New PissedConsumer Survey Reveals Why Consumers Shop Less (& Spend Less) for Black Friday 2023
The year-end holiday shopping season is just around the corner. Nov. 24th marks Black Friday 2023 – long seen as one of the most attractive shopping days of the year (at least for some consumers). PissedConsumer.com surveyed potential Black Friday shoppers to learn more about expected consumer behavior, from how many people plan to shop to where they intend to spend.

Here are some key insights from the PissedConsumer.com Black Friday 2023 survey:

**The top 5**
Black Friday retailers according to consumers are Amazon, Walmart, Target, Best Buy, and Kohl's.

- **67.4%** of consumers say they will sit out this Black Friday.
- **25.7%** The top way consumers say they learn about Black Friday deals is via email.

**The most sought**
Electronics are the most sought-after items on Black Friday.

- **35.6%** of consumers want to see Black Friday discounts of at least 50-70% off.
- **4.9%** Offline ads are now only used by 4.9% of shoppers to discover deals.
- **41.3%** of consumers report they will only shop online.
- **32.3%** of consumers who already know their Black Friday budget, most plan to spend a total of $100-500.
Methodology

PissedConsumer.com conducted an online survey of its visitors to determine Black Friday 2023 sentiments and shopping expectations.

The number of respondents is 2970.

We asked the respondents:

• whether or not they intend to shop on Black Friday;
• how much they intend to spend in their Black Friday shopping;
• whether they prefer to shop online or in-person;
• which stores offer the most appealing Black Friday deals;
• what kind of discounts they expect to see;
• how they learn about Black Friday deals;
• why those who don’t plan to shop on Black Friday prefer to avoid it.

Location:
- USA 85.5%
- Canada 7.1%
- UK 5.6%
- Australia 1.8%

Gender:
- Female 57.9%
- Male 41.4%
- Age 0.7%

Age:
- 65+ 45.7%
- 55-64 29.8%
- 45-54 14.5%
- 35-44 7.4%
- 25-34 1.9%
- 18-24 0.7%

This survey was conducted in September 2023.
Most Consumers Don’t Plan to Shop This Black Friday

While many people equate Black Friday shopping with can’t-miss deals, not everyone agrees.

Like in 2022, the majority of consumers surveyed say they have no plans to shop this Black Friday, whether that’s online or in-store.

It might seem like a confusing case of consumer behavior, but there are a number of reasons for this. They range from crowds to corporate distrust.

What Consumers Have to Say:
“[I’m not willing] to get up that early to be in crowds of people who will fight over merchandise.” — PissedConsumer.com user.

Did you know?
62.3% of consumers surveyed said they don’t plan to shop on Black Friday this year compared to 62% in 2022.

Another 5.1% of respondents say they used to shop on Black Friday but won’t this year.

Do you plan to shop on Black Friday this year?

I used to shop but not this year 5.1%
Yes 13.3%
I don’t know 19.3%
62.3% No
Despite its focus in the news this year, inflation isn’t a significant reason consumers intend to avoid Black Friday shopping. There are much bigger factors at play.

While 19.4% blame overcrowded stores, 30.2% will avoid Black Friday due to some kind of distrust of retailers.

For example, 15.8% of respondents not planning to shop this Black Friday say they believe retailers manipulate shoppers on this day. Another 14.4% say they think retailers raise prices before offering Black Friday sales, essentially misleading buyers.

While these issues are subjective & don’t necessarily represent the truth of the matter, it’s these attitudes & opinions retailers will have to contend with if they want to attract shoppers this year.

**Did you know?**

*Only 6.3%* of respondents who don’t plan to shop this Black Friday say inflation is influencing their decision.

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**What Consumers Have to Say:** “The items that are on-sale are limited, or they don’t have very many to sell... Customers get their hopes up thinking they are getting a great deal because of the ad only to be told ‘sorry, we are sold out of that item.’ It’s like [retailers] make promises they can’t keep, and that’s bad business.”

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Anticipated Savings are Still a Black Friday Sales Driver

It should be no surprise the biggest attraction of Black Friday shopping is the amazing deals consumers have come to expect. But this isn’t the only thing driving Black Friday buys.

For example, 12.6% of consumers in our Black Friday study say they shop on this day out of tradition. 5.8% say they shop on Black Friday for items they need anyway. And another 2.4% shop on Black Friday so they don’t feel left out from something they believe “everyone” does.

<table>
<thead>
<tr>
<th>Why do you shop on Black Friday?</th>
<th>Percentage</th>
</tr>
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<tbody>
<tr>
<td>Deals are good and true</td>
<td>42%</td>
</tr>
<tr>
<td>It’s a tradition</td>
<td>12.6%</td>
</tr>
<tr>
<td>I’m afraid to miss the sale</td>
<td>9.9%</td>
</tr>
<tr>
<td>I need this item now</td>
<td>5.8%</td>
</tr>
<tr>
<td>Everyone does this</td>
<td>2.4%</td>
</tr>
<tr>
<td>I don’t know why</td>
<td>14.5%</td>
</tr>
<tr>
<td>Other</td>
<td>12.8%</td>
</tr>
</tbody>
</table>

Did you know?

42% of those who plan to shop this Black Friday say it comes down to the deals.
Black Friday Shoppers Expect Deep Discounts

Shoppers don’t only expect savings if retailers want their attention on Black Friday. They expect those discounts to run deep.

More than half of our Black Friday survey respondents (52.5%) say stores will have to offer sales of anywhere from 50-90% off regular prices if they want a cut of their holiday shopping budgets.

In comparison, only 11.7% of those surveyed say no discount amount will impact their buying decisions.

Did you know?

35.6% of surveyed consumers say it would take discounts of 50-70% off to convince them to shop on Black Friday.

What discount can make you shop on Black Friday?

<table>
<thead>
<tr>
<th>Discount Range</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>70-90%</td>
<td>16.9%</td>
</tr>
<tr>
<td>50-70%</td>
<td>35.6%</td>
</tr>
<tr>
<td>25-50%</td>
<td>29.1%</td>
</tr>
<tr>
<td>10-25%</td>
<td>5.4%</td>
</tr>
<tr>
<td>5-10%</td>
<td>1.4%</td>
</tr>
<tr>
<td>Any discount can impact</td>
<td>11.7%</td>
</tr>
</tbody>
</table>

What Consumers Have to Say:

“*I check things out, and if it is a real deal, I consider purchasing.*”

- PissedConsumer.com user.
Expect Online Black Friday Buys to Exceed In-Store Purchases

Factoring in everything from crowds and convenience to the recent heights of the COVID-19 pandemic, it’s no wonder Black Friday shoppers are big fans of buying online.

Nearly half (46.6%) of our Black Friday study’s respondents say they’ll shop both online and offline this Black Friday. But nearly as many say they’ll shop only online this year.

Did you know?

41.3% of consumers say they’ll only shop online this Black Friday.

How do you plan to shop?

- In-store: 24%
- Online: 41.3%
- Both: 46.6%

What Consumers Have to Say:

“I only shop on Black Friday online. I refuse to go to a store to shop then.” – PissedConsumer.com user.
Most Consumers Aren’t Swayed by Holiday Shopping Events

The holiday shopping season is filled with sales and events. From Black Friday and Cyber Monday to Small Business Saturday, there are deals to appeal to every kind of consumer. With some retailers spreading out “Black Friday” to a weeks-long series of sales, perhaps it’s no surprise that single-day events increasingly struggle to capture shoppers’ attention.

That said, more than half our survey respondents have no favorite holiday shopping event.

Did you know?
When asked about their favorite holiday shopping events, 63% answered “none.” This is an increase over the 57% claiming no favorite event in 2022.

What's your favorite event for the holiday shopping?

- Black Friday: 14.9%
- Cyber Monday: 12.5%
- Small Business Saturday: 5.5%
- Christmas & after: 1.1%
- Prime Day: 0.3%
- None: 63%
- Other: 4.5%
If You Want Black Friday Shoppers to Learn About Your Deals, Reach Them Online

Gone are the days of shoppers eagerly awaiting the release of Black Friday print circulars in their local newspapers.

These days, if you want to reach consumers with your Black Friday offers, you’ll have better luck reaching them via digital channels.

With only 4.9% of shoppers saying they still find out about deals through offline ads, you’ll have better luck reaching them via email (25.7%), online ads (24.5%), websites (24%), and social media platforms (7.8%).

Did you know?
82% of consumers say they learn about Black Friday deals online.

How do you find out about deals?
- Emails: 25.7%
- Online ads: 24.5%
- Websites: 24%
- Social media: 7.8%
- Friends: 6.6%
- In-store: 6.5%
- Offline ads: 4.9%
“The Usual Suspects” Top Customers’ Lists of Top Black Friday Destinations

With most Black Friday buyers expected to shop at least partially online in 2023, it should come as no surprise that **major retailers with a strong web presence** (Amazon, Walmart, and Target) top consumers’ lists of shopping destinations.

Other consumer favorites include stores known for their in-store Black Friday shopping experience such as Best Buy (with its famously-long, and early, lines for hot deals) and Kohl’s (known for offering bonus rewards with Black Friday shopping).

Did you know?

The top 5 retailers surveyed consumers plan to shop with this Black Friday include Amazon (64.3%), Walmart (44.9%), Target (20.7%), Best Buy (20.4%), and Kohl’s (15.6%).

Have you already decided what store or website you plan to use for your Black Friday shopping?

64.3% 44.9% 20.7% 20.4% 15.6% 15.6% 15.5% 14.9% 11.03% 0.7%

Walmart Amazon Best Buy Costco Kohl’s JCPenney Temu
Shoppers Plan to Spend Less on Black Friday in 2023

Most consumers might not blame the economy and inflation for skipping out on Black Friday this year, but that doesn’t mean budgets haven’t gotten tighter.

While 9.3% of surveyed shoppers spent $1000+ on Black Friday in 2022, only 7.3% expect to spend the same this year.

Along those lines, 18.3% reported spending $500-1000 in 2022 while only 12.6% expect to spend that much this Black Friday.

And while 37.7% of shoppers spent $100-500 last year on Black Friday, only 32.3% of respondents say they’ll spend in that range in 2023.

Did you know?
Most Black Friday shoppers this year (52.2%) expect to spend anywhere from $100 to over $1000.

How much did you spend on Black Friday last year?

<table>
<thead>
<tr>
<th>Amount</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1000+</td>
<td>9.3%</td>
</tr>
<tr>
<td>$500-$1000</td>
<td>18.3%</td>
</tr>
<tr>
<td>$100-$500</td>
<td>37.7%</td>
</tr>
<tr>
<td>$1-$100</td>
<td>15.1%</td>
</tr>
<tr>
<td>None</td>
<td>19.5%</td>
</tr>
</tbody>
</table>

What Consumers Have to Say:
“[We shop on Black Friday out of] family tradition & a sense of adventure. We spend less though.” – PissedConsumer.com user.
Electronics Continue to Top the List of Planned Black Friday Purchases

With electronics often including high-ticket items, it’s no surprise many consumers wait for Black Friday discounts to purchase them. Whether for their own use or as gifts, electronics continue to top shoppers’ lists.

Echoing our 2022 PissedConsumer survey, 2023 Black Friday shoppers are most interested in electronics deals with 25.3% of respondents planning to purchase from this category this year.

Other popular Black Friday shopping categories include clothing and footwear (18.6%) and toys and games (9%).

**What type of products do you plan to shop on Black Friday?**

- **Electronics**: 25.3%
- **Clothing & footwear**: 18.6%
- **Toys & games**: 9%
- **Home appliances**: 7.4%
- **Undecided**: 5.9%
- **Home decor**: 5%
- **Gift cards**: 4.2%
- **Equipment**: 3.9%
- **Jewelry & accessories**: 3.1%
- **Furniture**: 2.7%
- **Online subscriptions**: 0.5%
- **Other**: 8.6%

**Did you know?**

Most Black Friday shoppers plan to buy physical items in 2023, with only **4.2%** opting for gift cards and only **0.5%** planning to purchase online subscriptions.
Black Friday Customers Tend to be Satisfied with Their Purchases

At PissedConsumer.com, we often hear from consumers who are unhappy with a product, service, or company. But those unpleasant experiences aren’t reflected in respondents’ reported Black Friday shopping satisfaction.

Maybe it’s the deep discounts that override more negative experiences. Or perhaps it’s that Black Friday shopping often involves gifts rather than items consumers will use themselves. Either way, Black Friday shopping appears to leave most buyers pleased with their purchases.

Did you know?
Of all consumers surveyed, 63.9% said they’ve never had an issue with a Black Friday purchase that left them feeling “pissed.”

Have you ever had an issue with your Black Friday purchase that made you feel "pissed"?

- Yes: 26.4%
- No: 63.9%
- Other: 9.7%
Most Black Friday Shoppers are Open to Writing Online Reviews About Their Experiences

Retailers should work hard to ensure a positive Black Friday shopping experience. Not only is it good business, but Black Friday buyers are prepared to leave public reviews, whether they’re happy or not.

Just over half (50.1%) of our PissedConsumer.com survey respondents say they would “definitely” write an online review after making a Black Friday purchase. Another 12.7% say they would only write one if they had a negative experience.

Businesses shouldn’t worry though. There’s another 13.1% of consumers looking to leave positive reviews only. It’s another good reason for them to keep customers happy.

Did you know?
75.9% of surveyed consumers say they would be open to writing an online review after making Black Friday purchases.

Would you write an online review after your Black Friday purchase?

- Yes, definitely: 50.1%
- I had a positive experience: 13.1%
- I had a negative experience: 12.7%
- No, I would complain directly: 7.7%
- No, I don’t write online reviews: 16.4%
Conclusion

While this early insight into expected consumer behavior might signal a leaner Black Friday than usual, the right deals via the right marketing channels can still bring shoppers out and help consumers save money in the process.

About PissedConsumer.com

PissedConsumer.com is a consumer advocacy & review website where more than 17 million users read, watch, & voice customer service concerns. In addition to that industry-reportable data, the company conducts surveys of its users to draw insights into broader consumer behavior and trends.

For our full PissedConsumer.com Black Friday 2023 survey results, or for media information regarding our other consumer surveys, contact us at media@pissedconsumer.com.