

Black Friday 2020 - Consumer expectations & tips to boost your sales

What happens to the largest online shopping event if an unforeseen situation such as COVID-19 occurs? Will this affect Black Friday and will this change the wishes & needs of consumers? How do you deal with this as a retailer, what are the consequences and how do you get the most out of Black Friday 2020? To gain insight into this, OrangeBuddies Media has conducted a survey among nearly 5,000 active online consumers in 8 countries. You can read the findings of this survey in this report.

BLACK FRIDAY AND COVID-19

What's the impact of COVID-19 on Black Friday 2020?

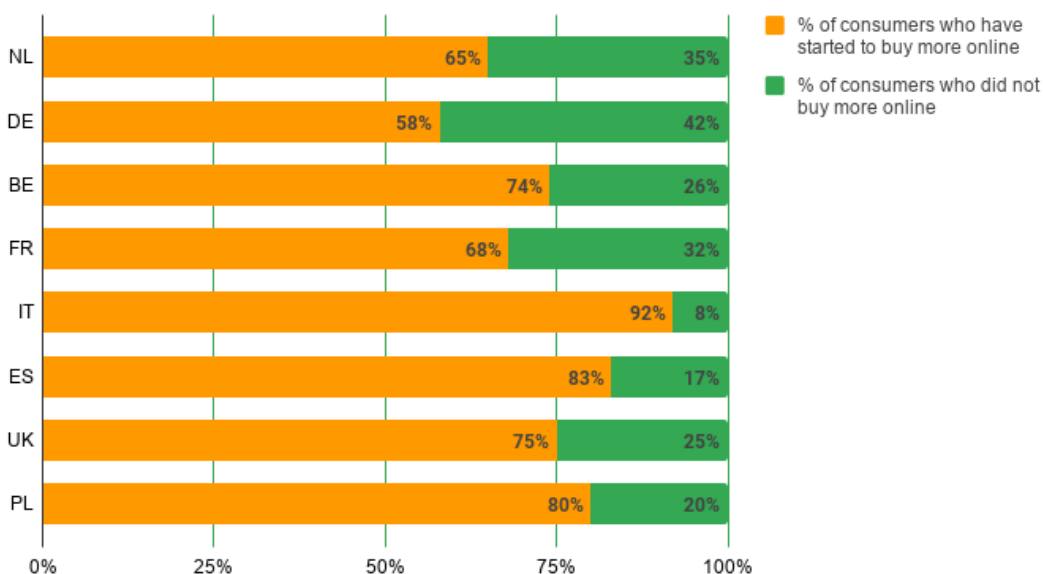
How much and what influence does a pandemic like COVID-19 have on a shopping event like Black Friday? In previous years, both online and offline have gone all out around Black Friday. In recent years, the event has made huge leaps in terms of size internationally and has become an indispensable event in many countries. Perhaps even the biggest online shopping event of the year.

In our survey, we looked at both the influence of COVID-19 on the general spending of consumers as well as the influence that COVID-19 may have on the expectations regarding Black Friday 2020.

Increase in online purchases

Due to periods of lockdown in various countries and closure of physical stores because of COVID-19, consumers have started to buy more online. This is visible in all countries included in this study. In half of the countries, both men and women are buying more online, in the other half these are slightly more women than men. If you look at age, it is the consumers between the ages of 18 and 65 who have started buying more online. Online purchases have not increased among the over-65s as a result of COVID-19.

Influence of COVID-19 on online purchases in 2020



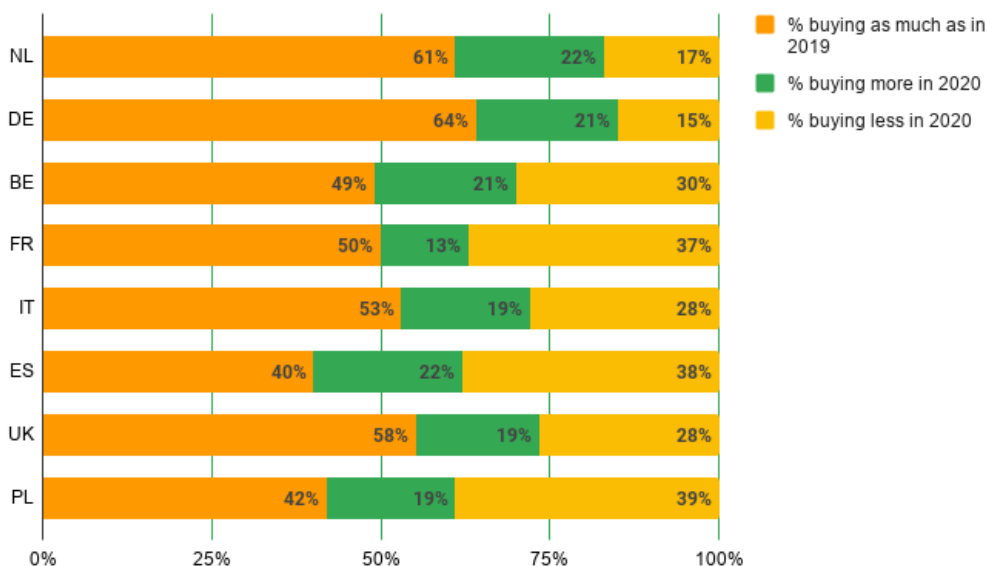
Consumers appear to have hardly changed their spending pattern as a result of COVID-19. The vast majority still spend the same monthly as before. This applies to both men and women. Only in Spain and Poland has expenditure been cut back slightly since March this year.

Black Friday 2020 is at least as big as in 2019

In 2019, Black Friday, in line with the years before, again saw a [huge increase in the number of purchases and order amounts](#). The prediction at that time was that this would continue in 2020. But what happens if the situation is changed by a pandemic like COVID-19? Despite this unforeseen situation, consumers are still very positive. Most expect Black Friday to be at least as big this year as it was in 2019 or even greater.

They themselves plan to buy as much during Black Friday 2020 as they did last year. COVID-19 thus does not seem to have a negative impact on Black Friday purchases. Quite remarkable is the fact that consumers in southern European countries expect to buy as much or less, whereas in countries such as the Netherlands, Germany and Belgium this tends to be rather more than less.

Purchase intention Black Friday 2020 compared to 2019

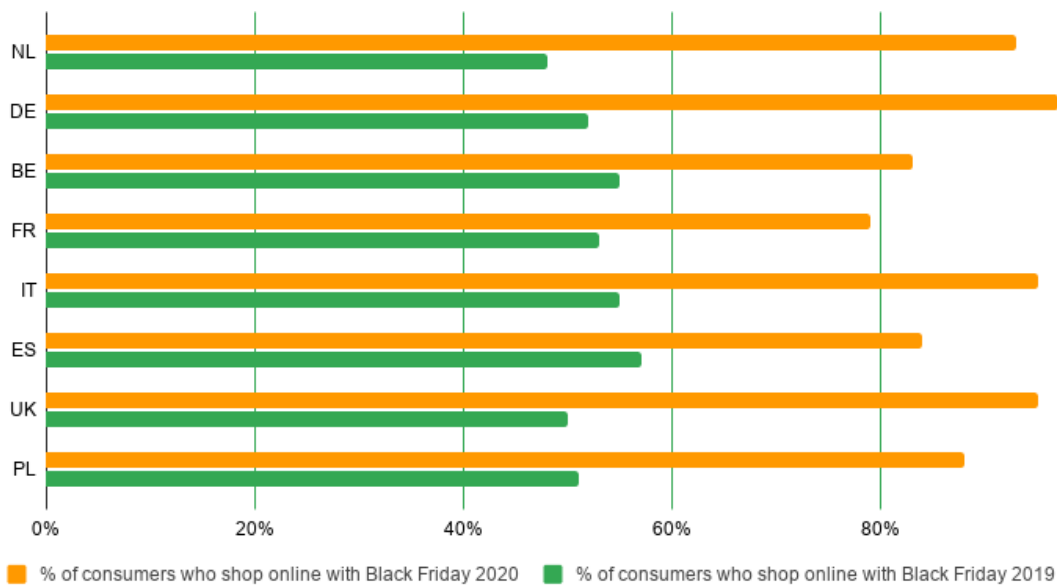


Growth Black Friday online

Where a majority of consumers already preferred online shopping during Black Friday to visiting a physical store last year, this has increased even further due to COVID-19. Consumers expect to buy about 15 to 25% more online this year. Only in the 65+ age group

this percentage is slightly lower.

Black Friday online shopping 2020 versus 2019



An interesting development for advertisers to jump into, for example by presenting more offers online and by using more advertising budget for online promotions.

BLACK FRIDAY PROMOTIONS

Tips on how to best promote Black Friday 2020

With an expected Black Friday online growth this year, as an advertiser it is good to know where and when to bring your Black Friday offers to the attention of consumers. How and where are Black Friday deals searched and when?

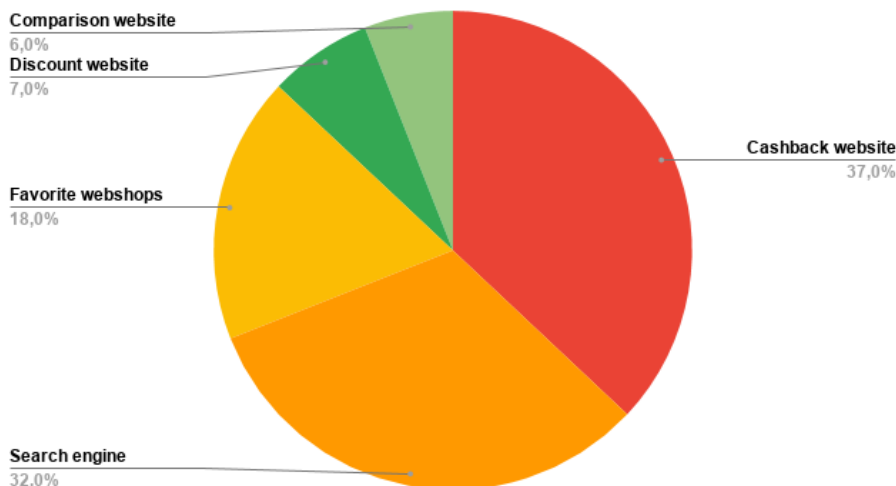
#Tip 1: Promote via multiple channels

In addition to optimal promotion on your own website, there are other channels to take into account for the promotion of special Black Friday offers. Consumers prefer to search for Black Friday promotions directly from their favourite web shops or via a search engine. Search engine optimisation and advertising are therefore important channels to use. In addition, we see cashback websites, with loyal members and avid online shoppers, also appearing in the top 3 in almost all countries. Notable is the low score for discount and comparison websites, which are apparently not seen as a source for looking for the best Black Friday promotions.

The aforementioned top 3 channels are equally divided between men and women, although it is noteworthy that men consult a search engine slightly more often and women are more likely to check the promotions at their favourite online shops. Cashback websites are mentioned by both sexes as a source for looking for Black Friday promotions, mainly in the age range of 18 to 65 years. In Poland, the top 3 contains the same channels, but cashback

websites are the most popular. Promotions here, by both men and women, are preferably sought via cashback websites.

Poland - Where to search for Black Friday promotions



#Tip 2: Start early with Black Friday offers

In recent years, a trend has emerged to extend the largest annual shopping event. Originally, the Black Friday & Cyber Monday weekend started on the last Friday of November and ended the following Monday at 11:59 PM. Nowadays, the special Black Friday offers are available more than a week before that Friday and sometimes even at the beginning of November. The period of Black Friday, the month in which retailers have their best sales of the year, is considerably extended by this.

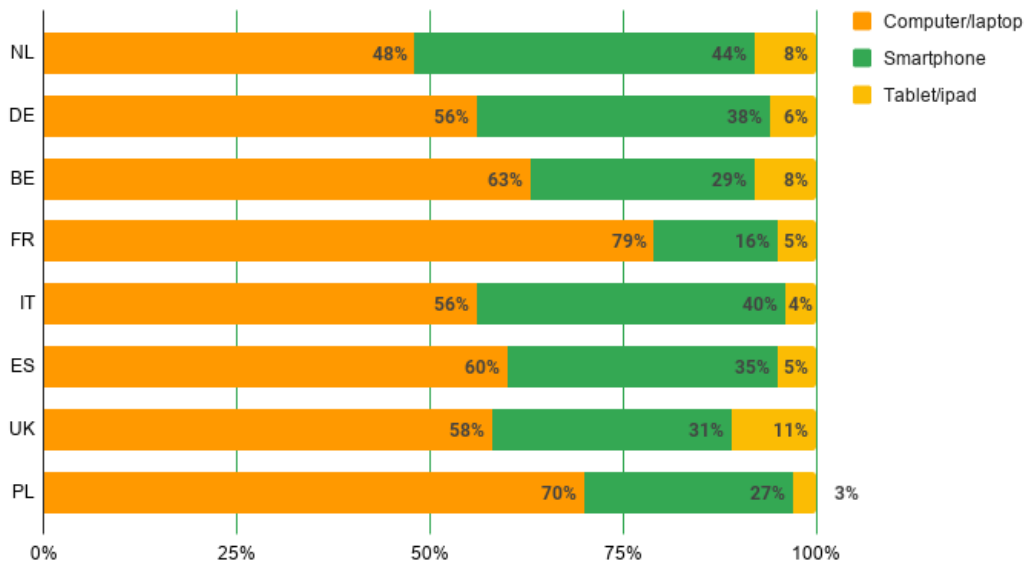
The survey shows that consumers prefer to take their chance before the Black Friday & Cyber Monday weekend, if the same offers are available earlier. The advantage of this is that the crowds are spread over a longer period. A small group sticks to the tradition and prefers to wait for the Black Friday & Cyber Monday weekend to start before buying. Women in particular cannot wait and prefer to buy earlier.

#Tip 3: Make sure your mobile website is up to date

The number of smartphone users is increasing, also when it comes to searching for Black Friday promotions. Especially in the age category 18-34 years (in some countries up to 50 years) the smartphone is used more often than the desktop or laptop, which is preferred in the higher age groups.

Depending on the target group, optimisation of the website for mobile devices, such as the smartphone, can therefore be essential. Nothing is more annoying for a potential customer than a malfunctioning website. As the average age of the smartphone user is increasing, optimisation for mobile devices seems a necessity rather than luxury for every retailer.

Device preference searching Black Friday promotions 2020



BLACK FRIDAY SHOPPING 2020

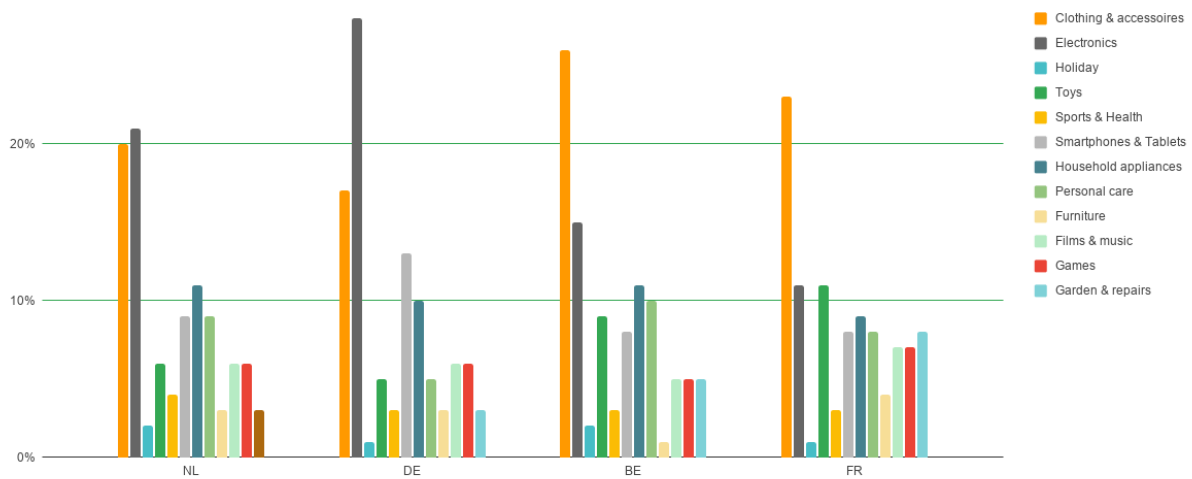
What to expect from Black Friday 2020?

Good preparation starts with insight into the target group. What do they expect, what are their wishes and what is the budget? Respond to this with the right message via the right channels.

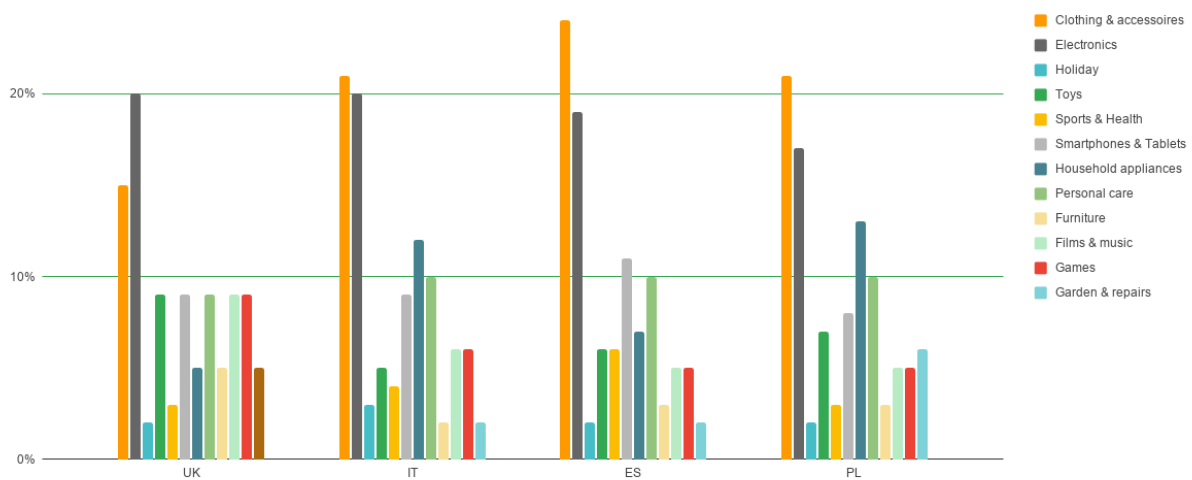
Electronics and clothing most popular

What are the wishes of consumers for Black Friday 2020 with regard to the type of product? As studies have shown in previous years, electronics products and clothing & accessories are consistently in the top 3 in every country. While holidays topped the top 3 in most countries last year, COVID-19 has caused this category to drop completely from 15-25% in 2019 to barely 1% in 2020 this year. Various other categories, including household appliances, personal care and smartphone/tablet fill this place this year. Like last year, France is an exception to this with a third place for the toys category.

Purchase intention per product category during Black Friday 2020



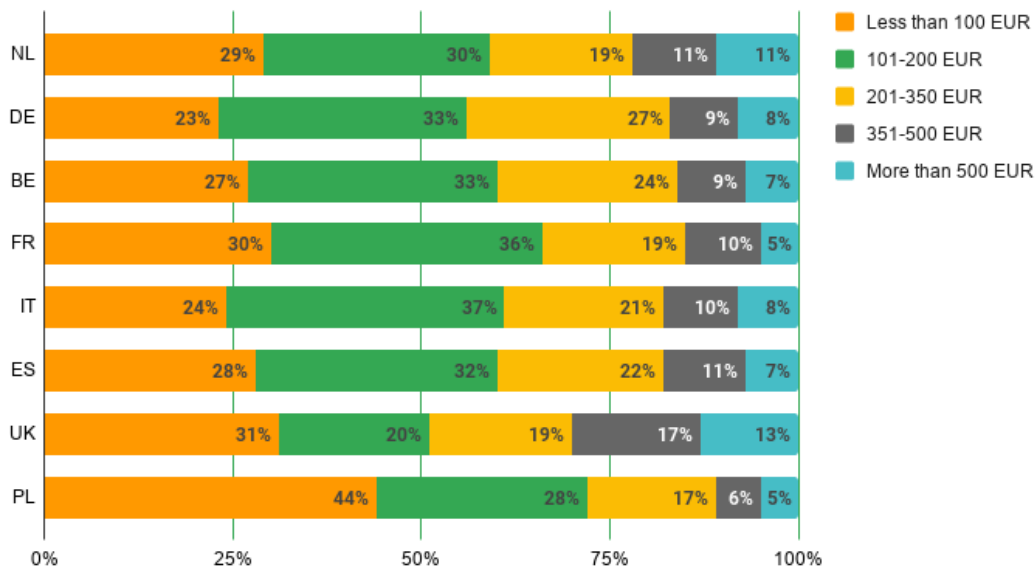
Purchase intention per product category during Black Friday 2020



Men are the bigger spenders

Despite the uncertain times we find ourselves in as a result of COVID-19, consumers are not holding back. During Black Friday 2020 they also expect to spend at least the same as last year during this shopping event. On average, the budget this year is between 101 and 200 Euro, for both men and women. Men seem to want to spend more money on Black Friday. With a budget of more than 500 Euro, it is the men who show the highest percentage, with the exception of the UK where the women are responsible for the highest budget.

Expected spending budget Black Friday 2020

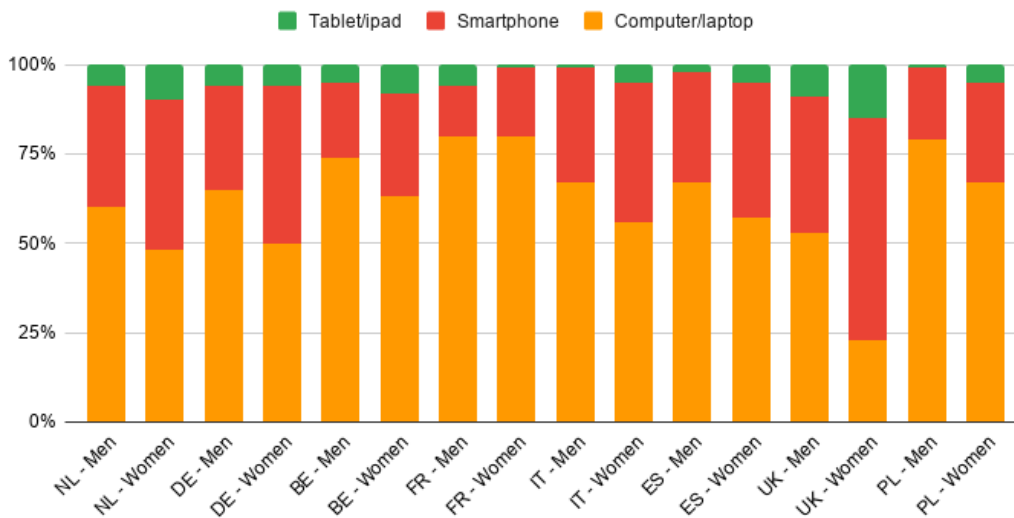


Search via smartphone, purchase via computer

While smartphones are often used to search for Black Friday promotions, the actual purchase is still mainly made from a desktop computer or laptop. Only in the UK, purchases are also preferably made via smartphone.

When buying, we see a clear difference in device use between men and women. Women prefer to search Black Friday promotions via their smartphone and also prefer to buy via this device. Men, on the other hand, are more likely to search and buy via computer or laptop. The percentage of men who search and/or buy via their smartphone during Black Friday is slightly behind.

Black Friday Shopping 2020 device preference

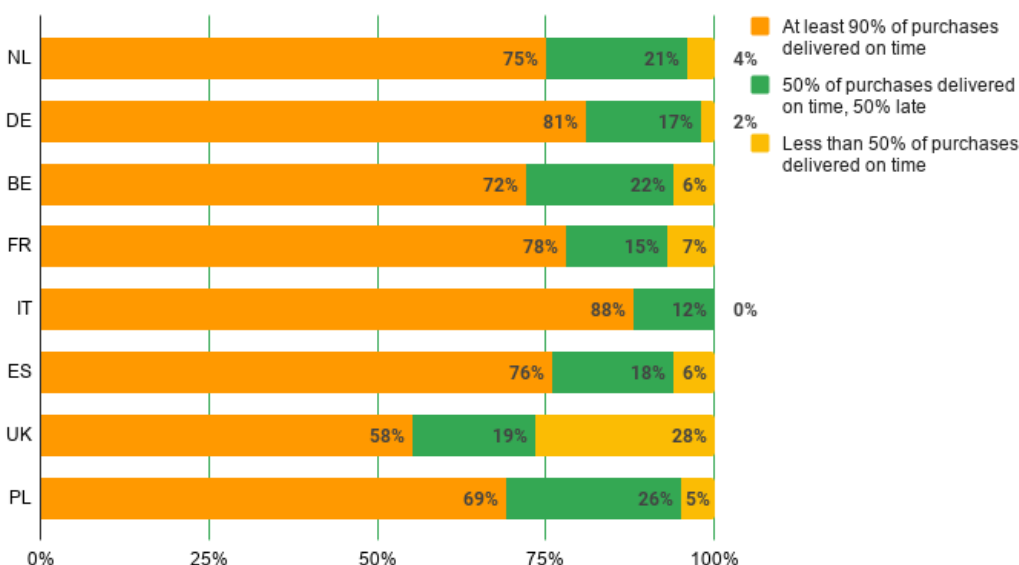


Grafiek 8

Fast delivery without delay

Every year, the pressure on parcel and delivery services increases further due to the growth of ecommerce. The peak period of the year is around Black Friday and Christmas. During these times, the delivery services struggle to deliver all packages on time. In our survey, we asked consumers about their expectations with regard to the delivery time of their Black Friday purchases in 2020. The vast majority of consumers surveyed expect 90% of their Black Friday purchases to be delivered on time this year. There is a large percentage difference between this answer and the second most chosen answer with half of the purchases being on time and the other half delayed. Consumers are therefore very confident that they will receive their purchases quickly and without delay. As a retailer, you can respond to this by quickly processing orders internally and making good agreements with delivery services. Avoid disappointment with the customer in doing so.

Expectation for on-time delivery of Black Friday 2020 purchases



BLACK FRIDAY PURCHASE REASONS

Why do we shop during Black Friday 2020?

Why do we start buying en masse during Black Friday? What are the reasons behind this? To gain more insight into the motivation of consumers to shop during Black Friday, we asked who they mainly buy for and which occasion, if any, is associated with this.

The offers during Black Friday & Cyber Monday go to the extreme in terms of discounts that are given away, but is that also the motivation for consumers to buy? Indeed, the answer to this question is that the offers are too good to ignore. Except in England and France, where just over half of those surveyed say that Christmas is the main reason to buy with Black Friday.

It is also noticeable that in all countries (England and France are no exceptions) men go for the competitive offers and women show the highest percentage when it comes to shopping for Christmas.

Treat yourself to Black Friday gifts

We mainly make Black Friday purchases for ourselves. That is what the majority of the respondents in the survey indicate. Children come second, followed by the partner/spouse. Men mainly buy for themselves, women show the highest percentage when buying for the children. Buying for a partner or husband is the least popular with both, although there are slightly more men who buy for the partner than women.

The different age groups show a logical preference in relation to the stage of life they are in. In the 18 to 35 age category, people mainly buy for themselves, as there are very likely no children and perhaps no partner. From the age of 35, a slight shift is visible with a higher percentage for the children at the expense of themselves. That continues between the ages of 51 and 65, although this group still mainly buys for themselves. At the age of 65 and older, the children are let go more, probably because they are independent, and the partner gets more attention instead of the children.

HOW TO MAKE THE MOST OF BLACK FRIDAY 2020

With the insights from this survey, we want to help retailers get the most out of Black Friday 2020. The right combination of promotion and targeting can make the difference. Here you can read all the tips as a result of our survey:

1 Promote Black Friday promotions across multiple channels

In addition to optimal promotion via your own website, SEO and SEA and cashback websites are channels that are often consulted by online consumers.

2 Expedite the Black Friday promotional period

Make offers available earlier, giving consumers the opportunity to buy before the actual Black Friday weekend.

3 Make your website responsive

A growing number of consumers search and/or buy via a smartphone. Make sure the website functions properly on all devices.

4 Target the right audience per product and per channel

Promote your products to the right target group, such as gender and age. Targeted targeting produces the best results.

5 Optimise order processing for fast delivery

Set up the company for peak periods so that you can process and ship orders quickly. Consumers expect timely delivery, including during Black Friday.

NEED HELP? GET IN TOUCH

Do you want to know how we can help you to give your sales an extra boost with Black Friday? Contact us at sales@orangebuddies.com

About OrangeBuddies Media

Since its foundation in 2009, OrangeBuddies Media has grown into the European market leader in cashback & loyalty concepts. With a reach of 8 million active online shoppers in 13 countries and more than 100 cashback websites. We work with some 35,000 online shops, from small advertisers to the largest ecommerce players in the world. With our cashback concepts we enable retailers to achieve their marketing and sales targets.