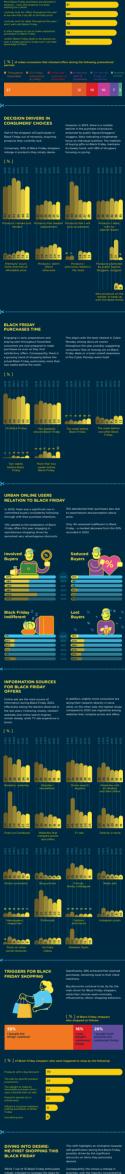
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C by Starte	m Romania %
% 9th Edition - December 202	3
The first study yearly investigating Roman Friday by surveying the same respondents accurate results.	an consumer behavior before and after Black before and after the event for the most
• Showtim	e Unveiled
CONSUMERS RIDE THE WAVE OF BLACK FRIDAY DOMINANCE	the opportunity presented by Black Friday deals - a substantial increase from the 52% buying intent observed in 2022. Setting new benchmarks, the conversion
In an unexpected turn of events, concerns sumcunding the cost-of-living crisis seem to be a thing of the past.	rate reached an unprecedented 99% (According to HumanGraphExperience Black Friday studies conducted by Starcom using a perialized methodring) aperialized
most expected discourt event of the year it may come as no surprise that consumer shopping experienced a significant surge in 2023, with 8 out of 10 shoppers seizing	methodology"), surpassing benchmarks from previous years (90% in 2019, 81% in 2020, 71% in 2023, and 66% in 2022). This boosted trend highlights a shift in spending behavior.
82% Elack Friday Elac Buying Indention Conversion	19% 81% Rividay Biack Piday Parchase
*Teo-phase study with 982 urban internet users and behavior.	
Beyond the Hype - Some Consumers Expect More Every November	Among those who had no intention in Black Friday shopping, 29% weren't feeling very hopeful - doubting the upcoming offers' significance.
Those consumers, anticipating more each November, may find themselves evaluating the shopping event against their evolving expectations.	For non-participants in the Black Friday shopping spree, it all comes down to the price - 48% of the non-shoppers, felt that the discounts
BLACK FRIDAY SHOPPERS FALL QUITE EVENLY TO DIFFERENT INCOME SEGMENTS	While low earners are actively hunting for savings, strategically capitalizing on discounts during Black Friday, high earners may be indulging in a spending spree, aiming to maximize gains for the
The ongoing economic challenges may still reside in the depths of consumers'	spree, aiming to maximize gains for the same expenditure during these significant shopping days. In 2023. Black Friday sees Millennials
thoughts, but their behavior might hot reflect the expected concerns this Black Friday, Black Friday seems to be seen either as a treat or a chance to save money in the long-tur.	eagerly embracing the sales, constituting a predominant force in the shopping spree. Additionally, this year encapsulates a family-oriented essence, with 07% of
	Black Friday shoppers being families with kids under 14 years old. pers who are in the
Tellowing income brac Under 1750 RON 45	uett
3501 - 6500 RON 80	
×	
DECODING CONTENT PREFERENCES A reassuring trend emerges as top content preferences align consistently	Notably, contests experience a significant drop in post-event satisfaction, suggesting a misalignment between expectations and perceived value or
content preferences align consistently between pre-Black Friday expectations and post-event attraction - the content types that consumers desired the most before Black Friday mirror those they	execution. On a positive note, Classic Advertisements (TV, billboards, radio, sto ) and Demonstrated Manufatters
found the most attractive after the event: daily posts, wishist price drop notifications, detailed reviews.	thoucase Increased reviewants shoucase Increased raving in post-event survey, highlighting their effectiveness in engaging consumers during Black Friday.
[%] Desired content (pre)	Actual liked content (post)
Winhist price drop notifications	34 22
Detailed reviews of the products on other Contexts with attractive prizes for participants	30
Contexts with prizes - sharing ällack Friday purchases experiences Wishist alerts for customers	24 8 23 12
Clips promoting Black Friday special offers Classic advertisements (TV) billboards, radio,	21
mu.) Shapping guides for different product categories	21
Personalized newsetters (product seections)	
Articles with shopping tips for Black Friday	14 20 10
Articles with shopping tips for Brack Friday Informative articles - benefits of the products on offer Special episodes dedicated to Black Friday offers	14 20 10 15 12 12 12
Articles with shopping type for files finite finite informative articles - benefits of the products an artifler Specific genetics, declared to Basic Fristay affects affects galaries with califord component and without in review. Vision takenas to using the purchased products	
Question and answer sessions with experts in the field	
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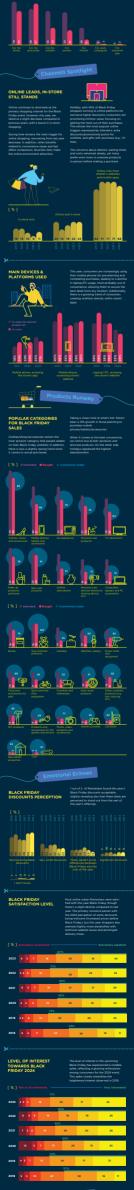
% ] of Black Friday enthusis wher Black Friday to last a veduc time but with substantial discour

ed to the following attrimutions: 25



their lives, the event led them to priori personal indulgence, focusing more or their induindual wishtests.

II Intended III BougM



## CHRISTMAS IS TOP OI MIND FOR GIFTING

Loronung this rang tend mon 2021, many flack friedly shopper collected towards buying gifts were driven by the spirit of the upporning wirter celebrations and took advinitage of the deals to secure items able of the feative asson. Conversely, the interest in purchasing gifts on flack friedly for occasions beyond the wirter celebrations is showing a decine.

## 2018 2019 2020 2020 2021 2022 2023 2019 2029 2020









different occassions (doctors, etc.)

## ,.....



The majority of urban internet users typically prefer to indulge in Christmas shopping in December, fully immersing themselves in the holiday spirit.

## [%] % of urban consumers who Christmas at the following times:

I usually prefer to do Christmas shopping in December to feel the festive atmosphere

I purchase Christmas products/services during the season of sales and special offers

I participate in 'Black Friday' events I Christmas to get better prices

enjoy Christmas shopping in adve starting in October

For me, the best time to buy Christmas items is in the week leading up to Christmas.

I wait until the last minute to take advantage of the last special offers befi Christmas

I don't make purchases during the Christmas period (other than the receivery oney food awasts drinks atc.)



a gift a loved one a product they truly review!



friends

This is especially the case for the mature people aged SS+ for whom the preference for in-store shopping is particularly pronounced, a trend notably observed during Black Frider value.

In addition, 27% of consumers leverage the sales surrounding Christmas, likely enjoying a dual benefit - capitalizing on discourts while savoring the festive atmosphere.



Ask consumer@starcomww.com for details