

So the illusion is sold to the consumer in 'black friday'

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Tony's Story

The British ' Tony' go for shopping for some of the necessities he needs in his study, and on top of a new laptop to help him in the editing works and adjust the pictures he will perform in his first year in the Faculty of media, and while passing an electronics store stopped by the prices of advanced devices which Ranged from 2, 000 to 3, 000 pounds sterling (US \$3890).

After a few moments of thought, Tony hinted at a ' 50% discount on Black Friday', saying in the same decision that he should move immediately to seize the opportunity that will not recur to get an advanced device that facilitates his study tasks, and at an acceptable price.

Hurry up, Tony. A credit card rushed to the store, packed with buyers, hoping to catch a winning deal, missing this opportunity means that he will have to double the amount to buy his desired device, that is 4, 000 to 6, 000 pounds sterling, but anyway and after waiting for more than two hours, he completed The English August his deal successfully and he came out with his

new computer and was high by providing more than two thousand pounds sterling.

In fact, the deal was quite profitable, but for only one side, the store, which benefited twice, the first to defend buyers to get its products, what enabled him to record sales that could have waited weeks or even months to achieve, and the second when he sold some devices more than their original prices.

The whole thing is due to psychological factors, according to scientists and observers, as consumers ' ignorance of the appropriate prices of products makes them defend the goods that their sellers sell because they are discounted, even if this reduction is not real.

What makes it more vocal and scrambled are those occasions such as ' Black Friday' that consumers believe is an opportunity that will not recur, but many reports have confirmed widespread manipulation of offers made at such times.

The Beginning

The first use of the term ' Black Friday' was in the United States during the 19th century, to indicate the collapse of the gold market in 1869, and then the name was associated with shopping the day after Thanksgiving, which falls on the fourth Thursday of November/November each year.

But there is another story that retail companies in the United States used to record their losses in red and black profits when preparing accounts, and in one year the sector experienced continuous losses throughout the year, but

on the Friday following Thanksgiving, a big profit was recorded with the big tunnels. To consumers thanks to discounts approved by vendors, according to the history of documentation.

In another novel, the Philadelphia Police used the term ' Black Friday' in the last 1950s to refer to the day after Thanksgiving, which was usually characterized by traffic chaos with crowds of shoppers and tourists, and with the Grand football match between the Army and Navy teams on the following Saturday of each Year, it was getting worse and the security personnel were forced to work extra hours in exceptional circumstances.

In any case, decades have passed on these novels, and the Well-established truth is that, on the Friday following Thanksgiving in the United States, retail stores and retailers are offering huge discounts in hopes of reviving their coffers through exceptional sales, as the number of shoppers in America is estimated only during the day. Tens of millions.

Illusion

The retail sector needs such events to revive its ever-declining business in the electronic marketplace, which has already pushed dozens of retail chains in the United States into bankruptcy, knowing that even online shopping sites have become competitive with regular stores in such events.

Observers believe that today's success is built on the hustle and bustle of retail-led promotions, and says ' Kelly James', founder of the ' Business Directory', ' the Company', ' Thank you,' despite some opportunities that

enable the consumer to save money during Black Friday, but in fact these offers Available throughout the year in many places.

For its part, the Wall Street newspaper in 2016, the largest retail stores in America such as Wal-Mart, ' Target' and ' Best Bay' are resubmitting the same offers at the same prices every year.

In the same year, the price tracking company, ' Marquette Trac', said that 80% of the products on which it was reduced, and 43% of the prices in Black Friday shows for the stores ' target', ' Wal-Mart', ' JCB' and others, had not changed over the years 2014 and 2015.

In fact, Black Friday shows are great and money-saving, but by reflecting on the details of these offerings, the consumer is frustrated, usually the special offers are available in very limited quantities, and in some cases this means the availability of one or two pieces of the product.

In the United Kingdom in 2016, a report by wich, specializing in research related to consumption and retail, said that traders had sharply raised the prices of products before ' Black Friday' to motivate consumers to buy them after the rebate.

In the same year, a survey conducted by Bayt Mori revealed that merchants offered fake discount offers in the UK, showing that half of the deals surveyed during ' Black Friday' were either more expensive than before or that their prices did not change.

‘ Black Friday’ has also become an occasion for the scramble and stampede that sometimes leads to death, and according to the site ‘ Black Fry dai death’ Seven people were killed and 98 others injured in the United States during the period from 2006 to 2014, due to scramble, fight and sleep while driving After a long wait in front of the stores.

According to the Konverschen website, scientific research has shown that the fear of remorse in the future greatly influences the decision-making process, pointing out that long-term remorse is often associated with actions not taken by man.

In the case of consumers, remorse may be about the actions that they have not taken and those that they have also taken, depending on the emotional memory of consumers, yet the stampede and congestion during the Black Friday stems from the desire of families to experience an enjoyable experiment and not to buy something specific, according to the location ‘ Dell News ‘ specializes in the tracking of retail sales.

Copy

As mentioned earlier, the shopping and reduction event in the post-Thanksgiving Friday in the United States, but gained a very high reputation in other countries, with global media focusing on the huge influx of consumers into stores, encouraged companies around the world to replicate the experience.

In the Arab countries, the occasion has begun to gain vocal during the last few years, and some have tried to call it more acceptable names such as ‘

White Friday', with emphasis on the continuation of offers for days and not only during this day, and retailers begin to promote the event a month or more before its date.

The attempt to change the name was not an Arab fad, but the American merchants also tried it decades ago, of whom they called the 'big Friday', but in the end the original name remained the most widespread.

'White Friday' has gained fame and traders have benefited as shoppers have accumulated in front of shops and malls in Arab countries during the past two years, so that regulatory and oversight devices in some countries have issued warnings to consumers and companies alike to manipulate the Prices and offers offered.

Copying has not been a purely Arab approach, as a number of countries in the world have applied the experience, and in Britain, for example, New Year's holidays have traditionally been the main occasion for shopping and discounts, but over the past few years the last Friday of November/November has gained wide popularity and interaction With the merchants offering discount offers.

The article highlights the event that the sales of millions of Walarat takes place in a single day, and the majority fall into the trap of buying what you do not need just because it has exclusive discounts.

There is really a lack of know how to catch what you really need on this occasion that knows the biggest discount rate.

There are also non-famous products that exploit the occasion and create fake matches.