

Black Friday Unraveled: Trends and Perspectives for Romania

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Black Friday Unraveled

- **Before Black Friday** - discover the intentions future buyers have through:
 - Qualitative investigation –FGs with Black Friday customers from the previous year & intenders and non-intenders for Black Friday current year
 - Quantitative measurement – 1400 respondents, out of which 740 respondents intended to make online purchases this year for Black Friday
- **After Black Friday** – discover actual shopping behavior and how plans changed through:
 - Quantitative measurement – the same 1400 respondents, out of which 707 respondents made online purchases this year for Black Friday

Target: online buyers for Black Friday, living in urban areas.
Same sample was assured before and after in order to accurately capture behavioral changes between the planned phase and the final buying behavior.

Other Sources

- **InfoSys TV Monitoring System**
- **Google Trends**
- **Gemius Audience Survey:** system of monitoring online audiences

A fruitful cooperation 😊

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Reduceri de 60% la primul “Black Friday” în România

de Alexandra Jeles , 24 noiembrie 2011

Tweet G+ 0

Printeaza

Trimite

Salveaza



flanco

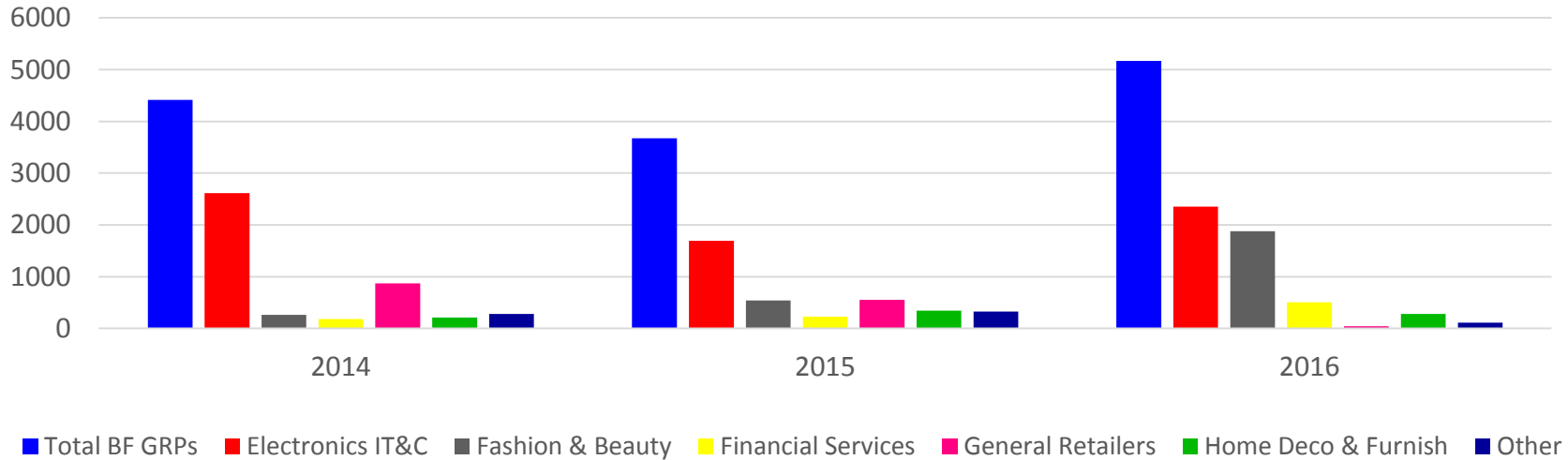
În ultima vineri din noiembrie, vizitatorii eMAG și ai magazinelor Flanco vor putea achiziționa la ofertă sute de produse electronice, electrocasnice, IT, dar și muzică, filme și jucării în cadrul evenimentului Black Friday.

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Distribuie

Black Friday Trends and Contextual Evolution

During Black Friday TV activity increased in 2016 vs. previous years, driven mainly by increased investment of Fashion & Beauty retailers.

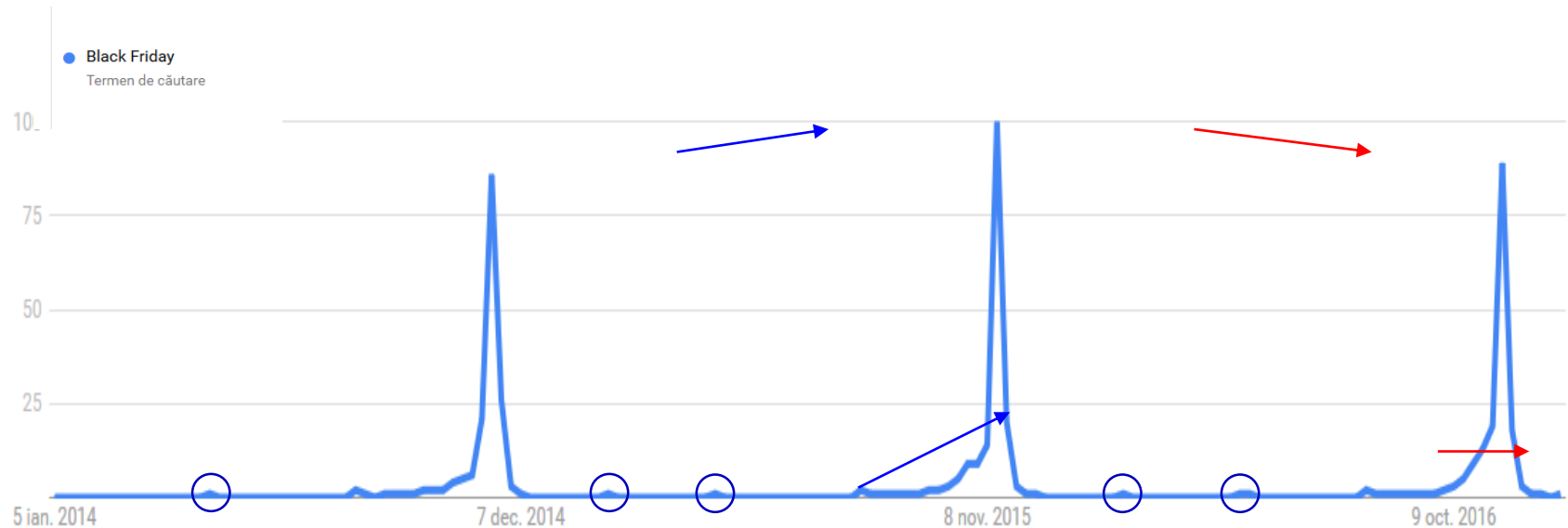


Source: InfoSys TV Monitoring

Black Friday Trends and Contextual Evolution

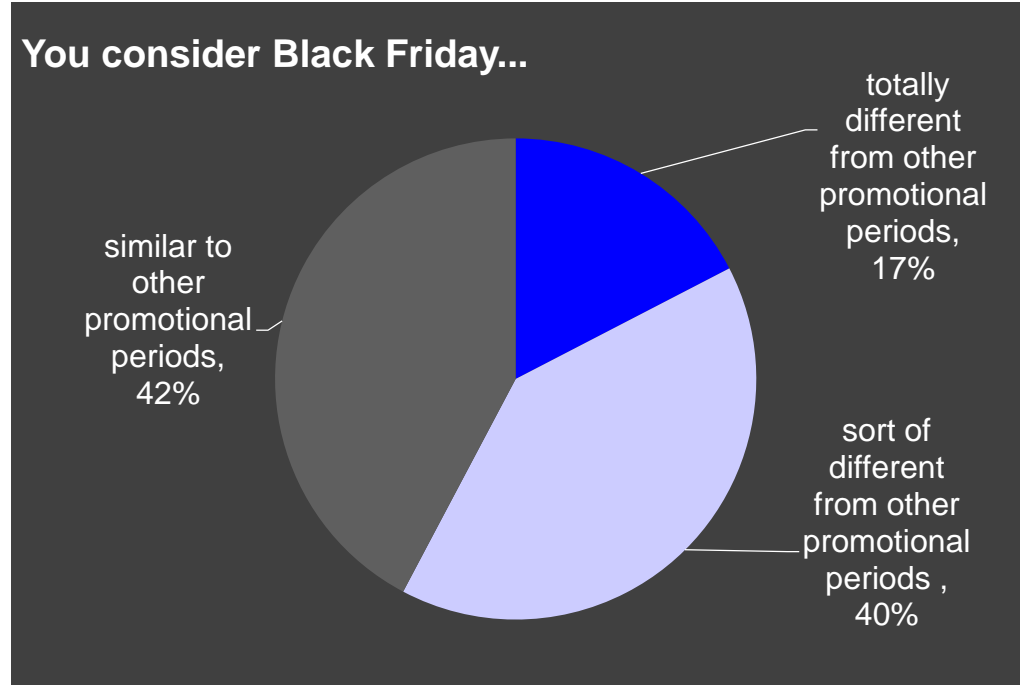
In spite of increased investments to advertise BF campaign in 2016, search volume slightly decrease vs. 2015, both during Black Friday weekend and in the period before it. In 2016, people searched less after list of shops that have Black Friday offers, while interest in price and offers remained constant.

Starting 2015 other seasonal BF events appear in searches, outside consecrated promotional period.

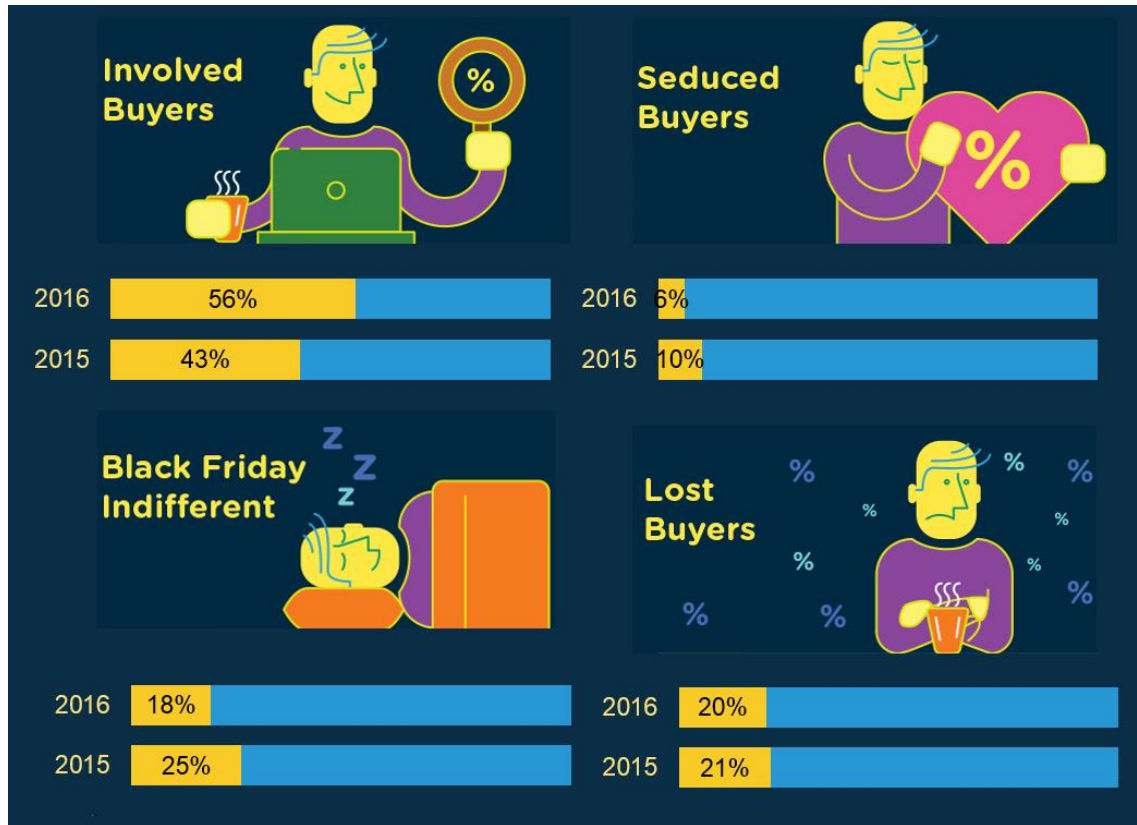


Black Friday loses slowly its personality.

Only 17% of online Black Friday buyers from urban area consider that Black Friday is totally different from others promotional periods.



Dynamics of Shopper Involvement in Black Friday



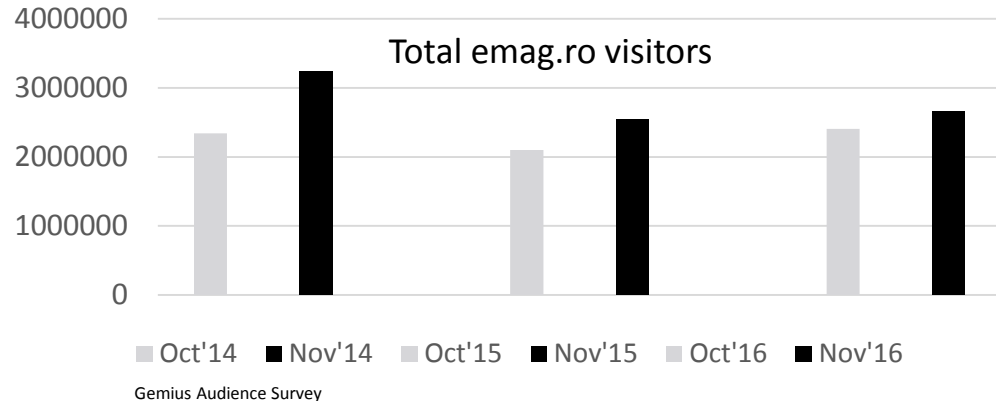
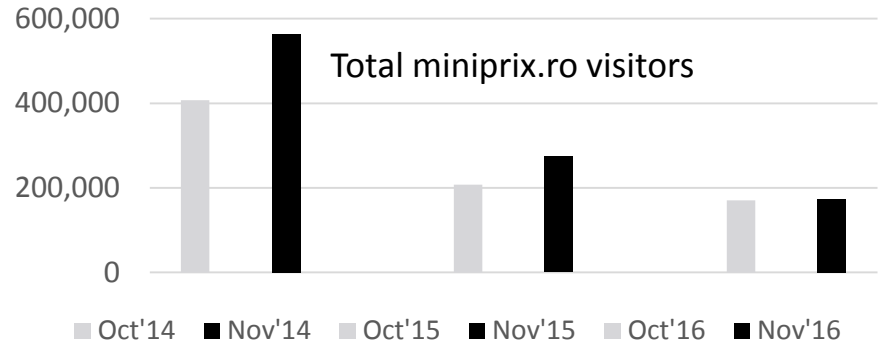
Better prices is enough reason to buy from a new online retailer, only 23% remain loyal to their providers

It also helps if the online store was recommended, or offers additional benefits, like: extended guarantee or better delivery.



Black Friday Trends and Contextual Evolution

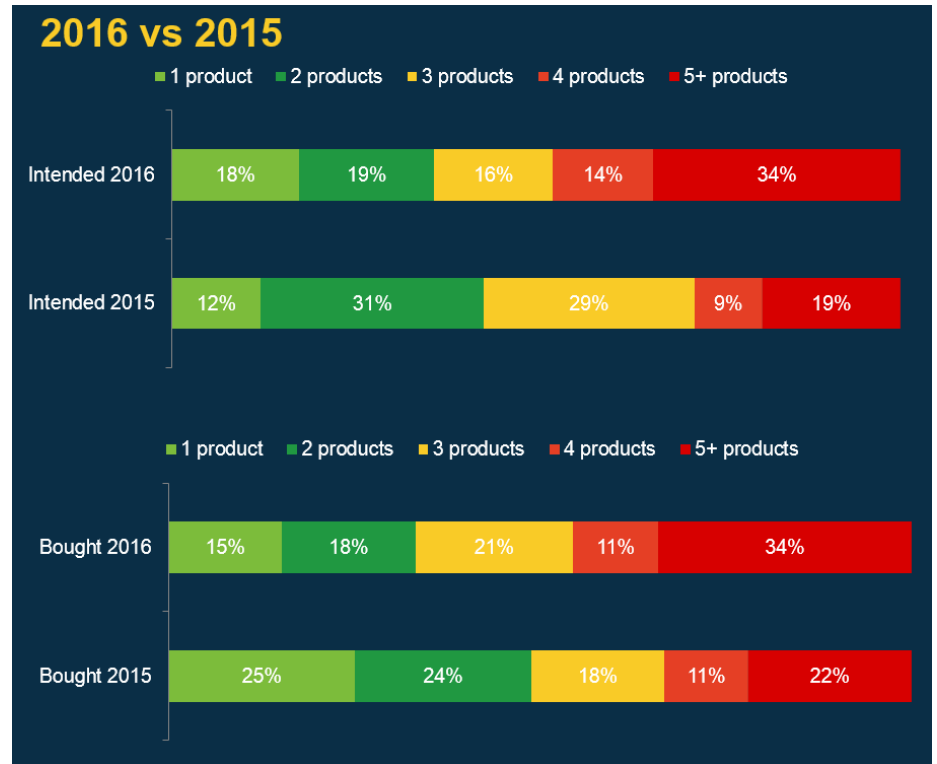
Looking at one of biggest retailers from established IT&C & Electronics category and Beauty & Fashion new entry, it can be observed that Black Friday brings a peak in website visitors each year.



But recently big retailers are losing their Black Friday visitors vs. past period, people being opened to shop from new retailers, instead of searching & visiting established ones.

For Black Friday 2016 people bought more products than in 2015

Compared to 2015, shoppers planned to buy in 2016 more products: 48% intended to buy 4+ products and 45% actually did, compared to 28% that planned the same in 2015 and 33% that actually bought



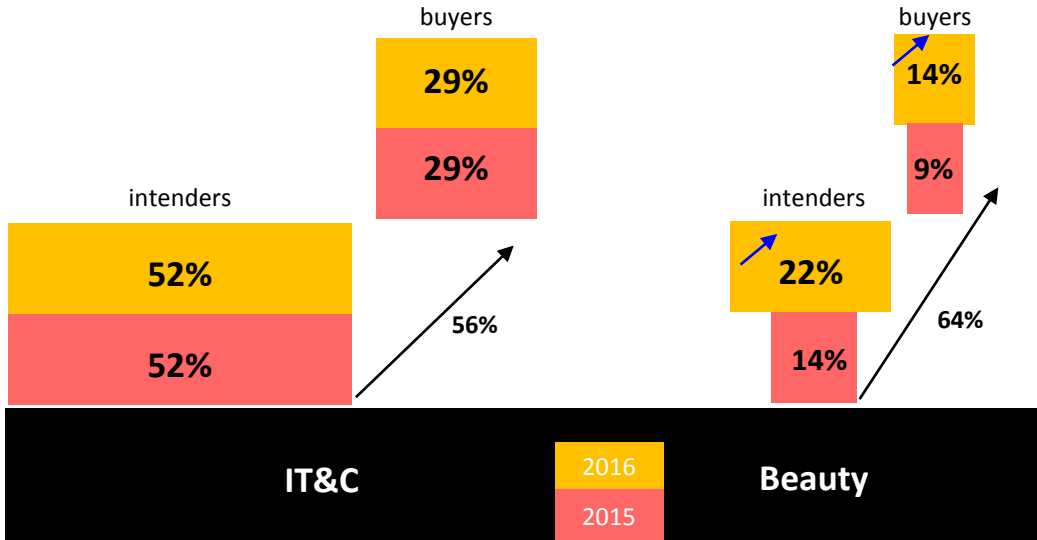
But in the same budget....

They were disappointed by high value goods offer and end up buying pampering products, such as beauty & fashion, toys, books etc.

2016 vs 2015

Budget	Intended 2015	Spent 2015	Intended 2016	Spent 2016
Less than 100 RON	1%	7%	1%	4%
101-200 RON	4%	8%	3%	9%
201-300 RON	4%	11%	5%	11%
301-500 RON	16%	15%	19%	16%
501-1000 RON	23%	21%	21%	23%
1001-2000 RON	30%	21%	31%	21%
2001-5000 RON	16%	14%	13%	7%
More than 5000 RON	3%	2%	4%	4%

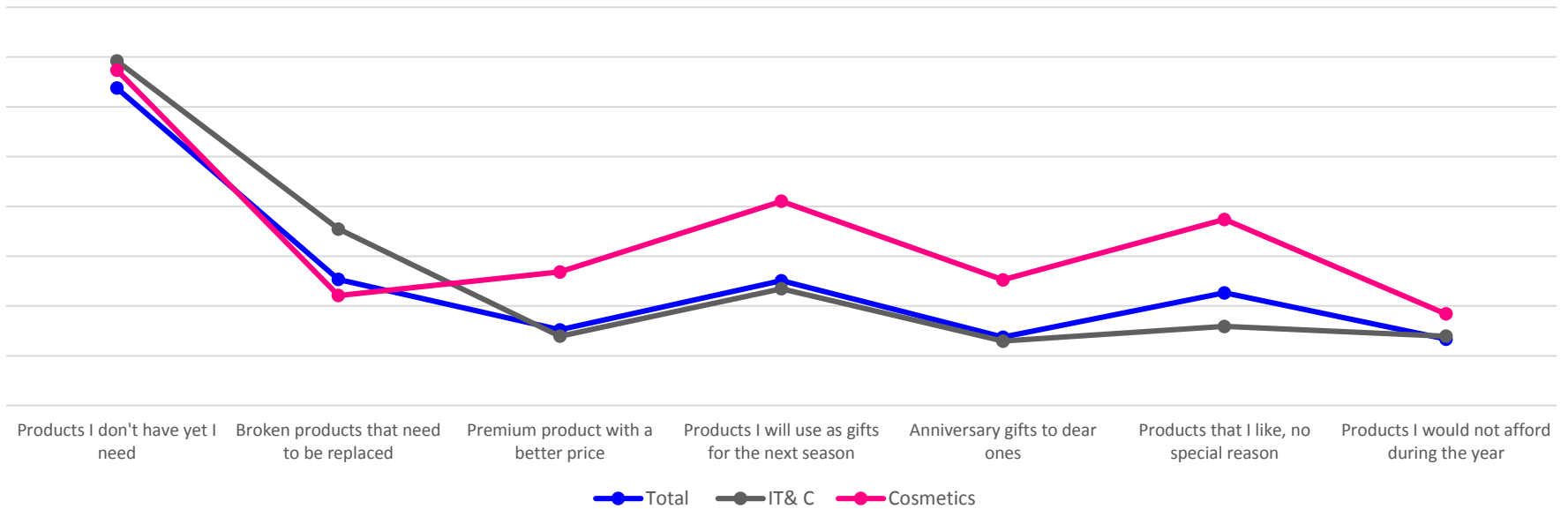
Intenders and buyers shares for IT &C and Beauty



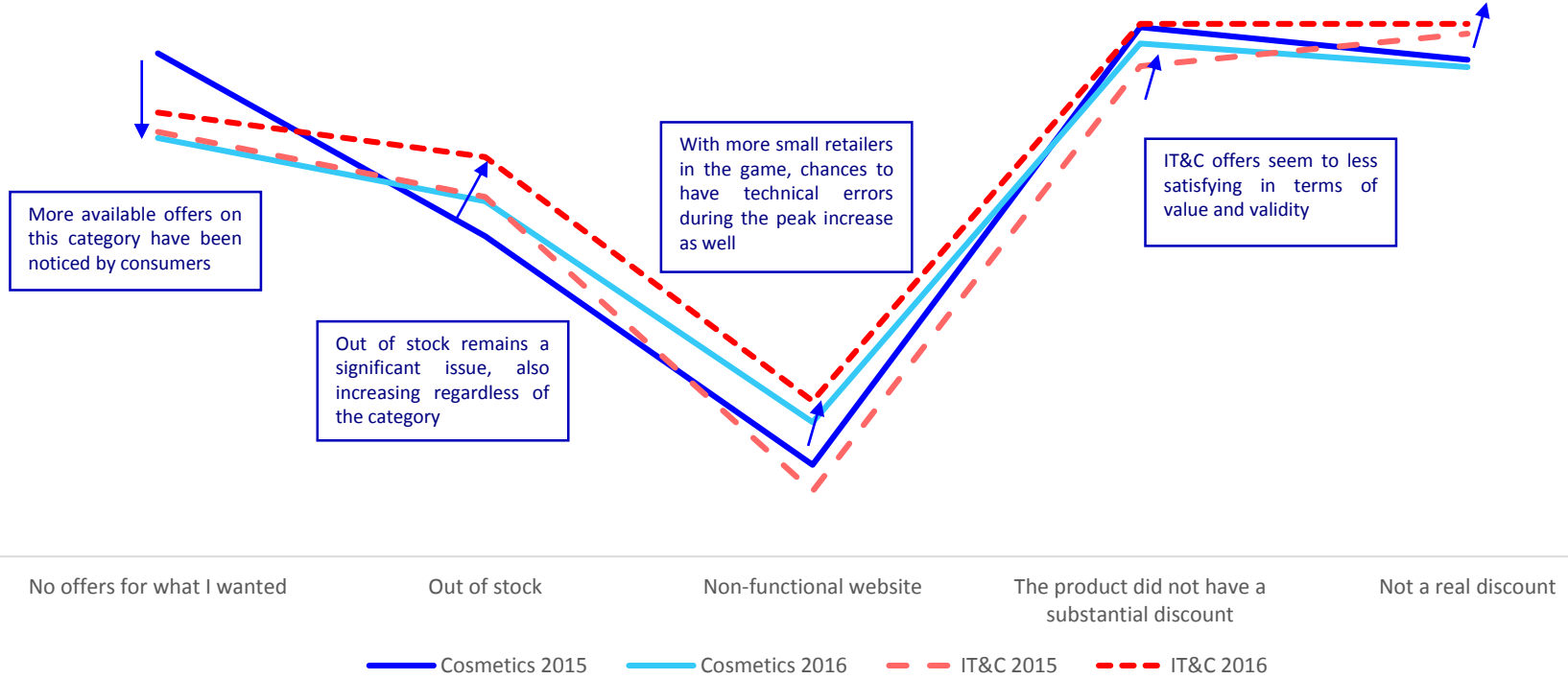
IT&C remains flat, while Beauty takes off with a significant increase both in interest and actual purchase

Investments of beauty & fashion retails in GRP seem to pay off.

Reasons for buying in 2016 at category level



Barriers – what made potential buyers change their mind



How to make most of BF in Romania

- **Increase brand desirability before Black Friday** in order to drive searches: awareness campaign in order maintain a top position in consumers' mindset during the period, outside Black Friday tensioned clutter
- Increase the value of shopping basket, especially for affordable products like beauty ones, **exploiting the high disposable budget prepared to be spent** during Black Friday:
 - **build family / him-her packs and focus on gifting offers**, considering that shoppers might buy in advance gifts for Christmas or other celebrations
 - make **cross products offers** or range offers for same product (i.e. pack of different lipstick colors)
- **Compensate low discounts for IT&C** products by including additional services/products as package, **expanding perceived value for money** (e.g. free service, long term guarantee)
- Play with offers/discounts during the day and **encourage shopping in the evening vs clear focus on morning** (among other benefits, avoid technical issues on websites)
- Consider built-in options that show **alternatives in case of out of stock** (similar budget, similar product etc)

Ready for your questions 😊

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