

BLACK FRIDAY 2024

10th Edition—December 2024

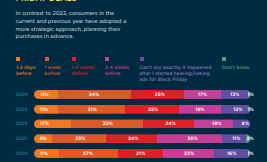
The first study yearly investigating Romanian consumer behavior before and after Black Friday by surveying the same respondents before and after the event for the most accurate results.

Black Friday is a highly anticipated moment for many consumers, and their behavior before and after the campaign can reveal a lot about what motivates their purchases. It is the time when discounts and special offers capture attention, and consumers are more willing to make planned purchases or even engage in impulse buying. Purchasing more expensive items, however, each choice reflects their needs and needs.

Showtime Unveiled

CONSUMERS RIDE THE WAVE OF BLACK FRIDAY DOMINANCE

In 2024, a 5-p.p. drop in the conversion rate was recorded compared to 2023—even though purchase intentions during the Black Friday period remained constant. The number of Romanians who followed through with their planned purchases decreased with their planned purchases through (2023: 81% vs. 2024: 78%).



DECODING CONTENT PREFERENCES

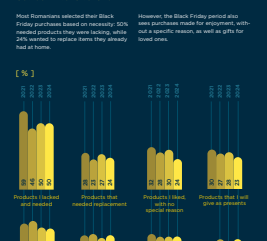
When it comes to the content associated with the types of materials and how offers are presented, there are significant differences between what truly captures their attention and what they claim to prefer. This shows that while some consumers are drawn through contexts, satisfied customer reviews, and traditional promotion methods, in reality, the types of content that attracted the most interest were different in daily posts, notifications, and featured event offers, and detailed reviews of promoted products.



Setting the Stage

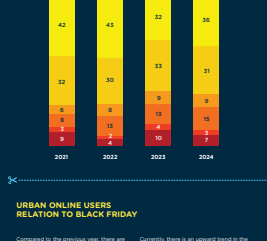
THE IMPACT OF THE PRE-BLACK FRIDAY CAMPAIGNS

In the past three years, the data has remained stable, with variations of no more than 5 percentage points. Discounts offered by some stores before Black Friday or at other times of the year have divided consumers into three nearly equal groups.



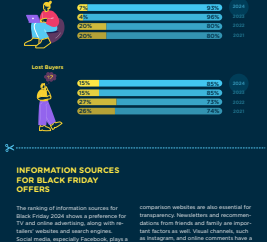
RESEARCHING BLACK FRIDAY DEALS

In contrast to 2023, consumers in the current and previous year have adopted a more strategic approach, planning their purchases in advance.



BLACK FRIDAY ONLINE PRE-PLANNING

The top Black Friday practices highlight a well-thought-out approach to shopping with consumers focusing on comparing prices and saving product options in their shopping carts or favorites. Many shoppers take a strategic route by adding multiple product variants to their carts, ensuring they don't miss any potential deals.



NAVIGATING THE DEALS LANDSCAPE

Black Friday consumers tend to adopt a balanced approach between planning and spontaneity. Most prepare their purchases in advance, having products they are waiting for a while, but there are also those who wait for deals throughout the year to ensure they make the best purchases.

Some are down to impulsive buying during the event, while others prefer the deals to be spread out over a longer period to take advantage of them.

Others prefer a more spontaneous approach, browsing promotions without saving items.

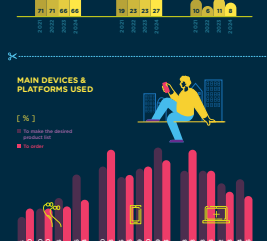
This shows that while some consumers are highly organized and plan, others are driven by impulse and the excitement of immediate discounts. In general, it appears that consumers show greater interest in daily posts, notifications, and featured selection and flexibility when it comes to Black Friday purchases.

Ready, Steady, Shop

DECISION DRIVERS IN CONSUMERS' CHOICES

Most Romanians selected their Black Friday purchases based on necessity: 50% needed products they were lacking, while 24% wanted to replace items they already had at home.

However, the Black Friday period also sees purchases made for enjoyment, without a specific reason, as well as gifts for loved ones.



BLACK FRIDAY PURCHASE TIME

Most Black Friday purchases are planned in advance—I buy the products I've been waiting for a while. I actively look for deals all year round to make sure I'm buying at the best price on offer. I often make unplanned purchases on Black Friday. I prefer Black Friday deals to be spread out over a longer period of time to ensure I can take advantage of them. I prefer Black Friday to be a short period of time but with substantial discounts valid for a short period of time.

Others prefer a more spontaneous approach, browsing promotions without saving items.

This shows that while some consumers are highly organized and plan, others are driven by impulse and the excitement of immediate discounts. In general, it appears that consumers show greater interest in daily posts, notifications, and featured selection and flexibility when it comes to Black Friday purchases.

URBAN ONLINE USERS RELATION TO BLACK FRIDAY

Compared to the previous year, there are slight changes in how consumers engage with the Black Friday phenomenon. Over the past two years, people have become increasingly aware of this event and its benefits—whether it's about stocking up on purchasing more expensive items, buying gifts, or simply indulging themselves.

Currently, there is an upward trend in the number of consumers who plan for Black Friday and make purchases during the event. On the other hand, the share of those who can be persuaded along the way by attractive offers has decreased by 5 p.p.



INFORMATION SOURCES FOR BLACK FRIDAY OFFERS

The ranking of information sources for Black Friday 2024 shows a preference for TV and online advertising, along with retailers' websites and search engines. Social media, especially Facebook, plays a significant role in influencing purchasing decisions. In-store interactions and price comparison websites are also essential for transparency. Newsletters and recommendations from friends and family are important factors as well. Visual channels, such as Instagram, and online content have a smaller impact but still contribute to the information process.

Notably, 58% of shoppers successfully completed their planned purchases, staying true to their original intentions. Substantial discounts remain the dominant factor driving Black Friday shopping, with consumers' decisions showing little influence from the shopping behavior of others.

As a result, it seems that most people come to focus their purchases on themselves and their immediate family, possibly due to budget limitations or the prioritization of closer relationships.

Channels Spotlight

ONLINE LEADS, IN-STORE STILL STANDS

Exclusive online shopping remains the main purchasing option for 7 out of 10 Romanians on Black Friday. In 2024, there is a slight increase in the preference for TV and online advertising, along with traditional in-store purchases have decreased by 3 percentage points.

Black Friday shoppers prefer online shopping based on the same major, much larger discounts compared to physical stores, and the ease of comparing prices across different retailers. They are looking for ways to simplify their shopping experience while also saving money.

Regarding in-store shopping, customers choose this option for the ability to test products before purchasing, to obtain the desired items immediately, and to avoid delivery costs. These preferences suggest that, although online shopping is more convenient, consumers still want to see and test the products. This may indicate that websites should provide more detailed product descriptions.

MAIN DEVICES & PLATFORMS USED

Mobile phone, according to the store's app, is the most used device for Black Friday purchases. Laptop/PC, according to the store's website, is the second most used device.

POPULAR CATEGORIES FOR BLACK FRIDAY SALES

Analyzing the conversion rate, we observe a diversified top that includes both skin care products and appliances or television—items with a high cost and long lifespan. At the same time, this list also features fast-consumption products, suggesting that the Black Friday event is not exclusively dedicated to expensive purchases.

This suggests that, although Romanians are generous and consider all the important people in their lives, the financial constraints of the Black Friday event made it difficult to fulfill all their gifting intentions.

As a result, it seems that most people come to focus their purchases on themselves and their immediate family, possibly due to budget limitations or the prioritization of closer relationships.

Planned vs. Spent for Black Friday

It can be observed that since 2020, the budget allocated for the Black Friday event has been on an upward trend.

One factor for the increased shopping appetite may be attributed to the promotion techniques during the event. Year after year, retailers improve their marketing strategies, offering increasingly attractive discounts.

Compared to 2024, the level of satisfaction with Black Friday has increased by 7 percentage points, which is also reflected in the growing interest for the 2025 event. The average score of 5.6 indicates a positive trend but also suggests that there is room for improvement.

Emotional Echoes

BLACK FRIDAY DISCOUNTS PERCEPTION

Compared to the last 3 years, it seems that Black Friday discounts are seen as increasingly advantageous by customers.

Regarding customer satisfaction for Black Friday, the average score is 5.3, which indicates that consumers are generally satisfied with the event, but there is still room for improvement.

LEVEL OF INTEREST TOWARDS BLACK FRIDAY 2025

Compared to 2024, the level of satisfaction with Black Friday has increased by 7 percentage points, which is also reflected in the growing interest for the 2025 event. The average score of 5.6 indicates a positive trend but also suggests that there is room for improvement.

Jingle All the Way

CHRISTMAS IS TOP OF MIND FOR GIFTING

Compared to 2023, Romanians seem to be more mindful of their budgets and appear to make more rational purchases, focusing more on the discount period for buying gifts or planning their shopping list in advance, likely to spread expenses over a longer period. In the previous year, most consumers reported doing their shopping a week before Christmas.

They begin purchasing products/services for Christmas at the following time:

I buy Christmas products/services during the season of discounts and special offers: 31%

I enjoy doing my Christmas shopping in advance starting in October: 29%

For me, the best time to buy Christmas products/services is the week before: 24%

I do not make purchases during the Christmas period (other than the necessary ones: food, sweets, drinks, etc.): 24%

I wait until the last minute to take advantage of the last special offers before Christmas: 16%

I participate in Black Friday events or other special campaigns to buy products/services at a discount: 12%

I listen to relatives or my Christmas shopping in December to feel the festive atmosphere: 11%

I don't know/don't answer: 7%

More info:

- Types of online stores preferred for Black Friday 2024 shopping
- Devices used for Black Friday 2024 shopping
- Reasons for online purchases on Black Friday 2024
- Criteria for selecting products or services on Black Friday 2024
- Total budget planned for Black Friday 2024
- Budget allocation by product/service categories
- Reasons for unplanned purchases on Black Friday 2024
- Reasons for not participating in the Black Friday 2024 campaign
- Reasons for lack of interest in Black Friday 2024
- Reasons for abandoning planned purchases on Black Friday 2024
- Appreciation level about Black Friday 2024
- Types of online stores used for Black Friday 2024 shopping
- Specific stores for purchasing various product categories
- Types of content creators followed for Black Friday 2024
- Actual budget spent on Black Friday 2024
- Comparison between planned and actual budget
- Incidence of product returns after Black Friday 2024
- Reasons for returning products purchased on Black Friday 2024
- Detailed socio-demographic profiles by segments derived for the 2024 event, based on the existing respondent bases for the requested segments (from Ipsos and Ipsos Analytics Research)