

The New age of Digital Gifting-A transition from traditional gifting to online e-gift cards- An Awareness and Adoption Study.

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- **Abstract:** Digitalization & technology has entered into all facets of life simplifying human effort. Technology is also rapidly changing the traditional gifting scenario by replacing gifts with online gift cards offered by various retailers. This paper attempts to make a comprehensive study of online gift cards- its awareness levels, usage patterns, the demographics of gift card users and the drivers of e-gift card usage. Findings of the study indicate e-gift cards satisfy reciprocity benefits and decrease social risks associated with gifting, while also adding to the ease of purchase, delivery and redemption of online gifts. And the analysis of results has also proven that online shopping behavior has majorly contributed in the shift from traditional gifts and gift cards to e-gift cards.

- **Keywords:** traditional gifts, Findings, Digitalization