Starcom SMG

HUMANGRAPHEXPERIENCE

by Starcom Romania

in collaboration with KANTAR TNS

BLACK FRIDAY

2019

online users, aged 18+, living in urban areas

CONVERSION RATE 2019

The conversion rate has significantly increase in the past 3 years measured, from 74% in 2017 to 96% in 2019.

78%
Black Friday Buying Intention

Black Friday Conversion rate 2019

75%
Black Friday Purchase

THE MEANING OF BLACK FRIDAY PHENOMEN

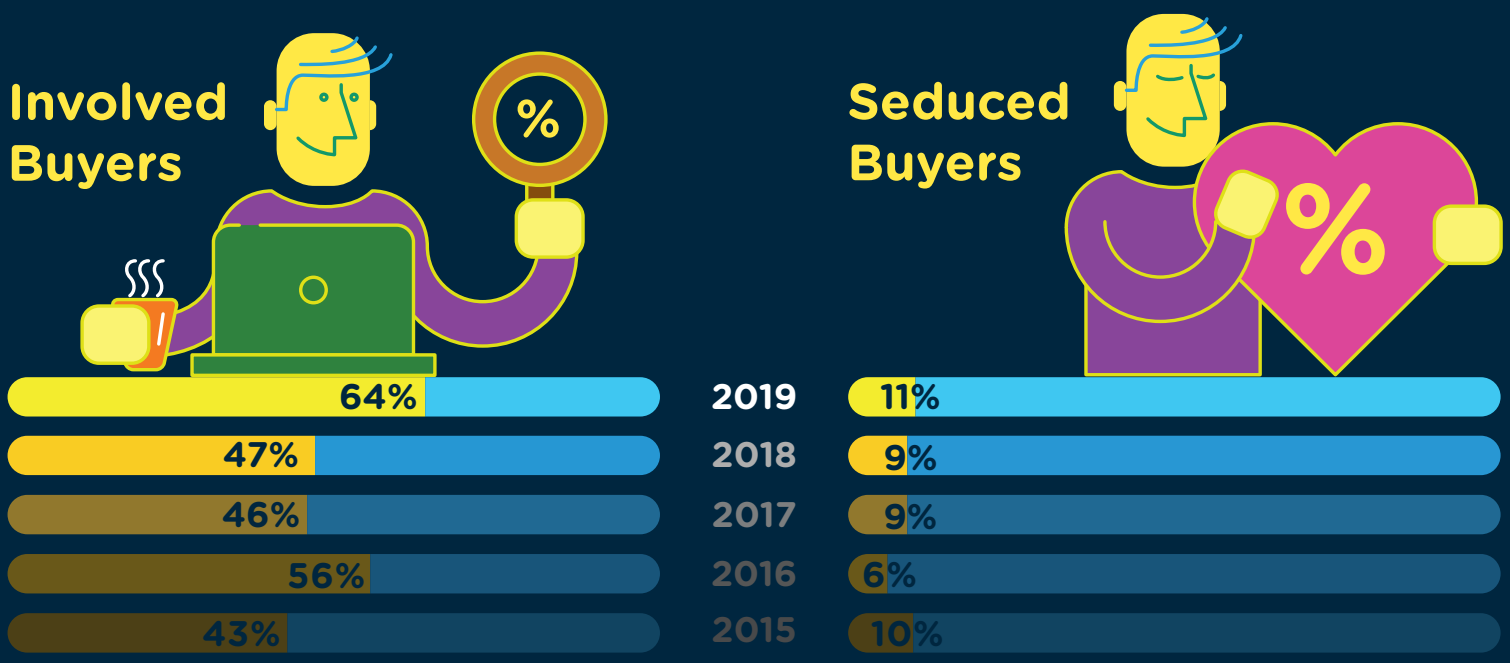
For almost all Romanians internet users, Black Friday means products discounted, small prices and an opportunity to buy the products they want at an affordable price.

URBAN ONLINE USERS SHOPPER PROFILES IN RELATION TO BLACK FRIDAY

In 2019 two segments have registered a significant change.

Comparing with BF 2018, Involved Buyers segment has significantly increased and the Indifferent segment has significantly decreased.

Which means that comparing with previous years, more urban online users who have intended to make a purchase during Black Friday have completed the acquisition



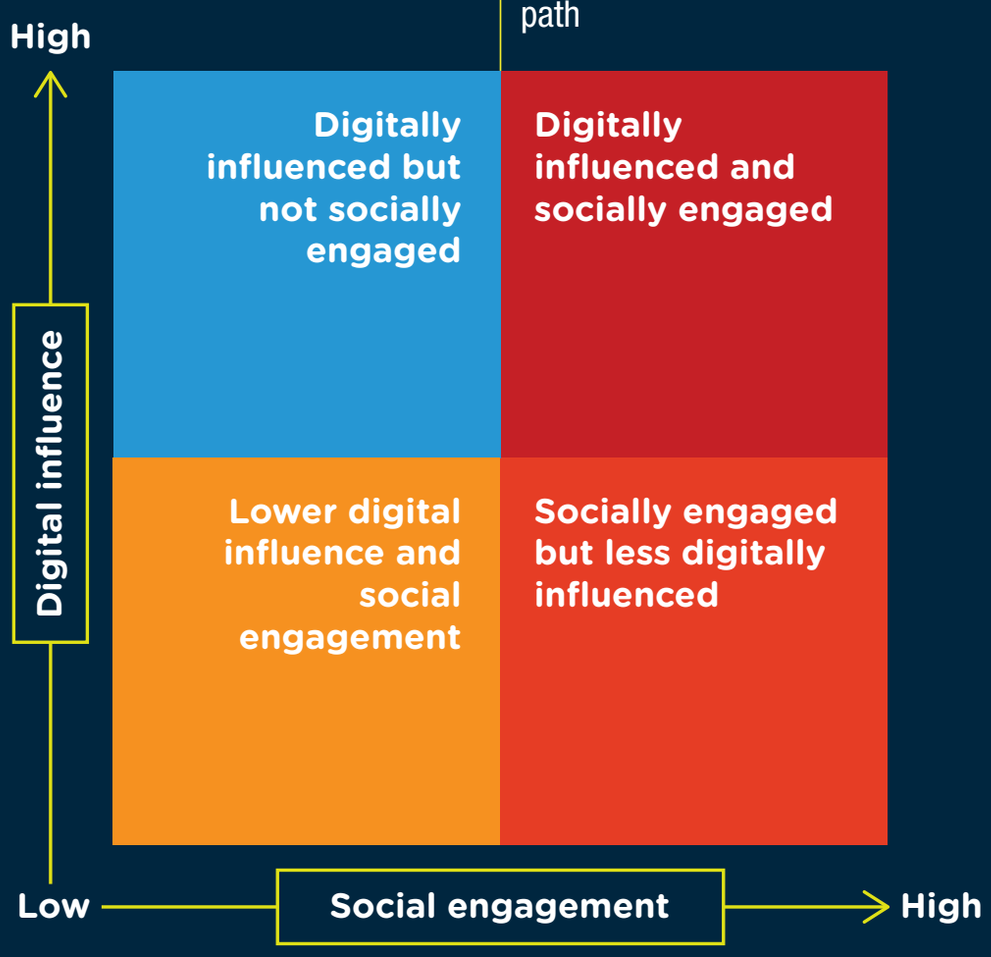
Black Friday Indifferent

Lost Buyers

	Black Friday Indifferent	Lost Buyers
2019	4%	21%
2018	22%	22%
2017	26%	19%
2016	18%	20%
2015	25%	21%

SEGMENTS DEFINITION

OBSERVERS	LEADERS
Heavily engaged in digital media & technology	Highly engaged with both digital & social media
Social media not as important to them as other groups	More vocal in social media
Use digital through the day, across multiple devices in many markets	Constantly connected, across multiple devices in many markets
	Hard to reach via traditional media
	Greatest influence of digital & social in the decision path



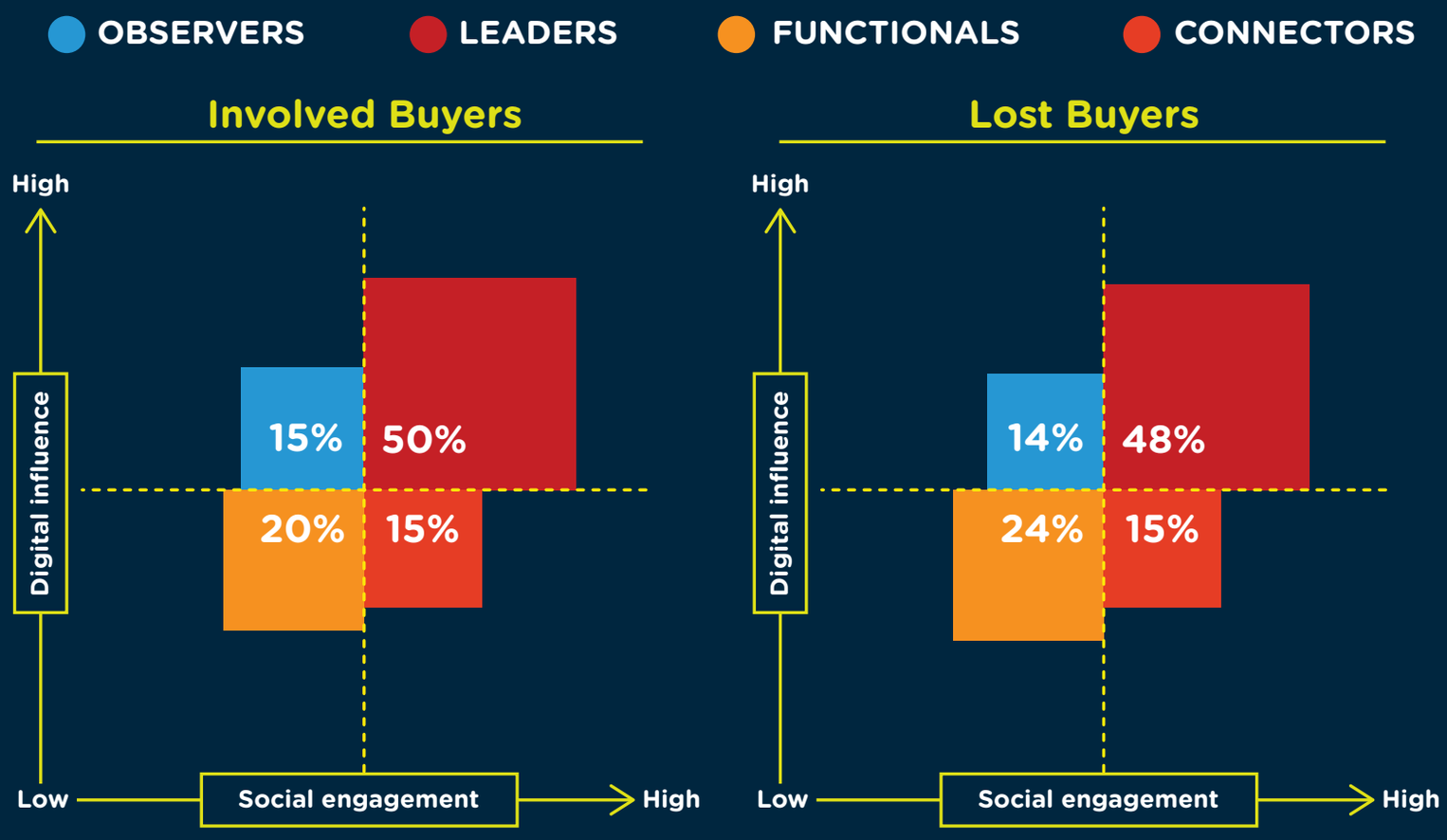
FUNCTIONALS	CONNECTORS
Less engaged in digital technology and media than others	Highly engaged in social – an important part of their life
Less engaged in social than others	A consumer of social (rather than an influencer)
Still consuming large amounts of traditional media	Not a heavy user of digital outside of social, compared to others
Digital not as prevalent in the decision path	

CONNECTED CONSUMERS SEGMENTS INVOLVED VS LOST BUYERS

Black Friday buyers have different behavior and attitudes towards online.

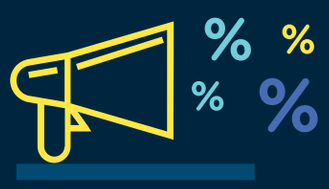
Multi strategies are required to connect with them as 4 out of 10 buyers (Leaders) are highly engaged with both digital & social media, more vocal in social media, constantly connected, across multiple devices in many markets; they are harder to reach via traditional media and they rely heavily on digital & social in the decision path.

Integrated solutions are required across platforms and consumer target groups, as 1 out of 4 lost buyers are still Functionals, hence consuming large amounts of traditional media and the digital is not as prevalent in the decision path.

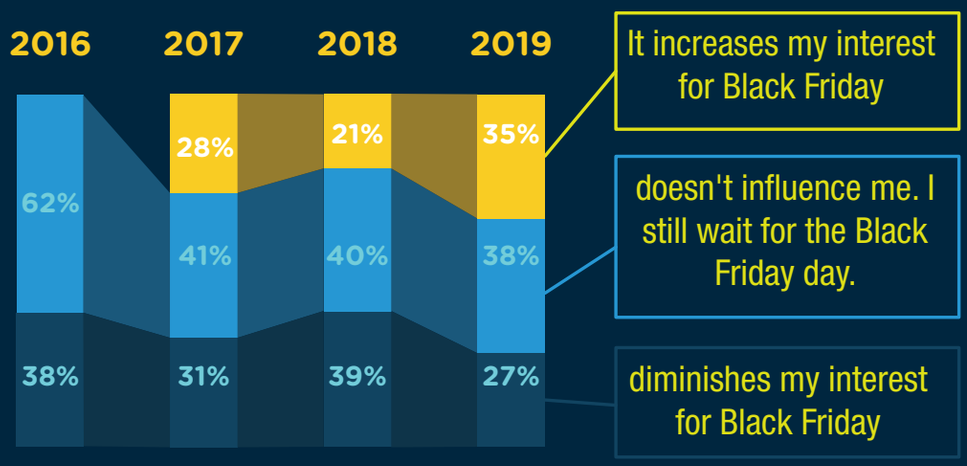


IN 2019 THE ROMANIANS' OPINION THAT THE BEST OFFERS ARE DURING THE BLACK FRIDAY HAS SLIGHTLY DECREASED, CONTINUING THE DECREASING TREND STARTED IN 2017.

In 2019 a significantly higher number of urban online users declared that the campaigns done before the actual Black Friday, increases their interest for the phenomena.



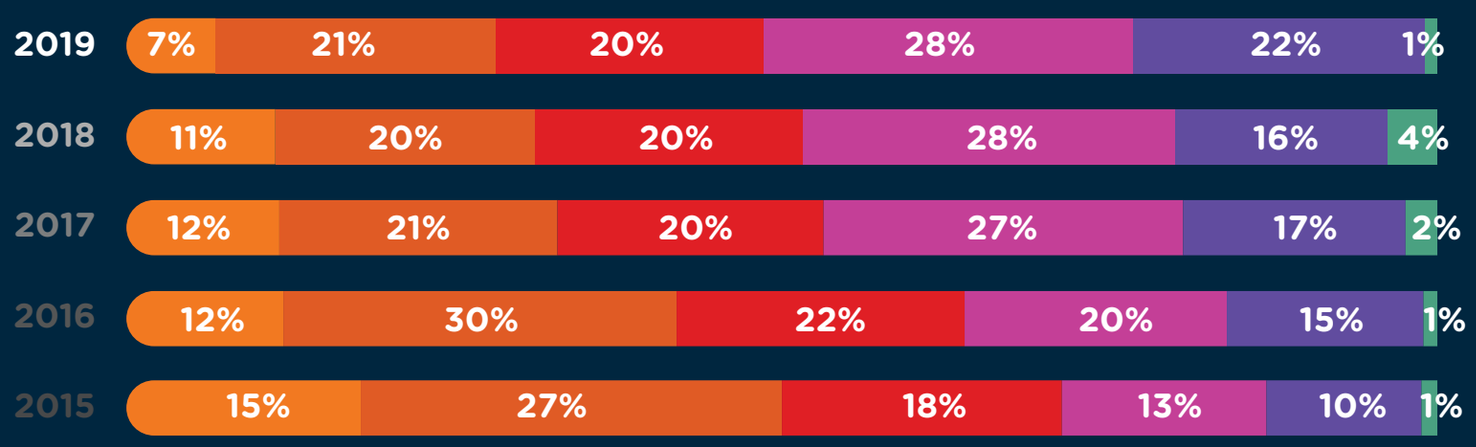
Black Friday campaigns done before the actual Black Friday day...



ONLINE URBAN ROMANIANS KEEP THEIR HABITS, AND START TO PREPARE THEIR SHOPPING BASKET WITH 3-4 WEEKS BEFORE THE ACTUAL BF DAY.

In 2019 it seems that the ads heard and seen for Black Friday, have been one of the main preparation trigger for the event.

Black Friday has become a period of discounts/best deals, not only a day. And those who wait for the actual event day, get informed and prepare thier baskets early on.

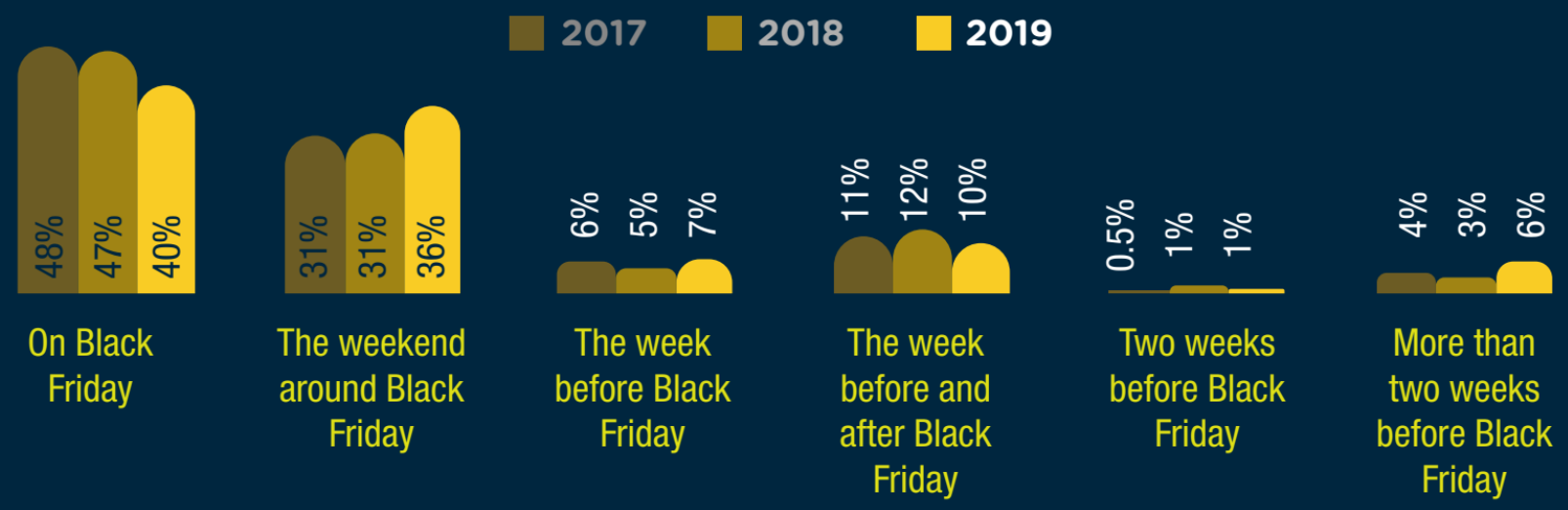


- 1-2 days before
- 1 week before
- 1-2 weeks before
- 3-4 weeks before
- Can't say exactly, it happened after I started hearing/ seeing ads for Black Friday
- Don't know

MOST OF ONLINE URBAN ROMANIANS STILL WAIT FOR THE BLACK FRIDAY ACTUAL DAY EVENT TO MAKE THIER PURCHASES.

In 2019 we notice a slightly behavior change, a decrease among those who wait for the actual event day and an increase among those who make thier purchase in the weekend around Black Friday. As Black Friday became one of the most popular discounts event, retailers start sooner their promotions and most probably people are afraid to lose the products from thier wishlist.

The exact time when they made purchases on Black Friday

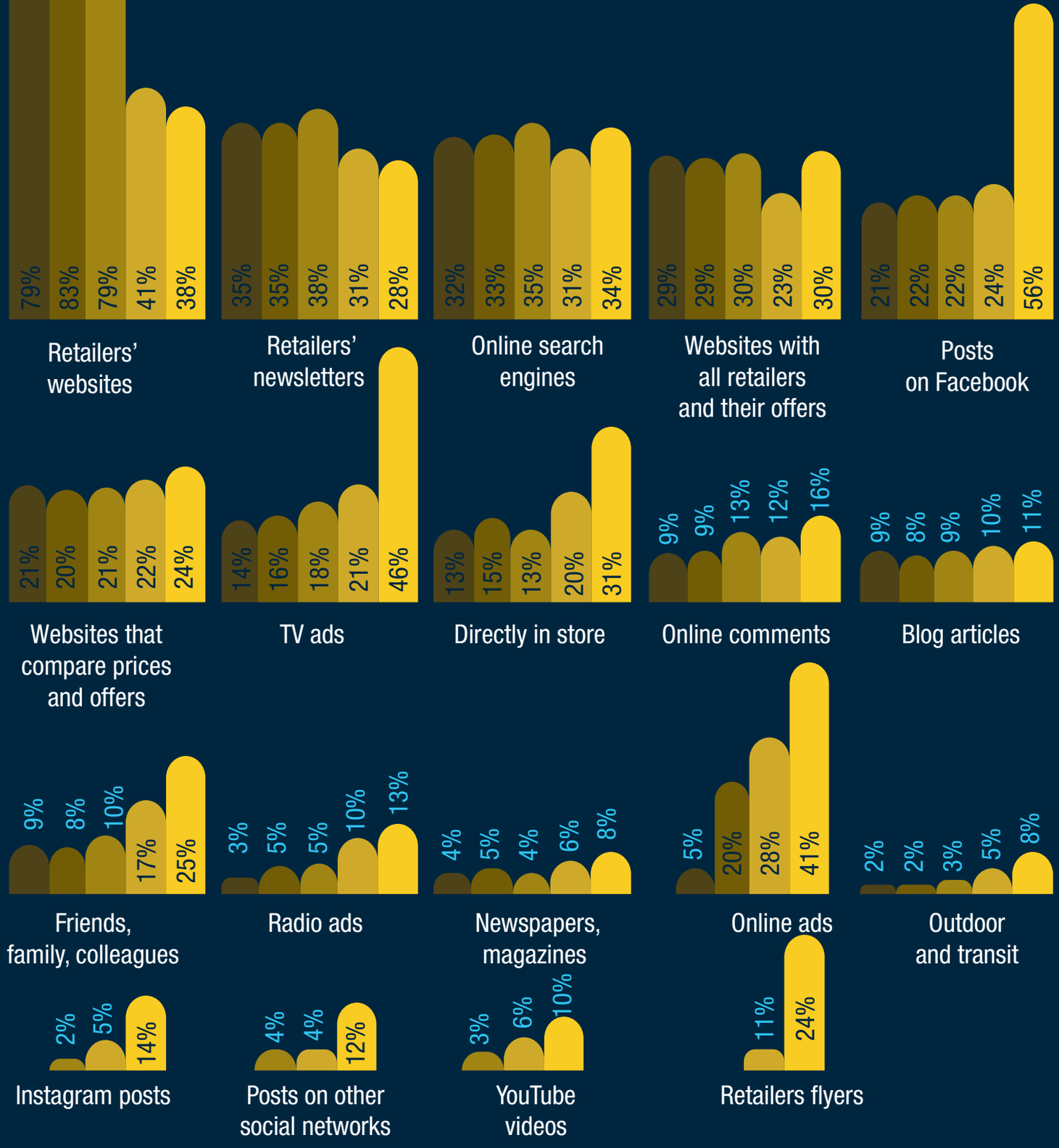


IN 2019 THE MAIN BLACK FRIDAY INFORMATION SOURCES ARE THE POSTS ON FACEBOOK, ONLINE AND TV ADS.

As this event becomes more and more popular, retailers‘ websites and newsletters are not enough in order to reach and be relevent to their consumers.

Social media has become nowadays the main way for brands to talk with their consumers, as is thier main online activity.

Information sources used to inform about offers on Black Friday



6 OUT OF 10 URBAN ONLINE USERS MAKE THIER PURCHASES FOR BLACK FRIDAY, ONLINE ONLY FROM RETAILERS' WEBSITES AND MOBILE APPS.

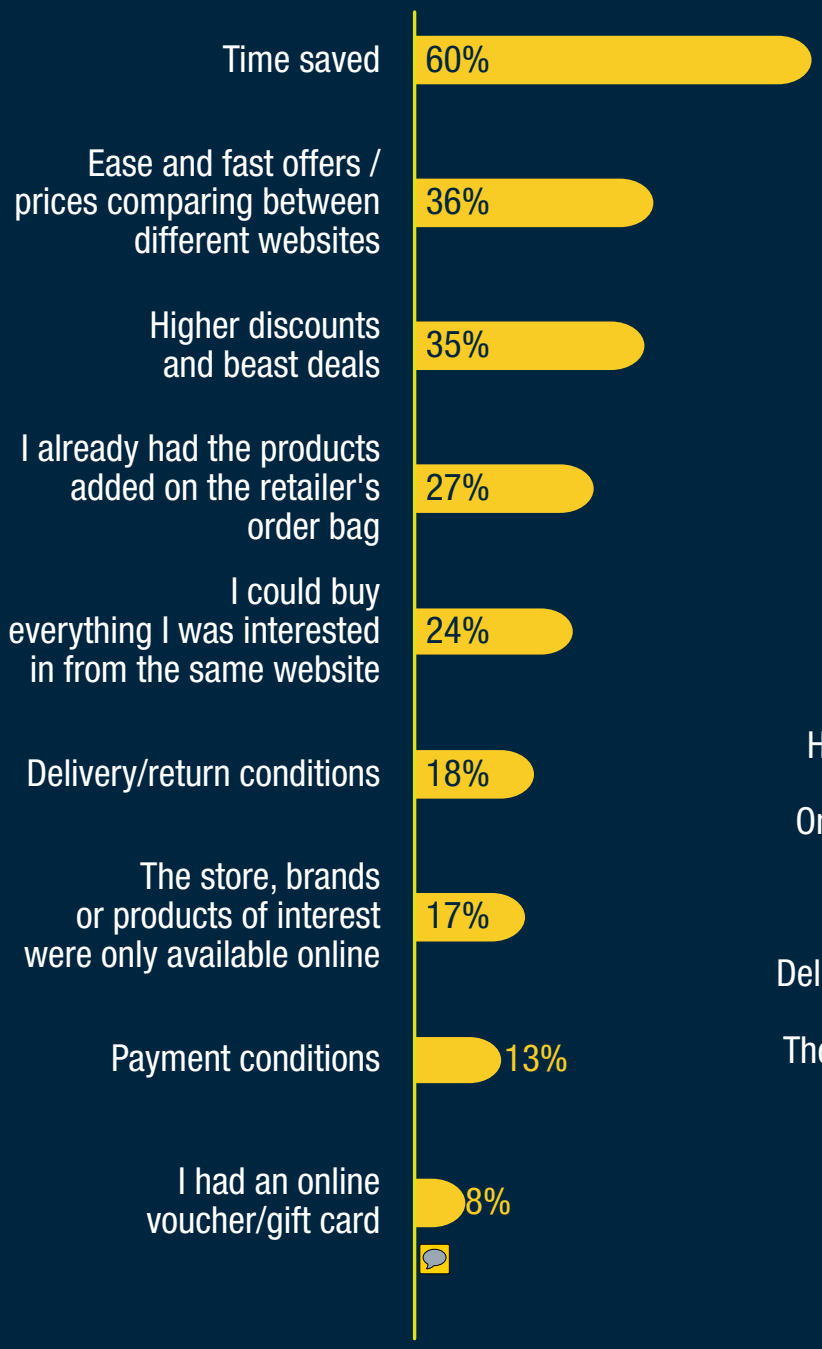
Main reason for shopping online is the time saved. The main benefit for in store shopping remains the product testing.

Online only from retailer's websites and mobile apps

Online and in store

In store only

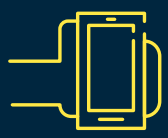
Reasons for online shopping

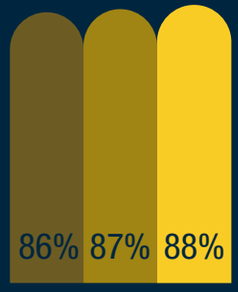


Reasons for in store shopping

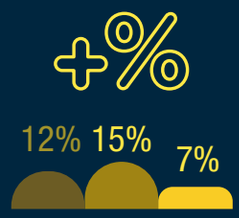
REASONS TO BUY USING THE MOBILE PHONE?

People continue to use the Mobile Phone as a purchase device for Black Friday as it is more convenient than the PC/Laptop (for 9 out of 10 online urban online Romanians).



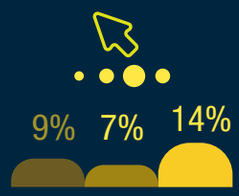


The mobile phone is more convenient than the PC/ laptop

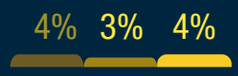


buying through the mobile phone app meant receiving an additional discount

2017 2018 2019



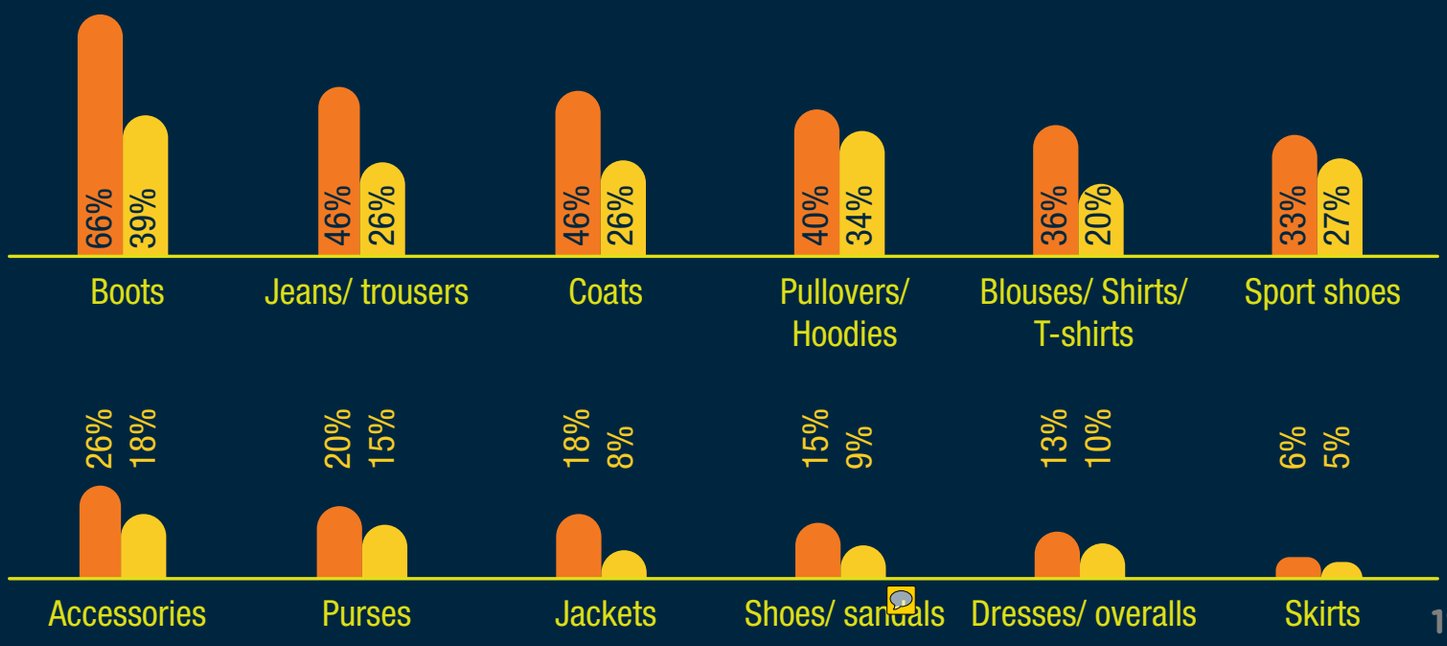
intense request made websites on PC/ laptops hard to access

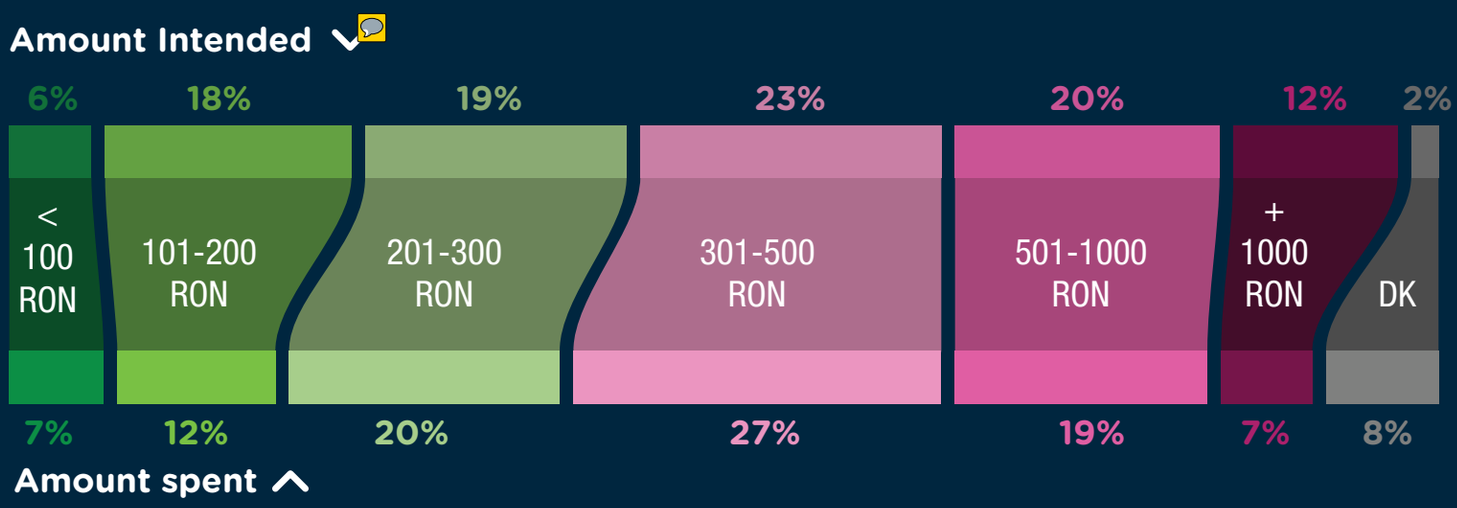


I don't own a PC/ laptop

FOCUS ON CLOTHING, SHOES AND ACCESSORIES

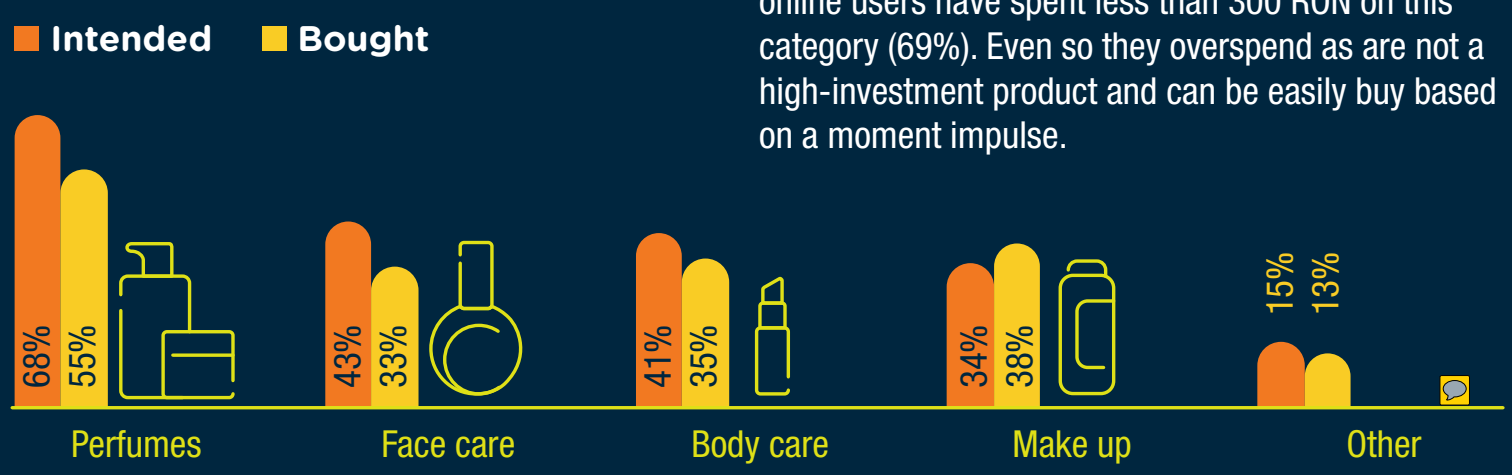
Due to winter season similar with 2018, boots remain the top clothing object, followed this year by jeans/trousers and coats.
As we noticed in the previous waves, people tend to spend slightly more than planned (444 RON vs. 479 RON).

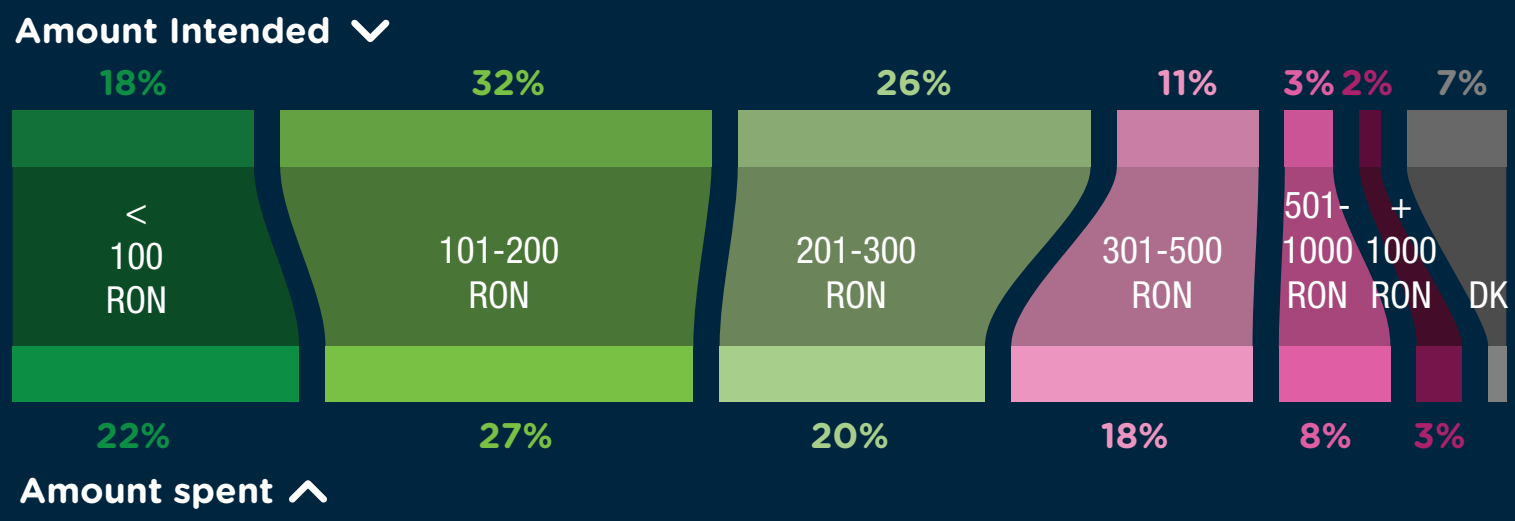




FOCUS ON SKIN CARE PRODUCTS

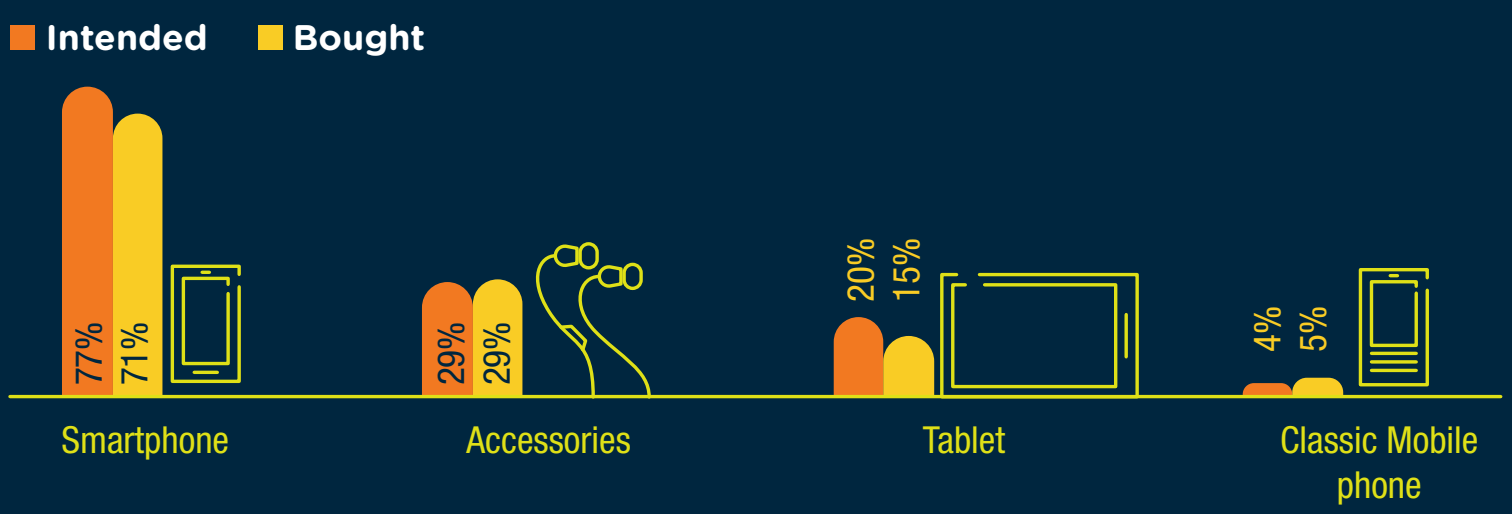
Perfumes remain the main cosmetic products bought during Black Friday. This year the body care products had a very good conversion rate. In 2019 most urban online users have spent less than 300 RON on this category (69%). Even so they overspend as are not a high-investment product and can be easily buy based on a moment impulse.

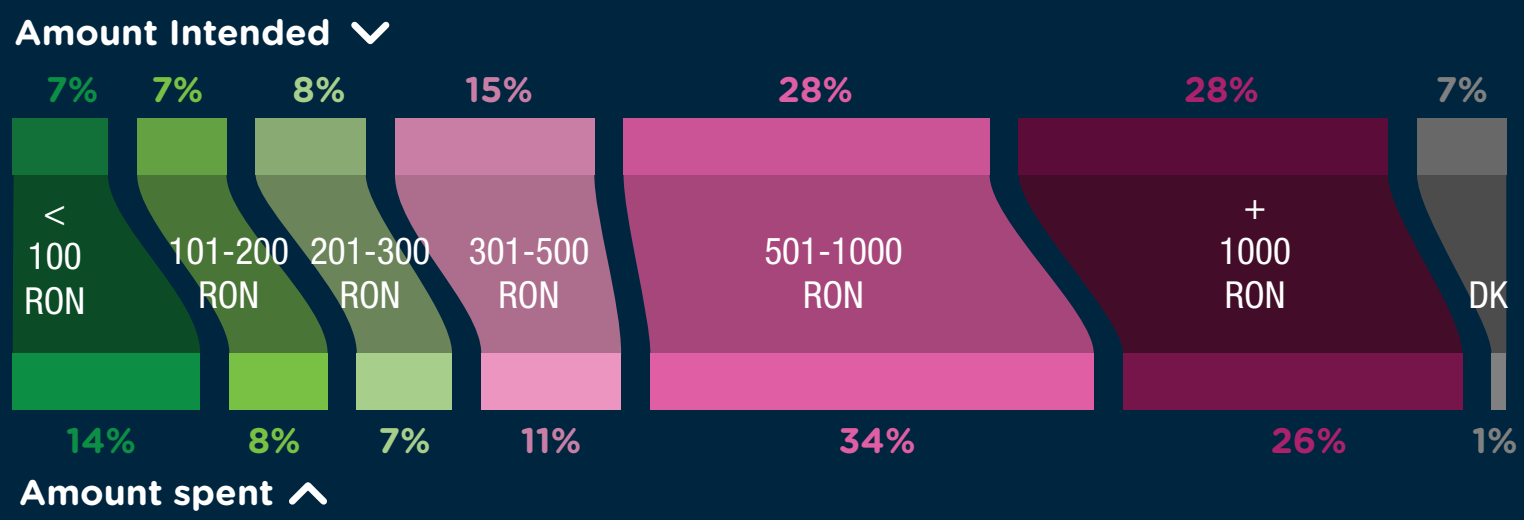




FOCUS ON MOBILE PHONES, TABLETS OR ACCESSORIES

Smartphones remain the stars of this category and accessories have the highest conversion rate. Online urban Romanians spent in 2019 slightly less than intended, 6 out of 10 spent more than 500 RON.

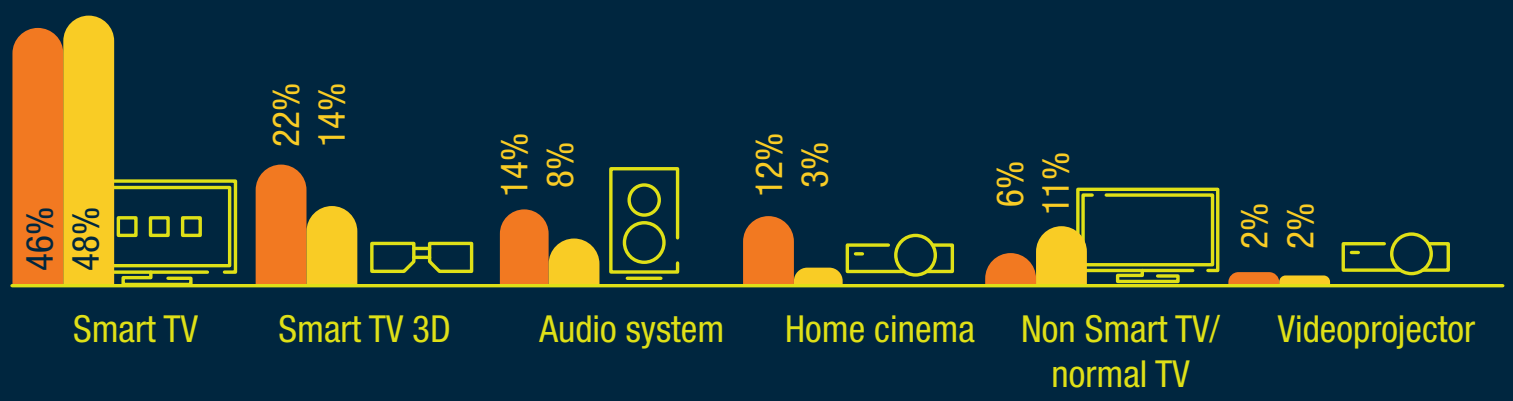


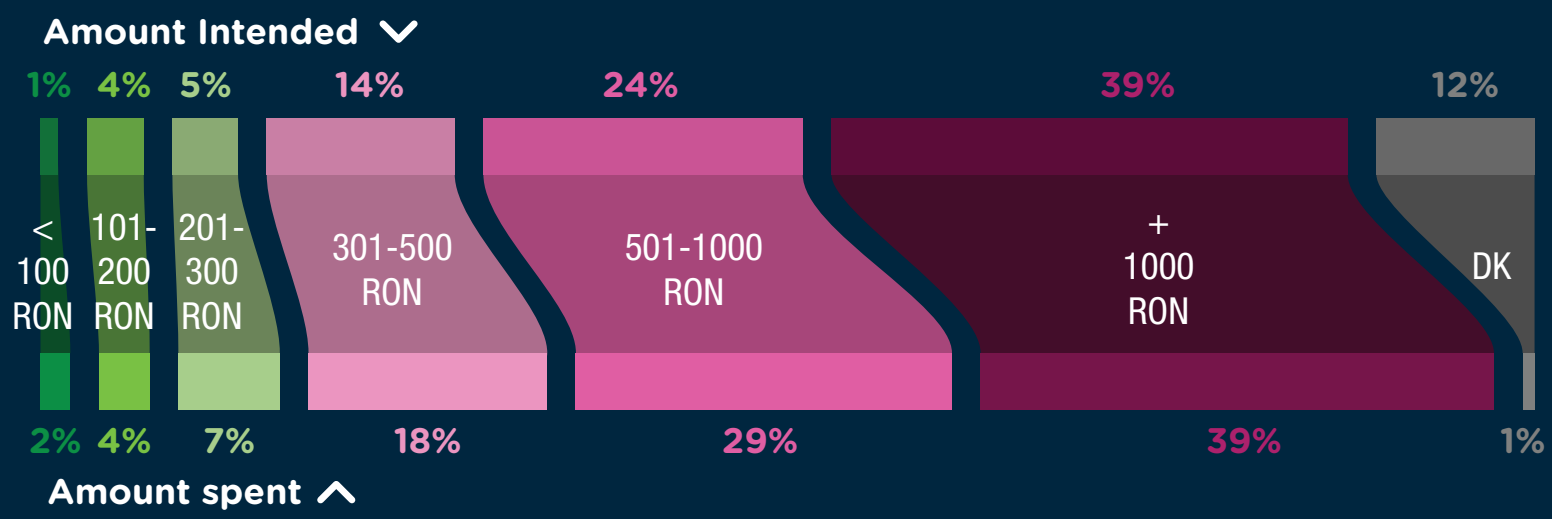


FOCUS ON TVS & ELECTRONICS

Intended Bought

Smart TV remains the device with the highest conversion rate during Black Friday (105), as well as the Smart TV possession increasing trend (source: Consumer Report 2019). Most Romanians spent as intended, more than 500 RON for electronics (67%).





IN 2019 MAIN REASON FOR BUYING PRODUCTS DURING BLACK FRIDAY IS TO GIVE THEM AS PRESENT, TAKING INTO CONSIDERATION IS HAPPENING NEAR THE WINTER CELEBRATIONS.

The rational decision remains one of the main choosing criteria, half of the urban online users buy during Black Friday products they need. As social media and public figures, bloggers, vloggers are the new trend nowadays, this year their influence has become more visible upon the product purchase decision.

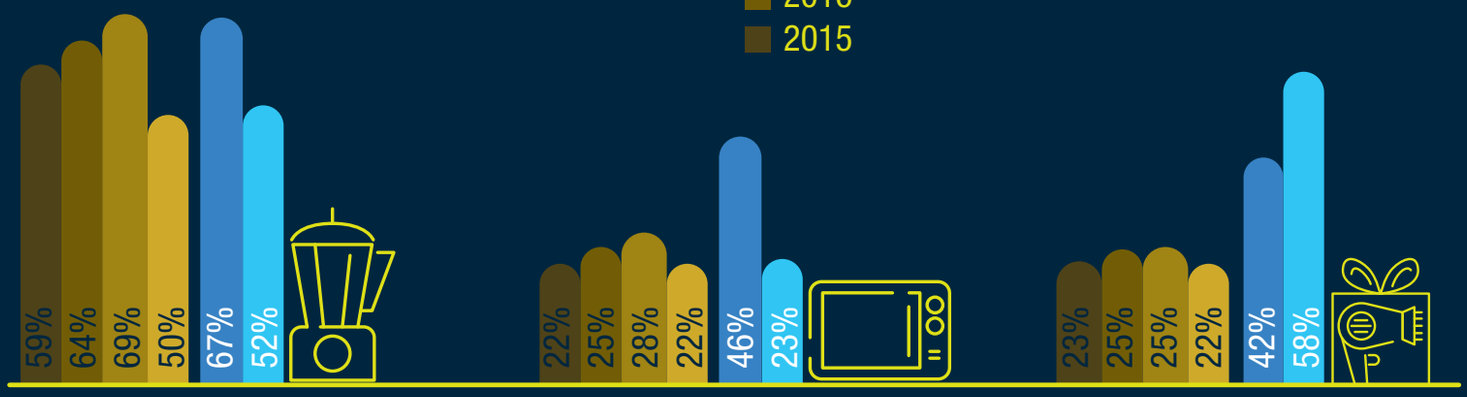
Choosing criteria

2018
2017

2019

Intended
Bought

2016
2015



Products that I don't momentarily own in my HH but I would need

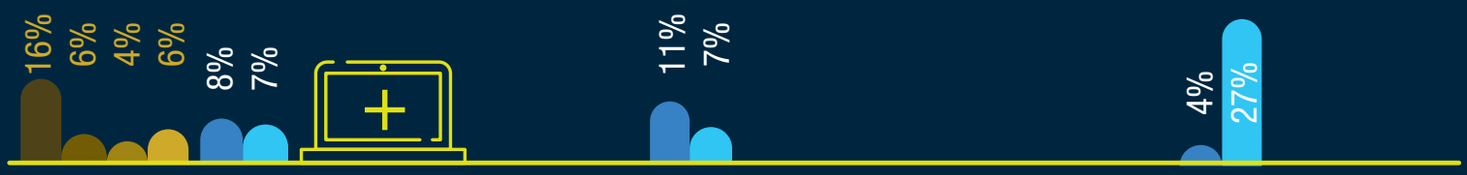
Products that broke down and need replacement

Products that I will give as presents

Products I like, with no special reason

Premium/ luxury items that will have an affordable price

Products I didn't afford otherwise



I am upgrading the products I am currently using

Products I already tested in the store

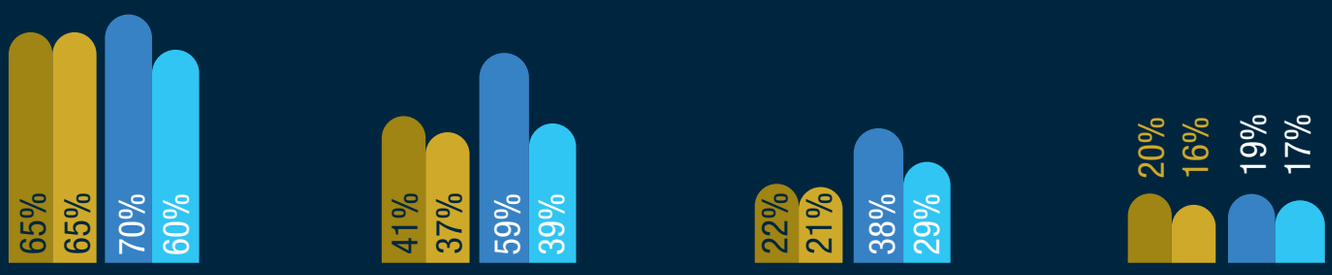
Products promoted by public figures, bloggers, vloggers, as they caught my attention

Special Occasion

Bought 2018 2017

2019 Intended Bought

Most presents bought during Black Friday remain those for winter celebrations and birthdays in the family. Comparing with 2018 we notice a significant increase among those who buy a gift really wanted by their loved ones.



For the winter celebrations

Birthdays, anniversaries in the family

To give a product they really wanted to a loved one

Birthdays, anniversaries of friends

For various events (weddings, baptising, etc.)

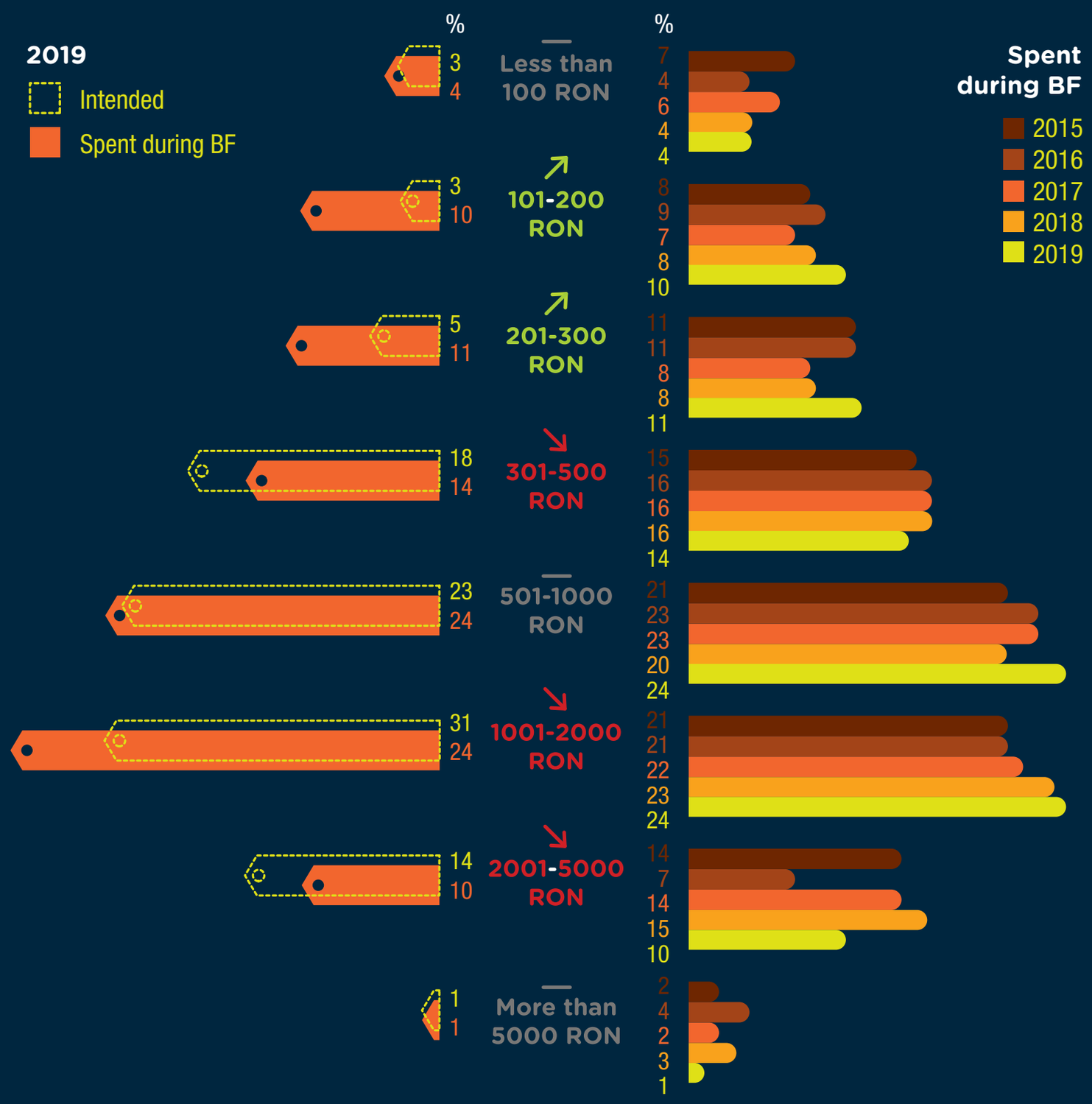
As presents for different occassions (doctors, etc.)

For no special reason

IN 2019 ONLINE URBAN ROMANIANS HAVE THE SAME BEHAVIOR AND SPEND LESS THAN PLANNED.

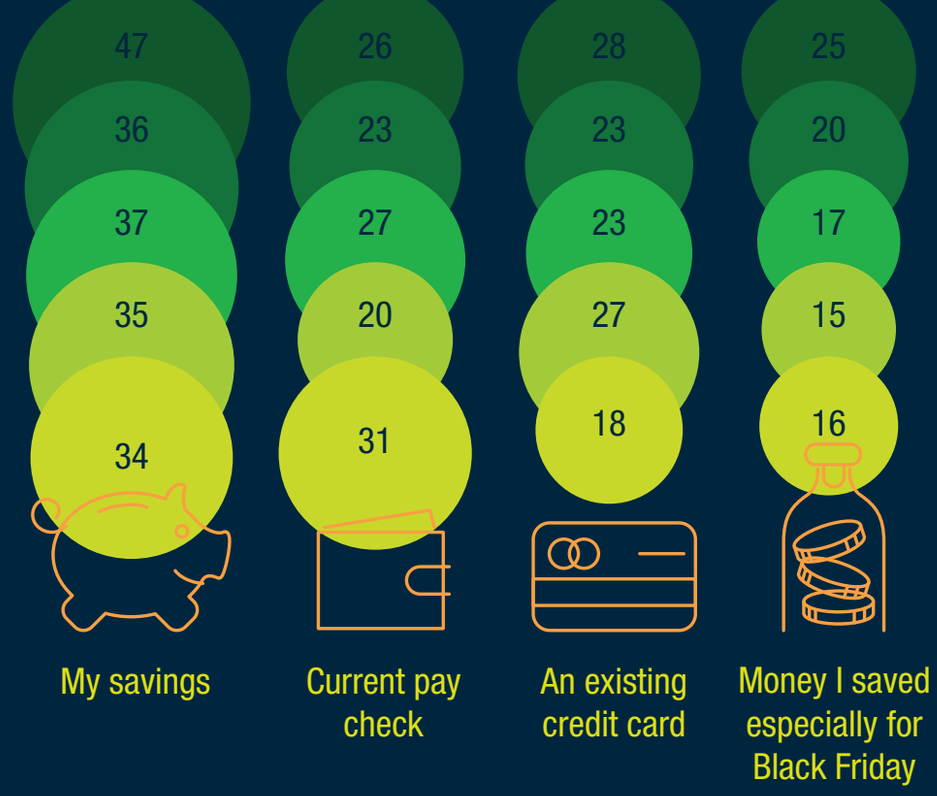
One of the reason they don't get to spend the planned buget, can be the discounts perception. In 2019 only 10% believe the discounts during Black Friday were significant.

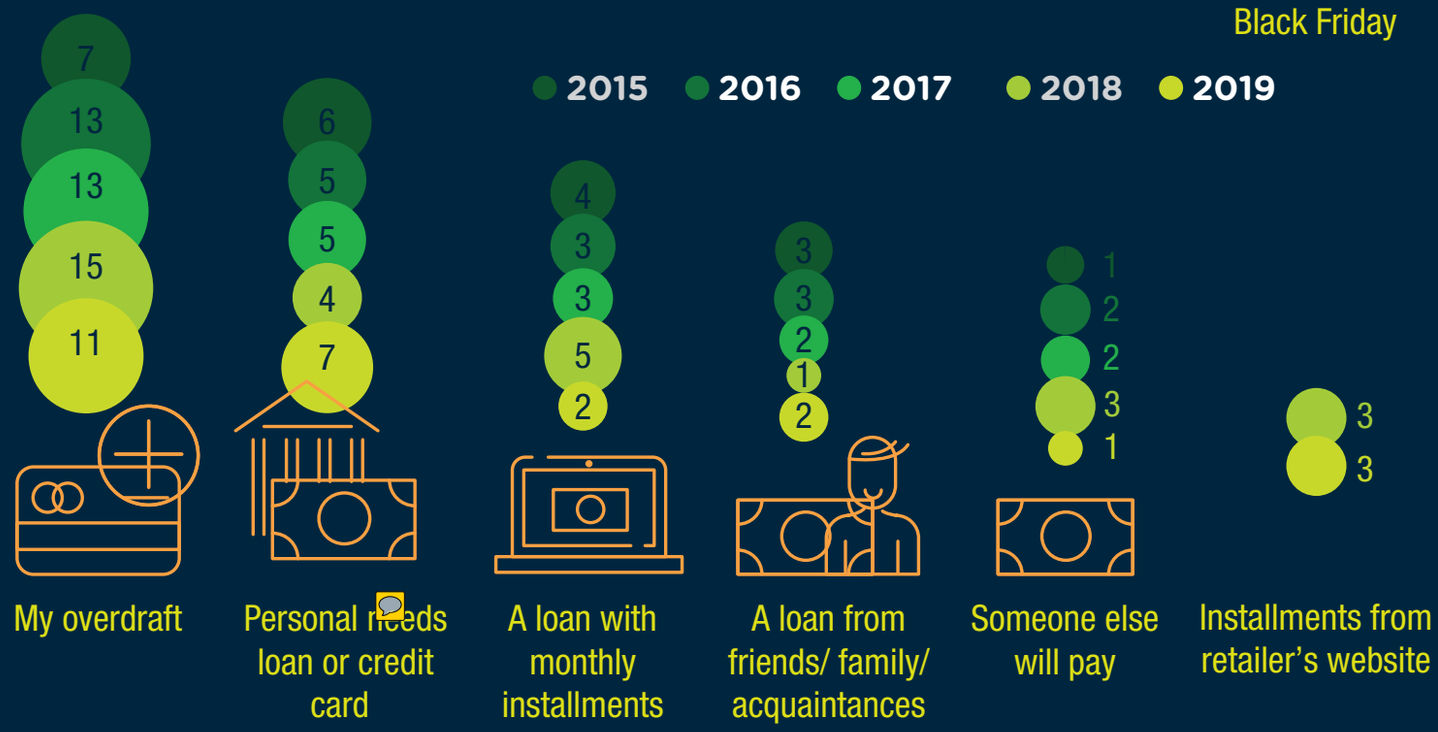
The amount planned to be spend was of aproximatly 1314 RON and the actual amount spend was of 1075 RON.



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

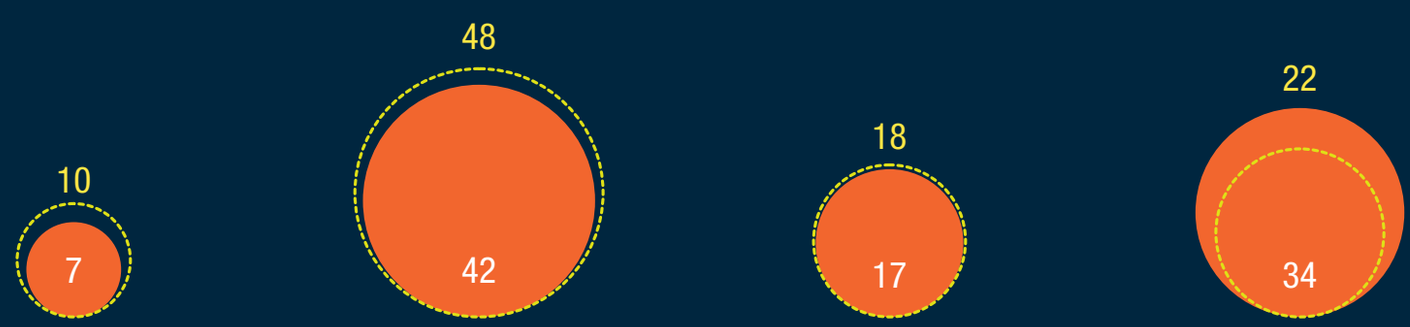
In 2019 we notice a significant increase regarding current pay check payment and a significant decrease regarding the credit card payment. Seems that Black Friday phenomena started to become a planned expense and not only an impulse purchase.





5 OUT OF 10 ROMANIANS CONSIDER THE BLACK FRIDAY DISCOUNTS NORMAL/ACCEPTABLE.

This year the discounts perception slightly changed, from „very small" have become „normal/acceptable".



Very small discounts

Normal/acceptable discounts

There weren't price differences between Black Friday and the rest of the year

Significant discounts

4 OUT OF 10 ROMANIANS FELT SATISFIED AFTER THIS YEAR BLACK FRIDAY. 1 OUT OF 5 ROMANIANS ALSO FELT ENTHUSIAST/DELIGHTED.

Satisfied **43%**

Enthusiast/ Delighted **20%**

Other feelings after Black Friday 2019 were: relaxed, happy and optimistic.

Relaxed **15%**

Happy **15%**

Optimistic **15%**

Well informed **14%**

Having all under control **13%**

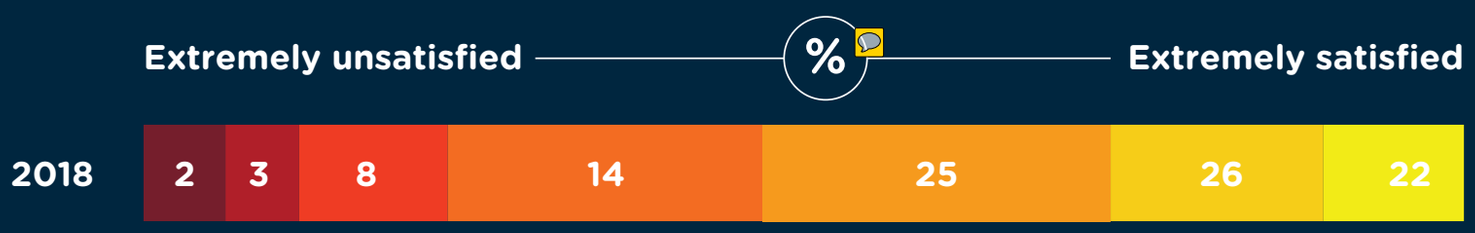
Self confident **11%**

Familiar space, well known **11%**

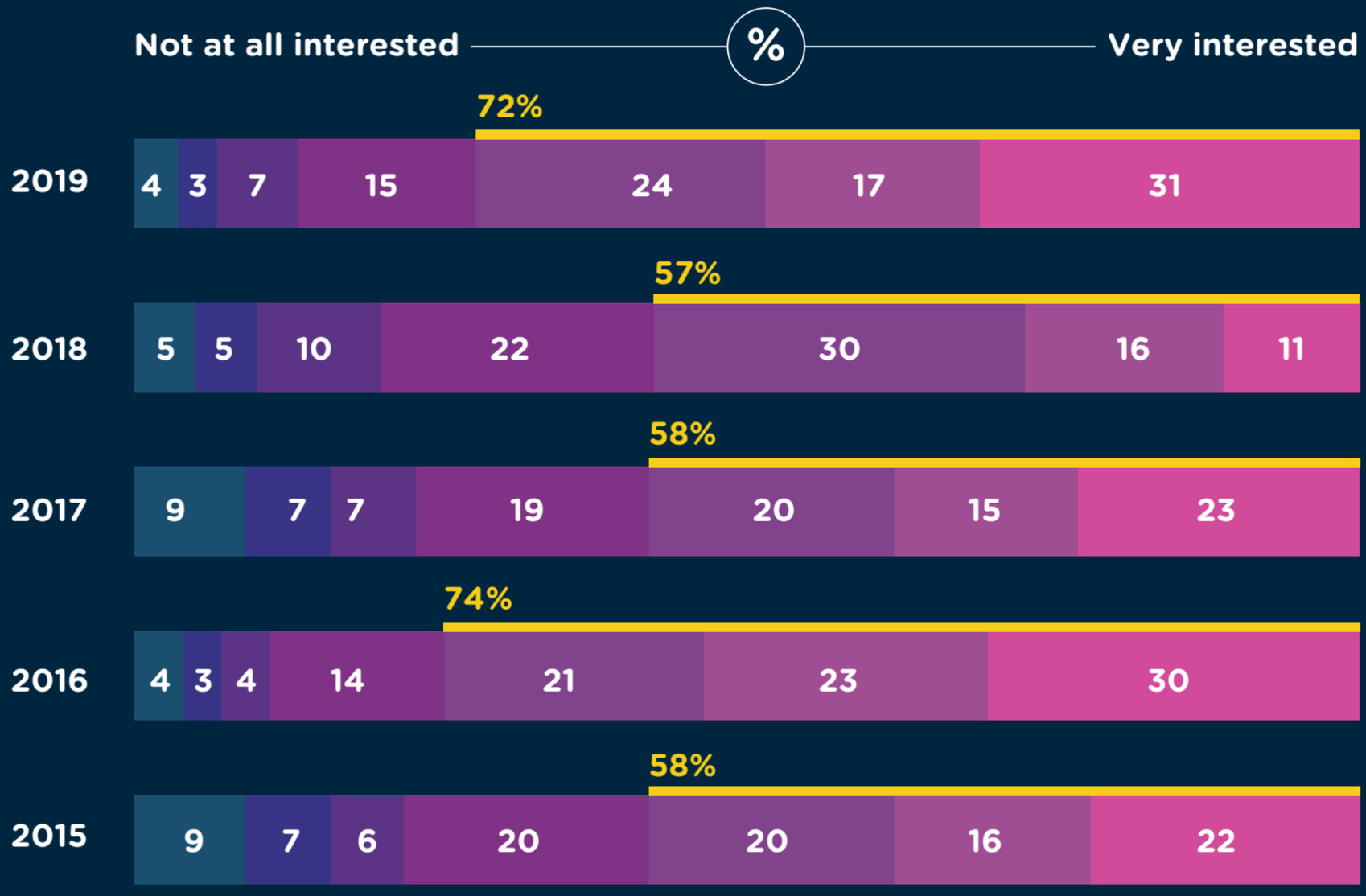
Fulfilled **8%**

7 OUT OF 10 ONLINE URBAN ROMANIANS WERE SATISFIED WITH THIS YEAR BLACK FRIDAY.

It seems the satisfaction score has improved comparing with 2018, one of the main reasons being the changed perception of discounts, people didn't feel fooled this year as the discounts were acceptable. Also year after year Black Friday becomes a more solid event and attentive to their customers needs.



A very good sastisfaction score has attracted a very good interest/anticipation of the next year Black Friday (72%).



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