



13/02/2025

REPORT

Love at First Insight: How Consumers Celebrate Valentine's Day



AUDIENCE

Demographics

United Kingdom, Age 18 to 45

Category

Shopping and Retail

Custom Screening

Do you have a partner?

Qualified: Yes

Unqualified: No

Custom Screening 2

Do you and your partner celebrate special occasions?

Qualified: Yes, Sometimes

Unqualified: No

Custom Screening 3

Will you and your partner be celebrating Valentine's Day?

Qualified: Yes

Unqualified: No



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OBJECTIVE

To delve into the nuanced perceptions and emotional connections of UK individuals aged 18 to 45 regarding Valentine's Day celebrations, examining their gift selection process within sentimental, practical, and indulgent categories. The research aims to uncover the underlying motivations and social influences shaping purchasing decisions, financial investment levels, and the correlation between these consumer behaviors and various stages of romantic relationships. Furthermore, the study seeks to understand the broader implications of Valentine's Day gifting on individual self-perception, interpersonal relationship health, and overall emotional satisfaction.

BURNING QUESTION

In what ways does the act of giving or receiving a Valentine's Day gift impact your self-perception and the health of your romantic relationship?



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CHAT GUIDE

1. What does Valentine's Day mean to you personally?

2. How important is celebrating Valentine's Day for you and your relationship?

Answers: Very important and meaningful, Somewhat important, Not important at all

3. How do you typically approach celebrating Valentine's Day?

Answers: I plan something special, I prefer simple gestures, I celebrate in a non-traditional way

4. What key factors influence your decisions when planning your Valentine's Day celebration?

Choices: My partner's preferences and expectations, Personal values and emotions, Current trends and external influences, Practicality and budget consideration

5. To what extent do societal norms, cultural expectations, or your partner's preferences influence how you celebrate Valentine's Day?

6. Do you and your partner openly discuss Valentine's Day expectations, or is it more of a surprise approach?



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CHAT GUIDE

7. As part of your celebration, do you usually exchange gifts with your partner? Why or why not?

8. Do you think a meaningful Valentine's Day celebration requires spending money, or can it be just as special without purchases?

9. How have your expectations for Valentine's Day changed throughout different stages of your relationships?

10. How often do social media ads, influencer recommendations, or other advertisements influence your Valentine's Day plan?

Answers: Completely, Moderately, Not at all

11. What is your typical budget range for Valentine's Day plans?

Answers: £20 , £20- £50, £50- £100, £100 +

12. Do you tend to spend more on Valentine's Day compared to other special occasions (e.g., anniversaries, birthdays, holidays)? Why or why not?

13. Do you believe Valentine's Day has become too commercialized, or do you see it as an opportunity to celebrate love in a meaningful way?



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CHAT GUIDE

14. What was the last Valentine's gift you purchased?

15. Have you ever bought a present that you saw on social media?

16. If Valentine's Day didn't exist, do you think you would still set aside a special day for your relationship? Why or why not?



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AI SUMMARY

Valentine's Day among UK individuals aged 18 to 45 who are in a relationship is celebrated with a blend of traditional and personal touches, reflecting a nuanced approach to the occasion. While some adhere to classic gestures like exchanging cards, flowers, and enjoying special meals, others emphasize the importance of creating unique experiences and memories. The act of giving or receiving a gift on Valentine's Day is seen as a way to strengthen the bond and show appreciation for one's partner, with many opting for thoughtful, personalized gestures over grand or expensive displays. The celebration is deemed somewhat to very important, with many acknowledging the day as an opportunity to express love and reinforce their connection, despite recognizing its commercialization. Budget considerations and personal values often guide the planning process, with many individuals preferring to allocate funds towards shared experiences or simple yet meaningful activities. Social media and advertising have minimal influence on their plans, as most prefer to make decisions based on their partner's preferences and their own instincts. The evolution of Valentine's Day expectations is evident, with a shift from impressing one another in the early stages of a relationship to cherishing quality time and intimacy in more established bonds. Overall, the day is seen as a chance to celebrate love in a way that feels authentic and personal, with the health of the romantic relationship being nurtured through acts of love, consideration, and shared experiences.



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KEY INSIGHTS

Valentine's Day as a Reflection of Personal Values and Relationship Stages

- Valentine's Day celebrations in the UK are deeply intertwined with personal values and emotions, with many individuals preferring meaningful gestures over grand displays. This is indicative of a broader trend where the significance of the day is tied to the emotional connection between partners rather than societal expectations.
- The evolution of Valentine's Day expectations through various stages of a relationship is evident, with initial celebrations often characterized by more traditional gestures such as dining out and expensive gifts, while long-term relationships tend to focus on creating personal and memorable experiences that reflect a deeper understanding of each other's preferences.

Quotes:

"I am expecting less expensive gifts from my partner as we get older but more meaningful events like going to the cinema "

Age 30, Male

"As relationships progress, expectations for Valentine's Day tend to shift. Early on, there might be a focus on grand gestures or gifts, as both partners are figuring out how to express affection. Over time, expectations become more centered on deeper, more meaningful gestures. For example, in one relationship, early Valentine's Days involved going out to fancy dinners, while later, the celebration was more about spending quiet time together, like cooking a meal at home or writing personal notes. As the relationship grows, the importance of connection and thoughtfulness outweighs material gifts."

Age 31, Male

"I feel like the first Valentine's Day had a bit more pressure but after that it's more relaxed "

Age 22, Female

"There was more expectation at the start when we were trying to impress each other. As time has went on we realised what matters more is just having each other "

Age 33, Female



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KEY INSIGHTS

Practicality and Budget Considerations in Valentine's Day Planning

- Financial considerations play a significant role in shaping Valentine's Day plans, with many individuals setting specific budgets and prioritizing experiences over material gifts. This pragmatic approach suggests a conscious effort to balance the desire to celebrate love with the realities of personal finances.
- Despite the commercial nature of Valentine's Day, there is a clear preference for cost-effective celebrations, with individuals often opting for home-cooked meals, simple yet thoughtful gifts, and outdoor activities that offer a more intimate and personal experience without the need for excessive spending.

Quotes:

"Pop to shops a few days before and buy ingredients for a nice meal and plan what to make. Also look to order some nice flowers at a reasonable price for her "

Age 43, Male

"I tend to keep spending more consistent across special occasions, including birthdays and anniversaries. Valentine's Day doesn't stand out as needing more than other celebrations. I prefer to focus on meaningful, thoughtful gestures rather than spending more money. Each occasion has its own significance, but the emphasis is always on personal connection, not the cost."

Age 31, Male

"I spend more on birthdays because it's his day rather than ours "

Age 22, Female

"It's a nice day to celebrate the love we have but other occasions I class as more important "

Age 38, Female





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KEY INSIGHTS

The Influence of Societal Norms and Commercialization on Celebrations

- While societal norms and cultural expectations do influence Valentine's Day celebrations to some extent, many individuals actively seek to create unique experiences that are true to their relationship, indicating a desire to personalize the day and resist commercial pressures.
- The perception that Valentine's Day has become overly commercialized is common, yet individuals find ways to celebrate love in a meaningful manner by focusing on personal connection and shared experiences, often avoiding the hype of social media and advertisements.

Quotes:

"We don't do what other people are doing or what's trending on social media. We do the things we like"

Age 38, Female

"I do think Valentine's Day has become quite commercialized, with a heavy focus on gifts and spending. However, I see it as an opportunity to celebrate love in a meaningful way by focusing on personal, thoughtful gestures rather than the pressure to buy expensive gifts. For me, it's about showing appreciation and connection, whether through small acts of kindness, quality time, or meaningful words, rather than succumbing to commercial expectations."

Age 31, Male

"They need to have meaning behind it and relate to the person. On social media it's all about brands and for show "

Age 42, Female

"I never saw anything on social media that I thought would make my partner happy "

Age 41, Male



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KEY INSIGHTS

Communication and Shared Decision-Making in Valentine's Day Celebrations

- Open communication and joint decision-making are key elements in planning Valentine's Day celebrations, with many couples discussing expectations and preferences to ensure the day aligns with both partners' desires. This collaborative approach fosters a sense of partnership and mutual satisfaction.
- Surprises and spontaneous gestures still hold a place in Valentine's Day celebrations, with some individuals preferring to maintain an element of surprise to add excitement and romance to the day, while ensuring that the plans are still in line with their partner's happiness.

Quotes:

"We sit down and discuss where we want to go for a hotel stay. But we are both committed to enjoying a nice meal at the same restaurant every year "

Age 42, Male

"We don't do surprises really because I'm not a fan of them "

Age 22, Female

"Discussing expectations with my partner has helped create more meaningful Valentine's Day celebrations by ensuring we're on the same page. For instance, once we talked about how we both prefer low-key moments over grand gestures. This led to a celebration that focused on a homemade dinner and time spent together, which felt more personal and thoughtful than anything more elaborate. It reinforced that understanding each other's preferences is key to creating a memorable, meaningful experience."

Age 31, Male

"Sometimes we will discuss it and decide together what to do. Other times I will go ahead and plan something and it will be a surprise "

Age 33, Female





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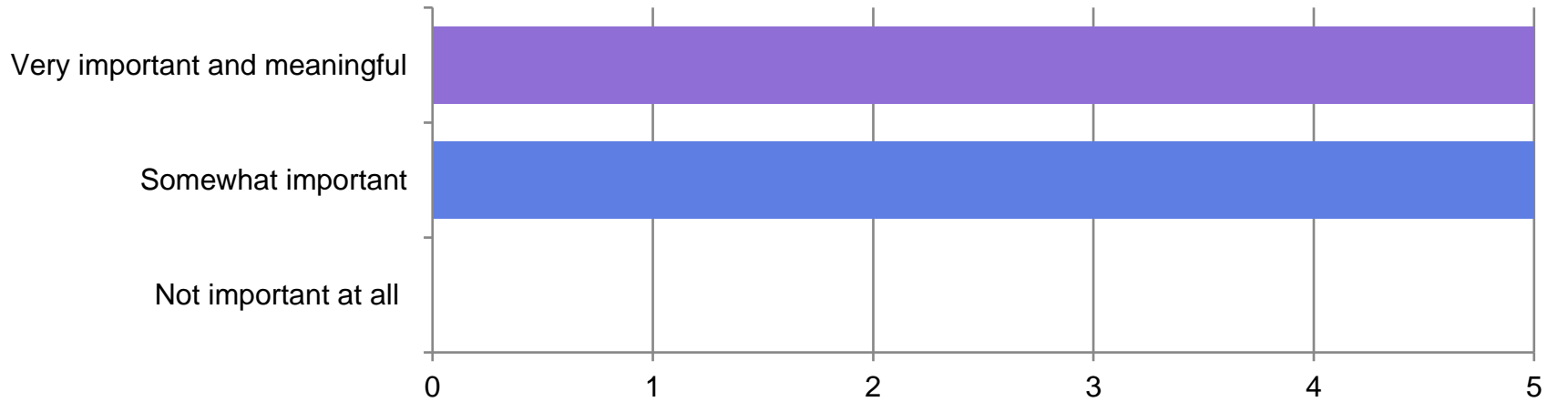
Do you and your partner celebrate special occasions?

Custom Screening 3

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METRICS

How important is celebrating Valentine's Day for you and your relationship?





METRICS

How do you typically approach celebrating Valentine's Day?

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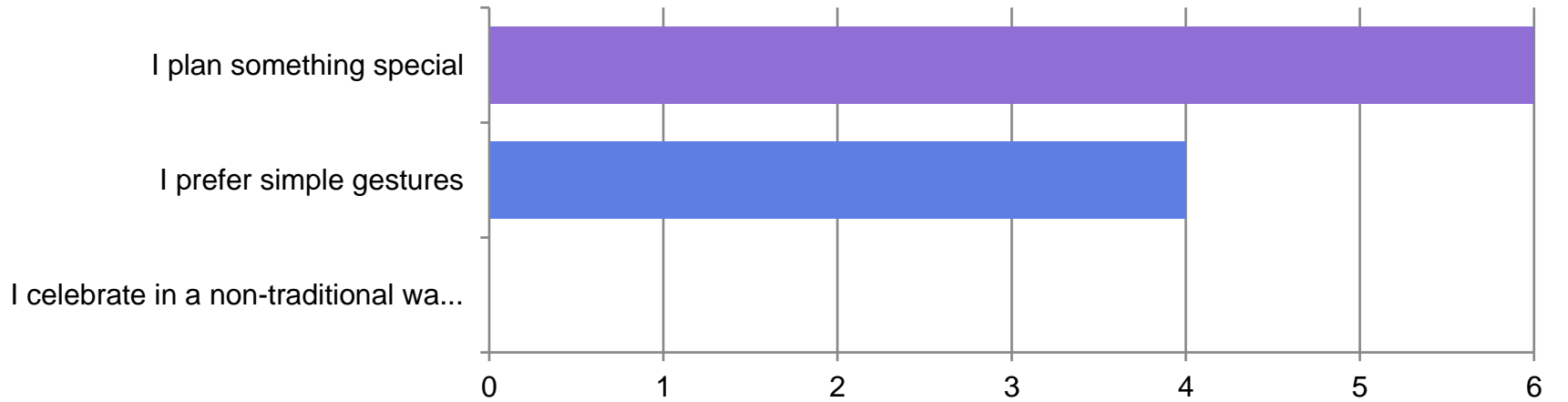
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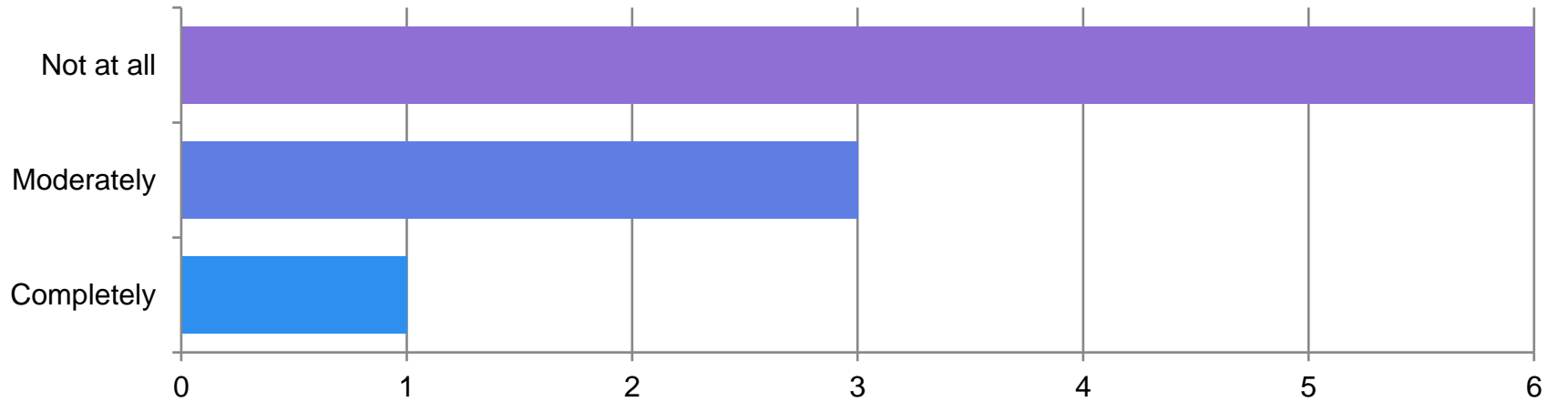
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METRICS

How often do social media ads, influencer recommendations, or other advertisements influence your Valentine's Day plan?



METRICS

What is your typical budget range for Valentine's Day plans?

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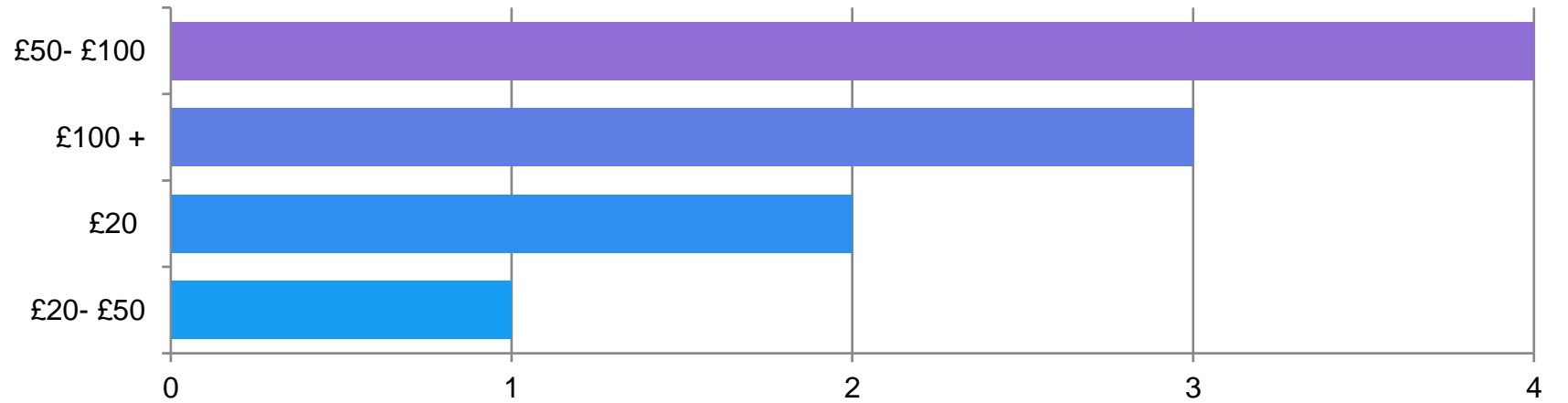
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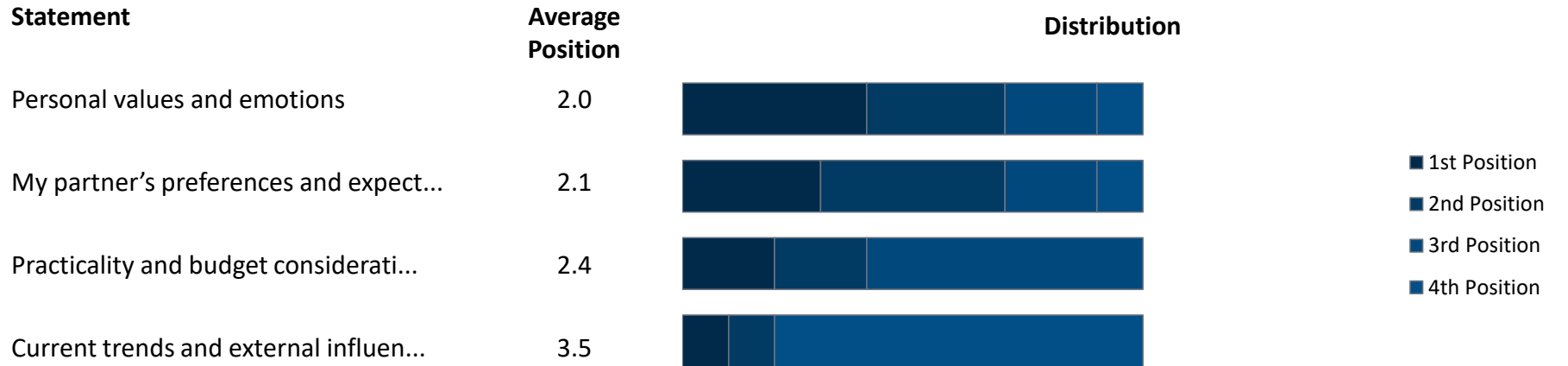
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METRICS

What key factors influence your decisions when planning your Valentine's Day celebration?



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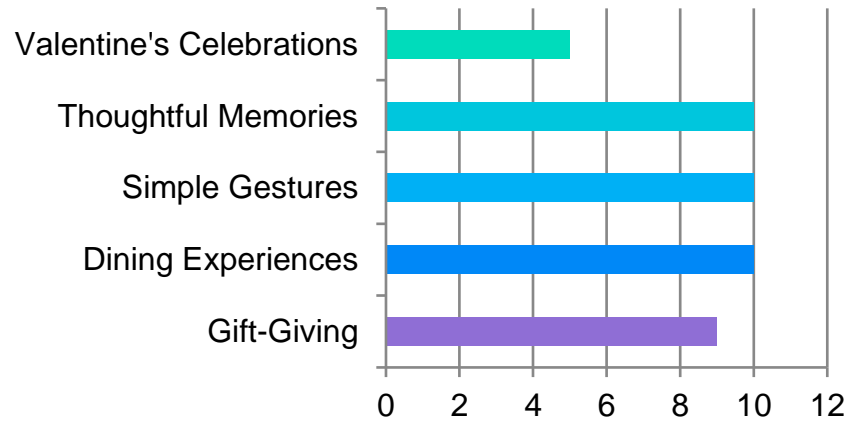
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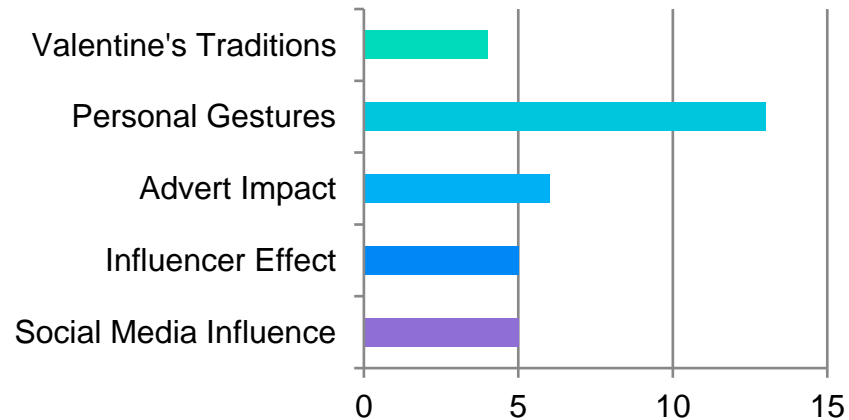
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TOPICS

How do you typically approach celebrating Valentine's Day?



How often do social media ads, influencer recommendations, or other advertisements influence your Valentine's Day plan?



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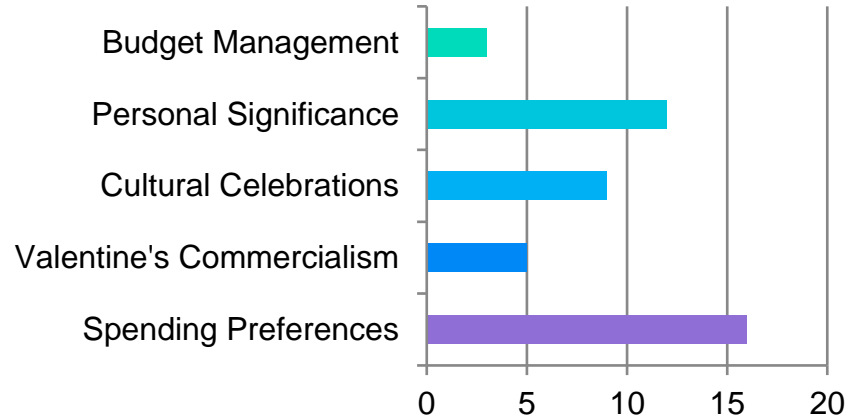
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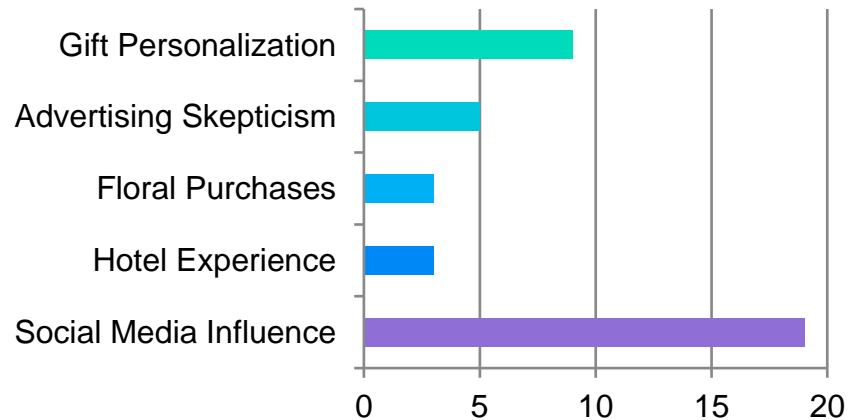
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TOPICS

Do you tend to spend more on Valentine's Day compared to other special occasions (e.g., anniversaries, birthdays, holidays)? Why or why not?



Have you ever bought a present that you saw on social media?



PERSONAS

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The Romantic Planner

Description:

- Aged between 30-45, in a long-term relationship or married, full-time employed without children.
- Prefers to celebrate Valentine's Day with a special dinner, either at a restaurant or a home-cooked meal, often including a thoughtful gift like flowers or a sentimental item.
- Values personal connection and meaningful experiences over grand gestures or expensive gifts, often opting for activities that create lasting memories.

Insights:

- Sees Valentine's Day as an opportunity to strengthen the bond with their partner through shared experiences and thoughtful gestures.
- Tends to prioritize their partner's preferences and expectations, ensuring the celebration is enjoyable and meaningful for both.
- Avoids the commercialization of Valentine's Day by focusing on personal values and emotions, rather than societal norms or trends.

The Experience Enthusiast

Description:

- Aged between 18-30, in a committed relationship, full-time employed, and enjoys celebrating special occasions with their partner.
- Favors unique and adventurous activities like bouldering or a weekend getaway, often incorporating a special meal or drink that holds personal significance.
- Celebrates Valentine's Day with simple yet meaningful gestures, such as a handwritten card or a shared favorite activity, rather than focusing on material gifts.

Insights:

- Prefers experiences over material gifts, believing that shared adventures and activities contribute more to the relationship than traditional presents.
- Celebrates Valentine's Day in a way that is unique to their relationship, often avoiding societal norms and creating their own traditions.
- Values spontaneity and surprise in their celebrations, balancing this with open communication to ensure alignment with their partner's expectations.

The Practical Celebrator

Description:

- Aged between 30-45, married, full-time employed, and may have children, leading to a practical approach to celebrations.
- Celebrates Valentine's Day with a focus on practicality and budget, often opting for a nice meal at home and a small, thoughtful gift like a bouquet of roses.
- Values everyday expressions of love and prefers to allocate resources towards shared experiences like holidays or special occasions.

Insights:

- Sees Valentine's Day as an extension of their daily expressions of love, rather than a standalone event that requires extravagant spending.
- Prefers to create special moments through simple, heartfelt gestures that reinforce the bond with their partner.
- Maintains a consistent approach to gift-giving and celebrations throughout the year, focusing on the quality of the experience rather than the quantity of spending.





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