**Report on Respondents' Attributes and Preferences for Marketing Strategy**

### ****1. Overview of the Dataset****

The dataset consists of **384 responses**, capturing demographic attributes such as **Gender, Age, College, Degree Program, and Year Level**. Relationship-related insights include **Relationship Status, Previous Relationships, and Views on Confession Dynamics**. Additionally, **preferences for Valentine's Day**—including gifts, romance levels, and important qualities in a partner—are recorded.

### ****2. Demographic Insights****

#### ****Gender Distribution****

Respondents are **predominantly female**, though male respondents are also present.

#### ****Age Groups****

* The majority fall within the **19-24 age group**, followed by **16-18 years**.

#### ****College and Degree Program****

* Responses come from various colleges, with **CCS (College of Computer Studies) being the most represented**.
* Degree programs are diverse, ranging from **Nursing, Midwifery, IT, Business, and Engineering**.

#### ****Year Level Distribution****

* Respondents include students from **Freshman to Senior years**, with **Juniors and Sophomores forming the largest groups**.

### ****3. Relationship and Romantic Preferences****

#### ****Relationship Status****

* The majority of respondents are **single**, followed by those **in a relationship**.

#### ****Previous Relationships****

* Many have had **one or two previous relationships**, while most of them have **never been in one**.

#### ****Men Knowing What Women Want****

* A significant portion of respondents believe that **men do understand what women want**.

#### ****Who Should Confess First?****

* Responses are mixed, with some supporting **traditional norms (men confessing first)** and others being open to **women initiating**. Additionally, some respondents believe that **women should answer their suitor on Valentine's Day**.

### ****4. Valentine's Day Preferences****

#### ****What Do They Want for Valentine’s Day?****

Top requested gifts include:

* **Flowers**
* **Greeting Cards**
* **Romantic Dinners/Getaways**
* **K-pop Merchandise**
* **Chocolate and Stuffed Toys**

These results suggest **marketing opportunities for romantic, thoughtful, and personalized gifts**.

#### ****How Romantic Are They on Valentine’s Day?****

Responses show three main segments:

* **Not at all romantic** – preferring a simple, quiet day.
* **Moderately romantic** – some gestures but not extravagant.
* **Very romantic** – full-on grand gestures.

This segmentation can help in **targeted marketing campaigns** based on different personality types.

#### ****Most Important Qualities in a Partner****

The top three most valued traits ranked from highest to lowest are:

1. **Sincerity** (Female: 78, Male: 26)
2. **Humor** (Female: 34, Male: 24)
3. **Shared Interests** (Female: 33, Male: 37)

These insights can be leveraged for **relationship-based marketing campaigns**, such as **dating services or compatibility-based product recommendations**.

### ****5. Marketing Recommendations****

#### ****For Gift and Experience-Based Businesses****

* Focus on **flowers, greeting cards, and romantic experiences** as top-selling items for Valentine’s Day.
* **K-pop and pop culture merchandise** can be marketed to **younger audiences**.

#### ****For Brands Targeting Romantic Gestures****

Segment campaigns based on romantic preferences:

* **'Simple and Sweet'** for those who are **Not at All Romantic**.
* **'The Thoughtful Partner'** for those who are **Moderately Romantic**.
* **'Go All Out'** campaigns for those who are **Very Romantic**.

#### ****For Relationship and Lifestyle Brands****

* Highlight **personality compatibility** in ads (e.g., 'Find someone who are sincere to you!').
* Campaigns on **helping men understand women better** could resonate with many respondents.

#### ****For Colleges and Youth-Centric Brands****

* Messaging around **relationship dynamics**, such as **who should confess first**, can engage students.
* **Interactive events or polls** on love and relationships could boost brand engagement.

### ****6. Conclusion****

This analysis provides key insights into **respondents' preferences, relationship views, and Valentine's Day expectations**. These findings can help the marketing team develop **highly targeted, emotionally resonant, and data-driven campaigns** to maximize engagement and sales during the Valentine’s season.