

BLACK FRIDAY UNRAVELED

online users, aged 14+, living in urban areas

Urban Online Users Shopper Profiles in relation to Black Friday

Involved Buyers



They declared they would buy and actually bought on Black Friday 2015. 76% made purchases also during Black Friday 2014. Average no of products bought: 3

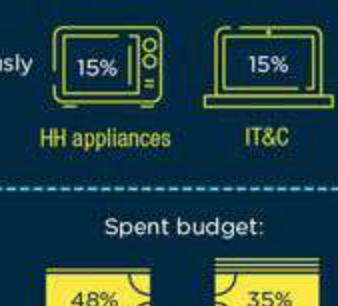
More likely to buy: IT&C (28%), mobile phones/ tablets (25%)

Bought spontaneously: 25% clothes, shoes or accessories.

Spent budget: 65% bought early in the morning, until 12:00. 21% Less than 300 RON. 36% 300-1000 RON. 9% 3000+.

Barriers: 64% discounts were not real. 59% reduced availability for products with high discounts. 49% discounts were smaller than expected.

Seduced Buyers



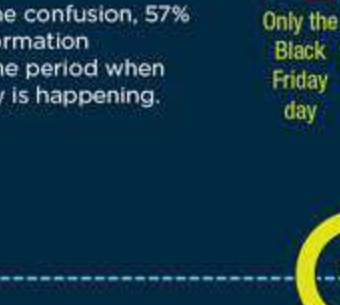
They declared they would buy anything on Black Friday 2015, but actually did. 28% made purchases also during Black Friday 2014. Average no of products bought: 2.4

Bought spontaneously more expensive products: 15% HH appliances, 15% IT&C

Spent budget: 45% Budget more likely to come from current monthly income. 48% Less than 300 RON. 35% 300-1000 RON. 15% 1000-3000 RON. 1% 3000+.

Barriers: 64% discounts were not real. 51% limited availability for products with high discounts. 46% discounts were smaller than expected.

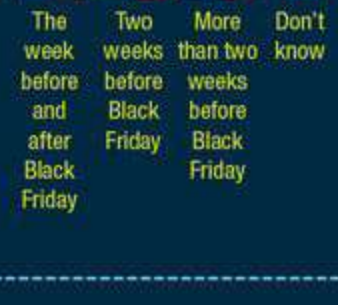
Lost Buyers



They declared they will buy also on Black Friday 2015, but they gave up in the end. 52% made purchases during Black Friday 2014.

Main reasons for this: desired products were not sufficiently discounted and the discounts were not real.

Black Friday Indifferent

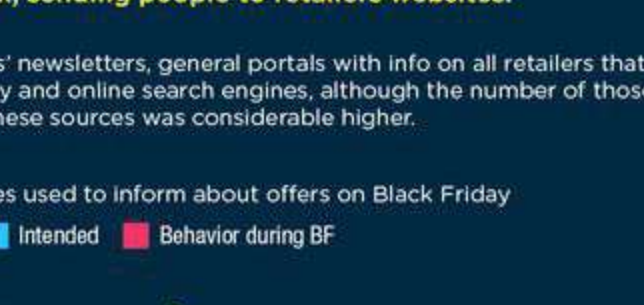


They didn't intend to buy and didn't bought on Black Friday 2015. 16% made purchases during Black Friday 2014.

Main reasons for this: lack of promotional offers for desired products, desired product were not sufficiently discounted and the discounts were not real.

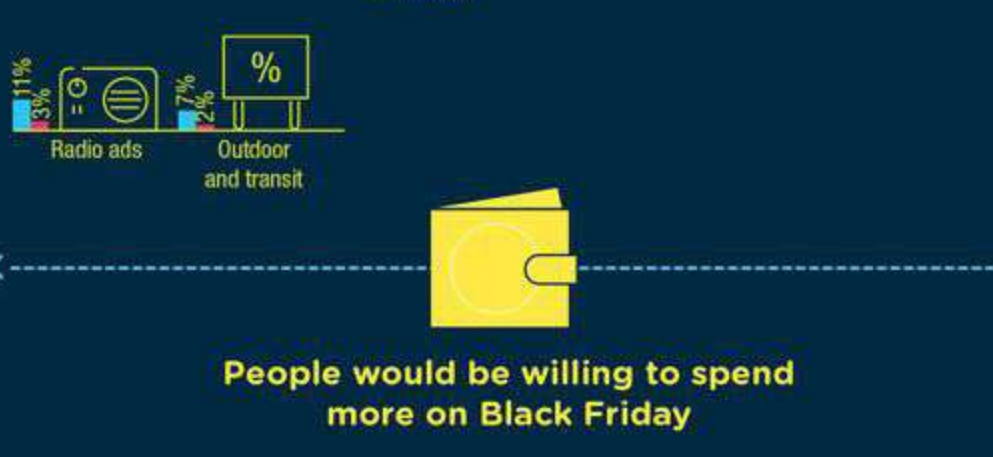
Black Friday is losing its meaning, being now associated with a period, instead of only one day.

Even though 66% would assume that Black Friday spreads over a longer period of time, starting from one weekend to more weeks, 51% ended up buying exactly on the Black Friday day.



Driven by the confusion, 57% look for information regarding the period when Black Friday is happening.

They start testing the market for offers with 1-2 weeks before Black Friday

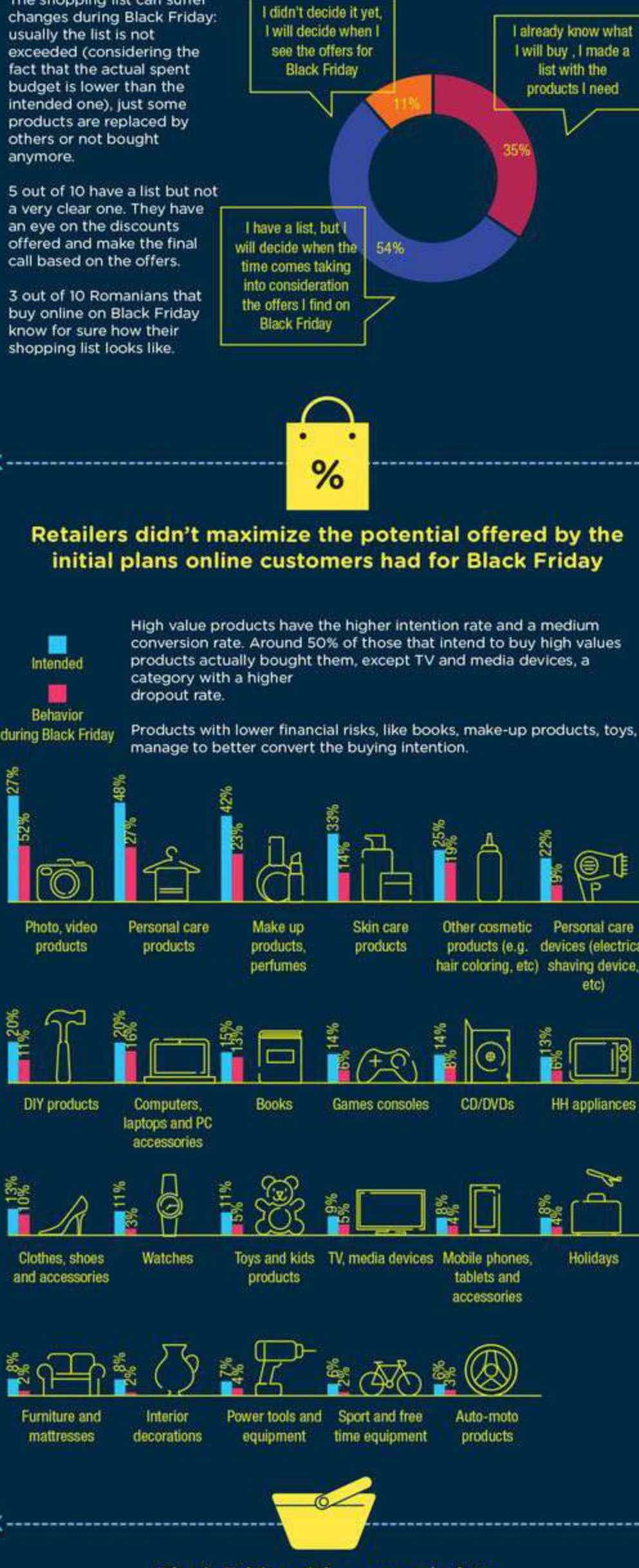


45% inform about Black Friday in the weeks prior to the day, while 15% inform in the last couple of days.

Retailers' websites are the main information source for Black Friday, because shopper needs are very different and they offer details about all promotional products. All the other information sources are acting as an attention hook, sending people to retailers websites.

They also inform from retailers' newsletters, general portals with info on all retailers that offer discounts on Black Friday and online search engines, although the number of those that planned to inform from these sources was considerable higher.

Information sources used to inform about offers on Black Friday



People would be willing to spend more on Black Friday

Contrary to their expectations, Romanians buying online ended spending less than estimated. 26% spend less than 300 RON, as opposed to only 9% that estimated to spend this sum.

For higher amounts, the spending remains constant before and after Black Friday, probably because they had very specific products in mind.

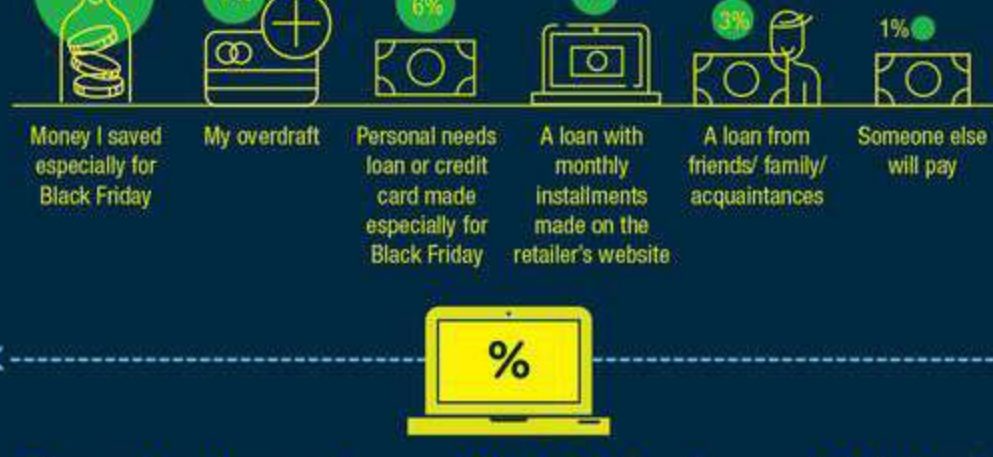


On Black Friday 1 out of 2 are spontaneous and calculated in the same time

The shopping list can suffer changes during Black Friday: usually the list is not exceeded (considering the fact that the actual spent budget is lower than the intended one), just some products are replaced by others or not bought anymore.

5 out of 10 have a list but not a very clear one. They have an eye on the discounts offered and make the final call based on the offers.

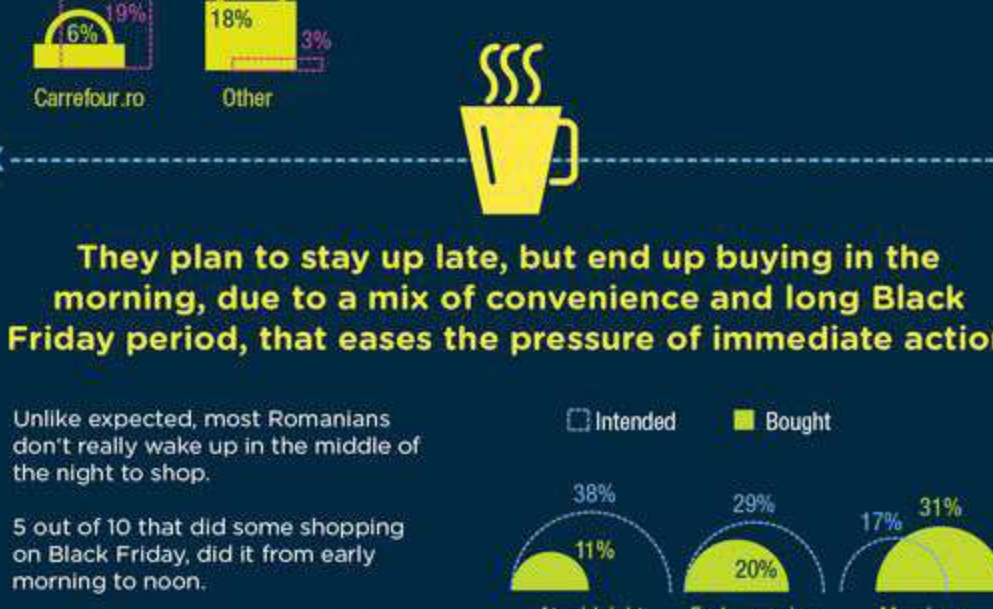
3 out of 10 Romanians that buy online on Black Friday know for sure how their shopping list looks like.



Retailers didn't maximize the potential offered by the initial plans online customers had for Black Friday

High value products have the higher intention rate. Around 50% of those that intend to buy high values products actually bought them, except TV and media devices, a category with a higher dropout rate.

Products with lower financial risks, like books, make-up products, toys, manage to better convert the buying intention.



Black Friday drives people into buying less than they initially planned.

If only 12% planned to buy one product, the reality shows that almost double the proportion ended buying just one product.



Presents are the 2nd of purchases bought during Black Friday 2015, as St Nicholas & Christmas are just around the corner. Their buying intention is the only one that totally translates into purchase.

The major motivation for buying on Black Friday is finding better prices for products they don't have in the household, but would need.

Only half of those that intended to buy products that broke down, actually bought a replacement.

If initially they were planning to buy products that they needed them in the household, or to replace a broken product, during Black Friday the product that needed replacement competed with those that were planned as presents, another major need.

1/4 of Romanians that planed to buy online on Black Friday saved money especially for this purpose

If 47% intended to buy using their savings, 25% knew for sure their were going to buy on Black Friday and made savings especially for this purpose. 28% would use an existing credit card, while 26% intended to spend within the limits of their current pay check.

Only 6% plan to contract a personal loan or a credit card especially for Black Friday.

Romanians buy online on Black Friday from established/ well-known websites, but also from smaller online retailers

Top 5 online places they ended buying are in line with their intentions.

Emag and Elefant have the best conversion rate: most people intending to buy from these retailers on Black Friday 2015, also actually bought.

Although initially they don't plan to visit much of other less known websites (3%), in the end 1/5 end up buying on them.

They plan to stay up late, but end up buying in the morning, due to a mix of convenience and long Black Friday period, that eases the pressure of immediate action

Unlike expected, most Romanians don't really wake up in the middle of the night to shop.

5 out of 10 that did some shopping on Black Friday, did it from early morning to noon.

More people went online to shop during the day, than previously intended.

1 out of 2 persons that bought online on Black Friday feel satisfied. There are no other pregnant feelings strongly associated with Black Friday.

50% of those that bought something declare feeling satisfied after making it. In 20-24% of the cases, it also makes the buyers feel calm, optimistic and happy.

By buying products they need, broken down or that they could otherwise not afford, the negative feelings related to Black Friday are of low intensity.

