

Survey says 12% of influencers buy their pets gifts on Valentine's Day

An international study gives insight into how influencers celebrate Valentine's Day, their shopping habits and who they look to for inspiration.



© Iliya Kulianov via [123RF.com](https://www.123RF.com)

The study reveals that while 91% of influencers have celebrated Valentine's Day at some point in their lives, days like Single Awareness Day or Galentine's Day are increasingly popular. It's also about more than just romantic love: 42% of influencers bought a gift for their friends, 38% for themselves, and 12% for their pet.

Harnessing the power of influencers on Valentine's Day

In January 2019, over 1000 influencers participated in a global influencer marketing platform indaHash's Valentine's Day study. 84% of influencers said that besides gifting their significant other, they spend money on friends, family, themselves, and their pets on Valentine's Day. The study further reveals their shopping behaviours alongside new and different ways to reach audiences by harnessing the power of influencers around this time.

72% of influencers said that they look to other influencers for gift inspiration over TV ads, magazines, and brand websites. This very much confirms the findings of the study, where 92% of influencers said their followers ask them for gift recommendations - proving that it's not only followers looking to influencers, but also influencers looking to other influencers for spending inspiration.

The majority of influencers (91%) claimed that when they're in relationships, they love celebrating Valentine's Day but not all of their followers always feel the same. Alternative movements like the tongue-in-cheek 'Singles Awareness Day' (S.A.D.) and 'Galentine's Day' are also widely celebrated, with only 9% of influencers choosing not to celebrate at all around this time.

Connecting in new, meaningful ways

While many celebrate the romantic love associated with Valentine's Day, it can also be a painful reminder of love lost or loneliness. Others think it to be a day adopted by brands to push people to buy, buy, buy. Such conflicting sentiments create the perfect opportunity for brands to think outside the box and connect with their customers in new, meaningful

ways.

60% of influencers prefer experiences over material gifts for Valentine's Day. While everyone loves material presents, experiences are becoming a clear preference among millennials.

40% of influencers treat themselves with gifts or experiences when single and spend the day with friends and family. Another millennial priority? Beloved pets! Millennials are crazy for their pets and with many having their own pet influencer Instagram accounts, they too are being treated with gifts - 12% of our survey group admitted they purchase Valentine's Day gifts for their animal friends.

The indaHash study shows that 63% of influencers wait for Valentine's Day deals before they buy, with 54% of influencers shopping for gifts online. Valentine's Day is a great opportunity for brands to stand out and run engaging campaigns that speak to those in love, as well as to those who feel out of sorts around this time.

For more, visit: <https://www.bizcommunity.com>