

# GIFT CARDS: THE MODERN MUSE OF GIFTING





Gift cards have emerged as a contemporary symbol of gifting convenience. They're seen as a versatile, flexible choice that balances thoughtfulness with practicality.

"Gift cards are a way of showing love to people, be it families, friends, or neighbors." (Female, 28)

"I like gifting and receiving gift cards that have multi retailers. They're great for people who don't know what they want for themselves as gifts." (Female, 21)

"Gift cards are a great alternative to cash." (Female, 24)





Gift cards are cherished for their adaptability. They offer recipients the freedom to choose what they truly want, sparing givers the guesswork of gift selection.

Gift cards are not just an effortless option; they're a strategic choice in the world of gifting. They are particularly appealing for their adaptability and convenience. They serve as a safe choice when the giver is uncertain about the recipient's tastes or needs.

"It saves you time thinking about what to give someone, especially if you're not familiar with them." (Female, 25)

"Gift cards are like a blank check; you can use them to buy whatever you need as long as the cost is within range." (Male, 32)

"I feel like gift cards are more accessible and more appreciative, and the receiver can appreciate it more and do anything they want with it." (Male, 39)





## THE ART OF GIVING

The decision to give gift cards often stems from a desire to offer something thoughtful yet flexible. They serve as an ideal choice when the giver is uncertain about the recipient's preferences or when they want to add a personal touch by customizing the card.

Moreover, gift cards are seen as a safe bet that ensures the recipient can choose something they truly desire, adding to the overall satisfaction of both parties involved.

"I send gift cards from Moonpig on birthdays. People like receiving them as they're good quality and can be personalised." (Female, 37)

"I bought a River Island one recently for a 12-year-old as I don't know what 12-year girls want these days." (Female, 37)

"I bought and gave a video game site gift voucher for my nephew. He was extremely happy, and I felt good that I had bought something he appreciated." (Female, 49)



## THE ART OF GIVING

Gift cards are cherished by recipients for the autonomy they offer. The ability to select a gift of choice not only enhances the recipient's satisfaction but also strengthens the bond between the giver and the receiver.

"I received gift cards for Christmas which was great as I got to use this on whatever I wanted to and buy something that I like." (Female, 21)

"I received a gift voucher for our wedding which we ended up using to purchase things we need for our new home!" (Female, 27)



## THE HESITATION HURDLE: EXPLORING BARRIERS TO CHOOSING GIFT CARDS

Hesitation to choose gift cards often stems from concerns about personalization and the potential impression of a lackluster effort in gift selection. The risk of unused or expired cards, as well as the potential for the issuing company to go out of business, further complicates the decision.

"They sometimes expire before used or the company goes bust." (Male, 55)

"One of the barriers is limited usage." (Female, 21)

"Some people might see it as being lazy." (Female, 37)



# AMAZON: THE BELOVED BEHEMOTH OF GIFT CARDS

Amazon's dominance in the gift card realm is attributed to its wide variety of products spanning virtually every category imaginable. This extensive selection ensures that recipients can find something that suits their unique tastes and preferences. The ease of use and widespread acceptance also enhance their appeal, providing a seamless shopping experience for all.

"Amazon vouchers usually, as you can buy so many different things from them." (Male, 51)

"With Amazon, you can get anything, making it a safe choice for anyone." (Female, 24)





## MULTI-BRAND MARVELS: FLEXIBILITY IN CHOICE

Multi-brand gift cards are gaining traction for their versatility and flexibility. These cards provide recipients with the freedom to choose from a range of retailers, offering a personalized shopping experience.

"One4All gift cards are a great option for variety." (Female, 21)

"With multi-brand cards, the recipient can shop at different stores, which is great." (Female, 24)





## TECH AND GAMING TITANS: THE DIGITAL DELIGHT

For tech enthusiasts and gamers, gift cards related to technology and gaming are a perfect match. These cards cater to specific interests, making them a thoughtful choice for those deeply embedded in the digital world.

"I received a PlayStation gift card at Christmas. It was a good gift." (Male, 51)

"Steam cards are ideal for those who love gaming." (Male, 31)

"Apple gift cards are great for tech lovers, offering a wide range of products." (Male, 42)





## THE SINGLE-STORE SNAG: AVOIDING LIMITED CHOICE

Single-store gift cards, while seemingly convenient, often come with the downside of limited choice. Discover why participants shy away from these cards and prefer more versatile options.

"Stand-alone stores like clothes shops as you might not like their clothes."  
(Female, 49)

"Store-specific cards can be too restricting." (Male, 55)

Sorry  
WE'RE  
CLOSED



## THE EXPIRATION CONCERN: CARDS WITH A CLOCK

Gift cards that come with expiration dates can be a source of stress rather than joy, as they impose a time limit on the recipient's choice.

"They sometimes expire before they're used." (Male, 55)

"Gift cards with expiration dates feel like they come with strings attached."  
(Female, 31)

"The pressure to use them quickly takes away from the gift." (Female, 27)



## THE ENCHANTING WORLD OF EXPERIENCE GIFT CARDS

Experience gift cards promise not just a gift, but a memory—a cherished moment to be treasured. They are stirring curiosity and excitement among consumers.

"Spa gift cards are my favorite."  
(Female, 25)

"Experience gift cards are good for specific people who love memories."  
(Male, 36)

"I think experiences like spa days or helicopter rides are a unique and thoughtful gift." (Female, 24)



## THE ENCHANTING WORLD OF EXPERIENCE GIFT CARDS

When juxtaposed with traditional gift cards, experience gift cards offer a distinct value proposition. Experience gift cards shift the focus from material ownership to experiential richness.

They are perceived as offering unique value by facilitating activities that create memories and personal connections.

While traditional gift cards provide flexibility in purchasing goods, experience cards elevate gifting to an immersive level, often seen as more modern and thoughtful.

"Experience gift cards offer something beyond the ordinary." (Female, 37)

"Experience gift cards would surely offer more value." (Male, 51)



## THE ENCHANTING WORLD OF EXPERIENCE GIFT CARDS

Experience gift cards are particularly suited for milestone occasions and recipients who value activities over possessions. They are ideal for anniversaries, milestone birthdays, or celebrations of significant achievements, where the focus is on creating memories rather than accumulating items.

"If it's for a special event for a couple or something you will be taking part in as well." (Female, 49)

"When sharing a moment with loved ones." (Male, 34)



## EMOTIONAL APPEAL: CRAFTING LASTING CONNECTIONS

Experience gift cards weave emotional appeal into gifting, enhancing the depth of relationships. They foster emotional connections by inviting recipients to share meaningful activities with loved ones.

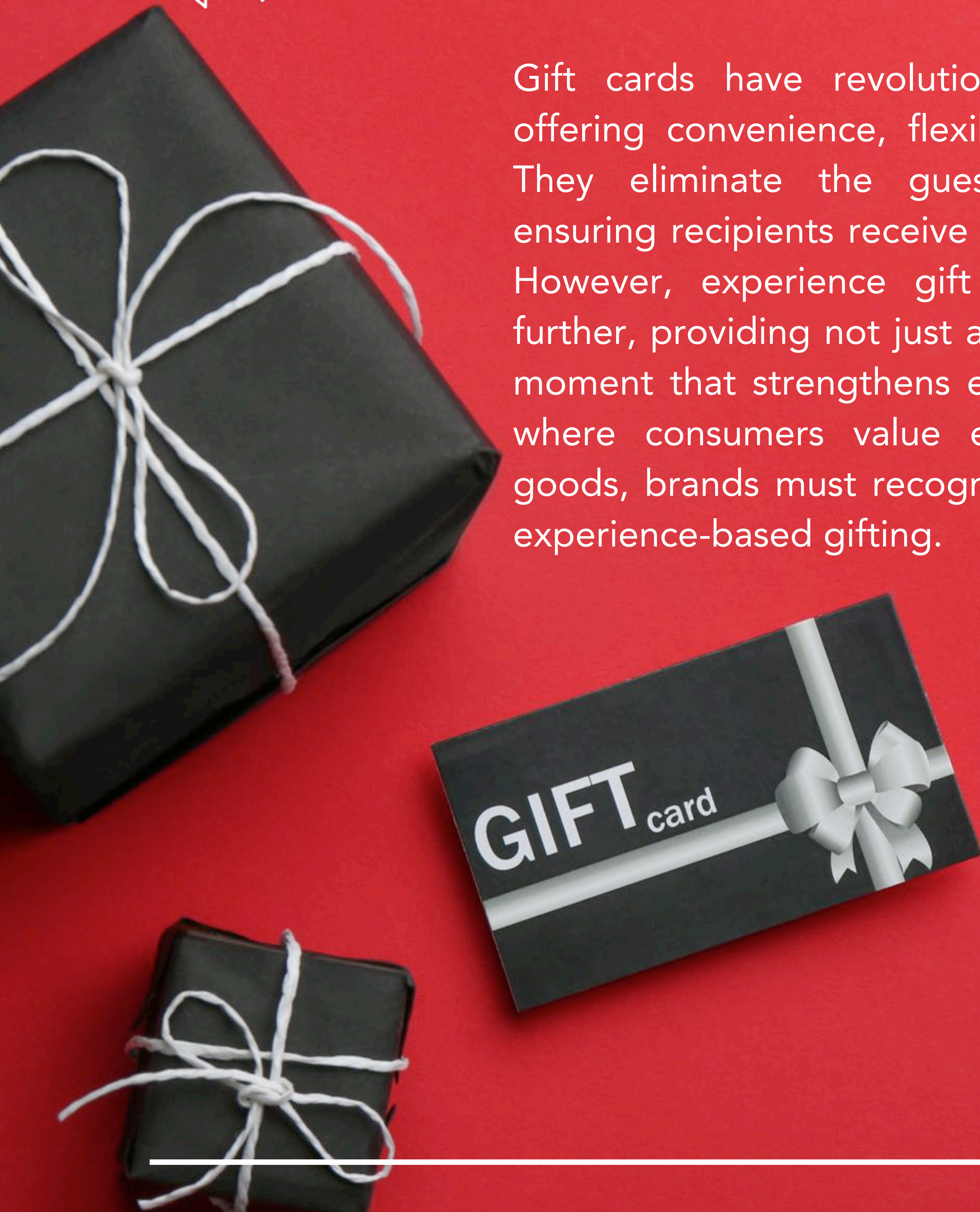
The opportunity to fulfill a long-desired experience can bring joy and gratitude, reinforcing relationships and creating cherished memories.

"Experience gift cards could enhance emotional connection with someone if you probably get them gift cards to do whatever they have been wanting to do."  
(Female, 21)

"They're more thoughtful and fun!"  
(Female, 27)

"If it's something that is relevant to both of you... it enhances the connection."  
(Male, 44)





Gift cards have revolutionized the way we give, offering convenience, flexibility, and personalization. They eliminate the guesswork in gift selection, ensuring recipients receive something they truly want. However, experience gift cards take this concept further, providing not just a product but a memorable moment that strengthens emotional bonds. In an era where consumers value experiences over material goods, brands must recognize the growing appeal of experience-based gifting.



# GIFT CARDS: THE MODERN MUSE OF GIFTING



For more...

[www.twentify.com/shoppingdiaries](http://www.twentify.com/shoppingdiaries)