

Free essay on black friday ads

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Changes in Black Friday Ads in last several years

Black Friday is considered as one of the key dates in the shopping calendars in the western countries. Black Friday is speeding up the online spending revolution and changes in spending habits. In 2013 the shopping approach changed dynamically during Thanksgiving because of the Thursday night openings, which was continued by more specials on Friday that was later followed by heavy discounts on the items as a promotional offer by many stores . In the past years there have been reports of people being killed in the stampede during these promotional offers that takes place during Black Friday. However, this trend has changed as several people now shop in a relaxed way on Friday in almost all shopping centers. This change is termed as Grey Friday by the Boston Globe as customers get ample time to shop

due to the longer shopping window. Earlier the shopping experience was refined with less discounts and customers could take time to consider their purchases by visiting the stores; however, this trend is changed as many stores offer promotional offers online on a regular basis.

Price Difference between Stores

Electronic goods and Apparels are the hot items that sell at a rapid rate during the Black Friday shopping spree. One such item is the Apple iPad Air 16GB with WiFi. Walmart offers this item for \$397 with a \$100 Walmart Gift Card, whereas Target Corporation offers the same item in various colors; Silver, Space Gray variants including a \$100 gift card for \$399. The same item could be purchased at Fry's in Silver color for \$399 without any other offers, at Staples at \$399, and Costco charges \$429. 99 along with \$40 iTunes card. Of all these stores, I believe Walmart store is the cheapest as it is priced at nearly \$2 less than its competitors along with \$100 Walmart gift card. The price differences may vary depending on the store inventory, or varying overhead costs as the stores in downtown are expensive than the ones in suburbs, and finally to attract the customers. Some other factors for price variation include rent, infrastructure costs and insurance.

Unique Marketing Tactics

Marketing to move the products is a cut-throat competition, and many stores offer heavy discounts during the Black Friday. Stores such as The Gap, Old Navy, Oshkosh and others provided 50% off sales in all their stores and saw huge customer response. Some stores provide cash bonus on a purchase of some specific amount. The other unique tactic is to advertise about the store

opening time, which can draw lot of consumers to make a bee line. The earliest opening time is seen in Walmart stores that opens the doors on Thursday at 6 pm with huge value campaigns followed by additional great value discounts at 8 pm, with one hour stock guarantee schemes. The stores that open later surely see a decrease in volume unless they offer competitive discounts than the other stores. The profits can only increase slightly for the stores opening late.

Prospects of Black Friday's success in Future

Following the legacy trend, the retailers start offering promotions as early as possible, and the current generation is flooded with emails in their inboxes regarding the Black Friday sales. Many stores would remain closed in the future on Thanksgiving Day to enable the employees and consumers to spend time with their family. Online shopping is gripping throughout the nation and globe, as consumers find it easier to order an item on a click and get it door delivered. Sale of electronic items will still emerge as the highest sales.

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