

Black Friday Lesson

1. Ranking Exercise: Understanding Black Friday Responses

Rank the following statements from most positive to least positive attitude towards Black Friday shopping. Explain why the first ranked item is the most positive.

- _____ "Black Friday? I wait all year for these deals!"
- _____ "It's a good opportunity to save, but I don't like the crowds."
- _____ "Black Friday is okay, but I prefer shopping online."
- _____ "I'm not really interested in Black Friday sales."
- _____ "Black Friday is just too chaotic for me."

Explain your Number One choice: _____

2. Comparison Chart: Black Friday vs. Regular Shopping

| Feature | Black Friday Shopping | Regular Shopping |
|-------------------------|-----------------------------------------|---------------------------------|
| Prices | Significantly reduced | Standard pricing |
| Product Availability | Limited stock, exclusive deals | Regular stock, no special deals |
| Shopping Environment | Crowded, competitive | Calmer, less crowded |
| Time of Year | Specific date (after Thanksgiving) | Year-round |
| Return Policies | May have restrictions | Standard policies |
| Online Shopping Options | High traffic, potential website crashes | Smoother online experience |

2. Discussion Questions

1. Based on the chart, which shopping method do you think is more stressful and why?

2. How do the price differences between Black Friday and regular shopping influence your buying decisions?

3. Can you think of a situation where regular shopping might be more beneficial than Black Friday shopping?

4. How might the limited product availability on Black Friday affect consumer behavior?

5. What are the advantages of shopping online during Black Friday compared to in-store shopping?

6. Discuss how return policies during Black Friday might impact customer satisfaction.

Example answers.**Ranking Exercise**

Explanation for the Top Rank:

The first statement, "Black Friday? I wait all year for these deals!" is the most positive because it shows a high level of enthusiasm and anticipation for Black Friday, indicating that the person highly values the event and its shopping opportunities.

1. "Black Friday? I wait all year for these deals!"
 - **Explanation:** This response ranks highest in positivity towards Black Friday shopping. It demonstrates not only enthusiasm but also a sense of eagerness and anticipation for the event, indicating a very positive attitude.
2. "It's a good opportunity to save, but I don't like the crowds."
 - This response reflects a positive view of the savings offered on Black Friday but is tempered by a dislike for the crowded shopping environment.
3. "Black Friday is okay, but I prefer shopping online."
 - This indicates a neutral to slightly positive attitude towards Black Friday. The respondent doesn't dislike Black Friday but prefers the convenience of online shopping.
4. "I'm not really interested in Black Friday sales."
 - This response shows a lack of interest in Black Friday, suggesting a neutral to slightly negative attitude towards the event.
5. "Black Friday is just too chaotic for me."
 - Ranking lowest, this response indicates a clearly negative view of Black Friday, focusing on the chaos and possibly stress associated with the event.

Discussion Questions

1. Black Friday shopping seems more stressful due to the crowded and competitive environment.
2. The significant price reductions on Black Friday can lead to substantial savings, making it an attractive option for budget-conscious shoppers.
3. Regular shopping might be more beneficial for those seeking a calm environment or when looking for items not on sale during Black Friday.
4. Limited availability can create a sense of urgency, prompting quicker purchasing decisions.
5. Online shopping during Black Friday can offer convenience and access to deals without the physical stress of crowds.
6. Restrictive return policies during Black Friday might lead to dissatisfaction if customers make hasty purchases and later change their minds.