

Man's Greatest Fear: Valentine's Day

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It was that time of year again - a time dreaded by men - **VALENTINE'S DAY!** Buying something from Home Depot would be easier - buy the "little women" a set of pliers, a hammer, or maybe a drill set; she'd love them. But no, that wouldn't be "right," for some reason. Will it be chocolates? flowers? or, oh no! - lingerie? Men can't go into a lingerie shop . . . there's nothing but female (mostly, young, but sometimes old) sales clerks in there. And what about all those female shoppers; what will they think of me?

What does she like? What size, fabric, colour, and style should I buy? What if I make a mistake? What if I buy something too risque? What if I buy something too "matronly"? This is not going to be fun!

How will she respond? Will I be able to return the items (i.e., to exchange or to get a refund), if she does not like what I bought? How much do these things cost? And what if my friends and acquaintances see me there! I will never live it down.

Oh, women have it so easy during this time of year - buy him chocolates or a bottle of wine - that will make him happy.

I know, I will get her a gift certificate, she'll like that. A gift certificate will tell her that I really love her and that I was just thinking of her when I made my purchase. Oh, oh! Where should I get the gift certificate?

Question:

1. Given the situation just described, evaluate this shopping task using the appropriate marketing theories and concepts. Be specific.