

THOUGHT THAT COUNTS

Gifts, flowers, fine dining and chocolates... Mumbaikars are a mushy lot on V-Day, reveals survey

Thinking what to get your sweet-heart today that shows how much you love them? Well, it's the thought that counts not the gift itself, for 56 per cent of Mumbaikars. This is what a survey conducted by Kraft Foods says. The survey that was conducted in Shanghai (China), Kuala Lumpur (Malaysia), Mumbai (India), Manila (Philippines), Jakarta (Indonesia) and Singapore also reveals that most couples consider gifting a simple box of chocolates and a romantic dinner at a restaurant as the perfect way to spend Valentine's Day with their loved ones.

It also threw up several other interesting details like when it comes to receiving a Valentine's gift or treat, for nearly 56 per cent of Mumbaikars it's the

thought that counts. 23 per cent feel that taste is the number one priority, while only 20 per cent feel brand/style is the most important.

Dinner does it
Almost two-thirds of Mumbaikars said that dinner at a good restaurant was the ideal Valentine's Day activity



for them. Nearly 21 per cent said that they would like a nice meal at home cooked by their partner/spouse and 12 per cent said that they would like to go for a movie.

About 91 per cent of Mumbaikars would prefer chocolate as their ideal ingredient for a Valentine's Day dessert, followed by cream at 43 per cent and cookies and fruits at 31 per cent.

The study aims to

determine the relevance of Valentine's Day in today's day and age and also brings out the different ways in which the day is celebrated in various Asian countries. The survey, conducted by an independent research house commissioned by Kraft Foods, was held in January 2011 and involved more than 600 male and female consumers in India, China, Indonesia, Malaysia, Philippines and Singapore.

-Sneha Mahale

SURVEY STATISTICS

- Around 77 per cent of Indians consider chocolates as a must buy on Valentine's Day, which is significantly higher than other Asian countries - 46 per cent in Singapore, 70 per cent in Malaysia and 71 per cent in Philippines.
- Despite cultural differences, a majority of surveyed consumers in China (64 per cent), India (64 per cent), Indonesia (43 per cent), Malaysia (55 per cent), the Philippines (56 per cent), and Singapore (53 per cent) plan to spend Valentine's Day with their partner/spouse by having dinner out at a restaurant.
- 32 per cent Indians would love to receive just simple flowers from their partners/spouses
- Chocolate remains the most sought-after gift on Valentine's Day - at least 40 per cent of Asian consumers polled are hoping for chocolate as their Valentine's Day gift, and half (52 per cent) plan to buy the same for their significant other.
- A majority of women (42 per cent) think February 14 would not be complete without chocolate/candies and flowers.