

## **How much the lockdown changed plans for Black Friday**

*Gradus found out which product categories unexpectedly came out on top among planned purchases in late November.*

Shops, websites, TV and radio commercials are full of offers for high discounts. Every year around the world Black Friday symbolizes the excitement and increased demand for shopping. Several interesting trends emerged among Gradus respondents compared to last year.

The share of those who intend to shop on Black Friday has decreased by 30% compared to 35% last year. 5% less than last year is a statistically significant figure. Attitudes towards such a marketing move as Black Friday have got better with the share of those who believe that prices are still falling: 21% in 2020, and 35% in 2021. Most likely, this is an indicator of declining incomes of Ukrainians and instability in society through lockdown.

### **Shopping**

This year respondents from Ukraine stated that the "consumer basket" has changed slightly compared to the last year. The first place was taken by the purchase of clothing and footwear - 45%, the second place was taken by appliances, which significantly reduced the percentage - 38% against 48% last year. The "appliances" category used to be one of the most popular for shopping on Black Friday. All the previous studies of Gradus prove it.

"Most likely in the last year and a half of lockdown, people have bought everything they need including things for remote work," says Gradus Research founder and director Yevhenia Blyzniuk. "They usually buy phones, map-boards and headphones on Black Friday." That is why plans to buy equipment this year are lower than last year. But the situation with clothes is different - there is an opportunity to go out and see the world, since institutions have opened again, and many companies have returned to offices again.

What is interesting, the study added a number of people willing to buy books and stationery - in 2020 this figure was 6%, and in 2021 it increased up to 11%.



## **Where will they shop?**

67% declare their purchase online, and only 39% are going to go offline. Remarkably, respondents trust Ukrainian sites the most - 80% - among all retailer sites and platforms. Well-known Chinese sites are in second place - 44% - followed by the sites of Europe (20%) and of the United States - 14%.

The survey was conducted by the research company Gradus Research by the method of self-completion of the questionnaire in the mobile application. The Gradus study involved 1,000 adult citizens of Ukraine who filled out a questionnaire in the Gradus mobile application. The Gradus online panel displays the population structure of cities with more than 50,000 inhabitants aged 18-60 by sex, age, size of the settlement, and region. Field period: November 17, 2021. Sample size: 1000 respondents.

## **About the company:**

Gradus Research. Sociology in yoursmartphone is a research company that specializes in opinion polls using a special mobile application. Surveys are conducted in accordance with sociological standards among verified respondents of the Gradus panel. Gradus Research is the first and only smartphone panel in Ukraine for marketing and sociological research

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