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### **What can Valentine's spending trends tell us about consumer confidence and the health of the overall economy?**

Of course consumers open their wallets a bit more when they're feeling good about the way things are going. We might expect that the "spare change" left over from lower gas prices could translate into strong Valentine's sales. More generally, although it's hard to document a direct relationship, we might expect that people will be more aggressive about cementing romantic relationships when the economy looks a bit better. We've seen a lot of people postponing marriage and childbearing (especially women) in recent years so I imagine there is a good amount of pent-up demand (and desire) among some singles to be wooed.

### **What are some tips for celebrating Valentine's Day on a budget?**

One of the defining characteristics of Millennials is authenticity. Displays of affection that come from the heart but not necessarily the wallet might be appreciated rather than "store-bought" cards and stuff. A person who exerts more effort to locate a unique gift (e.g., on Etsy and other artisan sites) could score a lot of points even with a low credit score.

### **Valentine's Day falls on a Sunday this year -- how might this impact how people plan to celebrate?**

I would guess that this will be a boon, especially for the restaurant business.

### **Who spends more on Valentine's Day, men or women?**

Men, by far -- or sleep in the doghouse! Except in Japan, where it's the custom for women to buy presents for men.

### **What post-Valentine's Day deals should savvy shoppers take advantage of?**

I would guess the usual markdowns on (stale) chocolate, but quite likely some excess jewelry inventory as well.

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