

Exploratory Study of The Typology of Contextual Chocolate Consumption Experience on Valentine's Day

Alvin Natanael Soefian

International Business Networking

hyouichi42@gmail.com

Abstract - The changing in the meaning of Valentine's Day from the day to honor Saint Valentine death to the day to celebrate love that become a popular culture nowadays. The celebration of Valentine's Day usually comes along with chocolate as a gift. Chocolate can give various experience for the people who loves chocolate. The relationship between the values of Valentine's Day and Contextual Chocolate Consumption has been explored before but the researcher tries to explore further about the relation between the two topics further by exploring the importance of Valentine's Day for the typology of contextual chocolate consumption experience.

This type of research is exploratory research that tries to interview data consist of tape recordings, typed transcripts of tape recordings, and the interviewer's notes. The aim of this research is to dig deeper contextual chocolate consumption experience in Surabaya during Valentine's Day. Followed by open coding and interpretation to find the implication of Valentine's Day meaning to the contextual chocolate consumption experience. The informants are categorized as young-adults and the location of the research is in Surabaya.

The study found an additional context that related to the typology of contextual chocolate consumption experience which is the context of physiological needs. This study also found that from the seven typology of contextual chocolate consumption experience which consist of context of psychological needs, sensorial gratification, memories and nostalgia, escapism, materialism, chocoholism, and interpersonal and self-gift only three that appeared during Valentine's Day. This can provide future studies to explore different age group and specific type of chocolate.

Keywords: Valentine's Day, Typology of Contextual Chocolate Consumption Experience

Introduction

In the 1840s, Valentine's Day in the United States was rejuvenated, almost reinvented. It transitioned from being an often forgotten Old World saint's day to an immensely popular, unofficial American holiday. This successful transformation of Valentine's Day is demonstrated through its increasing popularity with each passing year, as Valentine's Day is now one of the three greatest gift-shopping days of the current era. Thus, the reconceptualization of Valentine's Day in the United States in the 1840s demonstrates the extent to which an emergent consumer culture shaped a historical ritual, thereby creating a popular cultural phenomenon (Zmirak, 2005).

This holiday is worthy of study due to the unique consumption, gift/card exchange, grooming, dating, and romance-based consumer behaviours associated with this holiday. Some of these Valentine's-related behaviours are ritualized to an extent. In a general sense, rituals organize life and give it meaning. Ritualized behaviours studies may propose consumer behaviour principles, which in turn lend marketers to product and service positioning opportunities (Arnould, Price, and Zinkhan 2004).

As a public holiday, Valentine's Day also affects the consumption experience in general. According to Hirschman and Holbrook (1986) consumption experience can be defined as "an emergent property that results from a complex system of mutually overlapping interrelationships in constant reciprocal interaction with personal, environmental, and situational inputs. This definition recognizes how numerous contextual, that is, environmental, motivational, emotional, social,

and time-related factors can modulate the consumption experience. That is applicable to food-related consumption experiences as well, starting from the purchase act – which is an important part of the consumption experience (Arnould, 2002) – and arriving to the consumption of food products in a broader sense.

Whether food is consumed as part of a daily routine or in special, infrequent occasions is a contextual factor which influences the moulding of the consumption experience (Marshall, 2005). Williams (1997), for instance, shows how food preparation and consumption on holiday is different from everyday life: on holiday, people attach greater importance to the food consumed by themselves and their family. Similarly, in celebrations and festivities such as thanksgiving (Wallendorf and Arnould, 1991) and Valentine's Day (Close and Zinkhan, 2006) people experience food in a way that is different from their routine. Food is loaded with emotional valences directed towards others and people are more careful about its purchase, preparation, and consumption.

Chocolate as one of the most popular commodities in the Valentine's Day because of the consumption experience that people feels during the Valentine's Day. Which means, food consumption experience in this case chocolate play a big role in the special celebration and festive. Despites the banning of Valentine's Day by the Indonesia's highest Islamic clerical council, chocolate sales in Indonesia are highly seasonal on Valentine's Day with the increased spending in February (38%). Driven by Valentine's Day, chocolate share in confectionary category increased around 5% in February. Chocolate's share are dominated by age groups 15-24 and 25-34, especially Female. Those age groups are heavy social media users, with

snacking habit that willing to spend more and wanting a healthier option. While chocolate sales promotions are already addressing Valentine, it would benefit to focus more on specific gender & age group. (<https://snapcart.asia/> 14 September 2017).

In the previous studies, Close and Zinkhan (2006) research finds that on the surface Valentine's is a simple holiday; nonetheless, there are wide variety of behaviors, rituals, meanings, and commercial efforts associated with this day. Marketing expenditures and efforts are large, and even begins months before the holiday. Such marketing efforts often target males as potential buyers, and often make explicit suggestions or guidelines to assist them in the gift giving process.

At the same time chocolate as one of the main commodities as Valentine's Day is often selected as the gift that most of the people considered. Here the consumer behavior in the contextual chocolate consumption experiences (Zarantonello and Luomala, 2011) which consist of context of psychological needs, context of sensorial gratification, context of memories and nostalgia, context of escapism, context of materialism, context of chocoholism, and the context of interpersonal and self-gift; may help in identifying modified and new chocolate consumption behaviours with respect to socio-economic consumer profiles. It may contribute for designing suitable marketing approaches based on new variants suitable for consumption motives and behavioural responses matching to the Indonesian context.

This study aims to explores the typology of contextual chocolate consumption during Valentine's Day. First, this study explores the importance of

Valentine's Day for the participants. Second, it introduces the typology of contextual chocolate consumption experiences. Third, find the implications of Valentine's Day to the contextualized chocolate consumption experiences. The revelation of how the meanings of chocolate products/brands vary in different typology of contextual chocolate consumption experience during Valentine's Day can act as a pilot research for future studies that related to market research.

Literature Reviews

The application of contextual consumption reveals the possible association of consumption drivers and factors related to the consumers and situational characteristics (Sandell, 1968). Number of earlier studies highlights that chocolate is consumed as a popular snack food (Wong and Lua, 2011) and its consumption has long been associated for a unique psychoactive (Dillinger et al., 2000) enjoyment and pleasure. The recent literature of chocolate consumption research has focused mainly in two contexts as a symbolic consumption (Belk and Costa, 1998) and as a social experience (Cova and Pace, 2006), by the analysing the consumer perceptions, or establishing a co-relational connections between individual attitudes and buying motivations towards chocolate consumption.

The main focus of contextual driven consumption of chocolate is mainly restricted with-in the frame work of individual's conditioning followed by individual's culture (Zellner et al., 2004). Some studies have focused context driven consumption of chocolate with context to pre meals or post meals situations of consumptions. Contextual focus of study established that chocolate is consumed even in bad mood (Luomala & Laaksonen, 1999). Association of an individual's

demographic factors and prime motive acting in the consumption and buying as the driver of chocolate consumption is not studied in any of the earlier studies; this approach may contribute in establishing new characteristics for identifying new behavioural segments based on psychographic features of the Indonesian consumers. Since, there is limited research address specifically such consumption behaviour at product level; to address this gap in literature the current study examines actual consumption behaviour of a narrowly defined product, chocolate.

Chocolate generates rich and complex consumption experiences as a function of various contextual forces. Seven main contextual chocolate consumption categories are identified: context of psychological need, context of sensorial gratification, context of memories and nostalgia, context of escapism, context of materialism, context of chocoholism, and the context of interpersonal and self-gifts (Zarantonello and Luomala, 2011).

Research Methodology

This type of research is exploratory research that tries to interview data consist of tape recordings, typed transcripts of tape recordings, and the interviewer's notes. Notes may document observations about the interview content, the participant, and the context (Marck, 2011). This research aims to dig deeper contextual chocolate consumption experience in Surabaya during Valentine's Day. Deep interview will review, explore and analyze the behaviour of chocolate consumers in Surabaya in consuming chocolate during Valentine's Day.

In this study, data collection is done by interview to the informant who has been chosen by the researchers. According to Nazir (2005), the interview is the

process of obtaining information for research purposes by way of question and answer face to face between the interviewer with the questioner or the answerer or informants by using a tool called an interview guide. Interviews conducted in this research is in-depth interview which continued to use the interview guide. As for the aspects wanted to be conveyed by the researcher through interviews in this study are the things that relate to the characteristics of consumers in contextual chocolate consumption experience during Valentine's Day, which later on will be the basis for analysis and discussion. In-depth interview itself includes description of the characteristics of the informant and consumption patterns for the chocolate.

Data in this reserach should be valid and accountable for the reserach result. Reseracher reducing the number of error of the data by interviewing nine people who has a good experience and responsible to specific reason. With the snowball technique, researcher can find the right informants, before the interview, the researcher ask the friends or relatives about the topic while trying to find another potential informant who can provide more data for the study, this processes are repeated until the researcher finds the informant that fit the requirements of the study. The three main requirements to be an informant for this study are within the early adult stage age group, have celebrated Valentine's Day before, and frequently consume chocolate. The three elemets of data collection are observation, interview and documentation analysis which can help the reseracher to reduce the false information.

The interview will be conducted with nine informants, which are considered as chocolate consumer. This method of interview is suitable to dig deeper

information, because the informants will give all informations with smoothly question, and for the informants also explain the answer without being too out of topic.

Findings

Now the researcher is trying to explore how far the importance of Valentine's Day for each informants, how does the typology of contextual chocolate consumption can be applied to the informants, and of course how the Valentine's Day implication to the informants chocolate consumption experience.

The importance of interpersonal relationship can be seen from all nine informants and Valentine's Day as a celebration of love also plays part in the interpersonal relationship from some of the informants. The next comments will describe the importance of Valentine's Day for each nine informants.

Informant W: *".....That day is a memorable day for us me and my elder brother laugh every time we remember it"*

Informant AL: *"I keep enjoying Valentine together my friends."*

Although both informants are still single, both have pleasant time together with the person close to them. The comments above proved celebration of Valentine's Day are not limited to people who are in relationship, people can also celebrate it with family and friends. Next are the comments from the informants with boyfriend or girlfriend.

Informant I: *".....important because usually when I fight with my boyfriend, Valentine's Day is the day we're back romantic"*

Informant K: *"..... Valentine's Day is the right moment to meet and establish good relationships with my girlfriend's family. "*

Various reasons behind the importance of Valentine's Day can be seen from the comments above. For the informant I Valentine's Day serves as the best time to make up with her boyfriend since Valentine's Day is the day to celebrate love, while informant K aims for closer relationship with the family of his girlfriend. Next one is the importance of Valentine's Day for the married informants.

Informant L: *".....since my husband give me a gift of chocolate during the Valentine's Day making me excited for the next Valentine's Day* "

Informant AK: *"For me Valentine is the right moment to gather and share with people I love, so of course very important"*

Some of the married informant comments showed that Valentine's Day importance as a reminder for the informant togetherness and romantic moment with the family and during courtship. From the nine informants Valentine's Day is an important regardless the status of the informant and for some of the informant Valentine's Day can be celebrated with chocolate.

The Typology of Contextual Chocolate Consumption Experience

There are seven typology contextual chocolate consumption experience from Zarantonello and Luomala (2011) research which are the context of psychological need, context of censorial gratification, context of memories and nostalgia, context of escapism, context of materialism, and context of interpersonal and self-gifts. The discussion of the typology of contextual chocolate consumption

experience is based on the informant chocolate consumption experience which not related to Valentine's Day.

Context of psychological needs

Informants see the chocolate simply as one kind of food that can keep the informants awake or increases concentration.

Informant W: "*... ..Usually as my companion watch or do the task, because by eating a snack containing chocolate can reduce my sleepiness during the move at night.*"

Informant I: "*.....the feeling of tired after coming home from office often prevents me from running my business, that's why I try to eat chocolate to improve my focus.*"

Informant K: "*I heard the best chocolate consumption is during the morning because chocolate can improve concentration and memory.*"

Informant F: "*I used to eat chocolate when I was working at night to beat sleepiness, because if you do design without chewing something then the eyes will feel heavy and the focus was decreased, worse again the idea also does not appear*"

Informant AK: "*.....I am afraid it will affect my focus when meeting people. So I decided to take Cadbury hot chocolate*"

The interview results from the informants proves Macdonald (2007) study that consumption of a cocoa which rich in flavanols boosts blood flow to key areas of the brain for two to three hours. Increased blood flow to these areas of the brain

may help to increase performance in specific tasks and boost general alertness over a short period.

Informant W: *"The pleasure of eating chocolate that certainly cannot be replaced by other types of food"*

Informant AK: *"In addition, the crispy texture of the hazelnut nuts in it has its own pleasure when consumed while watching television"*

Chocolate claimed to have the ability of lifting up spirits, create highs and inducing the 'feel good' condition. Some people believed that the oro-sensory properties of chocolate are the main contributor of mood regulation (Macht and Muller, 2007).

Beside the happiness and satisfaction that appeared from the comments above, hunger also appeared in some of the informant comments. As the extension of psychological, physiological need appeared often during the interview, stated by some informants below.

Informant AL: *"Yes as a snack and to quell my hunger for me, because chocolate can be eaten anytime like when waiting for clients or when in a hurry. Rather than hearing my stomach rambling when meeting clients it would be better if I buy chocolates at the nearest store first..... "*

Informant AK: *".....Because after dinner I cannot go straight to bed and still do some activities. Sometimes it gets late so I feel hungry....."*

Contemporary theories suggest that the neural circuits regulating hunger are massively and reciprocally interconnected with extensive parallel

processing (Powley, 2009). This complex neural circuitry is sensitive to a diverse range of physiological processes.

There are some factors and processes which cause hunger, first biological factor in the regulation of hunger. Hunger is clearly a biological need. But eating is not regulated by biological factor alone. Studies shows that social and environmental factors govern eating to a considerable extend and both are psychological factors.

Context of sensorial gratification

According to Weingarten and Elston (1990) orosensory properties of chocolate and the desire for sensory gratification are sufficient to explain the motivation for consuming chocolate, and that the sight and smell of chocolate is enough to trigger cravings. The best sensorial gratification is provided by their favorite type of chocolate, although other types sometimes consumed.

Informant W: *"I chose Silver Queen Fruit and Nut because it's unique, where I can get the savory taste of peanuts, the sweetness of chocolate, and the sourness from the raisins inside ..."*

This shows that chocolate is not always sweet, it can be seen from the informant who prefer to consume chocolate that also have savoury or even sour flavour in it. There are also those who seeks bitter flavour from chocolate.

Informant F: *"Because Toblerone dark chocolate has a bitter taste of dark chocolate that suitable for my taste, the combination of milk is quite dominant. A bit of bitter taste is what I seek..... "*

People who love dark chocolate appreciate the bitter flavour which is reflected from the dark colour. But in informant F case, dark chocolate acts as a replacement for coffee bitterness that helps her awake at night. But some other informant tend to avoid bitterness in chocolate, most of the people who dislike bitter flavour from chocolate will choose milk chocolate instead.

Informant L: *"The chocolate combination of Cadbury's milk really fits, it is so addictive"*

There are also people who love mint in their chocolate, because it has the refreshing flavour especially when consumed after eating something with a lot of fat.

Informant M: *"..... The chocolate is not bitter because the after dinner chocolate came with two flavour which are mint and orange. It taste not to bitter and feels refreshing."*

The sourness from orange flavour that comes in the after dinner chocolate is difference from the fruit and nuts chocolate since after-dinner chocolate have less sweetness in it. It is going for the refreshing taste rather than the sweetness of chocolate. Besides flavour the texture of the chocolate consumed also matters for some of the informants.

Informant W: *"..... Its unique sweetness combined with the crunchy texture in each bite that makes me really enjoy the times I eat chocolate."*

From the comments, the two informants have different preference on the chocolate texture they like. In the next comments there will be another sensorial gratification context from another source.

Informant AK: *"Ferrero Rocher for being the right size for light snacks and colorful gold packaging. Besides, the crispy texture of the hazelnut nuts inside has its own pleasure* "

There are a lot of different chocolate choices in the informant comments, but taste is not all that matter. Informant I and Informant AK mentioned the shape and color of the chocolate, both aspects play a key role in molding the relationship between the product and the consumer (Bloch, 2003)

Context of memory and nostalgia

Further studies also finds that nostalgia does relate to the nostalgic consumption contexts, people, and the periods of time that belong to their past and are somehow associated with chocolate.

Informant M: *"The beginning of our relationship started from my husband gave me a chocolate, so of course it is memorable hahahaha....."*

Context of escapism

The definition of the context cannot be found in the informants, there are no informants which matches the escapist context (escaping through imagination). According to the second meaning of escapism (escaping through concrete actions and behaviours)

Context of materialism

The materialism here is the attachment of individuals to their possession. According to Belk (1984), materialism consists of three traits: possessiveness, non-generosity, and envy, which respectively, describe “our affiliation with these objects, our willingness to share objects in our possession, and our feelings about the objects in others possession.” The only informant with the materialism context from the typology of contextual chocolate consumption experience is informant AL.

Informant AL: *"The people at home know my habit of eating chocolate and will not touch my chocolate stock in the refrigerator, so when we are doing monthly shopping we buy chocolate separately."*

From the comment can be seen that there is no willingness to share the chocolate. Affiliation and feelings about the objects in other possession are not showing in the comment, but the non-generous attitude is enough to match the context.

Context of chocoholism

Informant does not have to be suffering from eating disorder to be considered as *chocoholic*. According to Faber (1987), a sudden drive, impulse, or urge to engage in certain behavior is a hallmark of most compulsions.

Informant W: *".....sometimes I spent 1 small jar of loacker alone without realizing while doing the task or while watching"*

Informant AL: *".....when we do monthly shopping I always buy chocolate individually. The places at the refrigerator doors are usually where we keep our chocolates..... "*

While informant W displays lack of control once start eating chocolate, informant AL always ensure that there is a good supply of chocolate in the refrigerator for personal consumption.

Context of interpersonal and self-gifts

As the only informant who shares chocolate outside of the Valentine event informant W shows altruistic motive, which means giving without any ulterior motive

Informant W: *"So in addition to being able to fill your own stomach can also share with friends It's just that I still prefer to share with my friends on campus."*

From the seven context and one additional context from the finding there are only three that comes up from the interview with the informants. The context of physiological need does not related to Valentine's Day since the interview related to the context only mention chocolate as their choice to satisfy their feeling of hunger. The context of sensorial gratification does not related to Valentine's Day since the interview related to it only mention the informants personal taste and preference about chocolate. The context of escapism does not shows up in the interview since there is no informant that consume chocolate as an escape from their problem or indulge in their imagination while consuming chocolate.

While the context of materialism does not related to Valentine's Day since the interview related to the context only mention the relationship between the sense of ownership from the owner and the possession in this case chocolate. The context of chocoholism does not related to Valentine's Day since the interview related to the context only mention the lack of control of the informant when consuming chocolate and how the informant always have a good supply of chocolate just in case they crave for it.

The three context from the typology of contextual chocolate consumption experience that occurred often during the interview are the context of psychological need, memories and nostalgia, and interpersonal and self-gift which are going to be explained further later. One of the contexts that occurred during Valentine's Day is the memory and nostalgia context. According to Marchegiani and Phau, (2010) a number of cognitive reactions are significantly affected when moving from a low to moderate or high level of personal nostalgia, attitudes and intentions improve significantly with each increase of personal nostalgia. Perhaps Valentine's Day serves as an annual reminder to individuals to pay particular attention to the positive aspects of their relationship. From some of the informants quotes the researcher found that chocolate can cause cognitive reactions that triggered the feeling of nostalgia during Valentine's Day.

Informant AU: *"Valentine's Day is an important day for me because it always reminds me how romantic my husband is during our first Valentine's night"*

Chocolate could instigate nostalgic transitions of mind into pleasant and warm memories of childhood and family tradition and this can be seen from informant AU and informant AK. The significance of the nostalgia context in the food realm generally has been documented in the past research, but less so in relation of chocolate and Valentine's Day. Informant informant M received chocolate gift from their partner during Valentine's Day as the way their partner conveyed their feelings.

Informant M: *"The beginning of our relationship started from my husband gave me a chocolate, so of course it is memorable hahahaha. I received the chocolate during Valentine too..... "*

Informant I and informant F also received a chocolate during their Valentine's Day celebration with their partner that makes them feel happy.

Informant I: *"I had a chance to get a Valentine Kitkat chocolate bucket from my girlfriend on Valentine's Day"*

Informant F: *"... ..At the time of Valentine's Day I received a gift when we had dinner together at Totomo Patisserie..... we were so happy that night."*

While informant AU gift chocolate to her partner gave chocolate to her partner in sense of obligation from being invited to dinner during Valentine's Day.

Informant AU: *"I certainly also felt obliged to give something to my husband, but at that time I was not working so could not give something comparable to dinner at Jamoo. After I remember again, the chocolate that my husband likes seems to be a suitable gift Really I never thought that my husband was really happy with the simple gift that I gave "*

From most of the interview chocolate was involved in the interpersonal gift gifting where chocolate acts as a source of positive experiences. Chocolate can also be seen to enhance ritual social encounters because it can provide a safe and appreciated gift when its socio-cultural symbolism is understood similarly both by the giver and the recipient. The nature of the relationship between the giver and the recipient influences the symbolism that is deemed appropriate for each individual chocolate gift-gifting context (Joy, 2011). Observing the informants to strategically choose what kind of chocolate (in terms of brand, origin, and luxuriousness) to give who on what context conveys evidence for this delicate two-way communication of socio-cultural symbolism.

In modern society gift gifting has become a complex psychological phenomenon that is a continuous, complementary process dealing with important relationship (Hill and Romm, 1996). That is why context of psychological needs appeared in the most informant interviews. Informant F and informant AK were happy when they received their first chocolate which is also their favorite brand during Valentine's Day from their partners, while informant AU feeling glad after seeing her partner was happy from receiving her chocolate gift. The feelings of satisfaction and loyalty are included in the context of psychological needs.

Satisfaction is generally seen as having a simple main effect on loyalty (Fornell, 1992), from the comments the researcher finds that consumer experience and loyalty to certain chocolate type or brand leads to repetition of consumption. Both informant F and informant AK still consume the same type of chocolate and brand

until now, because both are satisfied with the chocolate product and enhanced by the consumption experience during Valentine's Day.

Conclusion

Based on the research to explore and find the importance of Valentine's Day related to the typology of contextual chocolate consumption experience, the researcher summarized discover some main finding.

1. Valentine's Day hold important role for the early adult stage informants who have to develop relationship with other people in order to fulfill their psycho-social development task according to the age group of the informants. By fulfilling the psycho-social development task, the informants can attain happiness and satisfaction. Furthermore, the relationship status does not prevent the informants to celebrate Valentine's Day as the two informants without partner celebrate the event with friends or family.
2. From seven typology of contextual chocolate consumption experience, the context of escapism cannot be founded from the informant's comments. The informants did not consume chocolate to indulge in the imagination while escaping from the reality which fits the description of escapism, on contrary some of the informants consume chocolate to help them increases their performances. The chocolate consumption experience in order to increase the informants performances are related to psychological need. Usually stated from the informants who consumes chocolate to increase focus and

avoid sleepiness, but there are also some of the informants who consume chocolate to satisfy or delaying their feeling of hunger. The feeling of hunger is related to psychological needs but what causes it are called physiological needs. It is a need that is caused by biological factors such as the contraction of neural circuits.

3. Chocolate can generate various experiences according to some consumer experience studies. From the study some informants who consume chocolate can feel and remember the moment related to the chocolate they consume which triggers an increase of cognition reaction caused by feeling of nostalgia. The informant who have good experience with a certain brand of chocolate tend to repeat the purchase of the same brand, which means chocolate consumption experience generates consumer loyalty that leads to repetition of purchase.
4. After discussing the importance of Valentine's Day and the informants chocolate consumption experience the researcher found that chocolate is a necessity for the informants to celebrate Valentine's Day. While there are six contexts from the typology of contextual chocolate consumption experience can be found in the informant daily chocolate consumption there are three contexts that overwhelm other aspects during Valentine's Day. Psychological context can be seen from the happiness that appeared from the comments when the informants celebrating the day of love. Context of memories and nostalgia that cause the informant to remember and feeling nostalgic related to chocolate during Valentine's Day. Lastly the context of

interpersonal gift which are represented by chocolate from either the giver or receiver point of view.

5. Increase in chocolate consumption during Valentine's Day caused by the store promotion and advertisement. The nuances of Valentine's Day can be felt even before the day come, the decoration in the mall, advertising, and the chocolate packaging in some stores resembles Valentine's Day. This situation encourages some of the informant to purchase chocolate for self-consumption or to be consumed together with their loved ones. Some also purchase more chocolate during Valentine's Day because of the discount or the bundling provided by the store seems more profitable.

Recommendation for Future Studies and the Limitation of the Study

From this study the future researcher can try to explore more by determining the specific type of chocolate before starting the research since the chocolate types that occurred in this study is too diverse. By doing that future researcher can explore deeper about the consumption experience from a certain type of chocolate or a certain brand of chocolate. Future researchers can also determine different group of age in order to get various result of chocolate consumption experience.

The limitation of the study is the age group which consists of informant who has already at early adult stage. Most of the informants already have occupation and have decided their own budget for their chocolate consumption. But, it is still uncertain whether this study can be applied for younger age group who have no occupation or older age group who cares about their health.

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