REPORT: More Consumers Shopping Black Friday Online in 2013

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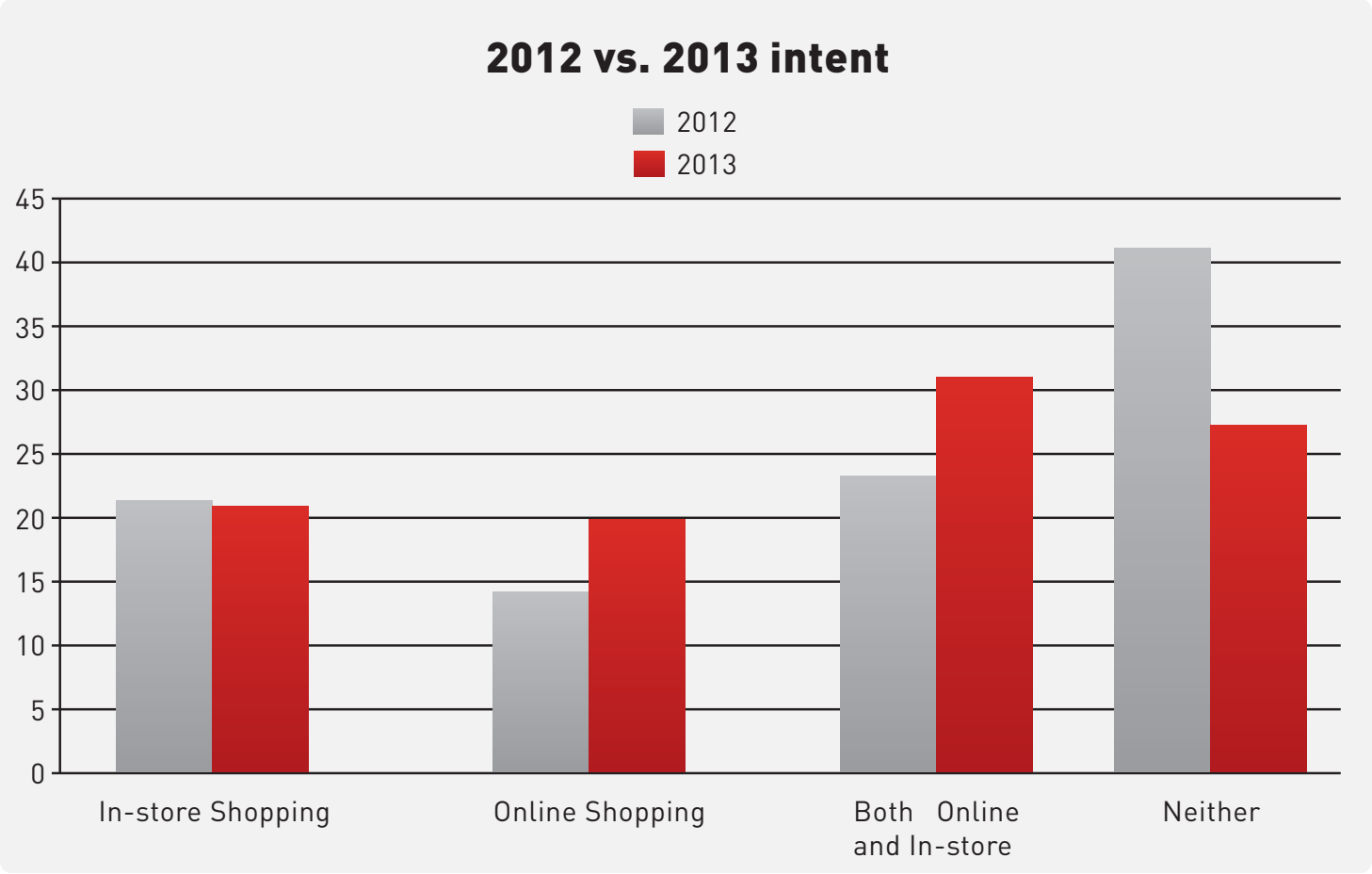
ECOMMERCE WILL DRIVE MORE BLACK FRIDAY SALES

LoudDoor is always monitoring and studying the changes and trends of consumer attitudes and behaviors. With Thanksgiving around the corner, we took a deeper look at online purchase intent for Black Friday and compared the figures to 2012 self-reported behavior.

For this Black Friday Study:

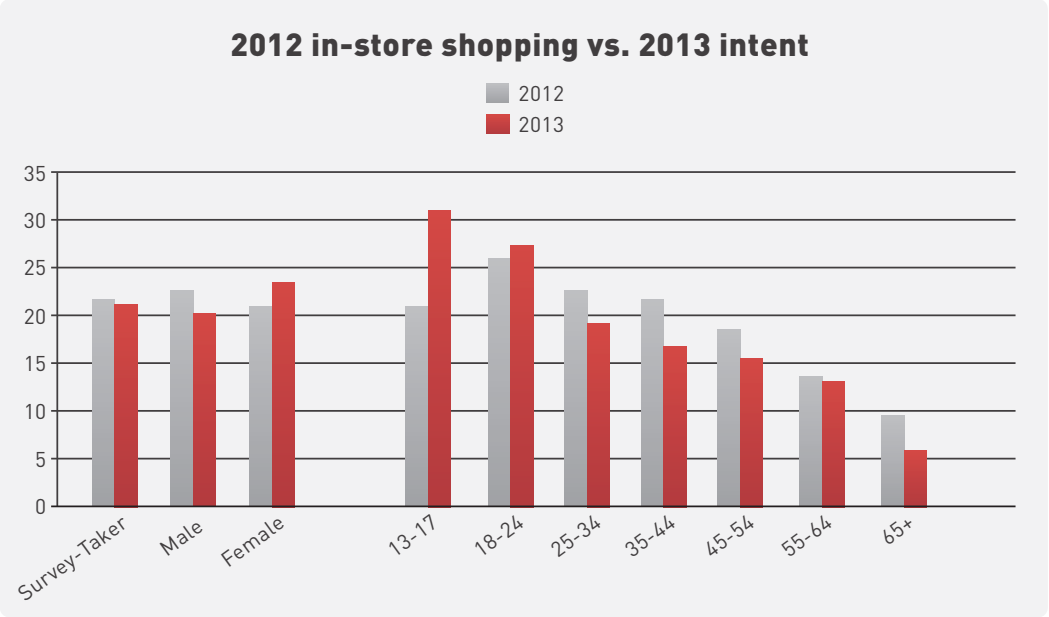
Sample Size: 2,200 Facebook Users
Margin of Error: 2.05%
Sample Correction: Facebook Census

What struck us right away is the **significant jump in online purchases** (at least based on intent of purchase online in 2013 versus self-reported shopping in 2012). Last year, online purchases were lower than the rate of in-store purchases by 7.8 points. Today, the gap is only of 1.7 points across the survey.



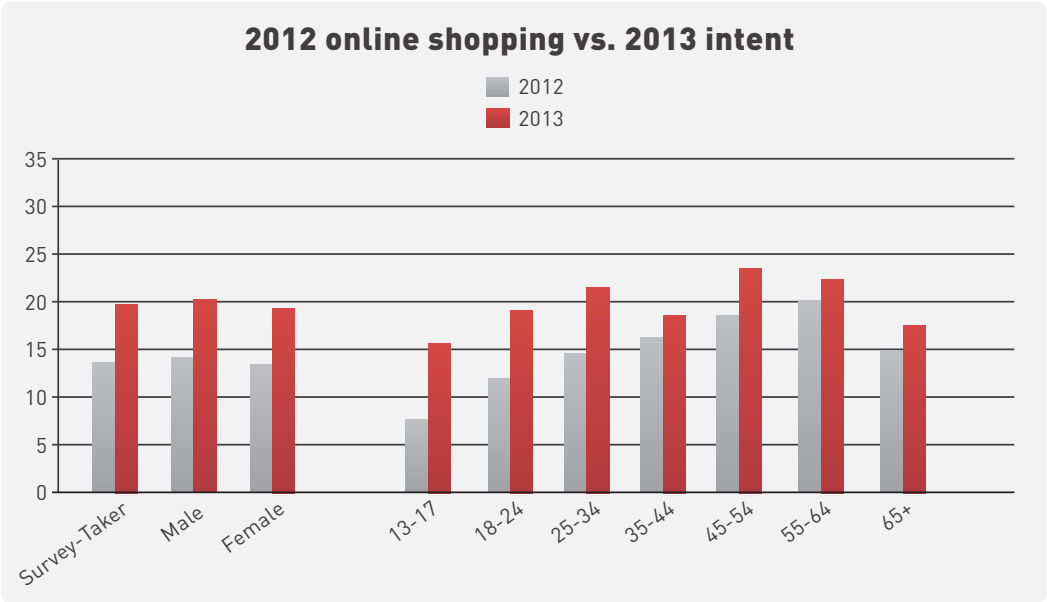
ONLINE PURCHASES NOW OUTPACE IN-STORE PURCHASES

The age groups 25-34 and 45-54 have the highest intent to purchase online this year (respectively 21.9% and 23.4%).



ONLINE PURCHASES VS. IN-STORE 2013

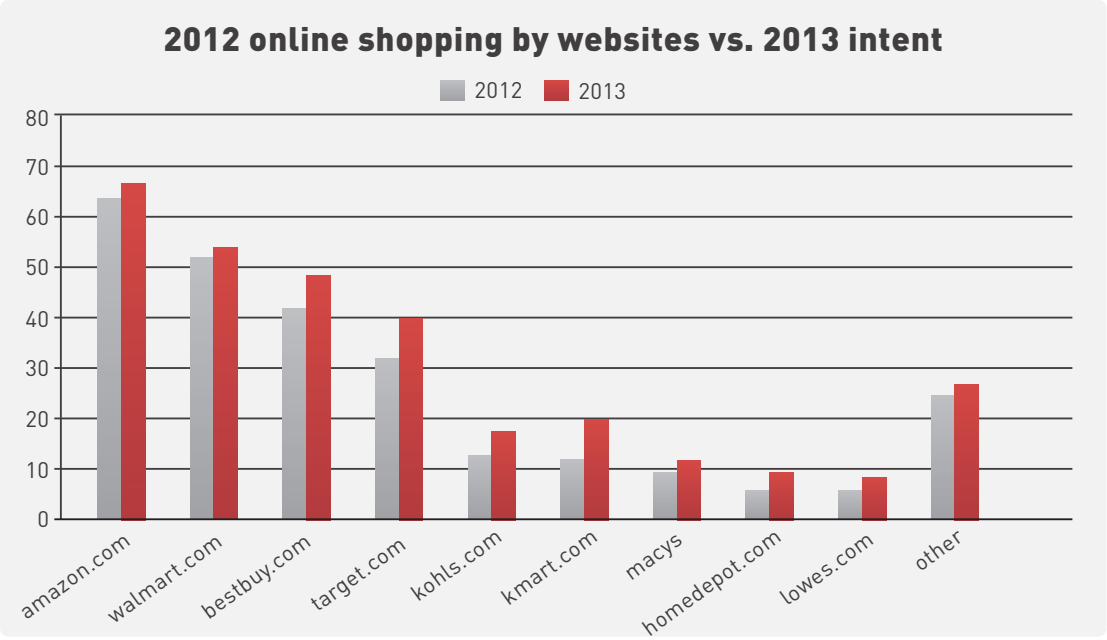
+2.3%	+8.1%	+9.1%	+11.3%
age 35-44	age 45-54	age 55-64	age 65+



MORE CONSUMERS SHOPPING IN-STORE AND ONLINE IN 2013

Shopping both online and in-store appear to be the most popular ways to shop for the 18-24, 25-34, 35-44 age groups.

Not surprisingly, we see an increase in purchase intent online across all websites compared to 2012.



AMAZON.COM is the most popular Black Friday website.

TARGET.COM improves its potential by 7.7%

GOING DEEPER: USING THE NET PROMOTER SCORE® FRAMEWORK

Our Revolution platform also features a likelihood to recommend module that can track the Net Promoter Score® of brands based on Facebook Fans [if you want to know more about Likelihood to recommend and NPS®, follow this link].

We can see for instance that Amazon enjoys a particularly high NPS® of 76 (81.7% promoters minus 6.6% detractors) vs. 48 for the account average. It is thus the highest of the mix of brands we studied for the Black Friday survey.

At the other end of the spectrum, Macy's score is 20.3, dragged down by 29.9% of detractors.

Brands You Follow	Score	Detractors / Passives / Promoters	n
Account Average	48.0	16.0 / 20.1 / 63.9	14,467
Amazon.com	75.0	6.6 / 11.7 / 81.7	8,188
Best Buy	54.8	12.3 / 20.5 / 67.2	2,777
Kmart	36.3	21.5 / 20.7 / 57.8	1,026
Kohl's	43.1	18.9 / 19.1 / 62.0	2,207
Lowe's Home Improvement	51.4	13.9 / 20.8 / 65.3	1,115
Macy's	20.3	29.9 / 19.9 / 50.2	1,505
Target	47.1	16.1 / 20.6 / 63.3	4,122
The Home Depot	53.3	13.0 / 20.6 / 66.3	710
Walmart	48.7	16.5 / 18.3 / 65.2	4,923

Based on this brand list, we looked at the Net Promoter Score® of the Fans of each brand, based on who answered the "intent to shop on Black Friday" question for 2013 Black Friday. **We discovered online Black Friday shopping intent does not necessarily translate to high customer satisfaction and likelihood to recommend.**

Will you shop on 2013 BF?

	+/-	Score	Detractors / Passives / Promoters	n
In-store	+0.0	62.3	12.3 / 13.0 / 74.7	120
Online	+0.0	35.8	19.6 / 25.0 / 55.4	209
Both In-store & Online	+0.0	54.5	15.3 / 14.9 / 69.8	286
Neither	+0.0	39.1	21.0 / 18.8 / 60.2	226

In fact, when looking at Fans of the retailers above, the account average reveals a very low NPS® for people who plan to only shop online this Black Friday: 35.8 vs. 62.3 for in-store shopper and 54.5 for online and in-store shoppers while the average NPS® of the list of brands is 48

Some possible reasons for this could be that detractors and passives prefer to purchase online because they are not satisfied with the in-store experience, not as sensitive to Black Friday offers, or never make an effort to shop in-store.

When we look at the socio-demographic characteristics of the group of Fans who answered they would purchase online only for Black Friday, we see:

a majority
65.3%
are women

75%
are 35-64

49%
report good or excellent credit

40%
Use Pinterest

35.6%
Use Twitter

20%
Use Instagram

58.1%
Purchased Online on Black Friday in 2012

We then broke down the answers by Fans of 4 majors brands: Best Buy, Amazon.com, Target and Walmart.

Fan NPS of the following brands who answered the question on Black Friday purchase in 2012 and Black Friday intent of purchase in 2013:

	Account Average		Best Buy Fans		Amazon.com Fans		Target Fans		Walmart Fans	
Net Promoter Score	48		54.4		75.3		47.9		47	
Black Friday Shopping	2012	2013	2012	2013	2012	2013	2012	2013	2012	2013
In-Store	51.6	62.3	69.6	52.4	75.9	66.1	45.7	52.6	42.9	56.8
Online	29.6	35.8	51.2	51.2	82.5	85.2	35.7	30.6	27.5	32.1
Both In-Store and Online	55.4	54.5	58.6	52.8	75.9	78.7	59.6	60	40.9	36.3
Neither	43.7	39.1	29.3	28.6	63	61.7	41.2	42.1	47.8	50

Both "in-store" and "online" respondents include more promoters in 2013 than in 2012, but as shown above, the intent to purchase online score stays far under the intent to purchase in-store. However, this is not true for all brands.

Amazon.com is an obvious example: unsurprisingly, the brand garners an incredibly high NPS® especially for the Fans who answered they planned to buy online, reaching a score of 85.2 i.e. 2.7 points better than the score of those who purchased online last year and 9.9 points better than the average Amazon.com Fan. NPS® of Amazon.com Fans drops sharply for in-store purchases between 2012 and intents for 2013: it means that Amazon.com Fans who plan to purchase in-store are not very happy with Amazon.com at the moment, and in fact less happy than last year. One of the reasons they elect to purchase in-store only might come from their dissatisfaction with Amazon.com.

Although Best Buy is not faring well across the survey when it comes to NPS®, the score of Fans who plan to purchase online for Black Friday does remain high and the same between 2012 and 2013.

Target Fans are also supporting the retailer with a very favorable NPS® for intent to purchase in 2013 but only for in-store shopping and combined shopping between in-store and online. Target Fans who plan to purchase online only are less satisfied with the retailer than last year.

On the contrary, Fans don't favor Walmart if they choose combined purchases. However, Walmart Fans planning to purchase online only in 2013 have a better NPS® than last year although it remains under the NPS® of the average Walmart Fan. In-store Black Friday shoppers are giving Walmart the best NPS® score for intent of purchase in 2013 with a jump of 13.9 points compared to the NPS of fans who purchased in-store last year.

According to our survey results, this coming Black Friday should see very good performance and growing strength of online purchases. However our NPS® analysis reveals that even top brands need to work on their online audience so as to improve likelihood to recommend.

Those conclusions are only a snapshot of the results so if you want to learn more about our Revolution tool and the type of data we collect, including the Black Friday data, sign up for a demonstration account or contact us at Sales@LoudDoor.com for more information.

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