

# CCPC

**BLACK FRIDAY/  
CYBER MONDAY  
RESEARCH**

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BLACK  
FRIDAY  
SALE



# OBJECTIVES & METHODOLOGY



**1,029 interviews conducted among a representative sample of the Irish population**



**Survey conducted through computer-assisted telephone (CATI) interviews, with fieldwork conducted between 3<sup>rd</sup> and 14<sup>th</sup> October 2022**



**Data is then weighted in line with the most up-to-date population estimates for gender, age, social class and region**

## Objectives

**To measure consumer behaviours, beliefs and knowledge relating to this year's Black Friday and Cyber Monday sales, including:**

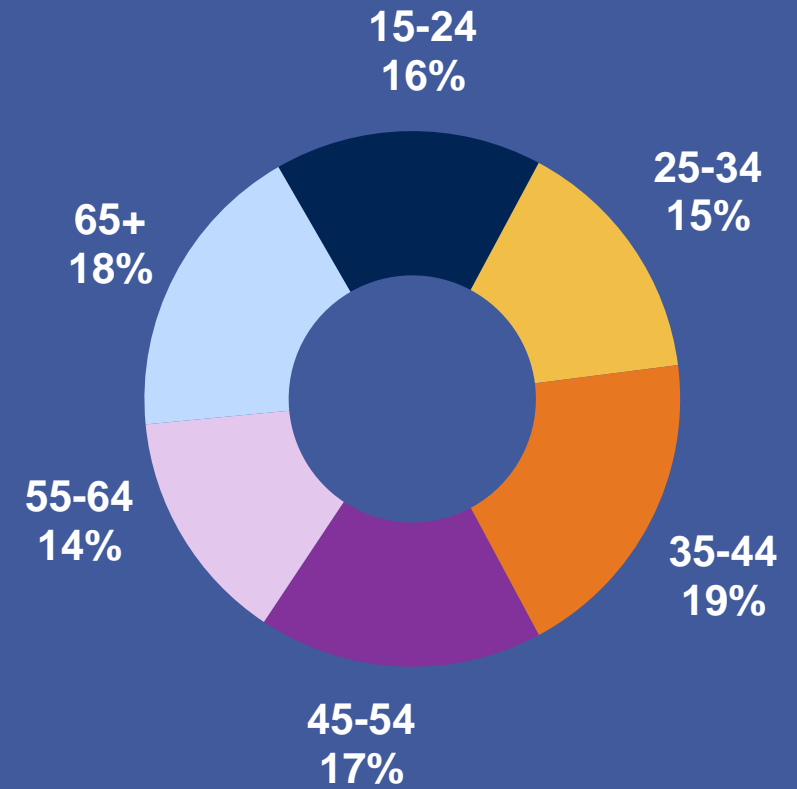
- Likelihood to make a purchase in the sales
- Amount expecting to be spent and items planning on purchasing
- Factors influencing purchase decision
- Research done into pre-sales prices

# SAMPLE PROFILE – DEMOGRAPHICS (WEIGHTED)

## Gender



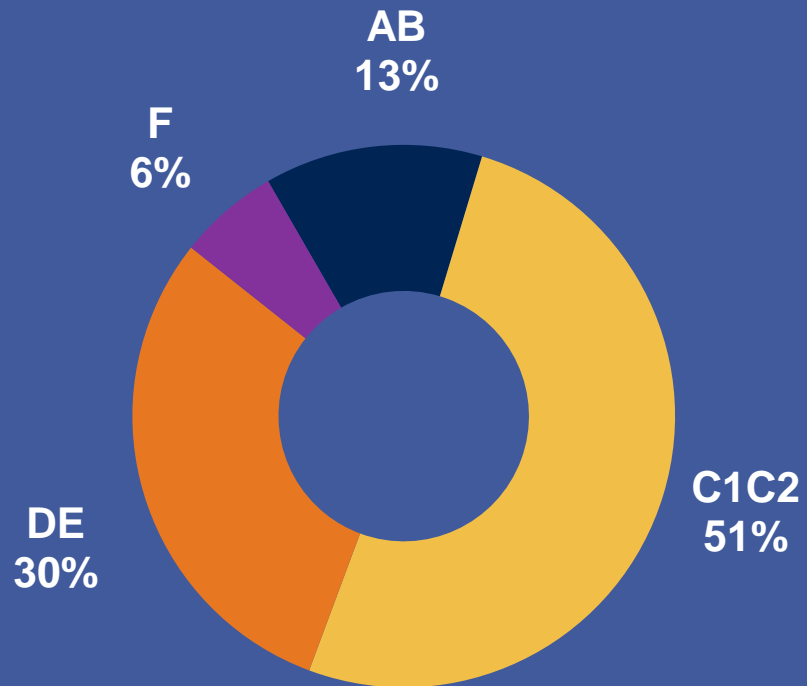
## Age



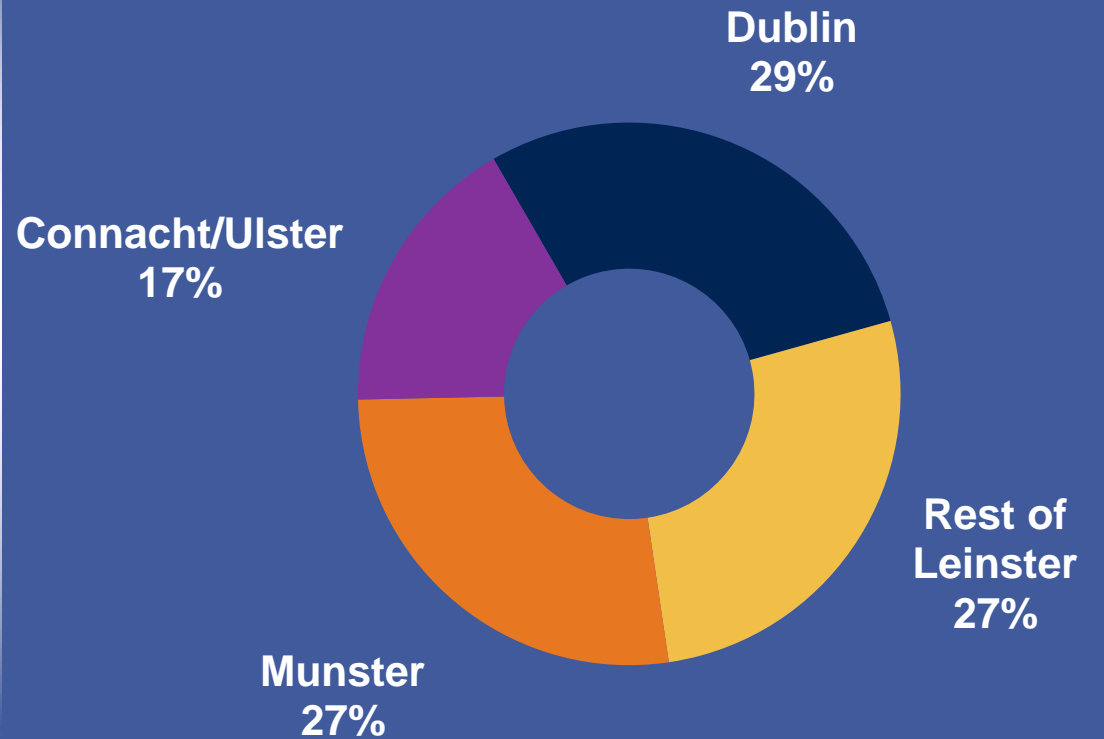
Base: All respondents (1,029)

# SAMPLE PROFILE – DEMOGRAPHICS (WEIGHTED)

## Social Class



## Region

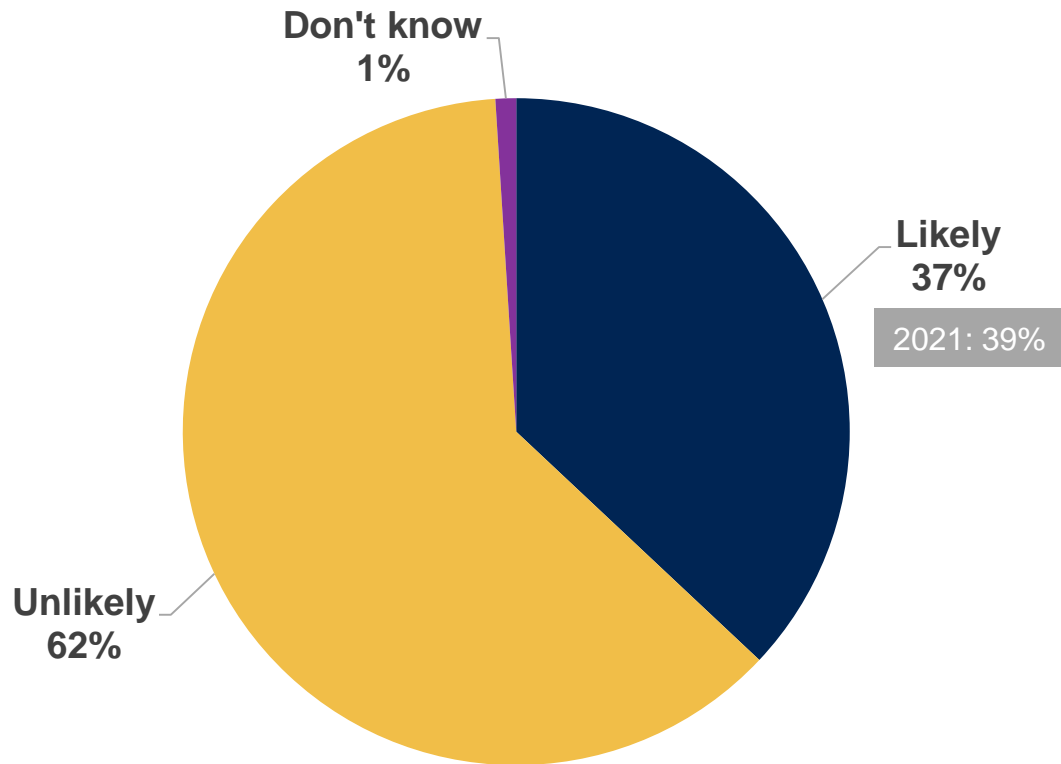


Base: All respondents (1,029)

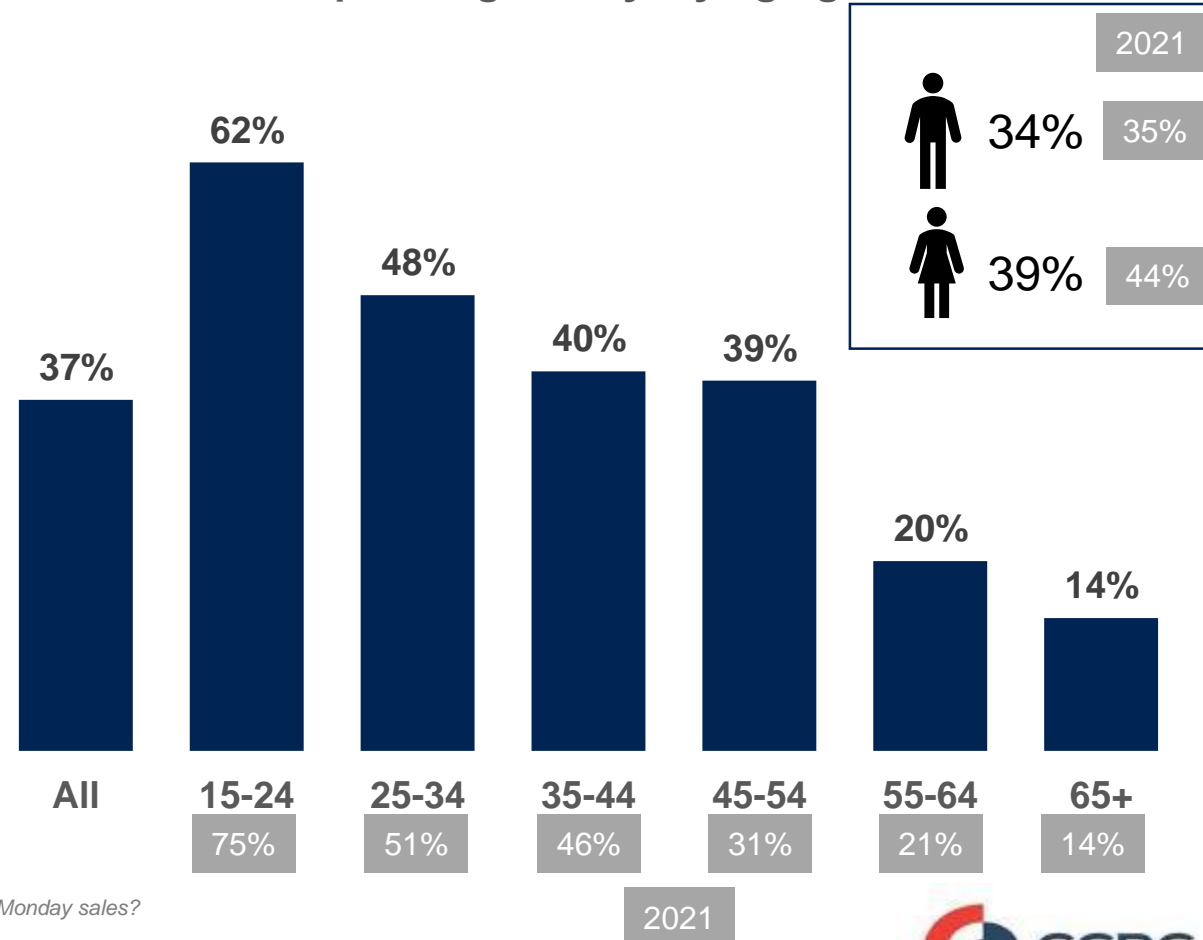
# ALMOST 40% INTEND TO MAKE A PURCHASE IN THE BLACK FRIDAY/CYBER MONDAY SALES. YOUNGER PEOPLE AND WOMEN ARE LESS LIKELY TO BE CONSIDERING PURCHASES THAN THEY WERE LAST YEAR

## Black Friday/Cyber Monday shopping intentions

Likelihood of making a purchase during Black Friday/Cyber Monday sales



% responding 'Likely' by age/gender

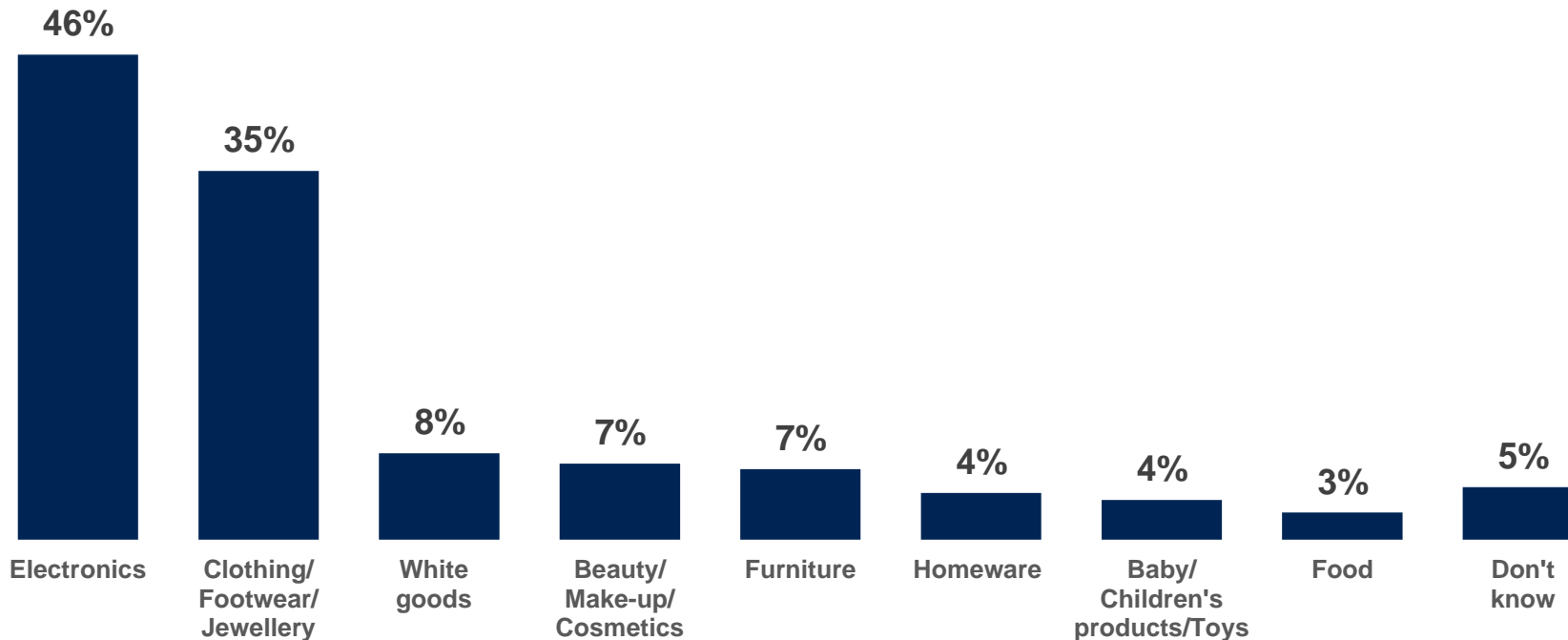


Q.1 Would you say that you are likely or unlikely to make any purchases during the upcoming Black Friday or Cyber Monday sales?  
 Base: All respondents (1,029)

# ELECTRONICS AND CLOTHING/FOOTWEAR ARE THE MOST COMMONLY EXPECTED PURCHASE IN THE SALES

Shopping intentions by categories of products during the sales

Items expecting to purchase in the sales  
(Intending purchasers only)



- Men (55%) and 35-44 year olds (58%) are most likely to be considering purchasing electronics
- Under-25s (51%) are most likely to be considering purchasing clothing, footwear or jewellery, with no gender difference in this category
- 11% of women and 3% of men expect to buy beauty products

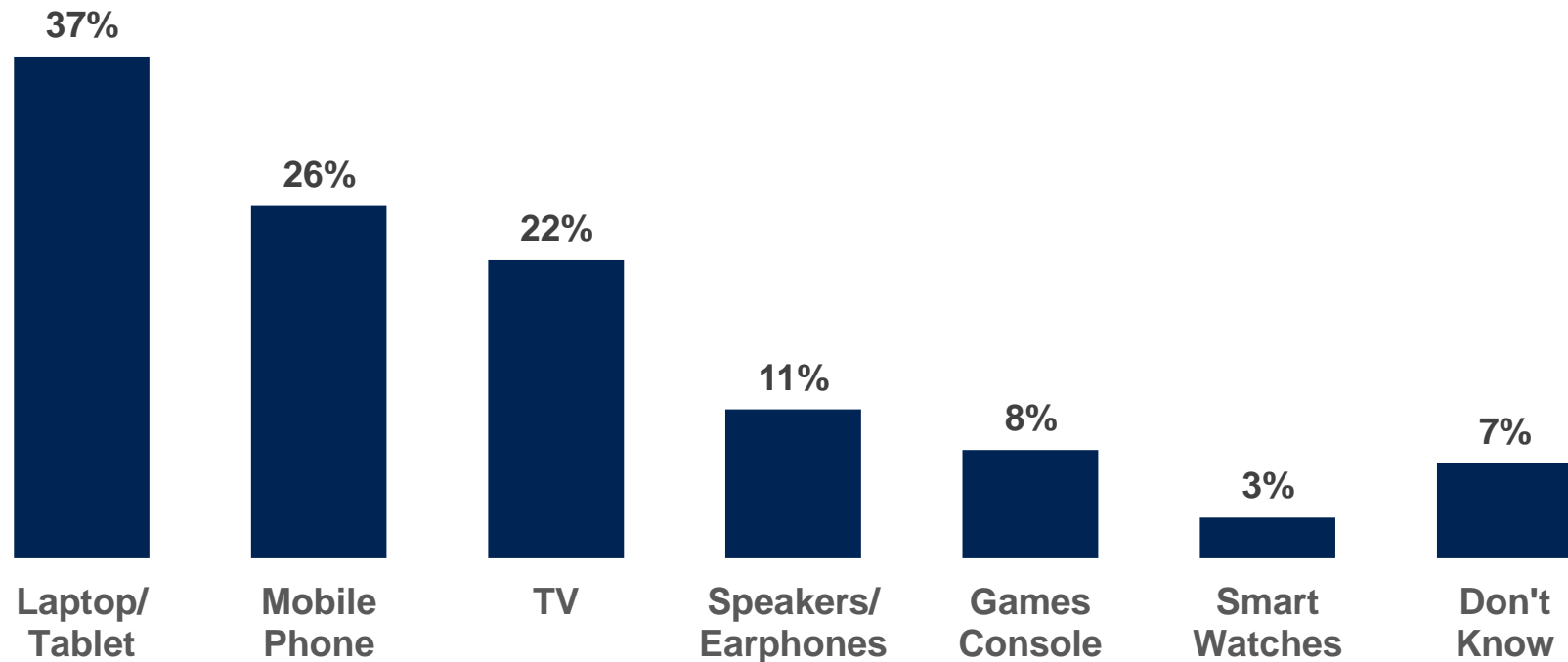
Other categories of products less than 2%  
May sum to greater than 100% due to multiple purchases

Q.3 What are you most likely to buy?  
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales (377)

# LAPTOPS/TABLETS ARE THE MOST COMMONLY EXPECTED ELECTRONICS PURCHASE

## Electronics products

Electronics expected to be purchased  
(Those intending to buy electronics)



Other electronics products less than 2%

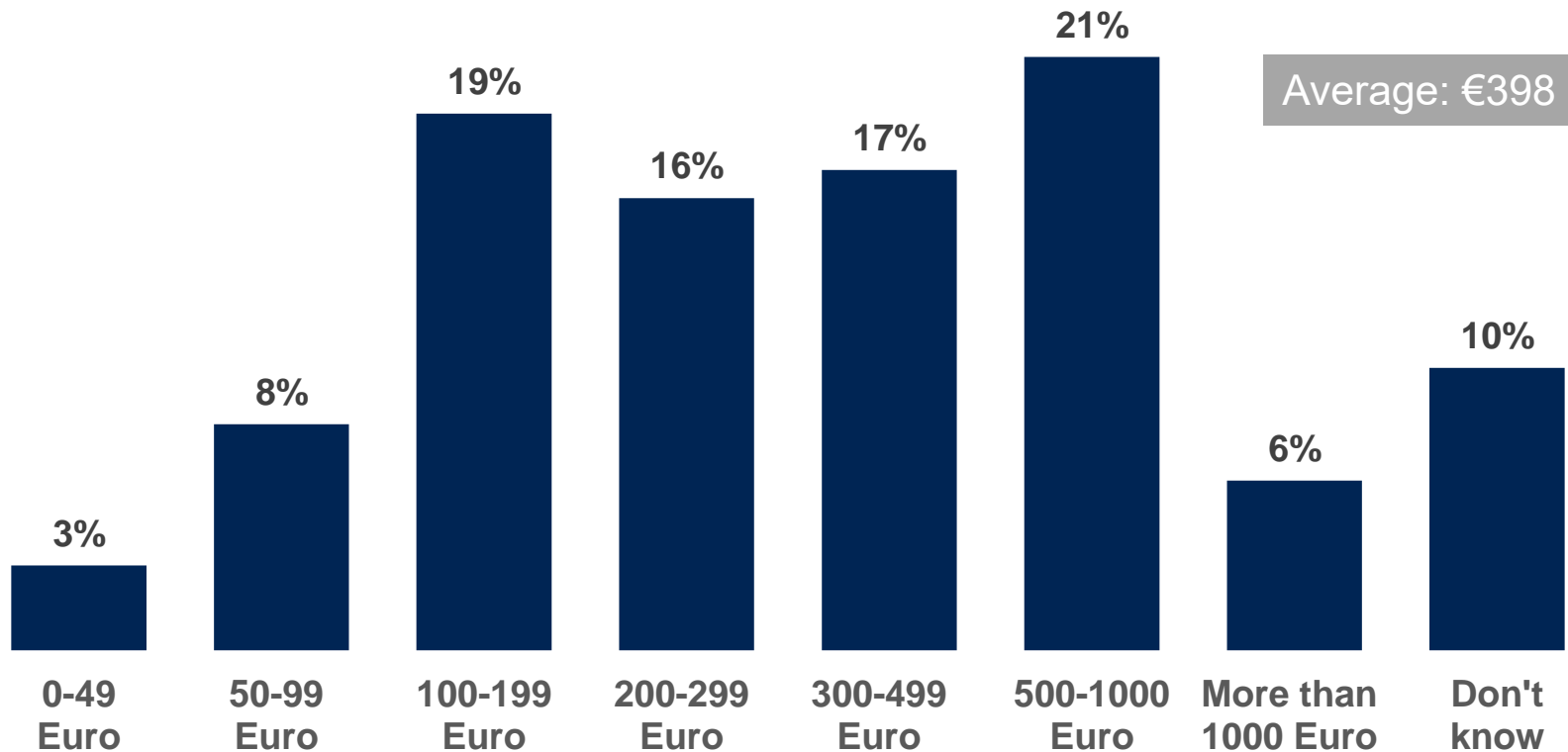
Q.4 Please specify what electronics you are specifically looking to buy?

Base: All who are most likely to buy electronics (174)

# ON AVERAGE THOSE LIKELY TO MAKE A PURCHASE DURING THE BLACK FRIDAY/CYBER MONDAY SALES THINK THEY WILL SPEND ALMOST €400

## Research on the Black Friday/Cyber Monday sales

Expected Spending In Black Friday/Cyber Monday Sales



- Men are expecting to spend more than women in the sales, with 36% expecting to spend at least €500, compared to 19% of women expecting to spend this much.
- Some difference by age with 24% of under-45s and 32% older than this expecting to spend at least €500.
- No real difference by social class, with 29% of ABC1s and 25% of C2DEs expecting to spend at least €500.
- Those expecting to buy electronics expect to spend an average of €502, with 42% of those group expecting to spend at least €500

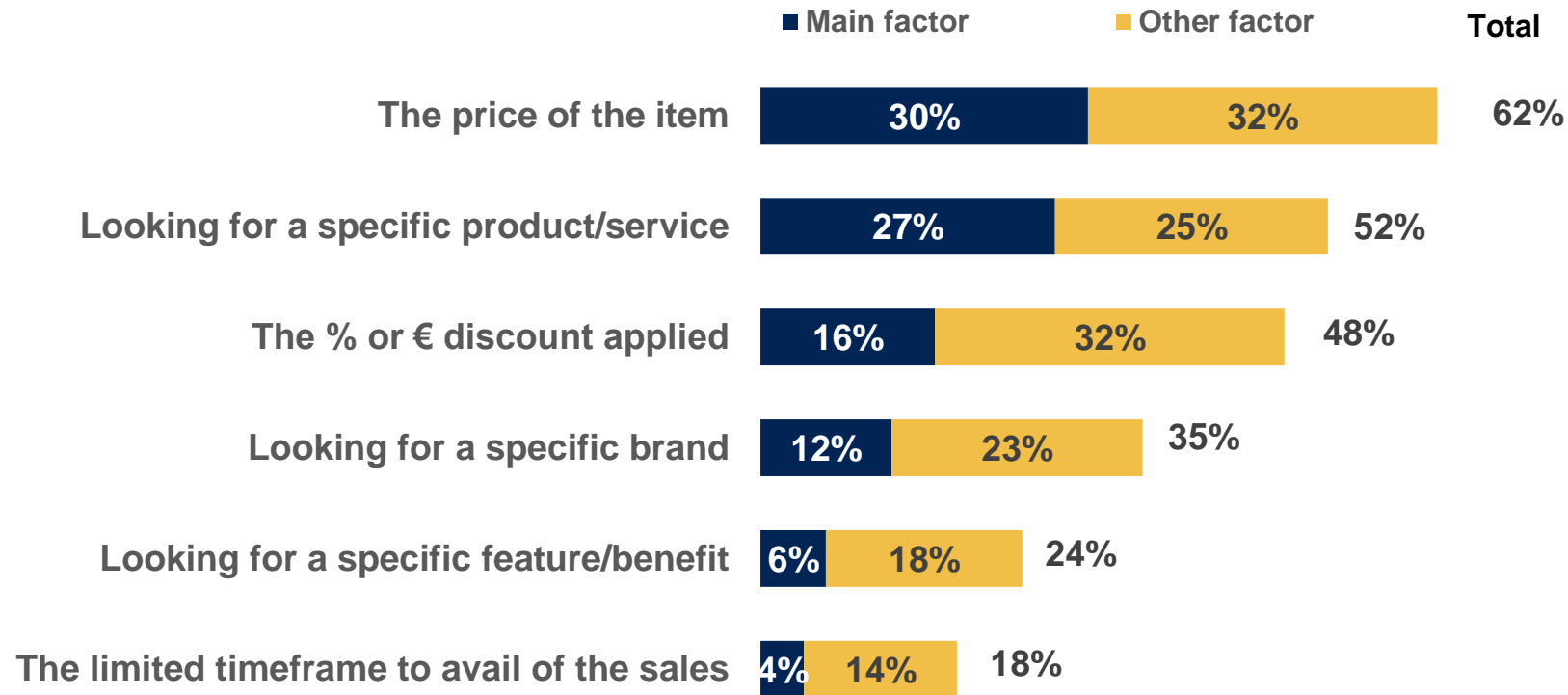
Q.2 How much do you think you will spend during these sales?  
Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales (377)



# CONSUMERS BELIEVE THAT THEY ARE MOST INFLUENCED BY THE PRICE OF THE ITEM DURING SALES EVENTS

Factors influencing consumers' buying decisions during sales events

All respondents

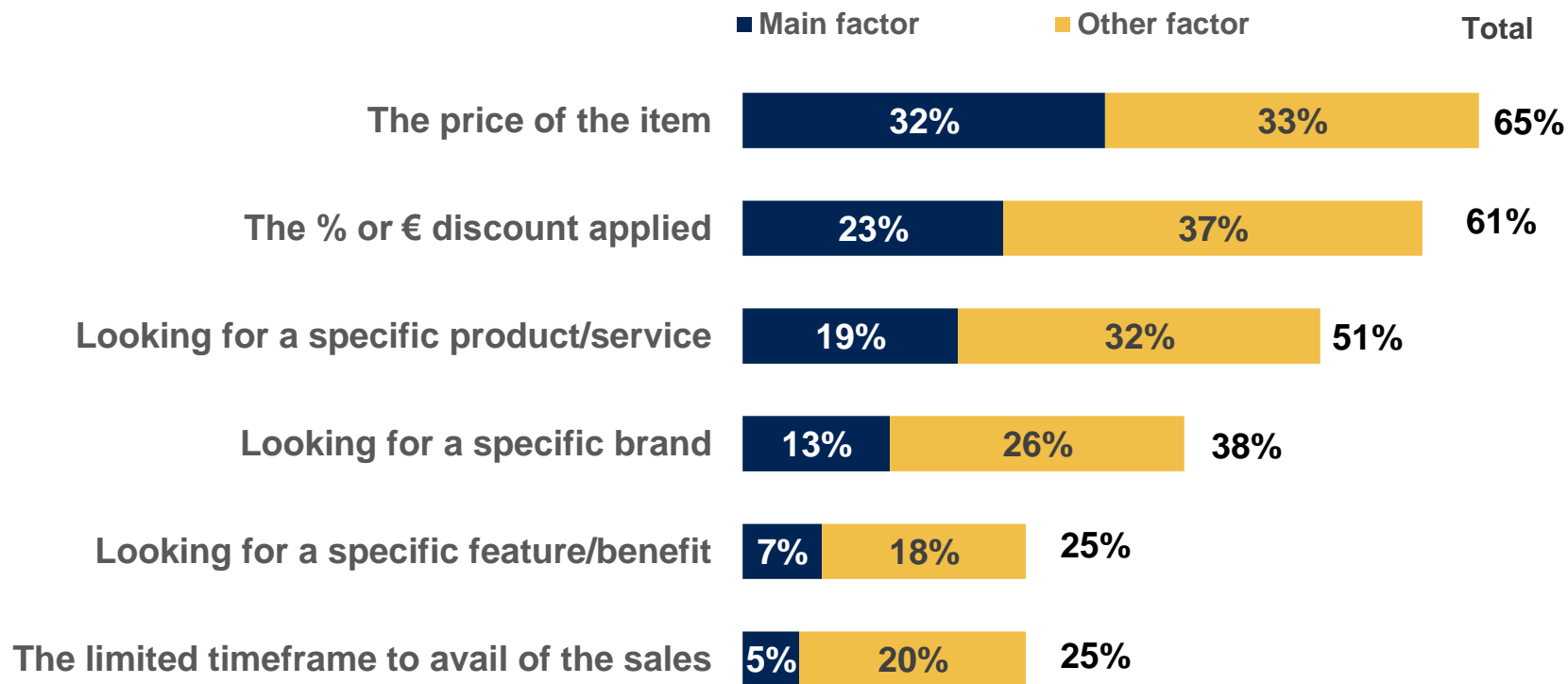


Q.5/Q.6 In general which of the following most influences your buying decisions during sales events? / In general what other factors influence your buying decisions during sales events?  
 Base: All respondents (1,029)

# 61% OF LIKELY BLACK FRIDAY/CYBER MONDAY SHOPPERS REPORT THAT THEIR BUYING DECISIONS DURING SALES EVENTS ARE INFLUENCED BY THE % OR € DISCOUNT OFFERED

## Factors influencing consumers' buying decisions during sales events

Those likely to make a purchase during the upcoming Black Friday/Cyber Monday sales



- 61% of those intending to make a purchase on Black Friday/Cyber Monday claim to be influenced by the %/€ discount offered.
- 25% of the same group claim to be influenced by the limited timeframe to avail of the sale/reduced price offer.

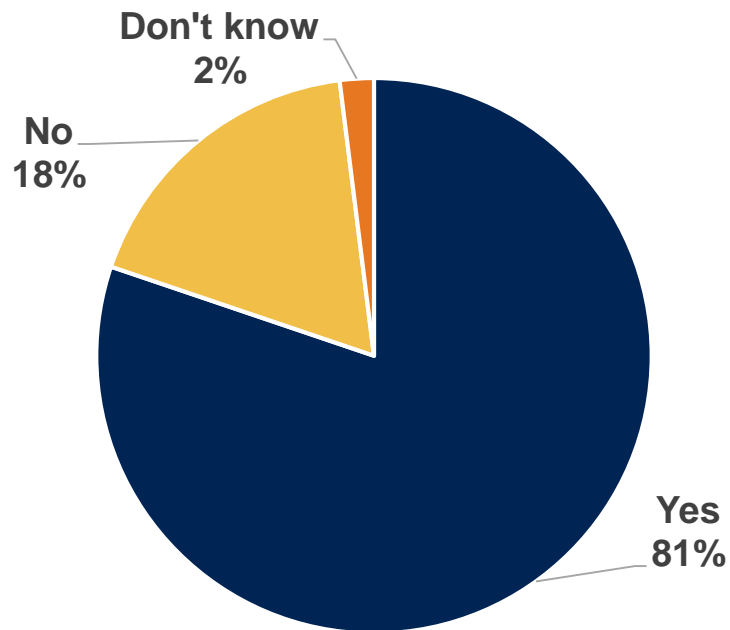
Q.5/Q.6 In general which of the following most influences your buying decisions during sales events? / In general what other factors influence your buying decisions during sales events?

Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales (377)

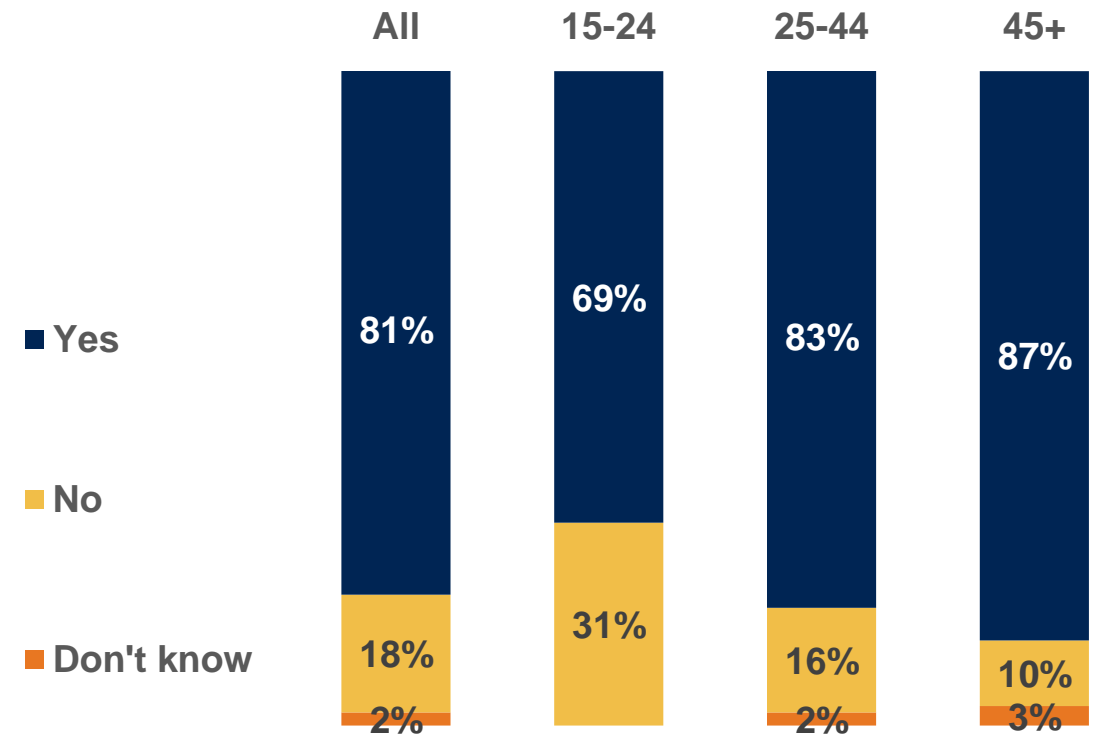
# FOUR OUT OF FIVE OF THOSE LIKELY TO MAKE A PURCHASE SAY THEY WILL DO SOME RESEARCH INTO THE ADVERTISED DISCOUNT BEFORE BUYING

Planning to research before making a purchase during Black Friday/Cyber Monday sales

Prior to making a purchase, will you do some research to confirm that the advertised discount reflects the full selling price?



Whether expect to check prices (by age)



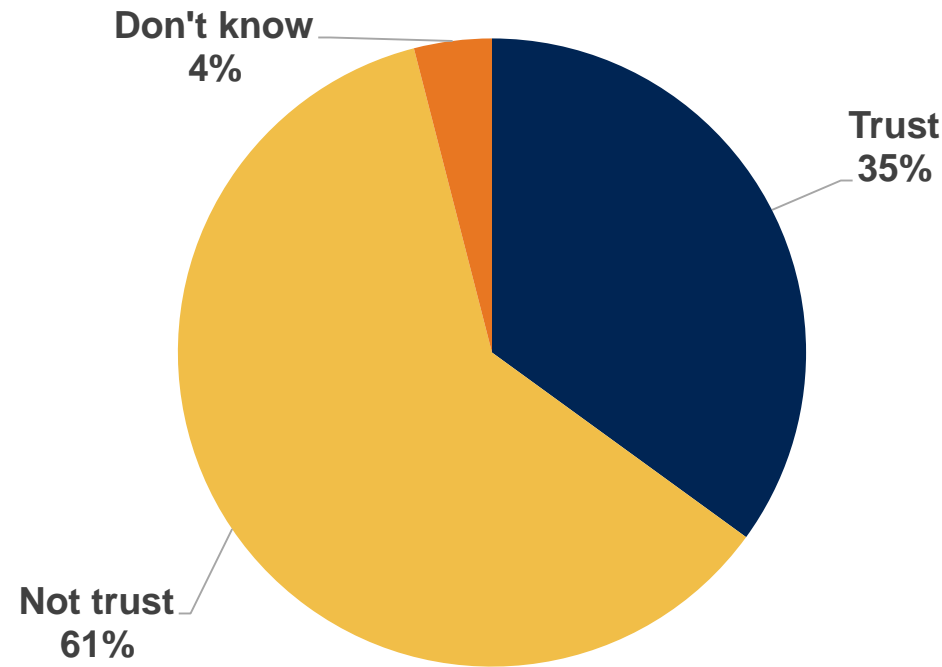
Q.7 Prior to purchasing something in the Black Friday/Cyber Monday sales do you expect you'll do some research to confirm that the advertised discount reflects the previous full selling price of the product?

Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales (377)

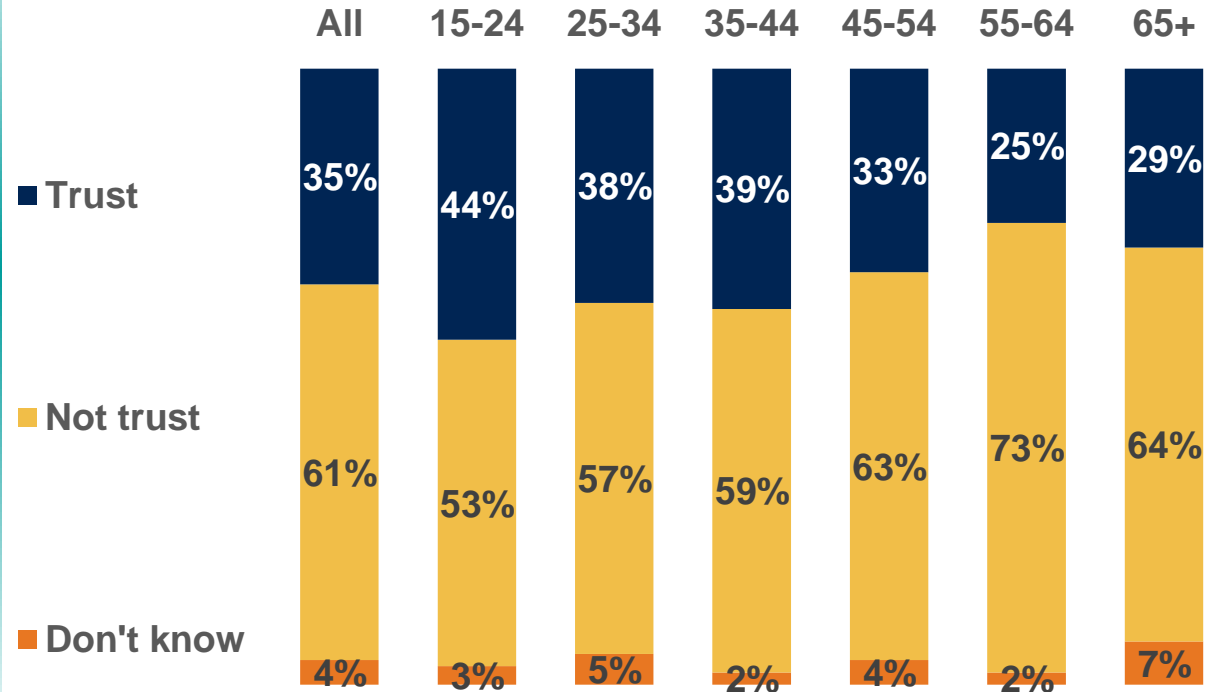
# JUST OVER A THIRD TRUST THE ACCURACY OF DISCOUNT INFORMATION, WITH TRUST DECLINING BY AGE

## Consumers' trust in discount information

Trust that the pre-sale prices or % discounts displayed are accurate



Levels of trust by age



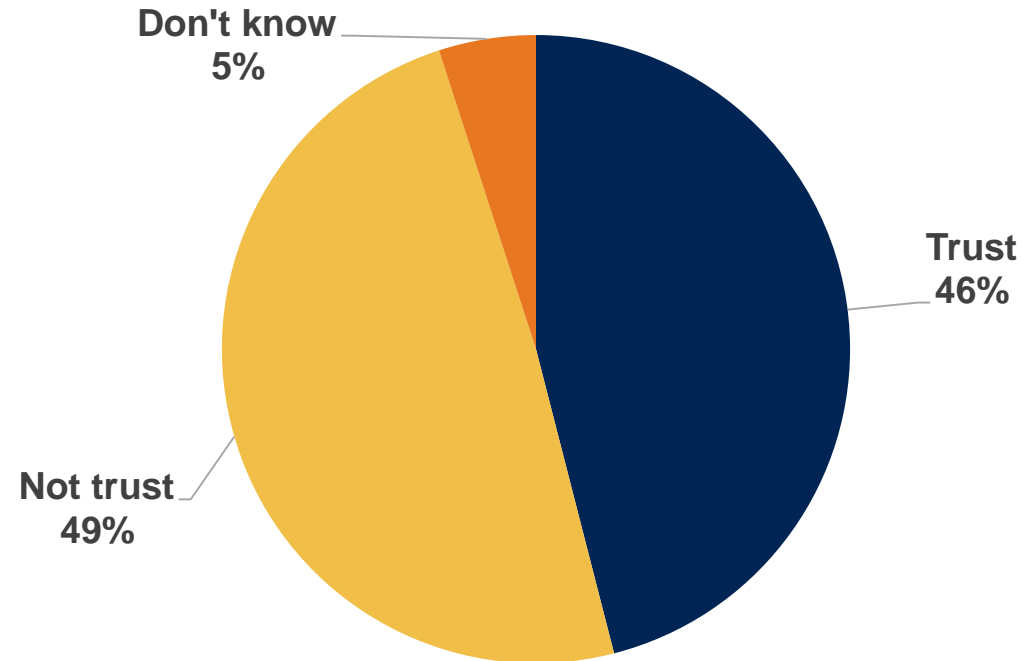
Q.8 In general do you trust or not trust that the pre-sale prices or percentage discounts displayed by businesses during sales are accurate?

Base: All respondents (1,029)

# 46% OF LIKELY BLACK FRIDAY/CYBER MONDAY SHOPPERS TRUST THE ACCURACY OF DISCOUNT INFORMATION

Likely Black Friday/Cyber Monday shoppers' trust in discount information

Trust that the pre-sale prices or % discounts displayed are accurate



Q.8 In general do you trust or not trust that the pre-sale prices or percentage discounts displayed by businesses during sales are accurate?

Base: All likely to make a purchase during upcoming Black Friday/Cyber Monday sales (377)

# CONTACTS

## MICHELLE LYNCH CONSUMER MEDIA MANAGER COMPETITION AND CONSUMER PROTECTION COMMISSION

✉ [communications@ccpc.ie](mailto:communications@ccpc.ie)

📞 +353 87 9689016