underscores the need to examine consumer attitudes towards personalized gifting, particularly in regional contexts, to better understand purchasing behaviour, expectations, and market potential.

Few Types of Personalized Gifts.

1. **Personalized Home Décor** – Custom wall art, photo frames, pillowcases, and other items adding a unique touch to living spaces.
2. **Personalized Jewellery** – Engraved rings, necklaces, bracelets, and other ornaments featuring names or initials.
3. **Personalized Accessories** – Custom phone cases, keychains, wallets, and similar items with engraved or embroidered details.
4. **Personalized Office Items** – Customized notebooks, pens, desk organizers, and related stationery.
5. **Personalized Clothing** – Custom-printed or embroidered t-shirts, hoodies, jackets, and other apparel.
6. **Occasion-Specific Personalized Gifts** – Tailored items for weddings, birthdays, anniversaries, and graduations, such as photo albums, frames, and chocolate bouquets.

LITERATURE REVIEW

Lee and Park (2009) examined the effects of personalization in online shopping on consumer attitudes and purchase intentions. Their findings indicate that personalized shopping experiences significantly enhance consumer satisfaction, fostering favorable perceptions of the retailer and strengthening purchase intentions. Personalization was found to deliver both convenience and relevance, appealing to consumers seeking tailored solutions. However, the study also highlights the moderating role of privacy concerns, which can reduce the positive impact of personalization. The authors recommend transparency in data practices and responsible handling of consumer information to mitigate privacy-related apprehensions, emphasizing that personalization must be balanced with ethical considerations to sustain consumer trust and loyalty.

Sundar and Marathe (2010) differentiated between personalization (automatic, system-driven adjustments) and customization (user-controlled adjustments) in digital media contexts. Their findings reveal that consumers tend to prefer customization due to the sense of control and agency it offers. In contrast, personalization may be perceived as intrusive, especially when it raises privacy concerns, leading to reduced trust and satisfaction. The study emphasizes the importance of balancing personalization and customization, maintaining user autonomy, and addressing privacy issues to optimize consumer engagement and satisfaction.

Huang and Shih (2014) explored the psychological motivations behind consumers' purchase of personalized products in online environments. Their proposed model identifies self-expression and the desire for uniqueness as primary drivers, positioning personalized products as reflections of individual identity. These factors enhance the emotional value and attachment associated with the purchase, thereby strengthening purchase intentions. The study further notes the influence of perceived quality on consumer decisions. The authors conclude that businesses can capitalize on these motivations by highlighting distinctiveness and fostering emotional connections through their marketing strategies.

Kumar and Kim (2014) investigated the "store-as-a-brand" strategy, focusing on how store environments—both physical and online—affect consumer responses. They found that personalized store environments aligned with customer preferences evoke positive emotions, enhance satisfaction, and strengthen purchase intentions. Store aesthetics, layout, and overall customer experience were identified as significant influencers of consumer perceptions and loyalty. Moreover, the consistency between the store environment and brand image was shown to enhance trust and engagement. The authors conclude that creating a personalized, emotionally engaging retail environment is integral to increasing sales and fostering lasting customer relationships.

Shastri and Anupama (2021) reviewed literature on the relationship between consumer attitudes and purchase intentions. They found that factors such as social media influence, word-of-mouth recommendations, product trustworthiness, and perceived value shape consumer attitudes, which in turn strongly affect purchasing behavior. Positive attitudes increase the likelihood of repeat purchases, with trust emerging as a critical element in sustaining customer loyalty. The review underscores the role of digital platforms in amplifying consumer attitudes through online reviews and peer recommendations, suggesting that businesses should prioritize building trust and delivering consistent quality to drive long-term customer engagement.

Rationale / Need of the Study

In recent years, the way people choose gifts has been changing. More and more, customers are moving away from standard, ready-made products and looking for gifts that feel personal, meaningful, and unique. A personalized gift does more than just serve as a token—it reflects thought, care, and an effort to create something truly special for the receiver. In a competitive marketplace, understanding what drives this demand is important for businesses that want to stay relevant. By studying how consumers think and feel about personalized gifting, we can uncover the emotional and cultural reasons behind their choices. These insights can help businesses design products and marketing strategies that not only meet expectations but also build deeper connections with their customers. In regions like Saurashtra, where traditions, festivals, and personal relationships play a big role in the act of giving, knowing what people value in a gift can make all the difference. This research hopes to offer a clearer picture of these preferences so that businesses can create offerings that blend local cultural values with modern customization trends—resulting in happier customers and stronger customer loyalty.

Research Gap

While there's plenty of research on personalization in online shopping and its effect on customer satisfaction, most of it focuses on large cities, global markets, or technology-driven aspects of the process. Very little work has been done to understand personalized gifting in smaller regions like Saurashtra, where buying decisions are often influenced by traditions, community ties, and cultural norms. Most past studies talk about personalization in a general sense, without looking closely at gifting as an emotional and cultural experience. They also tend to

overlook the specific ways local markets respond to trends like customization. Because of this, we don't yet have a clear understanding of how modern personalization blends with traditional gifting values in semi-urban or culturally rooted regions. This study aims to fill that gap by focusing on the Saurashtra region—capturing not just what people buy, but why they choose to buy it, and how cultural and emotional factors shape their attitudes toward personalized gifts.

Objectives of the study

1. To explore consumer perceptions and preferences towards personalized gifting in the Saurashtra region.
2. To identify the most popular occasions and product categories for personalized gifting.
3. To analyse the key factors influencing purchase decisions in personalized gifting.

RESEARCH METHODOLOGY

The study followed a descriptive research design to examine consumer attitudes towards personalized gifting in the Saurashtra region. This design was chosen as it enables a detailed understanding of existing behaviours, preferences, and perceptions without manipulating the study environment. Primary data was collected through a structured questionnaire that included both closed-ended and Likert-scale questions to capture consumer preferences, buying patterns, and attitudes towards personalized gifts. A total of 300 respondents participated in the survey. Convenience sampling was applied for respondent selection, allowing the researcher to reach participants who were easily accessible and willing to respond.

Data Analysis

Table 1: Respondents' Occasion, Spending Patterns, Purchase Experience, and Perceived Value of Personalized Gifts

Question	Response Category	Percentage	Number of Respondents
What was the occasion for which you purchased the personalized gift?	Birthday	36.33%	109
	Wedding	21.67%	65
	Anniversary	14.00%	42
	Graduation	8.66%	26
	Festivals	13.37%	40
	Others	6.00%	18
How much did you spend on the personalized gift?	Less than ₹500	20.66%	62
	₹500 - ₹2000	59.33%	178
	₹2000 - ₹5000	17.00%	51
	More than ₹5000	3.00%	9
Would you pay more for a personalized gift compared to a non-personalized gift?	Yes, I would pay significantly more	45.66%	137
	Yes, I would pay somewhat more	24.00%	72
	No	8.60%	26
	It depends on the gift	21.34%	65
Have you ever purchased a personalized gift online? If so, how was your experience?	Great experience	42.90%	129
	Average experience	21.90%	66
	Poor experience	5.70%	17
	Not purchased anything online	29.50%	88
Do you think personalized gifts make for better memories compared to non-personalized gifts?	Much better memories	58.10%	174
	Somewhat better memories	31.40%	94
	No, about the same	9.50%	29
	No, worse memories	1.00%	3

Occasion for Purchase: Birthdays emerge as the most common occasion for personalized gift purchases (36.33%), followed by weddings (21.67%) and anniversaries (14%). This suggests that personal celebrations drive demand,

with festivals (13.37%) and graduations (8.66%) representing secondary opportunities. The strong showing for birthdays indicates marketers should emphasize birthday-specific personalization options.

Spending Patterns: Nearly 60% of consumers spend ₹500-₹2000 on personalized gifts, establishing this as the sweet spot for pricing. The 20.66% spending under ₹500 suggests a budget-conscious segment, while the small 3% spending over ₹5000 indicates limited premium market potential. Brands should focus on mid-range offerings with some entry-level options.

Price Premium Acceptance: 45.66% are willing to pay significantly more for personalization, showing strong perceived value. Combined with the 24% willing to pay somewhat more, nearly 70% accept some premium. However, 21.34% conditional acceptance suggests the need for clear value communication about personalization benefits.

Online Purchase Experience: While 42.9% report great online experiences, the 29.5% who haven't purchased online reveal untapped potential. The 21.9% average and 5.7% poor experiences highlight areas for improvement in online customization interfaces and delivery fulfilment.

Emotional Impact: The overwhelming 89.5% (combined) believing personalized gifts create better memories demonstrates their emotional power. The minimal 1% negative response suggests virtually no risk in emphasizing memorability as a key selling point for personalized gifts.

Table 2: Ranking and Performance Analysis of Personalized Gift Categories

Rank	Category	Weighted Score	Total percentage for Preferred and Most Preferred	Performance Tier
1	Gifts for Special Occasions	3.68	58.30%	Premium
2	Personalized Accessories	3.41	49.30%	Core
3	Personalized Clothing	3.3	51.30%	Core
4	Personalized Office Items	3.27	47.70%	Core
5	Personalized Jewelry	3.17	45.70%	Secondary
6	Personalized Home Décor	3.15	52.70%	Secondary
7	Personalized Gifts for Pets	3	45.70%	Niche

The analysis of the weighted scores across the different categories of personalized products revealed clear variations in consumer preferences. Gifts for Special Occasions emerged as the highest-ranked category with a weighted score of 3.68, indicating a strong inclination toward such products. This category also received the largest proportion of “Preferred” and “Most Preferred” responses, making it a premium offering in the market. Personalized Accessories followed with a weighted score of 3.41, suggesting a consistent appeal but lower enthusiasm compared to special occasion gifts.

Personalized Clothing and Personalized Office Items recorded moderate weighted scores of 3.30 and 3.27 respectively, reflecting balanced preferences without strong dominance in the highest preference categories. Personalized Jewelry scored 3.17, showing a relatively lower appeal, possibly due to its niche and taste-specific nature. Personalized Home Décor, with a score of 3.15, had a mixed response, receiving both high and low ratings, indicating potential but with limited universal appeal. Personalized Gifts for Pets ranked lowest with a score of 3.00, reflecting a niche market segment where interest is concentrated among a smaller, specific group of consumers.

Table 3: Ranking of Influencing Factors in Personalized Gifting Purchase Behavior

Rank	Factor	Weighted Score
1	Quality	3.97
2	Visual Appeal	3.83
3	Material	3.82
4	Purpose	3.4
5	Design	3.37
6	Personalization	3.12
7	Price	3.11

The analysis of factors influencing purchase behaviour in personalized gifting, using a descriptive research design and convenience sampling method, revealed that quality ranked highest with a weighted score of 3.97, indicating

its strong influence on consumer decisions, followed closely by visual appeal (3.83) and material (3.82), highlighting the importance of tangible product attributes. Purpose (3.40) and design (3.37) occupied the middle ranks, showing that while the intended use and overall look matter, they are slightly less critical than quality and aesthetics. Personalization (3.12) ranked sixth, suggesting that customization, although valued, is secondary to other factors, and price (3.11) ranked last, indicating that cost plays a comparatively minor role in purchasing decisions for personalized gifts. Overall, the results suggest that consumers prioritize quality, material, and visual appeal over price or personalization when selecting personalized gifts.

Table 4: Chi square tabulation for spending and gift category

Gift Category	Less than ₹500 (62)	₹500-₹2000 (178)	₹2000-₹5000 (51)	More than ₹5000 (9)	χ^2 Statistic	p-value
Gifts for Special Occasions (175)	15 (24.2%)	102 (57.3%)	45 (88.2%)	8 (88.9%)	42.37	<0.001
Personalized Accessories (148)	10 (16.1%)	95 (53.4%)	35 (68.6%)	5 (55.6%)	28.15	<0.001
Personalized Clothing (154)	12 (19.4%)	98 (55.1%)	38 (74.5%)	6 (66.7%)	31.89	<0.001
Personalized Office Items (143)	8 (12.9%)	89 (50.0%)	40 (78.4%)	6 (66.7%)	36.42	<0.001
Personalized Jewelry (137)	5 (8.1%)	82 (46.1%)	42 (82.4%)	8 (88.9%)	52.18	<0.001
Personalized Home Décor (158)	18 (29.0%)	104 (58.4%)	30 (58.8%)	6 (66.7%)	14.25	0.003
Personalized Pet Gifts (137)	20 (32.3%)	87 (48.9%)	25 (49.0%)	5 (55.6%)	5.67	0.129

The chi-square analysis examining the relationship between spending categories and gift preferences revealed several notable patterns. Statistically significant associations ($p < 0.05$) were found for all gift categories except personalized pet gifts, which showed consistent preference levels (48–56%) across all spending tiers, indicating no spending-based variation ($p = 0.129$). Jewelry demonstrated the strongest spending-dependent trend ($\chi^2 = 52.18$, $p < 0.001$), with a sharp contrast between high and low spenders—82.4% of those spending ₹2000–₹5000 preferred jewelry compared to just 8.1% of those spending less than ₹500. Gifts for special occasions ($\chi^2 = 42.37$) and personalized office items ($\chi^2 = 36.42$) also showed strong correlations, with higher spending linked to significantly greater preference. Clothing and accessories followed similar mid-range patterns, while home décor showed a weaker yet significant relationship ($\chi^2 = 14.25$). Strategically, home décor (29%) and pet gifts (32.3%) resonated most with budget shoppers (<₹500), while jewelry and office items had minimal appeal in this segment (<10%). The ₹500–₹2000 range—representing the majority of respondents (59.33%)—emerged as the key revenue driver, with moderate to high preference for clothing, accessories, and home décor (53–58%). These findings suggest a tiered merchandising approach, with jewelry and office items positioned as premium offerings for high spenders, budget-friendly décor and pet gifts for lower spenders, and bundled clothing/accessory products for the mid-range market.

Findings

1. The study revealed several key insights into consumer attitudes and behavior toward personalized gifting in the Saurashtra region. Birthdays emerged as the most common occasion for personalized gift purchases (36.33%), followed by weddings (21.67%) and anniversaries (14%), highlighting that personal celebrations remain the

strongest demand drivers, with festivals (13.37%) and graduations (8.66%) serving as secondary opportunities. In terms of spending, nearly 60% of respondents spent between ₹500–₹2000, identifying this as the optimal pricing segment, while 20.66% spent under ₹500 and only 3% spent above ₹5000, indicating a relatively small premium market. Willingness to pay a price premium for personalization was notable, with 45.66% ready to pay significantly more and 24% somewhat more, resulting in nearly 70% showing acceptance for additional costs, provided the value is well communicated.

2. Online purchasing trends showed potential for growth—while 42.9% reported a great experience, 29.5% had never purchased a personalized gift online, suggesting an untapped market. However, 21.9% rated their online experience as average and 5.7% as poor, pointing to improvement needs in customization interfaces and delivery fulfillment. Emotionally, personalized gifts were perceived as powerful memory-makers, with 89.5% stating they create better memories than non-personalized gifts, and only 1% disagreeing.

3. Preference analysis based on weighted scores positioned *Gifts for Special Occasions* as the top category (3.68, premium tier), followed by *Personalized Accessories* (3.41) and *Personalized Clothing* (3.30), both in the core tier. *Personalized Office Items* (3.27) and *Personalized Jewelry* (3.17) occupied mid-to-lower preference positions, while *Personalized Home Décor* (3.15) and *Personalized Gifts for Pets* (3.00) reflected secondary and niche appeal respectively.

4. When evaluating purchase-influencing factors, *quality* emerged as the strongest driver (3.97), followed by *visual appeal* (3.83) and *material* (3.82), emphasizing the role of tangible product attributes. *Purpose* (3.40) and *design* (3.37) occupied the middle ranks, while *personalization* itself (3.12) and *price* (3.11) ranked lowest, suggesting that while customization is valued, it is secondary to overall product quality and aesthetics.

5. Chi-square analysis further revealed significant relationships between spending levels and gift preferences for all categories except *personalized pet gifts* ($p=0.129$), which maintained consistent appeal across budgets. *Personalized jewelry* showed the strongest spending sensitivity ($\chi^2=52.18$, $p<0.001$), with high-spenders (₹2000–₹5000) overwhelmingly favoring it compared to budget shoppers. *Gifts for Special Occasions* and *Personalized Office Items* also exhibited strong spending-linked preferences, while *home décor* displayed a weaker but significant association. Strategically, home décor and pet gifts resonated most with budget shoppers (<₹500), jewelry and office items appealed primarily to high spenders, and the ₹500–₹2000 mid-range segment—representing the majority—was best suited for clothing, accessories, and home décor bundles.

CONCLUSION

The study reveals that personalized gifting is deeply influenced by personal milestones, with birthdays being the most common occasion driving purchases. Consumers predominantly prefer mid-range spending, valuing quality, visual appeal, and material over price or the extent of personalization itself. While a significant majority are willing to pay a premium for personalized items and recognize their stronger emotional impact, spending habits distinctly shape preferences across categories—especially for jewellery and special occasion gifts, which attract higher spenders. These insights suggest that businesses can maximize success by offering tiered product lines tailored to different spending segments, combining superior craftsmanship with emotional resonance. Ultimately, the fusion of quality, design, and personalization aligned with consumer spending behaviour will be key to thriving in the personalized gifting market.

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