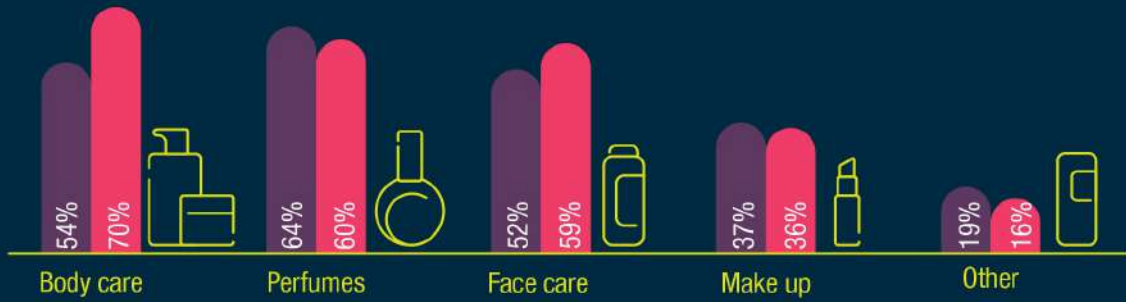




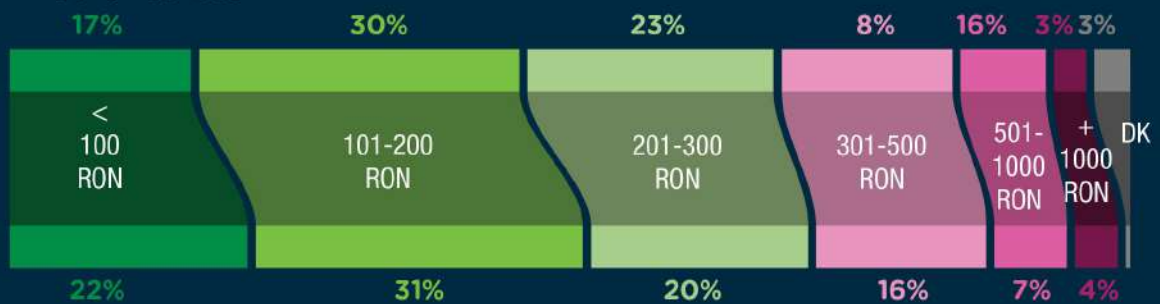
FOCUS ON SKIN CARE PRODUCTS

In the pandemic context, people tend to spend more time taking care of themselves, being more focused on their personal health. This year the body and face care products have a very good conversion rate. In 2020 half of urban online users have spent between 100 and 300 RON on skin care category.

■ Intended ■ Bought



Amount Intended ▾



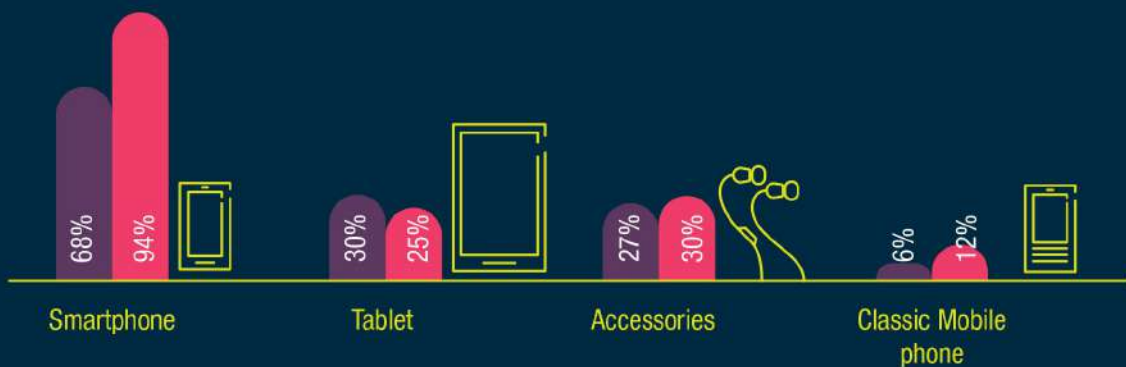
Amount spent ▲



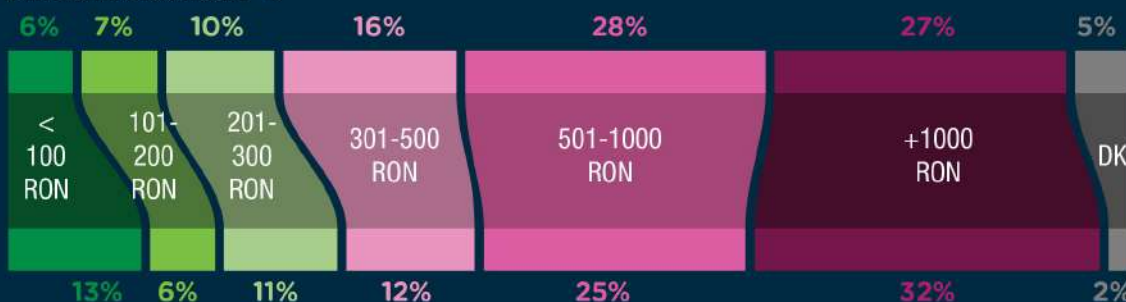
FOCUS ON MOBILE PHONES, TABLETS OR ACCESSORIES

Smartphones have by far the highest conversion rate. This acquisition behavior is determined by the pandemic context, as jobs, schools and even hobbies (gym classes, workshops etc.) are now held online. Internet users invested in this category more than in 2019 (26% vs. 32% spent 1000 Ron or more)

■ Intended ■ Bought



Amount Intended ▾



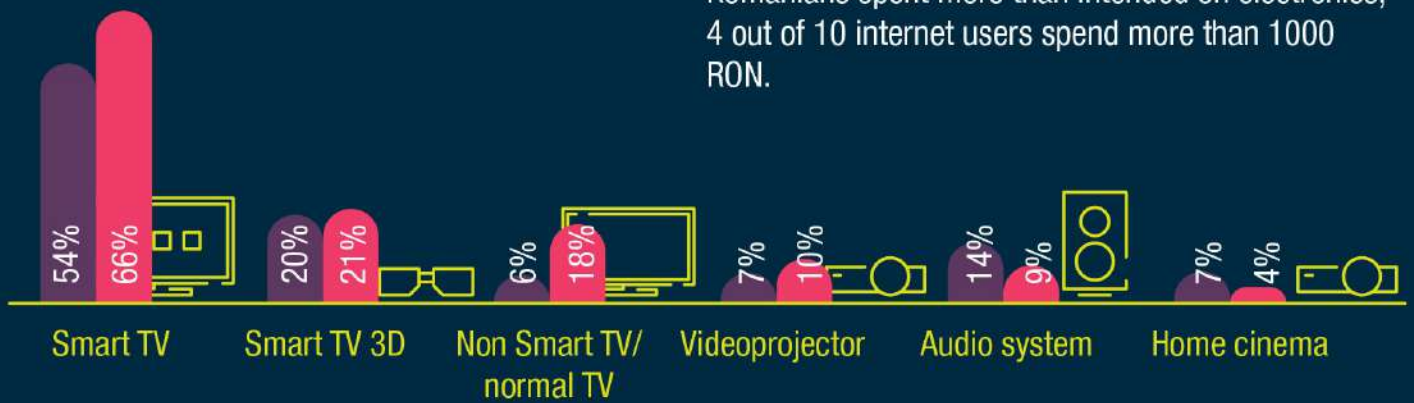
Amount spent ▲





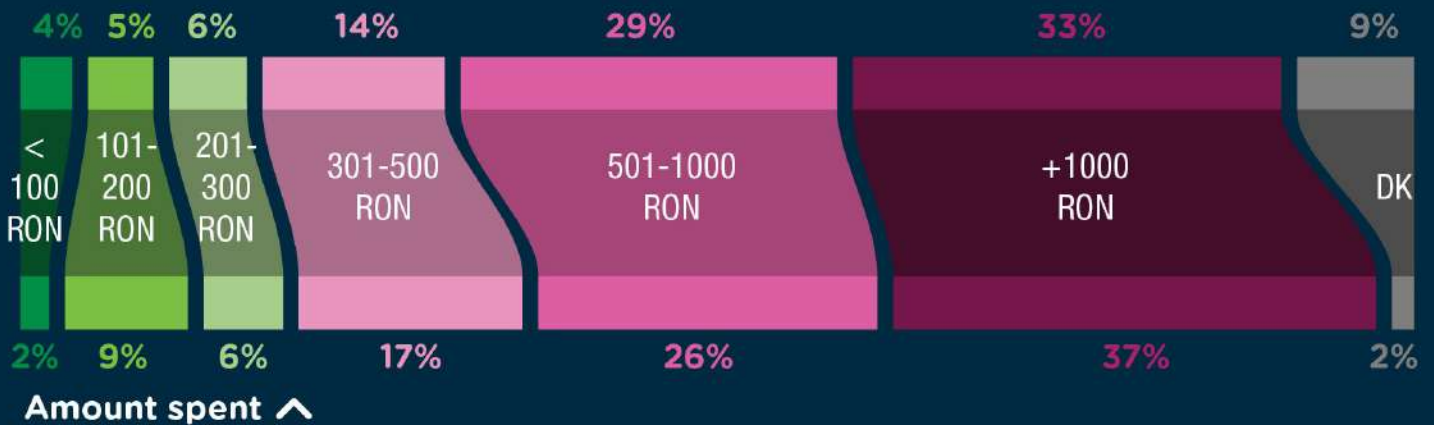
FOCUS ON TVS & ELECTRONICS

■ Intended ■ Bought



TV has been in this period one of the main form of entertainment for Romanians. This can be one of the reasons why Smart TV register this high conversion rate during Black Friday (122%), and even non smart TV/ normal TV is bought more than intended. Romanians spent more than intended on electronics, 4 out of 10 internet users spend more than 1000 RON.

Amount Intended ▾





Main reason for making purchases during Black Friday, remains the necessity of products that people do not momentarily own. Even not planned, Romanians take advantage of this discount occasion to buy presents for thier dear ones (but not as much as last year, due to the pandemic context and limited visits).

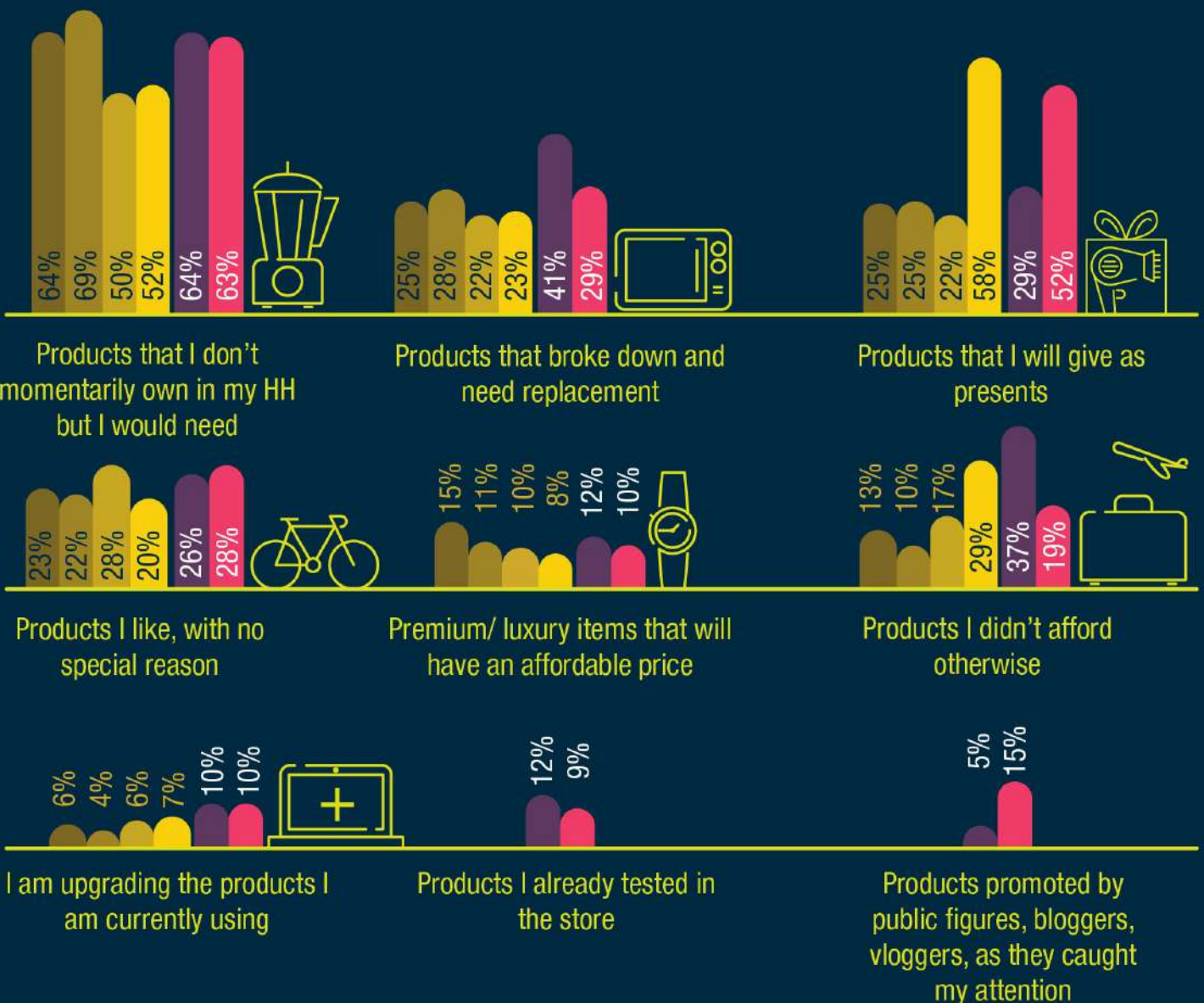
☑ In 2020 we notice an increase in rational decisions, urban online users buy during Black Friday products they need or broke down. Behavior accentuated by the COVID context, as most Romanians spend more time at home and the absence of some products is more visible than before.

Choosing criteria

- 2019
- 2018
- 2017
- 2016

2020

- Intended
- Bought





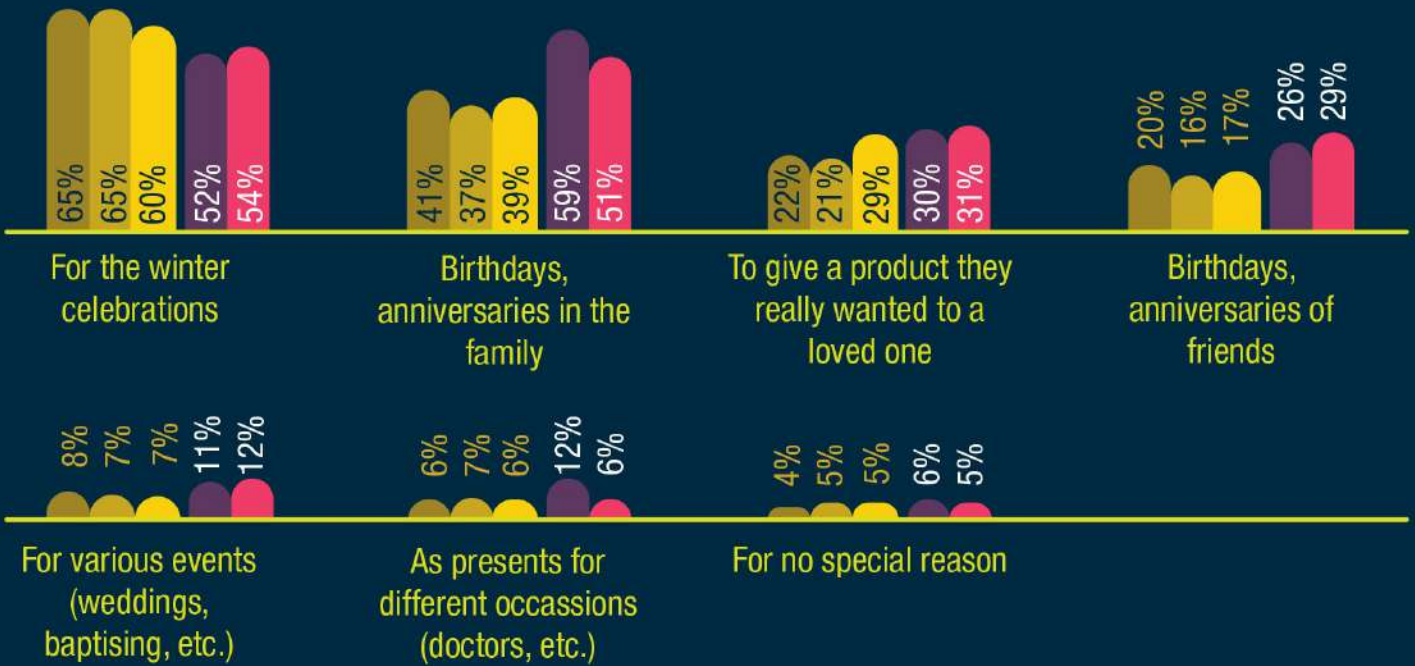
Special Occasion

Bought 2020

2019
2018
2017

Intended
Bought

If in 2019 urban internet users bought during Black Friday presents for winter celebrations, this year the focus is on birthdays, anniversary in the family/for friends.





In terms of 2020 overall budget, online urban Romanians spent less than planned.

One of the reason they don't get to spend as planned, can be the pandemic situation that force them to be more rational and have a safety net.

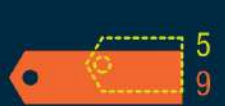
The amount planned to be spend was of aproximatly 1314 RON and the actual amount spend was of 1075 RON.

2020

Intended
Spent during BF



↑
Less than 100 RON



↑
101-200 RON



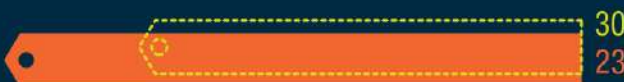
—
201-300 RON



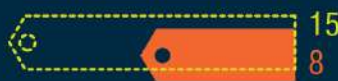
—
301-500 RON



↓
501-1000 RON



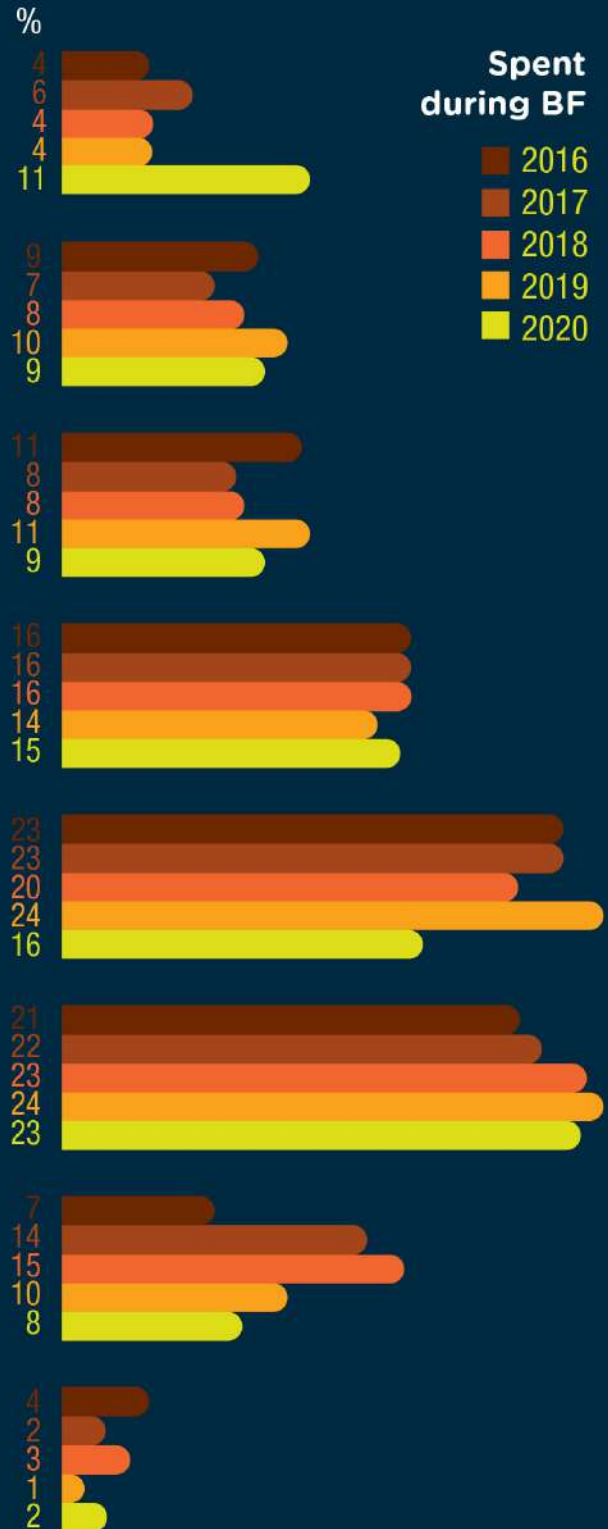
↓
1001-2000 RON



↓
2001-5000 RON



—
More than 5000 RON



Spent during BF

2016
2017
2018
2019
2020

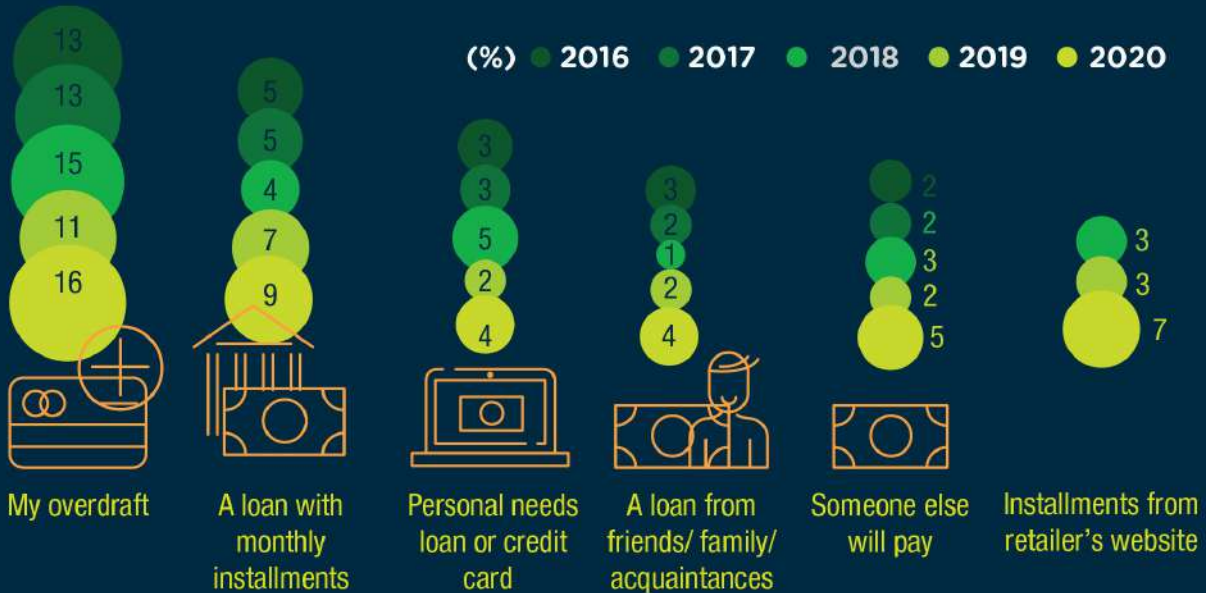
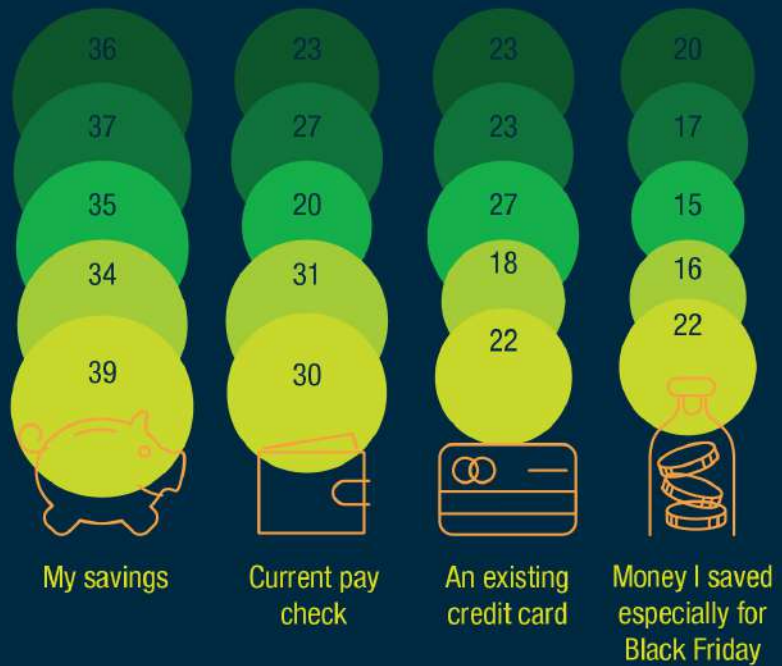




MOST ROMANIANS CONTINUE TO PAY FOR BLACK FRIDAY WITH THEIR SAVINGS.

2020 is the year with the highest payments made from personal savings and from money saved especially for Black Friday.

But is also the year with the highest number of people that paid for their shopping through overdraft, loans and installments.



4 out of 10 Romanians consider the Black Friday discounts normal/acceptable.

Even most online users perceive Black Friday discounts as "normal/acceptable", this year context accentuated their need for higher discounts. Most probably triggered by their financial and job instability.





4 out of 10 Romanians felt satisfied after this year Black Friday. 1 out of 5 Romanians also felt relaxed.

Other feelings after Black Friday 2020 were: well-informed and having all under control. This year we seem to experience a less impulsive shopping behavior and a more rational one, when it came to purchase decisions.

Satisfied
38%

Relaxed
24%

Well informed
17%

Having all under control
16%

Enthusiast/
Delighted
14%

Optimistic
14%

Happy
13%

Self confident
8%

Aware of their actions
8%

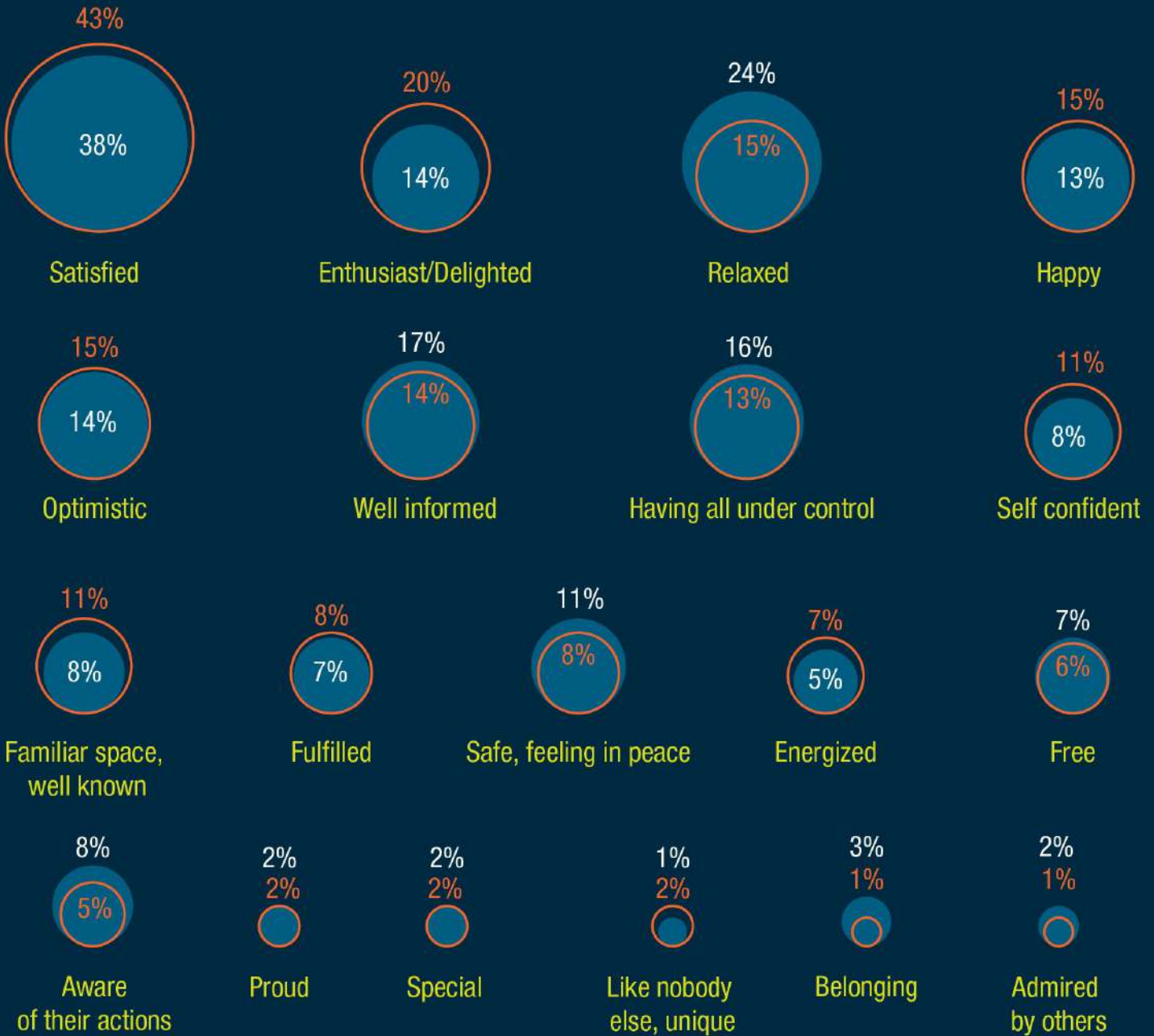
Safe, feeling in pace
11%



Most Romanian Online Users continue to be satisfied after Black Friday event.

In 2020 Black Friday shoppers seemed more relaxed than previous year, as they felt in greater extent well informed, with everything under control and aware of their actions.

● 2020 ○ 2019





6 out of 10 online urban Romanians were satisfied with this year Black Friday.

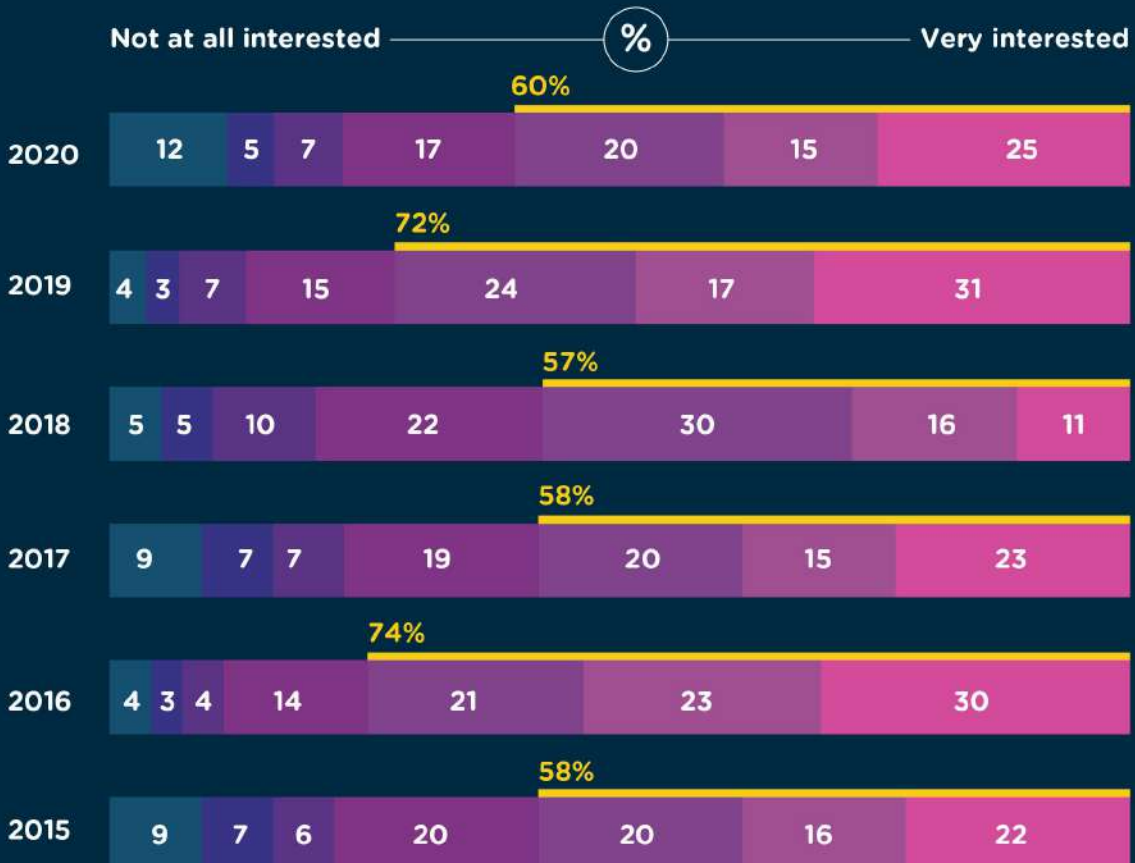
The satisfaction score remains higher comparing with 2018, but lower than 2019. As we face a year of uncertainty, consumers expectations are harder to meet, and we are back to the perception that BF discounts are "very small".



Both satisfaction and interest scores have decreased this year, but are still higher than 2018.

6 out of 10 internet users are interested in Black Friday 2021.

These scores are most probably influenced by people's current concerns and priorities.





After Black Friday event, urban internet users start to prepare their shopping list for the next important event, winter holiday. And main products category they intend to buy are: food, sweets and non-alcoholic beverages.

Followed at a significant difference by alcohol beverages, decorations, new clothes/shoes and personal care products.



Ask for details from consumer@ro.starcomworldwide.com