

We have quoted a lot of different research in this episode of Which? Investigates, so if you want to do any more reading here are the links to all the articles we came across while doing our investigation.



Amazon, it's easily the world's largest online retailer.
<https://www.oberlo.co.uk/blog/amazon-statistics>

For a bit of background, Amazon began its life as an online bookstore in 1994, in a garage in the Seattle suburbs. Since then, the company's grown to a position where it's predicted to turn an eye watering \$729.76 (730) billion dollar profit in 2022.
<https://www.insiderintelligence.com/insights/amazon-revenue/>

In 2021 UK shoppers spent almost 9.5 billion pounds on Black Friday, up 1.5 billion on the previous year.
<https://www.statista.com/statistics/944955/back-friday-expected-spending-united-kingdom-uk/>

According to various studies words like "sale", "deal" and "bargain" trigger the natural reward systems in our brain. We get a pleasant feeling when we hear those words, and are more likely to ignore the more sensible and boring part of our brain that's assessing whether we really need to buy the item.
<https://techround.co.uk/news/why-do-we-go-crazy-for-a-bargain-the-psychology-of-black-friday/>

Last year Price Waterhouse Cooper reported that 50 stores were closing their doors every single day, a figure which will no doubt have risen since the cost of living crisis and spiraling energy bills began to take hold.
<https://www.dailymail.co.uk/news/article-9959489/Nearly-FIFTY-shops-shutting-day-8-700-chain-stores-closed-year.html>

While I've got you here, I know Which? is working on a piece at the moment that's debunking some of the offers that people see around Black Friday, can you give me some examples of fake deals that you've come across?
<https://www.which.co.uk/reviews/black-friday/article/black-friday-deals-how-to-check-if-a-black-friday-deal-is-real-aKtJD2L0zJEt>



