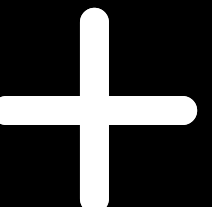
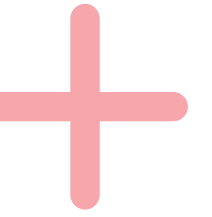




Black Friday

This week's topic



Vocabulary



Vocabulary

A

Bargain: An agreement between two or more parties as to what each party will do for the other, especially involving the exchange of money for goods or services, typically with a favorable deal for the buyer.

B

Retailer:
A person or business that sells goods to the public in relatively small quantities for use or consumption rather than for resale.

C

Doorbuster:
A very low-priced item offered at the start of a sale or a special promotion to attract customers into a store.



Vocabulary

A

Markup: The amount added to the cost of a product to determine its selling price.

B

Consumerism: A social and economic order that encourages the acquisition of goods and services in ever-increasing amounts.

C

Freebie: A product or item given for free, often as part of a promotion.



Vocabulary

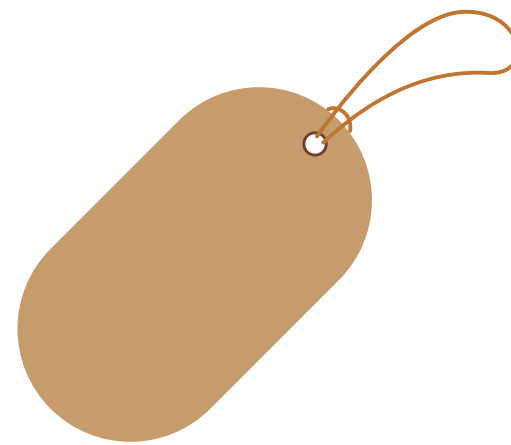
A

Storefront: The exterior of a store, including its windows, sign, and entrance.



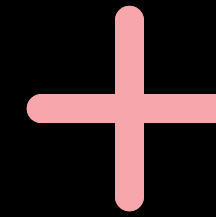
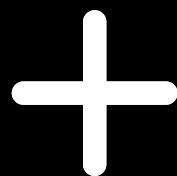
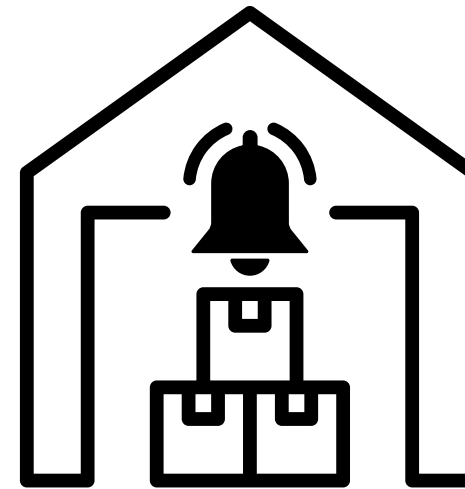
B

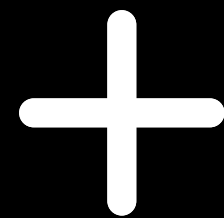
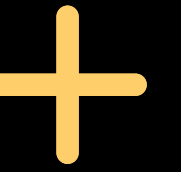
Price tag: A label on an item that shows its price.



C

Inventory: A complete list of items such as goods or materials in stock, typically in a store or warehouse.


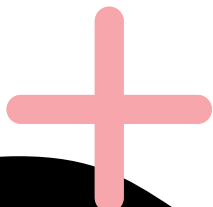
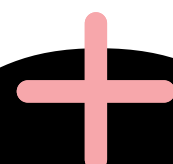




Discussion

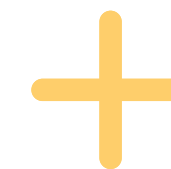
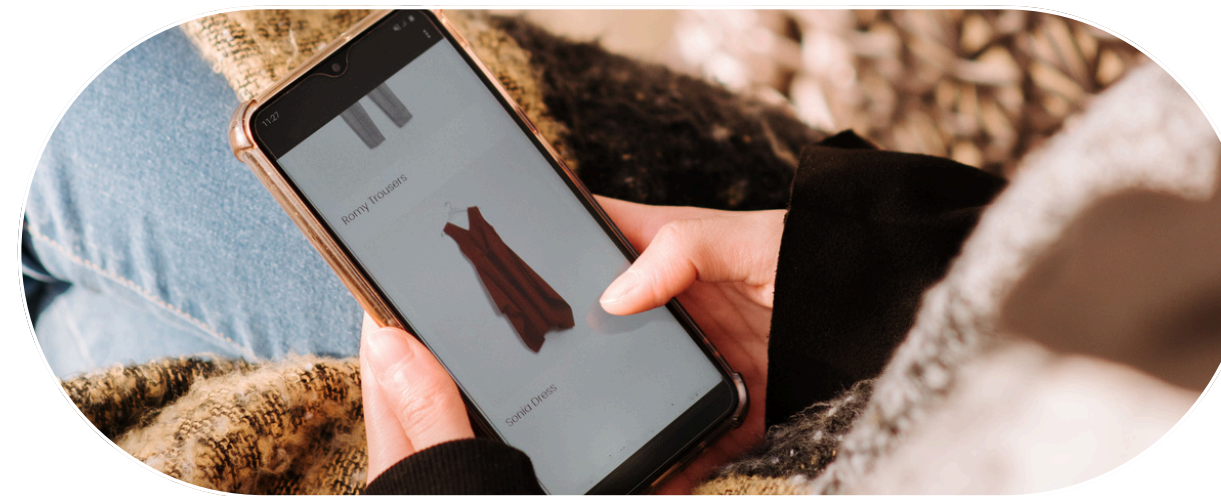


Discussions

- How does Black Friday impact the economy, both positively and negatively?
 - **Positive impact:** Increases consumer spending, boosts retail sales, creates temporary jobs, stimulates economic growth.
 - **Negative impact:** Encourages overconsumption, leading to waste; may cause financial strain for some consumers; overwork and stress for retail employees.
 - In what ways do retailers manipulate consumer behavior during Black Friday sales?
 - **Psychological techniques:** Use of urgency ("limited-time offers"), scarcity ("only a few left"), and discounts that seem larger than they are.
 - **Manipulating emotions:** Sales create excitement and FOMO (fear of missing out), leading to impulsive purchases.
 - Is the frenzy around Black Friday sales an effective strategy for retailers, or does it create long-term harm to their brand image?
 - **Effectiveness:** Can drive immediate sales, attract customers, clear out old inventory.
 - **Long-term harm:** May harm brand image if customers feel manipulated or mistreated, especially with overcrowded stores or poor customer service.
- 
- 



- Are there alternatives to Black Friday that promote more sustainable shopping habits?
- What are the environmental impacts of the consumer rush on Black Friday, especially with waste from packaging and returns?



- What psychological factors contribute to the impulsive buying behavior seen on Black Friday?
- How do discounts and offers on Black Friday influence long-term consumer loyalty to a brand or store?

- How do Black Friday deals compare to discounts offered throughout the year? Are they truly better, or just marketed to seem so?
 - **Marketing strategies:** Many discounts seem larger, but may only apply to a limited number of products.
 - **True savings:** Often, sales are not as exceptional as portrayed; discounts on high-demand items may be small, while low-demand products may offer larger savings.
- What are the ethical concerns regarding the treatment of employees working on Black Friday?
 - **Concerns:** Long hours, low wages, inadequate breaks, high stress, and working on holidays (Thanksgiving for U.S. retailers).
 - **Moral implications:** The pressure on employees to work during family holidays and the physical strain from handling large crowds.





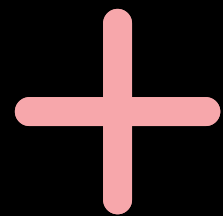
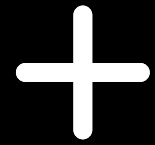
- What role does social media play in shaping the popularity of Black Friday?
- What steps can retailers take to make Black Friday events safer for both customers and employees?
- Are Black Friday deals worth it in the long run, or do consumers often buy things they don't need?
- How can technology, such as AI and data analytics, improve Black Friday shopping experiences for both consumers and retailers?

- What are the implications of Black Friday's commercialization on the traditional values of Thanksgiving?
 - Shift in focus: The focus on shopping can overshadow the original purpose of Thanksgiving (spending time with family and reflecting on gratitude).
 - Family time disruption: Employees working during holidays can affect family dynamics.





- How has the rise of online shopping changed the Black Friday experience?
 - **Convenience:** Consumers can shop from home, avoiding crowds and long lines.
 - **Global reach:** Online shopping allows international shoppers to participate.
 - **Challenges:** High demand crashes websites, logistical challenges for delivery.
- Should Black Friday sales be limited or banned for the sake of consumer safety?
 - **Safety issues:** Overcrowding, stampedes, accidents in physical stores.
 - **Alternatives:** Online shopping, limiting store hours, or implementing better crowd control measures.
- How does Black Friday affect smaller, local businesses in comparison to large chain stores?
 - **Challenges for small businesses:** May struggle to compete with large discounts offered by big retailers.
 - **Opportunities for small businesses:** Some local stores can offer unique products or personalized services that larger stores cannot match.



Thank you for participating!

See you next time!

