

A Comparative Analysis Regarding Testing the Awareness about Black Friday among Indian and Australian Customers.

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Abstract

The shopping event Black Friday following Thanksgiving, which is considered as one of the busiest shopping days of the year. The day after Thanksgiving is the greatest Christmas shopping season in the United States and has been viewed as an incredible open door for retailers to expand their deals. As the years progressed, this training has been reached out to different nations in the world. The motivation behind this examination was to watch and break down customer practices and their insight with respect to Black Friday between two nations i.e. India and Australia. Data from survey collected from 200, in which 100 are Indian and 100 are Australian customers and examined through SPSS software. The result of the investigation show that there was restricted information and data among Indian buyers on the Black Friday practice as contrast with Australian customers. The statistical tools used for this research are Percentage analysis, Mean score analysis, Standard deviation, and T-test to show the comparison between India and Australia.

Keywords: Black Friday, Enthusiasm, Thanksgiving, Customers, SPSS Software, T-test.

1. INTRODUCTION

There are various deals accessible for the fascination of American customers; those give gigantic benefit to retailers. Thus, all-out retail deals (counting engine vehicle and parts sealers) from 1 million retail foundations in the United States outperformed \$5 trillion out of 2017. ^[1] notwithstanding, among these businesses, Black Friday, is the busiest deal. The day after Thanksgiving, the day subsequent to Thanksgiving is generally viewed as the beginning of the winter holiday shopping season in the United States. Henceforth, as indicated by ShopperTrak, which screens customer visits to retailers, Black Friday is the busiest shopping day of the Christmas season, seeing about 1.5 occasions more customer traffic than Super Saturday, its nearest rival. ^[2] Verifiably, Black Friday has been known to have the absolute greatest occasion deals in the U.S. Black Friday is the day after Thanksgiving is a casual name for the Friday

following Thanksgiving Day in the United States, which is commended on the fourth Thursday of November. The day in the wake of Thanksgiving has been viewed as the start of the United States Christmas shopping season since 1952, in spite of the fact that the expression "The day after Thanksgiving" didn't turn out to be generally utilized until later decades. ^[3] Whereas thanksgiving is a government occasion in the United States, celebrated on the fourth Thursday of November. ^[4] Therefore, numerous stores offer exceptionally advanced deals on Black Friday and open early, for example, at 12 AM, or may even begin their deals sooner or later on Thanksgiving. The shopping extravaganza following Thanksgiving isn't an official occasion, however, California and some different states watch "The Day after Thanksgiving" as a vacation for state government workers, some of the time in lieu of another administrative occasion, for example, Columbus Day.

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Numerous non-retail workers and schools have both Thanksgiving and the next Friday off, which, alongside the accompanying customary end of the week, makes it a four-day end of the week, in this manner expanding the number of possible customers. The day after Thanksgiving has routinely been the busiest shopping day of the year in the United States since 2005,^[5] despite the fact that news reports, which around then were mistaken, have depicted it as the busiest shopping day of the year for an any longer timeframe.^[6] Comparable stories reemerge a long time right now,^[7] depicting madness and deficiency of stock, making a condition of positive criticism.

1.1. What is Black Friday?

The shopping extravaganza following Thanksgiving has two pertinent implications. Ever, Black Friday was a securities exchange disaster that occurred on September 24, 1869. On that day, after a time of wild theory, the cost of gold dove, and the business sectors slammed. In any case, the more contemporary importance alludes to the day after the U.S. Thanksgiving occasion, which has additionally generally been an occasion itself for some workers. It is ordinarily a day brimming with extraordinary shopping arrangements and substantial limits and is considered as the opening shot of the Christmas shopping season.^[8]

Moreover, there are various speculations concerning the source of the term exist, the most probable clarification is that Black Friday alludes to the primary point in the money related year at which retailers start to see a benefit – in bookkeeping terms moving from the red into the dark, delineating the significance joined to the deals by retailers.^[9]

Hence, BF speaks to an exceptional utilization custom that mixes conventional looking for better arrangements with occasion ceremonies for social relations.^[10] Black Friday is very much important as it lies in winter season and Winter seasonal shopping represents 25–40% of the all out U.S. yearly retail deals (NRF, 2011). Since purchasers spend such a great amount during this period, retailers tensely anticipate the Christmas shopping season so as to accomplish positive money related outcomes for the year. During the Christmas season, retailers depend intensely on publicizing and purchaser informal exchange to bring clients into stores and online to shop.^[11] Black Friday is so much popular among Americans is because it is known for profound limits (e.g., doorbusters), BF shopping shows experience, rivalry, and direness around getting extraordinary arrangements. With doorbuster bargains and merry shopping conditions on BF, numerous families in the U.S. have come to appreciate BF as one of the famous social exercises during the Thanksgiving occasions.^[12] However, the fame of BF isn't constrained to the U.S. A few nations have embraced BF (e.g., U.K., Canada, South Africa, and South Korea) or made another large shopping day enlivened by BF (e.g., China and Mexico). The U.K. embraced BF in 2011.^[13] Australia also participates in Black Friday sale. Apart from this, on account of the developing impact of web-based business, Indian customers can utilize outsider administrations to purchase items from Black Friday deals in the US. Therefore, with regards to holding a deal, Indian web-based business locales respect each celebration and each convention. The day after Thanksgiving deal is customarily held in the U.S.A directly in the wake of Thanksgiving and is trailed by a Cyber

Monday deal. The individuals who missed the Diwali craze may have another window to open their totes i.e. Black Friday sale.^[14] Hence, the purpose of the study is to investigate the information regarding awareness of Black Friday among the people of India and Australia and do the comparison, also want to know the reaction of Indian retailers that what would they do if Black Friday sale becomes popular in India as other mega sales such as Diwali, Christmas and end of season sale.

1.2. History of Black Friday Sale:

The most punctual proof of the expression Black Friday applied to the day in the wake of Thanksgiving in a shopping setting recommends that the term began in Philadelphia, where it was utilized to depict the overwhelming and problematic passerby and vehicular traffic that would happen on the day subsequent to Thanksgiving.^[15] This utilization dates to at any rate 1961. Over twenty years after the fact, as the expression turned out to be progressively far-reaching, a well-known clarification turned into that this day spoke forthrightly in the year when retailers start to turn a benefit, therefore going from being "in the red" to being "operating at a profit".^[16] Therefore, by the 1980s, retailers had co-selected the term and utilized it to allude to bookkeeping rehearses in which misfortunes were recorded in red ink, and benefits were recorded in dark ink.^[17] Accordingly, Black Friday alludes to the day of the year when retailers plan to go from being in the "red" (for example losing cash) to being in the "dark" (for example bringing in cash).^[18]

1.3. Why it is called Black Friday:

Students of history accept the name began in Philadelphia in the mid-1960s. Transport drivers and police utilized "The day after Thanksgiving" to depict the substantial traffic that would stop up city lanes the day in the wake of Thanksgiving as customers made a beeline for the stores.^[19]

1.4. The shopping extravaganza following Thanksgiving Violence

The shopping extravaganza following Thanksgiving swarms despite everything give the police cerebral pains. As per the information examination by The Hustle, there have been 11 passings and in excess of 100 wounds on Black Friday since 2006.^[20] Brutality has become so terrible The New York Daily News renamed it "Bruised eye Friday."^[21] The most exceedingly awful Black Friday happened in 2008 when a man was stomped on to death at a New York Walmart. Notwithstanding being 6 feet, 5 inches tall and 270 pounds, brief specialist Jdimytai Damour kicked the bucket of suffocation when groups rushed into the store.^[22] At least 2,000 individuals separated the entryways, catching Damour in a vestibule where he choked. Eleven different customers were likewise harmed, including a pregnant lady. These episodes give police the option to call Black Friday by a negative name.

1.5. Black Friday in India:

The day after Thanksgiving is generally secret in India, as its shopping seasons are unique. The busiest occasions for shopping in India (and subsequently the occasions with the greatest limits) will in general be Diwali, trailed by territorial celebrations like Ugadi, Dussehra, and Pongal in South India, Ganeshotsav in Maharashtra,

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Baisakhi in Punjab and Onam in Kerala. Over the previous decade, Independence day deals (on 15 August) have become a huge fascination, however most deals in India keep going for a time of multi week ^[23] The developing number of web based business sites and huge retail malls has added to such deals. The huge online business retailers in India are attempting to copy the idea of shopping celebrations from the United States like Black Friday and Cyber Monday. Flipkart, Snapdeal and Amazon have been offering limited items on the significant celebrations in India. December observes the Great Online Shopping Festival (likewise called GOSF) for three days where individuals shop from all the significant internet business players and huge FMCG brands. ^[24]

1.6. Black Friday in Australia:

The day after Thanksgiving is the greatest shopping occasions on the US schedule, with retailers offering gigantic, inconceivable limits on a huge number of purchaser items. In the course of recent years, Aussie retailers have been getting in on the activity as well — so hope to see a lot of arrangements from Myer, Big W, Target, Kmart and that's just the beginning. Australia's online shoppers will likewise be grasping the enormous day. This incorporates Amazon, eBay, Catch and scores of lesser known e-stores. Given Black Friday proclaims the start of the Christmas shopping period, it's a helpful opportunity to snatch a deal and purchase presents for your loved ones. ^[25]

Black Friday is much popular in USA. To know the reaction of other countries response, research has been done to take two countries customers response regarding Black Friday that is comparison has been done between India and Australia.

2. RESEARCH OBJECTIVES

1. To analyze the level of awareness and enthusiasm among customers regarding Black Friday sale in India and Australia.
2. To know the attitude of Indian and Australian customers towards Black Friday sale.
3. To ascertain the future of the concept of Black Friday sale in Indian and Australian retail market.

3. LITERATURE REVIEW

Simpson et al. (2011) announced that customers showed both positive and negative feelings on BF yet didn't recognize explicit components bringing out those feelings. ^[26]

Researchers investigated that U.S. retailers consider two significant seasonal shopping days as their generally beneficial—the Friday in the wake of Thanksgiving, Black Friday, and the Monday subsequent to Thanksgiving, Cyber Monday. Along these lines, this investigation utilizes information from a review of 225 U.S. buyers to inspect the perspectives and practices of customers for these two shopping events. The outcomes demonstrate that customers appreciate shopping on Black Friday, yet were bound to shop on Cyber Monday attributable to its more noteworthy comfort. ^[27]

The researchers conducted a research for the aggregate utilization customs related to Black Friday, the day in the wake of Thanksgiving, and one of the biggest shopping days in the USA by utilizing mental phenomenological meeting. Over a two-year time span, the creators, alongside preparing research collaborators, directed meetings with experienced female Black Friday

customers. In this way, gathering information from 38 meetings demonstrated that Black Friday shopping exercises comprise an aggregate utilization custom that is polished and shared by various ages of female relatives and dear companions. Four topics rose up out of the information: familial holding, vital arranging, the incredible race, and mission achieved. The topics combine around a military similitude. ^[28] Limits have been appeared to have oblivious mental impacts on purchasers. At the point when purchasers see that a rebate is reasonable they are bound to express higher buy fulfillment despite the fact that if another buyer gets a superior bargain, the advancement has a negative effect. ^[29] In an investigation, three quantitative tests were utilized to help that when objectives were satisfied instead of defeated there were essentially fewer shows of hostility. Retailers might have the option to lessen hostility by guaranteeing that buyers feel like their objectives have been cultivated. In the event that that is beyond the realm of imagination in specific circumstances, maybe they can offer some other sort of special little unconditional present to suppress animosity. ^[30] Past examination has been directed in different fields with respect to open reluctance that is pertinent to BF. Specialists delineated that holding up in line and open reluctance are associated. The outcomes proposed that purchasers showing higher scores in open hesitance may contribute more regard for the line, which influences the impression of hold uptime and resulting assessment of administration quality. ^[31]

4. RESEARCH METHODOLOGY

This research investigated the knowledge and enthusiasm of customers towards Black Friday (Shopping) Sale availability in their own country. A 5-points Likert scale ranging from “1. Strongly disagree” to “5. Strongly agree” survey questionnaire was used. The questionnaire consisted of three parts: the first part was the participant's demographic information, the second part was the measure of customer knowledge regarding shopping, different methods of shopping, online sites, offers and schemes available on online site, the third part was to measure their views regarding Black Friday.

In this research, we collect data from customers in India and Australia through questionnaires. The data is filled with 200 respondents, in which 100 were Indian customers and 100 were Australian customers to know their reactions. Data collection was done through google online form by getting the views through a questionnaire by WhatsApp. Data collection was possible only by using personal contacts.

5. RESULT & DISCUSSION

The collected data has been analyzed by using SPSS software and the highest weightage is assigned to strongly agree on a 5 point Likert scale which has been presented in the tables below.

1) Demographic profile of participants

Table 1 shows the demographic profile of participants.

Table 1 shows the demographic profile of participants, and the phone used by respondents and the nature of their shopping. This table shows that all respondents i.e., from India and Australia have given full responses.

Table 2 indicates that both countries have equal responses.

Table 3 shows that there are customers available of

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different ages i.e., from 10-53 and above having different frequencies in which maximum frequency found in 25-32 age group and minimum found in 53 and above.

Table 4 reveals that the gender of the participants and it is seen from the above analysis that 51 % of the population is male and 49% of the participants are female. Table 5 indicates that the marital status of the respondents. So, it is examined from the above table that 63% of participants are married and 37% are unmarried.

Table 6 represents that respondents involved in this are belongs to different stage of life in which teenager are 5.5%, adults are 94% and old are .5%.

Table 7 discloses that the phone used by most of the respondents is I-Phone i.e., use by 53% of participants, 45% participants use android phone and only 1.5 participants use parent's mobile.

Table 8 reveals that most of the people love to do shopping in mall i.e. 35%, 24% respondent wants to do shopping in stores, 20% use online method of shopping, 11.5 respondents use offline method of shopping and the least common method of shopping use by respondents is traditional i.e. 9.5%.

Table 9 display that 92% of participants aware of online shopping and online sites available on the internet where as only 8% of people have no knowledge about online shopping and online sites available on the internet.

Table 10 conveys that 61% of respondents have awareness about different offers and schemes given by companies in different countries on the other hand 38.5% respondents are not aware about these schemes.

It can be crystal clear from table 11 that among all the participants 73.5% have knowledge about Black Friday Sale and 26.5% do not have any information regarding this sale.

Table 11 communicates that due to the internet 64.5% respondents know that Black Friday Sale belongs to America whereas 35.5% respondents do not have any knowledge about this.

Table 13 shows that 62.5% respondents from both countries have full knowledge about Black Friday Sale in which they know in their own country, Black Friday Sale occurs for how many days and 37.5% respondents are not aware about this sale.

Table 14 indicates that 61.5% of people are in favor of Black Friday Sale and according to them if Black Friday Sale would popular in their own country then people will do shopping in bulk whereas 38.5% people are not in favor of this.

Information examined from table 15 shows that, 59.5% people are waiting for Black Friday Sale, whereas 40.5% people do not wait for this sale.

Table 16 display that 77% respondents agree that they get benefit from Black Friday Sale, whereas 23% people are disagree.

Table 17 shows that 62% respondents of India and Australia think Black Friday Sale is impactful in their country whereas 38% respondents have different view.

Table 18 shows the mean & standard deviation analysis of questionnaires. It can be noted from the above analysis that the mean for an Indian/ Australian person who trust on Black Friday and their products is 3.5650 and standard deviation is .8422 which implies that responses of both country lies between agree and neutral. Moreover, mean for people who save money for occasion of Black Friday is same i.e. 3.5650 and standard deviation is .88866. Also, the mean value is 3.5850 and standard deviation is .91486 for the worth of buying products in

Black Friday Sale. Mean is almost same i.e. 3.4300 and 3.4050 for people want to buy imported things as compare to domestic things and if Black Friday affects Indian and Australian businesses whose standard deviation value is .98486 and 1.00800 respectively. Mean for the reaction of retailers for Black Friday in India/ Australia is 1.7150 which reveals that responses of both countries lies between disagree and strongly disagree and standard deviation is .84102. Mean value is 3.5650 and standard deviation is .95411 for offers given by retailers on Black Friday depicts that the responses of both countries lies between agree and neutral. The mean deviation value is almost same i.e. 3.7250 and 3.650 for the popularity of Black Friday and benefits get by retailers as compare to customers.

Table 19 depicts that India and Australia have significant value in case of people who have faith in Black Friday, they save money for this sale and they think buying products on Black Friday sale is more worthy. Moreover, all other responses have significant value except one has insignificant value in which people prefer to buy imported things as compared to domestic things.

6. Findings

- Majority of respondents are using modern methods of shopping like stores, malls and online shopping. Moreover, the maximum respondents prefer to do shopping in malls.
- Most of the participants are aware of online shopping sites and different offers and schemes are provided by companies in different countries.
- It is vividly clear that more than 50% of participants have knowledge about Black Friday sale and to which country it is belonging.
- If people get more knowledge about this sale then definitely they would do shopping in bulk due to enormous benefits provided by this sale.
- Some customers are waiting for this sale especially Australian customers as compared to Indian customers. People get benefits from this sale and some of respondents of both countries think that it would be impactful.

7. Comments given by Indian customers

- ✓ Black Friday is not much popular in India even lots of people do not know what is Black Friday.
- ✓ Some people believe that people who do shopping online are interested in Black Friday offers. But those who shop from stores and malls, they are not aware about Black Friday offers. So, in India there are 85 percent of people who shop from stores. And they are also not interested in these offers too. I think there would be very less effect of these offers on Indian Marketing.
- ✓ It's really a good opportunity for Indian's to buy things from there.
- ✓ Black Friday is good as many people can't afford to buy expensive products.
- ✓ I think Black Friday will have huge impact on India
- ✓ Start Black Friday sale. I think it's beneficial for everyone.
- ✓ Online shopping is much better than going store to store.

8. Comments given by Australian customers

- ✓ I wait for Black Friday to buy costly electronic products.

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- ✓ On Black Friday day, I like to go to Sydney for shopping.
- ✓ Most of the Australian customers said that Black Friday sale is very popular among Australians.
- ✓ People go crazy for shopping on Black Friday.
- ✓ I love to do shopping on Black Friday.
- ✓ However, some respondents said that Black Friday is not as popular as Boxing Day sales in Australia.

9. CONCLUSION

Black Friday sale is originated from America. In America, on Black Friday people enjoy that sale and do shopping in bulk for which they save their money in advance. No doubt this concept is moving to other countries and people are enjoying this concept. In this research, we conducted a study to get comparison between two countries. With the advancement of technology now people are getting aware about those things which are new in their country especially teenagers and adults. In India people prefer to do shopping on occasions like festivals, birthday anniversaries and summer and winter sale but now as online sites are also offering so many fascinating sales to attract customers, people love to do shopping on that specific day in which Black Day sale is also included. Without denying any fact it becomes clear from this research that Australian customers are much aware of Black Friday sale than Indians and it is more popular in Australia as compared to India.

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TABLES

Table 1. Demographic profile of participants

	Country	Age	Gender	Marital Status.	Stage of Life
N	200	200	200	200	200

Table 2.

Country					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	India	100	50.0	50.0	50.0
	Australia	100	50.0	50.0	100.0
	Total	200	100.0	100.0	

Table 3.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	10-18	6	3.0	3.0	3.0
	18-25	47	23.5	23.5	26.5
	25-32	72	36.0	36.0	62.5
	32-39	50	25.0	25.0	87.5
	39-46	18	9.0	9.0	96.5
	46-53	6	3.0	3.0	99.5
	53 and more	1	.5	.5	100.0
	Total	200	100.0	100.0	

Table 4.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	102	51.0	51.0	51.0
	Female	98	49.0	49.0	100.0
	Total	200	100.0	100.0	

Table 5.

Marital Status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	126	63.0	63.0	63.0
	Unmarried	74	37.0	37.0	100.0
	Total	200	100.0	100.0	

Table 6.

Stage of Life					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Teenager	11	5.5	5.5	5.5
	Adult	188	94.0	94.0	99.5
	Old	1	.5	.5	100.0
	Total	200	100.0	100.0	

Table 7.

Which phone do you use?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I-Phone	106	53.0	53.0	53.0
	Android	91	45.5	45.5	98.5
	Use Parent's mobile	3	1.5	1.5	100.0
	Total	200	100.0	100.0	

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Table 8.

Which type of shopping do you like?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Online	40	20.0	20.0	20.0
	Offline	23	11.5	11.5	31.5
	Traditional	19	9.5	9.5	41.0
	Store	48	24.0	24.0	65.0
	Mall	70	35.0	35.0	100.0
	Total	200	100.0	100.0	

Table 9.

Do you aware of online shopping and online sites available on the internet?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	184	92.0	92.0	92.0
	No	16	8.0	8.0	100.0
	Total	200	100.0	100.0	

Table 10.

Do you aware of different offers and schemes given by companies in different countries?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	123	61.5	61.5	61.5
	No	77	38.5	38.5	100.0
	Total	200	100.0	100.0	

Table 11.

Do you know about Black Friday Sale?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	147	73.5	73.5	73.5
	No	53	26.5	26.5	100.0
	Total	200	100.0	100.0	

Table 12.

Do you know Black Friday Sale belongs to which country?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	129	64.5	64.5	64.5
	No	71	35.5	35.5	100.0
	Total	200	100.0	100.0	

Table 13.

Do you know Black Friday sale occurs for one day or two days?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	125	62.5	62.5	62.5
	No	75	37.5	37.5	100.0
	Total	200	100.0	100.0	

Table 14.

If people are aware of Black Friday Sale as much as it belongs to its original country, should people do shopping in bulk?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	123	61.5	61.5	61.5
	No	77	38.5	38.5	100.0
	Total	200	100.0	100.0	

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Table 15.

Are people waiting for the Black Friday?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	119	59.5	59.5	59.5
	No	81	40.5	40.5	100.0
	Total	200	100.0	100.0	

Table 16.

Do people get benefit from Black Friday?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	154	77.0	77.0	77.0
	No	46	23.0	23.0	100.0
	Total	200	100.0	100.0	

Table 17.

Does Black Friday have an impact in India / Australia or not?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	124	62.0	62.0	62.0
	No	76	38.0	38.0	100.0
	Total	200	100.0	100.0	

Table 18.

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Does an Indian/ Australian person trust on Black Friday and their products?	200	1.00	5.00	3.5650	.84221
Do people save money for the occasion of Black Friday?	200	1.00	5.00	3.5650	.88866
According to your opinion, is it worth buying products on Black Friday?	200	1.00	5.00	3.5850	.91486
Do people want to buy imported things as compared to domestic things?	200	1.00	5.00	3.4300	.98486
Does Black Friday affect Indian/ Australian business?	200	1.00	5.00	3.4050	1.00800
If Black Friday would get success in India/ Australia. what would be the reaction of Indian retailers?	200	1.00	3.00	1.7150	.84102
On that specific day, do Indian/ Australian retailers give more offers as compared to offers given on Black Friday?	200	1.00	5.00	3.5650	.95411
If Black Friday becomes popular in India, then would Indian retailers be interested in selling their products online on Black Friday?	200	1.00	5.00	3.7250	.91299
Do retailers get more benefits as compared to customers who purchase items at a low rate on that day?	200	1.00	5.00	3.6500	.88964
Valid N (listwise)	200				

A Comparative Analysis Regarding Testing the Awareness about Black Friday among Indian and Australian Customers.

Table 19. T-Test

	Country	Group Statistics				
		N	Mean	Std. Deviation	Sig (2 - tailed)	Result
Does people trust on Black Friday and their products?	India	100	3.3100	.72048		
	Australia	100	3.8200	.88054	.000	Significant
Do people save money for the occasion of Black Friday?	India	100	3.5100	.84680		
	Australia	100	3.6200	.92965	.383	Significant
According to your opinion, is it worth buying products on Black Friday?	India	100	3.4400	.90252		
	Australia	100	3.7300	.90849	.025	Significant
Do people want to buy imported things as compare to domestic things?	India	100	3.4100	.95447		
	Australia	100	3.4500	1.01876	.775	Insignificant
Does Black Friday affect Indian / Australian business?	India	100	3.2000	.93203	.	
	Australia	100	3.6100	1.04345	.004	Significant
If Black Friday would get success in India, what would be the reaction of Indian retailers?	India	100	1.9100	.84202	.	
	Australia	100	1.5200	.79747	.001	Significant
Does on that specific day, do Indian / Australian retailers give more offers as compared to offers given on Black Friday?	India	100	3.3300	.93263	.	
	Australia	100	3.8000	.92113	.000	Significant
If Black Friday goes popular in India, then should Indian / Australian retailers be interested in selling their products online on Black Friday?	India	100	3.5100	.93738	.	
	Australia	100	3.9400	.83871	.001	Significant
Do retailers get more benefits as compared to customers to purchase items at a low rate on that day?	India	100	3.5300	.83430	.	
	Australia	100	3.7700	.93046	.056	Significant