Is Black Friday Bombing?

Shoppers in the UK are becoming more sceptical of sales and saying they respect brands that don’t get involved in events like Black Friday. IMRG and Toluna partnered to delve into how holiday shopping has changed as we approach another Xmas peak. We surveyed 1,000 shoppers to find out what they think.

What does value mean? — people overwhelmingly say it’s a good price rather than a discounted one

83% still say they are looking for a good price rather than a discounted one (20.5%). 16% say value is getting something they really want.

What would make you pay full price?

58% - quality (so good retail still applies)
51% - if I really want it
26% - if on a tight deadline.

Price range is a determining factor in looking for a discount — over past year have you paid full price for product?

Under £10

<table>
<thead>
<tr>
<th>Percentage</th>
<th>100%</th>
<th>90%</th>
<th>80%</th>
<th>70%</th>
<th>60%</th>
<th>50%</th>
<th>40%</th>
<th>30%</th>
<th>20%</th>
<th>10%</th>
<th>0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under £10</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Over £100

<table>
<thead>
<tr>
<th>Percentage</th>
<th>100%</th>
<th>90%</th>
<th>80%</th>
<th>70%</th>
<th>60%</th>
<th>50%</th>
<th>40%</th>
<th>30%</th>
<th>20%</th>
<th>10%</th>
<th>0%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Over £100</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Who doesn’t like a discount?

6% say they never wait for discounts, 37% sometimes, 29% depends what it is, 20% usually and 7% say they always do.

And we’re often looking to buy for ourselves!

What type of presents do you buy in discount sales events (like Black Friday)?

- Presents for others: 40%
- Items for yourself: 50%
- Products you wouldn’t normally buy: 22%
- Whatever seems a good deal: 42%