Emarsys Black Friday Research Report

- Australia September 2020

In 2019, Black Friday and Cyber Monday yielded record-setting levels of engagement and revenue. Though the landscape has shifted dramatically over the last half year, Emarsys predicts that online digital engagement for 2020 will be higher than ever. The Coronavirus pandemic has altered marketing, retail, and business, but, not surprisingly, our customer data reveals record levels of brand engagement during lockdown. We also predict ad spend will go up during the holiday season and will result in more new customers buying for the first time – and this represents an opportunity to convert these buyers into loyal return customers for 2021 and beyond.

As you parse through this original research, consider how your brand can capitalize on the explosion of online commerce during and after Black Friday.

Response Counts

Completion Rate:	**100%**	
Complete		1,005

Totals: 1,005

1. What is your gender?

0.1 % Non-binary

51% Woman

49% Man
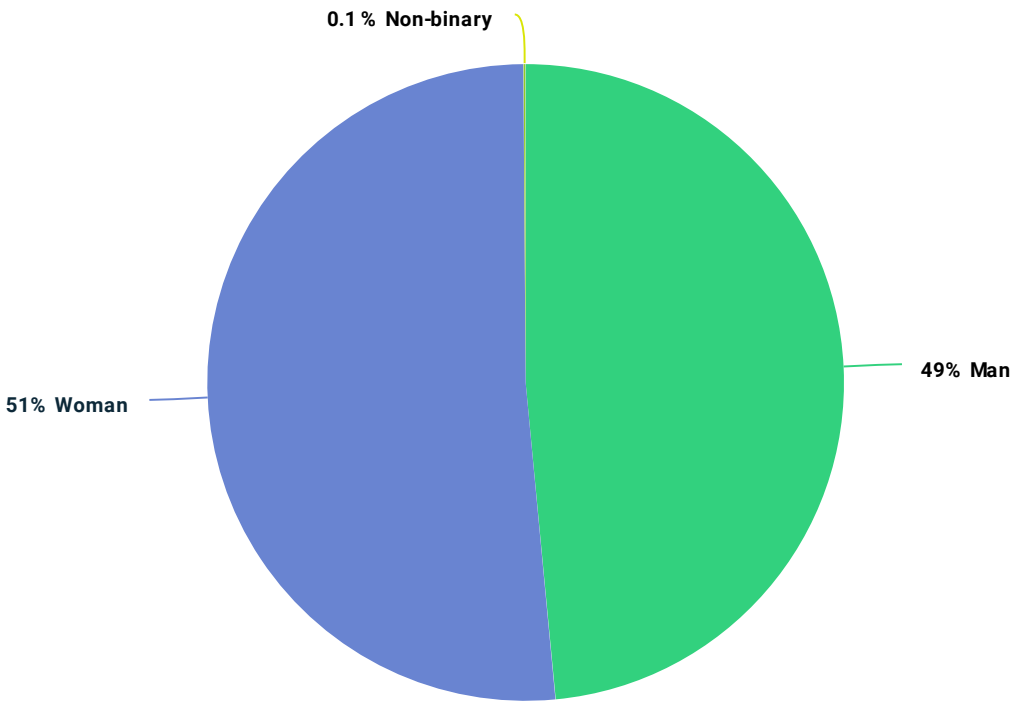
Value		Percent	Responses
Man		48.5%	487
Woman		51.4%	517
Non-binary		0.1%	1

Totals: 1,005

2. What is your current age?
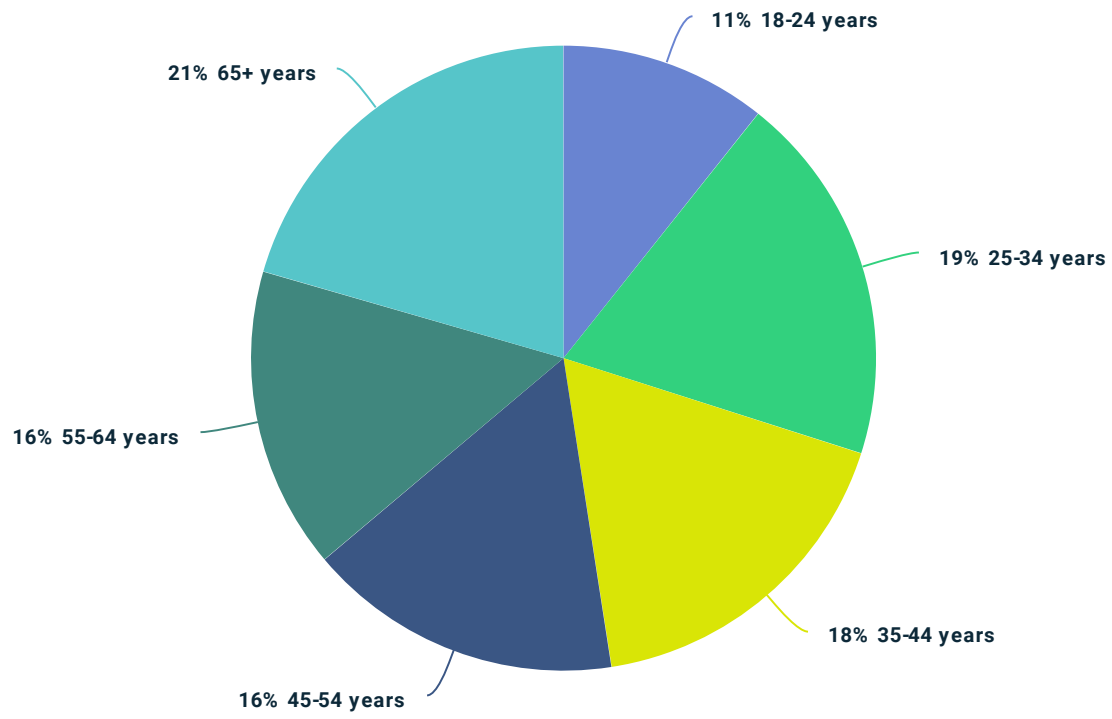
Value		Percent	Responses
18-24 years		10.7%	108
25-34 years		19.2%	193
35-44 years		17.6%	177
45-54 years		16.3%	164
55-64 years		15.6%	157
65+ years		20.5%	206

Totals: 1,005

3. Where do you live?
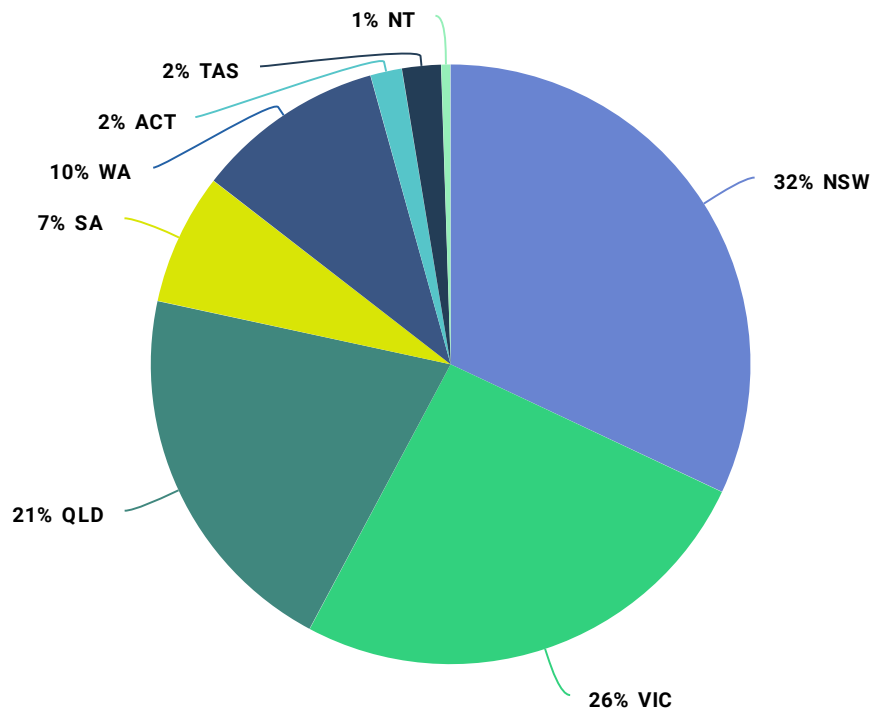
Value		Percent	Responses
NSW		32.0%	322
VIC		25.8%	259
QLD		20.6%	207
SA		7.1%	71
WA		10.2%	103
ACT		1.7%	17
TAS		2.1%	21
NT		0.5%	5

Totals: 1,005

4. Since the pandemic, how have your expectations shifted when it comes to retailers you buy from?
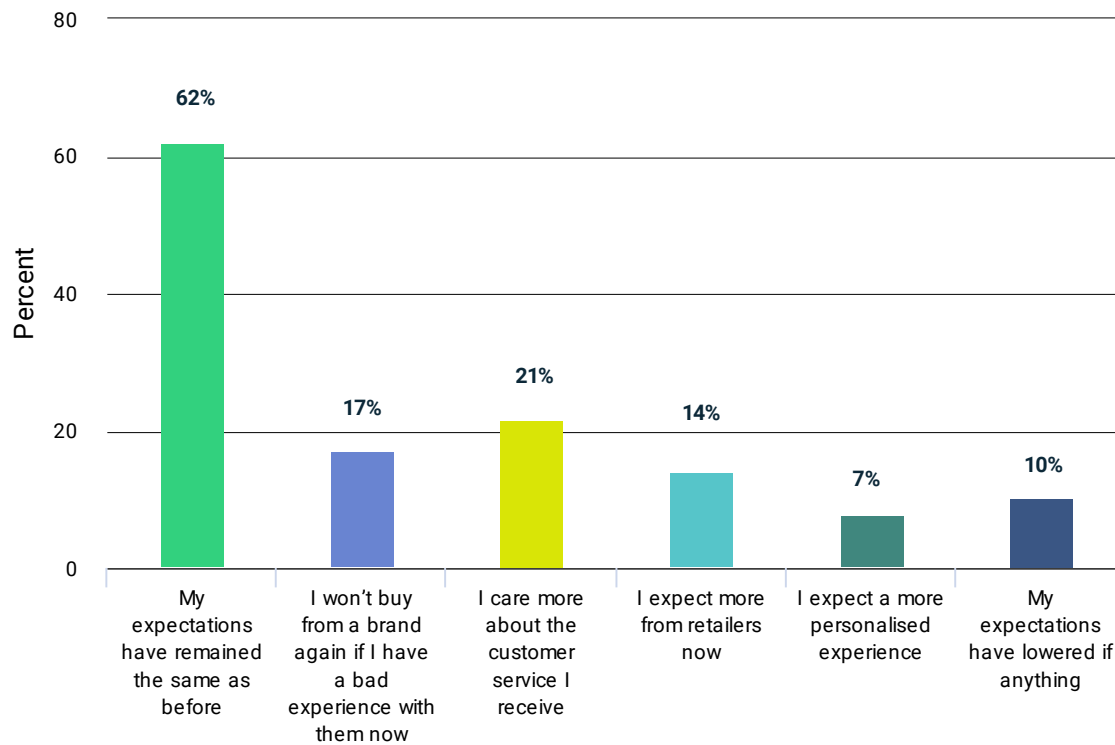
Value		Percent	Responses
My expectations have remained the same as before		61.7%	620
I won't buy from a brand again if I have a bad experience with them now		16.7%	168
I care more about the customer service I receive		21.4%	215
I expect more from retailers now		13.7%	138
I expect a more personalised experience		7.4%	74
My expectations have lowered if anything		10.0%	101

5. Where will you be doing your Black Friday shopping this year?

29% Online

49%
I will not be doing any Black Friday shopping this year

10% In Store

13% Both
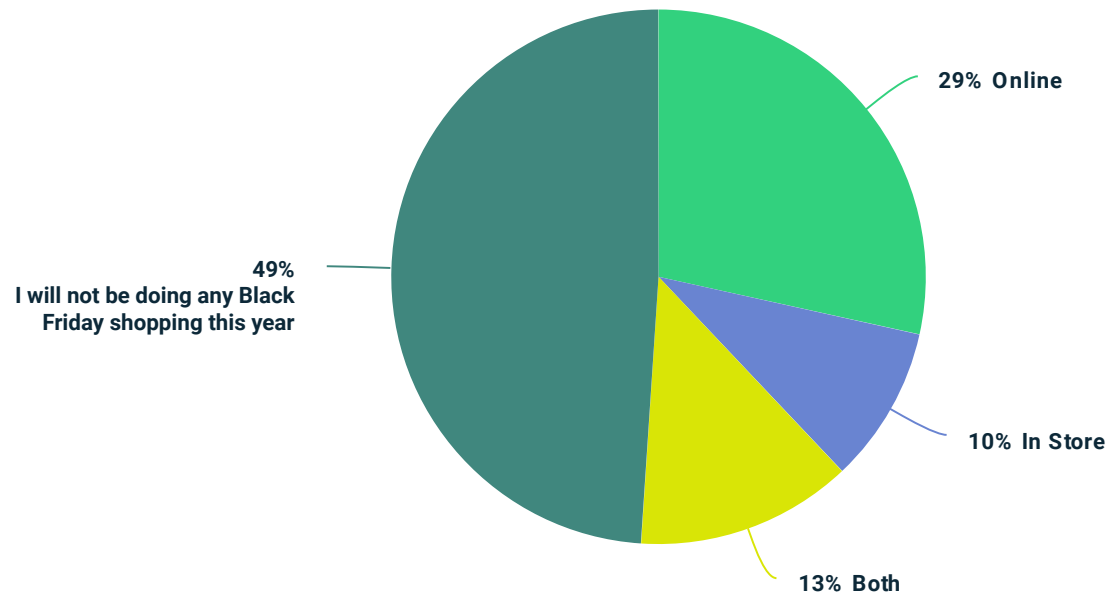
Value		Percent	Responses
Online		28.5%	286
In Store		9.5%	95
Both		13.1%	132
I will not be doing any Black Friday shopping this year		49.0%	492

Totals: 1,005

6. Which, if any of the following statements do you agree with?
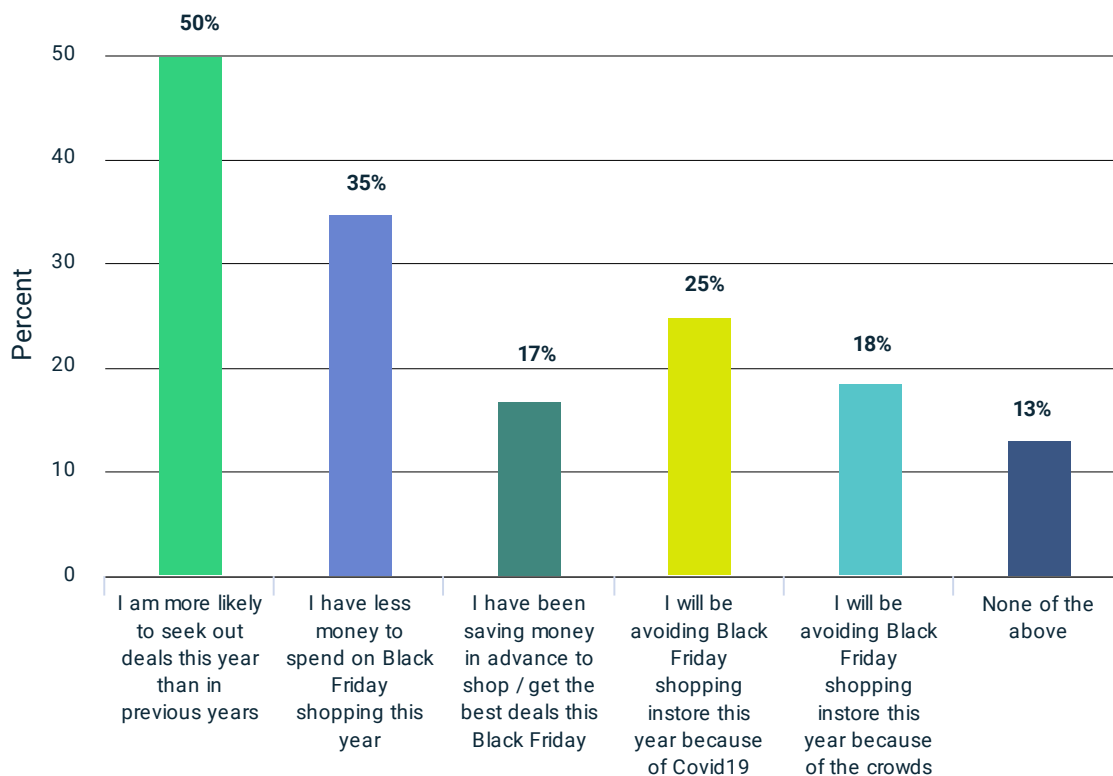
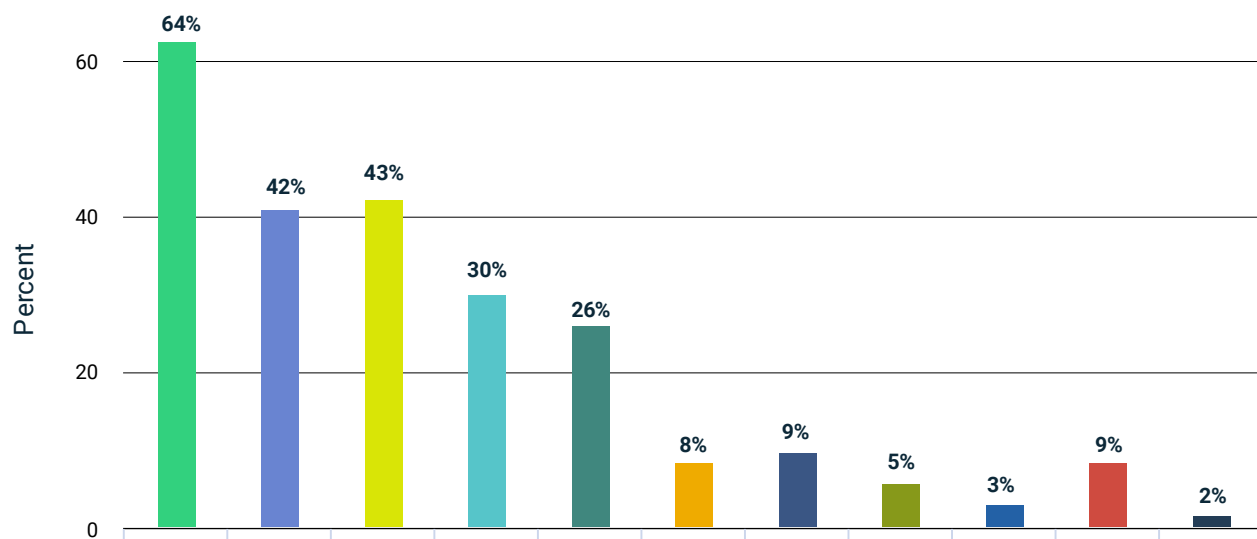| Value		Percent	Responses
I am more likely to seek out deals this year than in previous years		49.7%	255
I have less money to spend on Black Friday shopping this year		34.5%	177
I have been saving money in advance to shop / get the best deals this Black Friday		16.6%	85
I will be avoiding Black Friday shopping instore this year because of Covid19		24.6%	126
I will be avoiding Black Friday shopping instore this year because of the crowds		18.3%	94
None of the above		12.9%	66

7. What would encourage you the most to shop online during Black Friday retail events?
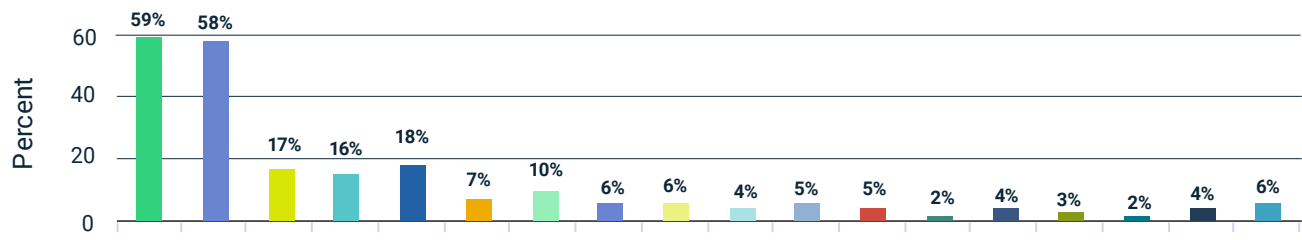
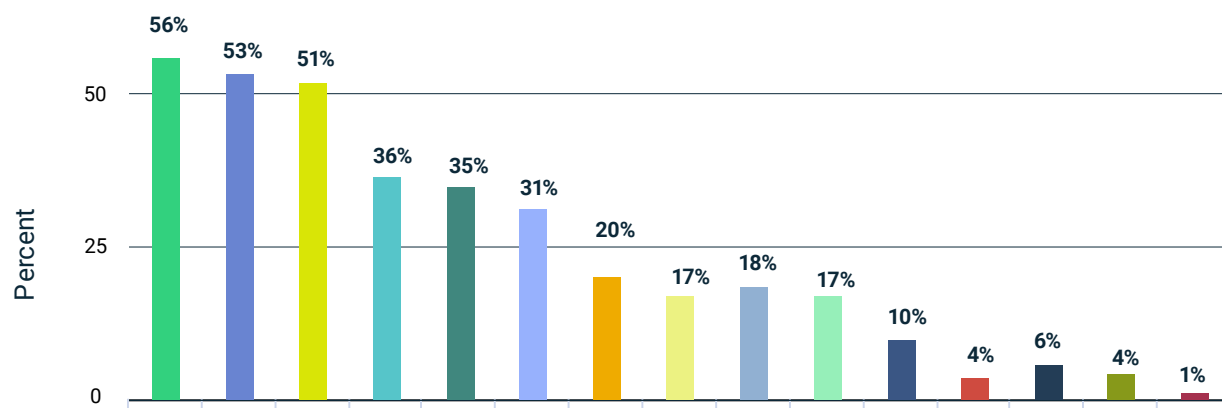| Value		Percent	Responses
Free delivery		59.3%	596
The size of the discount		58.4%	587
Nothing would encourage me to shop during black Friday		17.0%	171
Retailers who let me return everything for free / ease of return		15.6%	157
Speed of delivery		18.3%	184
Being able to see as much of the products at possible / photos / items in situ or being worn		7.3%	73
Ease of return		10.3%	104
Special deals for regular customers / loyalty benefits		6.0%	60
Ease of check out and payment		5.8%	58
Deals that are targeted to my shopping habits		3.9%	39
Positive customer service experience		4.9%	49
Same day delivery		4.6%	46
A personalised experience - offers specific to me / email marketing based on my preferences		1.7%	17
Click and collect		4.2%	42
Retailers staging specific events that are relevant to my interests		3.1%	31
A virtual experience		1.7%	17
Retailers offering payment plans		4.0%	40
Other, please specify		6.0%	60

8. Thinking about the online shopping experience what factors are most important?

Value		Percent	Responses
Free delivery and return		64.4%	647
Speed of delivery		41.5%	417
Being able to see as much of the products at possible / photos / items in situ or being worn		42.7%	429
Ease of check out and payment		30.4%	306
Ease of return		26.2%	263
Same say delivery		8.2%	82
A personalised experience - offers specific to me / email marketing based on my preferences		9.1%	91
No factors are most important to me		5.2%	52
A virtual experience		3.4%	34
I do not shop online		8.5%	85
Other, please specify		2.0%	20

9. Which, if any, of the following would stop you shopping with a retailer online?

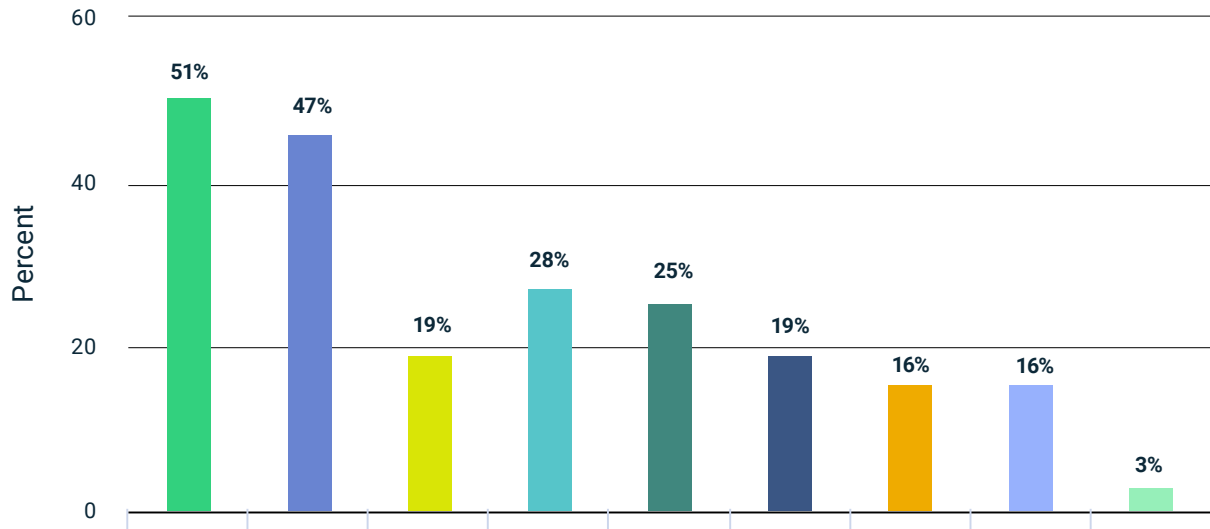| Value		Percent	Responses
Having to pay for returns		55.7%	233
Poor customer service experience		53.3%	223
Inaccurate product images / not seeing it shown on		51.4%	215
Difficult / lengthy returns process		36.4%	152
Spam communication		34.7%	145
Sizing discrepancies / no guide		30.9%	129
Lack of human customer support / over reliance on chat bots		20.1%	84
Basket contents which disappear after a limited time		17.0%	71
No guest check-out options		18.4%	77
Too much choice and inability to filter easily		16.7%	70
Ads for things I've already bought		9.6%	40
Nothing would stop me from shopping online		3.6%	15
No one-time purchase		5.7%	24
More than 24hr delivery time		4.1%	17
Other, please specify		1.0%	4

10. What, if anything, do you miss about shopping in store?

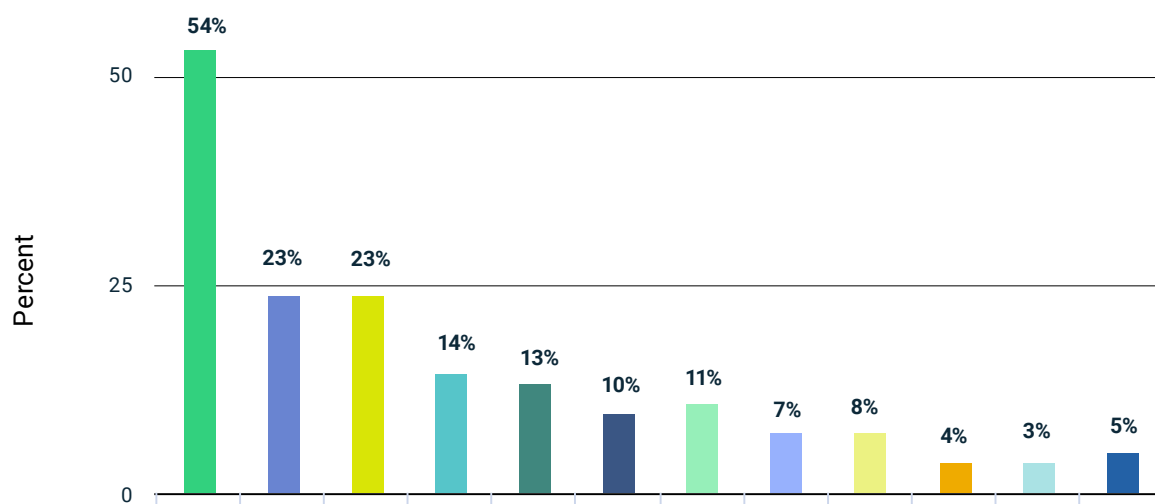| Value		Percent	Responses
I miss being able to try things on in-store		50.6%	509
I miss not being able to touch things / see things up close		46.6%	468
I do not miss anything about shopping instore		18.7%	188
I miss the experience of being in a physical store		27.6%	277
I have ended up with things that aren't quite right because I haven't been able to see them in person		25.1%	252
I miss availability of choice		18.7%	188
I miss the personal service offered in store		15.5%	156
It takes me longer to find what I want online		15.5%	156
Other, please specify		2.9%	29

11. Has shopping online since the start of pandemic changed your purchasing habits at all?
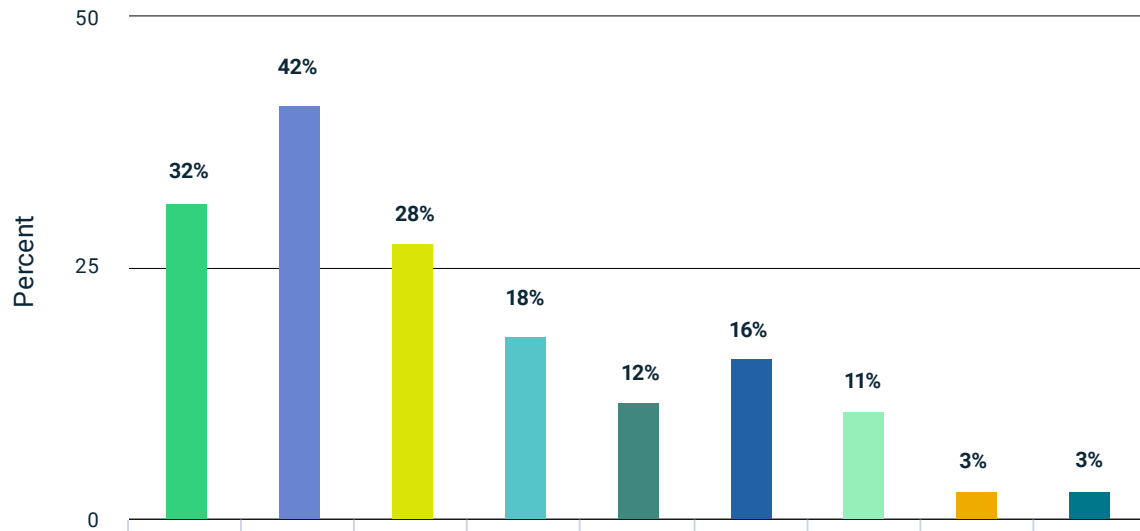
Value		Percent	Responses
I shop in exactly the same way		31.6%	132
I spend longer considering my purchases		41.6%	174
I am more loyal to the retailers who I have a good experience with		27.8%	116
I am buying more products in general		18.2%	76
I am buying with far more regularity		11.5%	48
I am spending more money in general		16.0%	67
I spend less time considering purchases carefully and try out a lot more		10.5%	44
I try out things much more and return much more		2.6%	11
Other (please specify)		2.9%	12

12. What, if anything, would you be interested in from online retailers in the future?

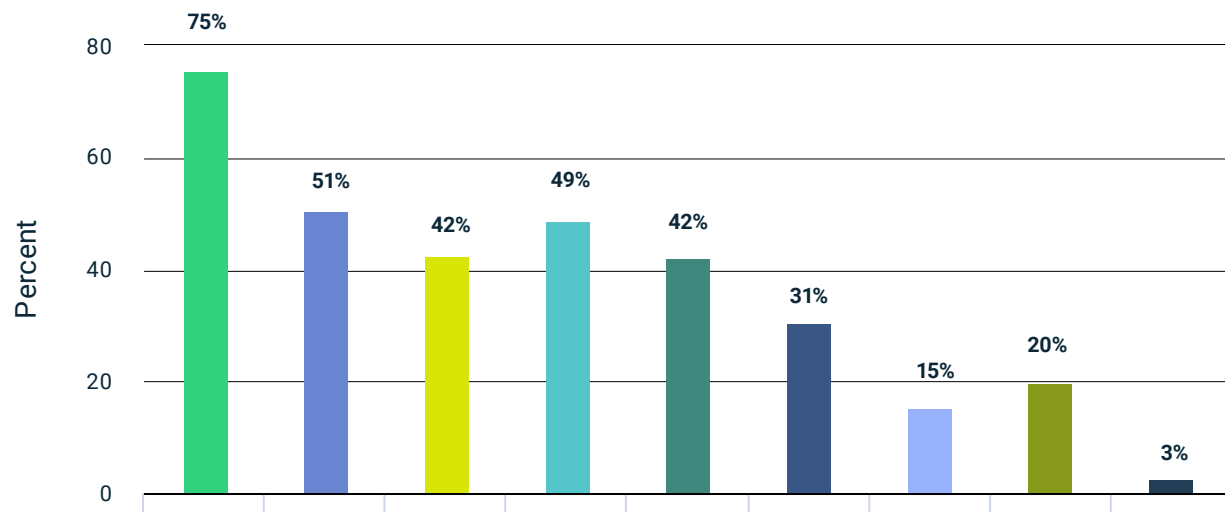| Value		Percent	Responses
Greater loyalty benefits if I'm shopping more regularly		53.5%	538
I would not be interested in anything else from online retailers in the future		23.4%	235
More customisation of offers, promotions and marketing to my preferences		23.4%	235
Virtual try on options / AR changing rooms		14.3%	144
More interactivity		13.3%	134
More of a hybrid of the physical and digital because I do miss some of those instore^ elements		9.9%	99
Digital sampling		10.6%	107
More use of technology like AR or AI		7.1%	71
More brand community engagement		7.5%	75
More live events like fashion shows and product showcases		3.9%	39
Ecommerce streaming events		3.0%	30
Other, please specify		4.6%	46

13. When thinking about online shopping at the moment, what, if anything, impacts on your decision to choose a retailer over another?
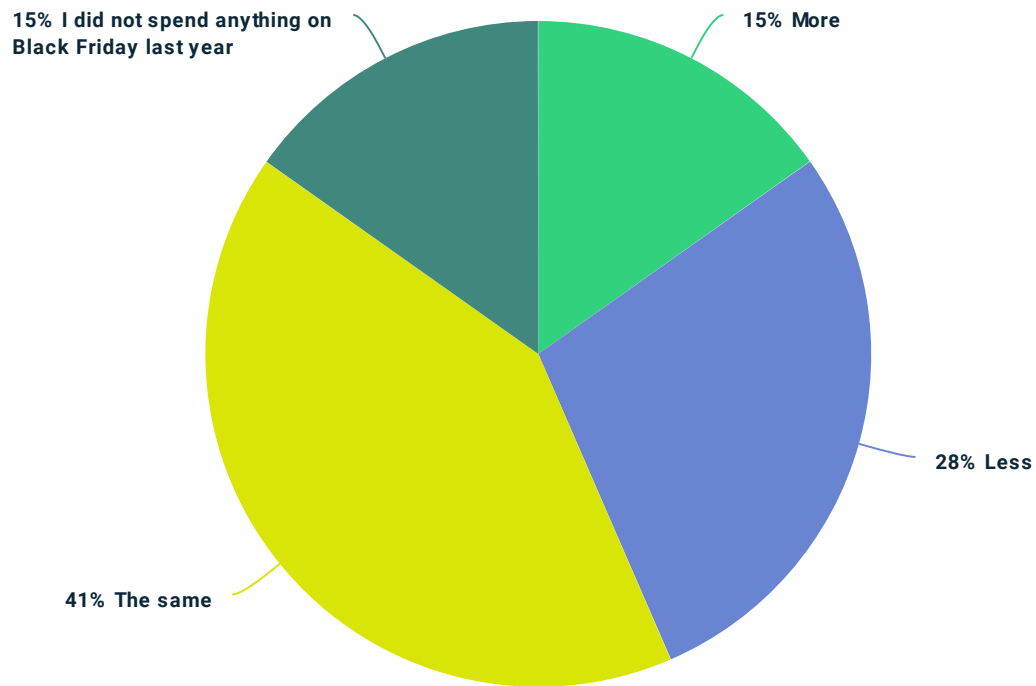

Value		Percent	Responses
The discount / cost of the item		75.4%	315
How easy it is to purchase		50.7%	212
I've previously purchased from the brand		42.3%	177
Positive reputation		48.8%	204
Returns policy		42.1%	176
Brand familiarity		30.6%	128
I already have an account with the brand		15.3%	64
Multiple payment methods being offered		19.9%	83
Other please specify		2.6%	11

14. Do you anticipate spending more, less or the same on Black Friday deals this year, compared to previous years?
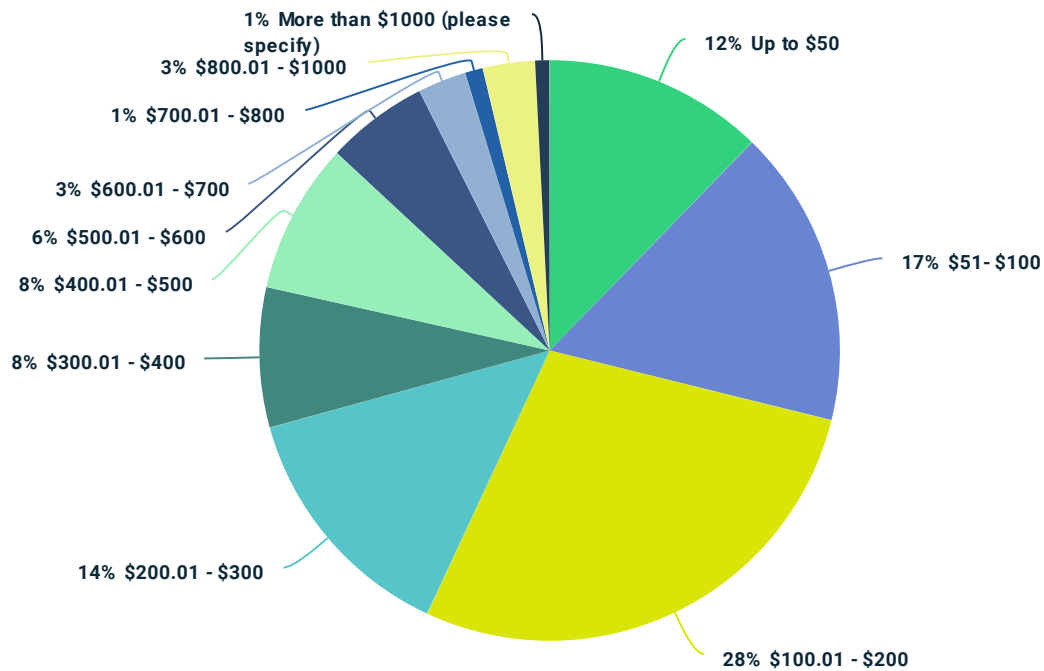
15% I did not spend anything on Black Friday last year

15% More

28% Less

41% The same

Value		Percent	Responses
More		15.2%	78
Less		28.3%	145
The same		41.3%	212
I did not spend anything on Black Friday last year		15.2%	78
		Totals: 513	

15. How much do you anticipate spending on Black Friday this year?

Value		Percent	Responses
Up to $50		12.3%	63
$51- $100		16.6%	85
$100.01 - $200		28.1%	144
$200.01 - $300		13.8%	71
$300.01 - $400		7.8%	40
$400.01 - $500		8.4%	43
$500.01 - $600		5.7%	29
$600.01 - $700		2.7%	14
$700.01 - $800		1.0%	5
$800.01 - $1000		2.9%	15
More than $1000 (please specify)		0.8%	4

Totals: 513

16. Which of the following do you anticipate purchasing online on Black Friday this year?
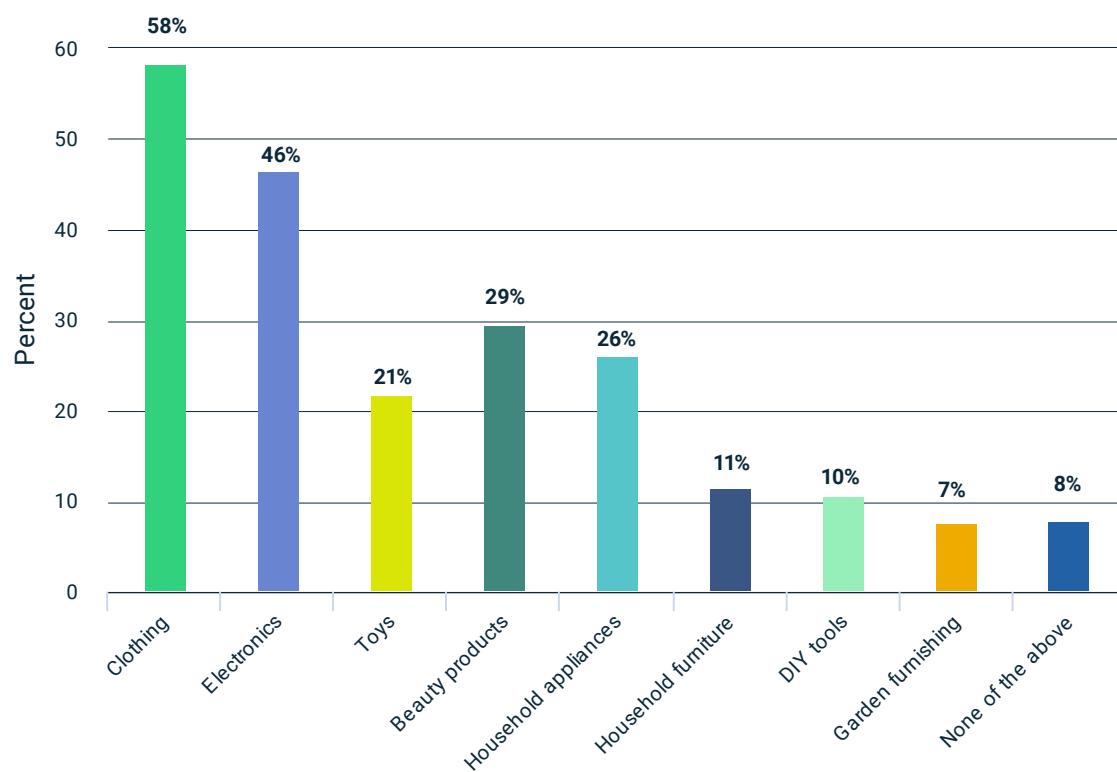
Value		Percent	Responses
Clothing		58.1%	298
Electronics		46.2%	237
Toys		21.4%	110
Beauty products		29.2%	150
Household appliances		25.7%	132
Household furniture		11.1%	57
DIY tools		10.3%	53
Garden furnishing		7.4%	38
None of the above		7.6%	39

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