



Review Of Literature On Customer Perception Towards Online Discounted Shopping And Buying Decision With Special Reference To Black Friday Strategy.

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ABSTRACT

Purpose: Study synthesizes the knowledge on Customer Perception towards online shopping and buying behavior specially on discounted shopping specifically black Friday sale the relationship provides the buying behavior on customer, this research aims to contribute predictions

Design: The area of study requires additional research in which there is a systematic review of the literature and textual analysis of keywords and abstracts. Additionally , convenience sampling is used in analyzing the articles, collection of data through secondary data source from reliable sources, analysis, evaluation, writing and publication of understanding.

Findings: This elucidative abstract map results from the reviews and shows the customer behavior towards online purchasing behavior. The review highlighted the significance of additional research in online buying behavior and discounted shopping particularly to Black Friday sale .Even though there may be numerous studies on variables influencing discounted shopping behavior, there is a requirements for more research into how e-shopping portals shows there requirements towards discounts, brand applicability and machine learning on handling data set and maintenance of quality towards brands and product viability.

Originality/Value: To the best of our knowledge, it also offers a review of the literature on the factors influencing customer perception towards buying behavior, discounted shopping and Black Friday sale, explains the factors influencing buying behavior. The study adds to the growing body of knowledge on discounted buying behavior and influencing factors.

Paper Type: Review Paper

Keywords: Discounted shopping, Customer Buying behavior, Customer perception towards online shopping, Black Friday sale, SWOC Analysis, Machine learning.

1. INTRODUCTION:

India is regarded as an emerging market for changes in the context of global economy. With its innovation, practices and development India's business environment are viewed as vast. For a past decades, online marketing buying behavior in India customers are rapid rise in buying behavior towards online discounted shopping. This encourages Indian e-commerce shopping portals to obtain interest among the customers and also need to focus among the Rural Areas. The additional initiatives were taken into consideration is about digitalization and making innovative practices towards online discounted shopping with Machine learning in order to maintain the data set. According to the study there are nearly 60% to 70% of the customer were influencing towards online buying behavior. Under which new methods were initiated.

Online discounted shopping have undergone major paradigm shift that are favorably on the basis of customer buying behavior. The seller buyer relationship heavily valued in the business to business market. There is a need of studying the customer emotions which have created through Black Friday Sale, studying of customer emotions is a major study in order to identify experience and expectations (Kim, 2016)[1]

Black Friday Signifies as big sales under which customers are showing effectiveness in buying behavior in effective at encouraging customers to shop. There is a requirement of strategies in coordinating the behavior with incorporating with technologies which originates during the shopping days. Emotions were analyzed through the customer buying behavior. (Logan, 2014)[2]

Discounted shopping and E-commerce shopping under which it allows the customers to directly buy goods or services through online shopping which provides improving economic condition because of liberal economic policy. Customers are considering that "Instrument of Convenience" as the overall shopping effort under which easy access towards customers reviews and ratings are the important factor in determining the factors influencing the online buying behavior. (Singhvi, 2018)[3].

Black Friday sale concepts are mainly determined through the calculation of Discounts, conceptions of ratios and proportions which are determined in calculating the ratios and series of percentages in learning domain of numbers and operations there is a requirement of calculus in finding out the series of discounts calculations are needed. (Karadeniz, 2020)[4].

There is a need of studying emotions of customers during the Black Friday Sale under which the customers are more thrilled, positive expectation towards the experience and emotions on products which are regulated towards the restrictions on promoted items and promotional restrictions. There is a need for studying about the emotions towards the discounted shopping under which it experience towards the better product promotions and its applicability. (Lennon, 2016)[5].

2. OBJECTIVES:

The main objectives of the review study are as follows:

- (a) To Know the Data in the identified area through a systematic review.
- (b) To predict the status in the identified area of study.
- (c) To find out the research Gap in the identified Area of study.
- (d) To choose a suitable research agenda extensively by using SWOC analysis.
- (e) To finalize the research problem and research topic for further research scholarly study.

3. METHODOLOGY:

Using a historical data the review of methodology were done through survey and analysis of the body of literature on customer perception towards online discounted shopping on black Friday sale are conducted through secondary information from reliable sources and publications. It supports the data in analyzing, assessing, reviewing and understanding about the concepts.

4. RELATED RESEARCH WORK :

The Google Scholar search engine, Research Gate, shodhaganga journals with the keywords customer perception, online shopping, Discounted shopping, Black Friday sale, customer responses were used and SWOC analysis were used to review the analysis. The study is chosen from the time frame from 2011-2024

Table 1: Related research work on customer perception towards online discounted shopping

sl.no	focus	Contribution	references
1.	Pricing strategies & discounts	In this paper author has defined the pricing strategies and influenced on discount shopping towards customer buying behavior and it encourages buying behavior among new customers.	(Maheswar, 2024)
2.	Sales promotion and online shopping customer behavior	It describes about the consumers basic psychological traits and responses towards external stimuli. the study focuses on two constructs this paper investigates the dimensions of online sales promotion and proposes a theoretical model on the relationship between online sales promotion and impulse buying online through the time and energy. the finding of this paper converts important messages which conveys the relationship between sales promotion and impulse buying through online shopping.	(Kaisheng, 2011)
3.	Customer buying behavior and customer satisfaction level towards online shopping.	Study reveals about the factors influencing online consumer buying behavior. the key intention of this paper is to evaluate the online shopping behavior. the study includes two main categorical variables i.e. shopping behavior and demographics consideration which provides a customer satisfaction level of online shopping.	(Kavitha, 2021)
4.	Customer perception and decision behavior towards online shopping influencing through social media.	Social media is a universally acceptable purchasing platform for consumers under which the results provides that there is a more development towards economy and the platform to share the user experience. customer perception may affect towards the behavior in online shopping because user behavior is highly influencing factor for making any decision specifically towards discounted shopping.	(Lufthanza, 2023)
5.	Brand patronage towards online shopping	It is a descriptive analysis of customer perception towards online shopping behavior which majorly focused about brand experience and purchase experience. the output of the study reveals that online brand experience has a positive influence on consumer. online purchasing experience reveals that customers are keen about there	(Imaniya, 2019)

		purchasing under which they concentrates about the brand of the product in which it positively influences about the purchasing criteria towards the behavior of customers.	
6.	Strategic market planning	Study reveals that customer behavior is based on the pattern of buying behavior. it has become an integral part for strategic market planning .customer perception depends on the offers, discounts and other factors which resulted towards understanding the buyers perspective which influences the consumer buying process towards discounted shopping .	(A. Abdul Brosekhan, 2016)
7.	Amazon, confidentiality of the product information.	The study provides information about understanding the consumer perception towards online shopping under which the customer focuses on different factors like price, delivery time, convenience and security of a product. it creates a hazzle free shopping experience in which it determines a level of customers satisfaction towards shopping behavior.	(Gawade, 2020)
8.	Customer satisfaction and comparative study between amazon and flip kart.	Study focus about the customer attention towards online shopping which is designed in order to assure the growth of Indian market .the study provides a significant impact on online shopping towards customer needs. it evaluates a huge comparison between variances of offers and discounts and it also provides a customer satisfaction. the comparative study was made between amazon and with flipkart users in which the comparison were made about the study. it reveals that there is a increased level of customer buying behavior and satisfied customers.	(S.J.B, 2023)
9	Consumer behavior and pattern of purchasing preference.	Consumers are increasing for shopping online through which the globalization of competition increases and the development of information technology in which customers explains about online consumer behavior which focus on set of values and variables on different approaches for the foundations. it reveals the customer preference towards online shopping and buying behavior.	(makwana, 2014) issn 2348-8891
10	Price conscious, purchasing behavior and perception towards buying behavior.	Study provides that analysis of unplanned purchasing behavior on discount days. the study provides an information that perception affects customer attitudes it has been found that there is unplanned purchasing behavior which tends to marking the items to the cart and the customers are price conscious which tends under affecting the customer purchasing behavior.it also found that conscious of customers affect positively.	(Gultekin, 2022)

Table 2: Related research work on customer perception towards online discounted shopping.

11.	Black Friday, quantitative study.	This study provides a data in which the customers attitudes towards black Friday and the consumption pattern and their perception to shop which reveals the comparison between online and offline retailing. this study has been conducted through qualitative research method with a deductive approach. it provides perspectives related to consumer perception towards sales promotion and an attitudes of consumers.	(Julia Arvindsson, 2016)
12	Predicting Black Friday sales.	It focuses on the data that retail stores Black Friday sales were examined and sales projections were made. the analysis provides that consumers were developed with the consistency that there is a perfect correlation between the discounted shopping and customer perception. it helps in evaluating the comparison of the same data under which the study used forecasting model which has created as a part of research which was extracted through the data. there is a perfect positive correlation consistency model were developed.	(Oncevarlik, 2024)
13.	DemographicFactors, relationship between sales predictions.	A Retailer store provides that black Friday sales were examined as a sales projections under which increasing sales by evaluating the relationship using demographic factors into considerations under which sales predictions were computed the data was on the retail store to the system which helps in evaluating the relationship.	(Yaz, Analysing and Predicting black friday sales of a retailer., 2024)
14.	Attention of customers and creates awareness among the customer satisfaction towards black Friday sale.	Study reveals that there is a online research which was conducted in order to show the awareness about the customer satisfaction and it provides an avenue for attention from the consumers. it is given that gaining popularity among the customers towards among the black Friday sales. its a blend of retailers rituals which were developed through different methods to draw customer attention.	(Ninad Loya, 2021)
15	Customer behavior and Shopper Responses.	It observes the behavior and responses towards black Friday customer. it provides the attitudes about the shoppers who demonstrated the way of responses towards the customers and it provides shopping experience .the analysis provides that there is a requirements of coupon procedure. it also provide relationship between shopping companies and the customer behavior on black Friday.	(Linda Simpson, 2011)
16	Consumer expectation, psychological factors towards buying behavior	It provides the information about a consumer misbehavior which reflects on the basis of situation in which it represents about consumer emotions towards black Friday. it says that discounts are one of the psychological factors that effects on the consumer	(Milavec, An analysis of consumer misbehaviour on Black Friday, 2012)

		shopping behavior. it suggests that awareness to the consumer through promotional strategies which influences consumer perception and expectation level of consumer towards business in certain situation which studies about the customer satisfaction.	
17	Comparison analysis between black Friday and cyber Monday, customer attitudes towards online shopping.	It provides a data about understanding consumer attitudes and intentions towards online shopping. it examines attitudes and behavior of shoppers and the study analyzed the consumer intentions for the shopping based on the findings that customers are satisfied towards the concept of cyber Monday than black Friday.	(Esther Swilley, 2013)
18	Analysis of customer perception towards black Friday vs green Friday shopping behavior.	The study provides an analysis to assess the marketing practices followed during the Friday sale. it is a sensitive analysis of the customers and interacted with the many companies who follows with the strategy the result indicates that customers are oriented towards green Friday practices compare to black Friday strategy.	(Michele Giroto, 2023)
Table 3: related research work on black Friday discounted sales & data modeling method			
19	Calculations of Black Friday discounts sales	Study provides guidelines for the students how to calculate the discounts with special reference towards black Friday strategy. the study reveals that customers are aware about discounted shopping but most of the customers were not known and they didn't analyzed how this discount percentage will be calculated. it gives a collection and presentation of data towards ratios, discount percentages and other methods.	(Mihriban Hacisali hoglu karadeniz, 2020)
20	Data modeling in order to improve the sales during black Friday sale	In this study the analysis provides that data about the value chain analysis used under the strategy in which there are 2 major frameworks for the analysis they are business intelligence and data science study. this analysis is made by using two models linear regression and random forest model which are regarded as a regression of a black Friday sales. it aims is to determine or provide the information for decision makers and online shopping website plan for promoting their customers and attract new customers.	(Mazhar Javed Awan, 2020)
21	Digital strategy analysis for black Friday sale	It explores the changes in behavior of customer from retailer to e-commerce shopping through various different digital marketing strategies .the study provides the insights in which using the best practices for digital marketing during the black Friday sales. the analysis shows that there are major findings under which consumers need is regarded to changes in buying behavior .there is a requirement of monitoring market performance by change in buyers attitude.	(Vladimir Karadzhor, 2023)
22	Behavior pattern of the customers on black Friday sale.	The study encompasses the behavior pattern of the customer like emotion,	(Sharron lenon, 2016)

		experience and expectations based on promotion and media. it do collects the responses of the customers in order to identify emotions and to test the blockage. it provides an information that how important in managing expectations and maintaining services on black Friday sale.	
23	Customer sentiments and behavioral responses towards black Friday sale strategy.	The findings shows that the information about social media sentiment during black Friday under which the study significantly contributes through the behavioral /promotional strategies through social media they oriented towards discounts, customers feedback and various conversation on social media which provides an actionable insight for refining the marketing strategies.	(Makalenin gelis, 2023)
24	Customer segment based on black Friday sales forecast.	The study highlights the bias in sales in which there is stock up on inventory and discounts. a prediction model provides that there is a requirement for specifying and accuracy.	(Patil, 2021)
25	Changes in customer engagement towards discounted buying behavior	Research findings are based on the customer involvement towards discounted shopping and the cause of black Friday strategy became an important avenue towards individual buying behavior. it guides a deeper fact on social impacts and consequences of black Friday consumerism	(Huang, A review on the cause of Black Friday Consumerism, 2024)
26	Predictive analysis	According to the findings the prediction model is a combination of different regression which leads to identify customer demands. the customer can identify where the products can purchase according to the interest ,features by comparing the product price with discounted one.	(Varma, 2023)
27	Inventory maintenance for black Friday sale	Using digital technologies and by developing various models results in the reductions of site crashes and maintenance of customer trust by companies during the discounted shopping .there is a requirements of efficient design pattern that utilizes the resources and data flow patterns.	(Kulkarni, 2020)
28	Customer perception towards online shopping	As per the analysis the trend of buying behavior majorly influences towards online shopping in which there is a requirement of analyzing the factor in which the many factors influences the consumers in purchasing online. it reveals the consumer satisfaction towards discounted buying behavior.	(Suka, 2019)
29	Predicting the purchases on black Friday	The analysis demonstrate that the testing of prediction and training in which it is done in order to estimate the product popularity and creates the interest among the customer in buying behavior. it provides the data set to understand the customer behavior and pattern of various product popularity.	(Sumit Kalra, 2020)
30	Analyzing pricing strategies in e-commerce: amazon sale	The study reveals that customer behavior and understanding pricing strategies includes discount pricing, customer perception and purchasing	(Gala D. m., 2024)

		behavior. the study provides that there should be balance in discounting in maintaining product quality and enhancing profitability and satisfaction.	
31	A study on customer perception towards online shopping in India.	E commerce retailers are ensuring that customers are interfacing towards online buying behavior and the study shows that the customer shows a consistent experience across digital devices. this study reveals a relationship between demographic factor and customer perception towards the online shopping.	(Kashish Jain, 2024)
32	Customer perception towards cosmetic products.	Study reveals a findings about the customer perception towards online buying behavior towards the cosmetics product under which the analysis model were forecast to develop there significance.	(Maheshan, 2023)
33	Analysis on perception of customers towards online shopping.	Online shopping helps out the customer to buy the products easily in order to focus much on price consciousness and define the pricing strategies effectiveness.	(Julka, 2019)
34	Sales promotion and customer buying behavior.	The impact of this study is to find out the overall impact on sales promotion and buying behavior and change is customer buying pattern sales promotion targeted at diverse customers.	(Shekhawat, 2020)
35	Shopping choices and motivation on black Friday sale.	Study reveals that there are group of factors that influences the buying behavior like buyers attitude, promotional strategies, social networks and shopping choices and customer attitudes towards buying perception.	(Guerra, 2024)
36	Black Friday sales prediction	The study reveals the fact that in order to increase the sale there must be much focus on discount pricing, creating a promotional strategy and make the platform easily available for the customers. it emphasis on sales strategy and customers enhancement towards buying behavior.	(Rathore, 2024)
37	Black Friday deals behavior response and users sentiment	Study reveals the data about improving promotional strategies as well as better understand on customer behavior on social media influencing factors towards purchasing. it do reveals the data collection by using psychological influences through twitter and other media network.	(Saura & Reyes-Menendez, 2019)
38.	Behavioral analysis on customer perception towards online shopping.	It provides an analysis that online buying behavior is more influenced by women rather than men the comparative study was made on the basis of purchasing behavior and its offer availability towards the buying behavior.	(komal Rani, 2020)
39.	Black Friday as a motivating shopping event.	The study provides the customer motivation towards behavior and situational analysis under which gen y provides a study in forecasting towards purchasing online behavior. the study provides consistent rate in buying behavior through the online purchasing mode.	(Tarihi, 2020)

40	Analysis of customer buying behavior.	An analysis provides that demographic factors influences the buying behavior under which customer perception towards buying behavior influences on the factor analysis. the study reveals the attitudes of buying behavior of customers.	(Kaur, 2019)
41	Customer relationship strategy.	The study provides the detail that customer relationship strategy and customer buying behavior plays an important role in online shopping. the result determines that there is a requirement of brain storming techniques should be used in order to analyses the relationship strategy. the process of purchase decision is considered important in selection of the appropriate media.	(amanda)
42	Digitalization and its impact on buying behavior.	Study shows that the customer buying behavior has tremendously raised up after the rise of digitalization, it acts as a influencing factor in customer buying behavior. the analysis provides the data about reliability of digital information has positive effect on customer buying behavior.	(Jayant, 2021)
43	Customer involvement on buying decision related to online shopping.	Customer buying decision significantly influences towards online shopping it includes emotional attributes and brand patronage .the analysis provides the data that based on customer buying decision there should be influencing on customer engagement.	(Hari, 2019)
44	Machine learning outcomes predictions towards black Friday sale.	An analysis provides that the prediction were ascertained in order to determine future sales prediction towards black Friday strategy and identifying trends, preferences the customers are looking for. the model emphasizes on accurate sales estimation and its collective data.	(Dr. S. Adinarayana, 2024)
45	Impact of black Friday days on buying behavior.	It provides a comparative analysis between the gender shopping behavior and the product buying preference of customers towards electronic gadgets and its relevance in buying behavior. study analyzed the level of customer satisfaction towards purchasing behavior.	(BAYDAŞ, 2021)
46	Risk in discount condition and its intention.	Study examines the risk associated in online purchase intention of discounted products. the research aim at quality maintenance and convenience of product handling capacity the customer intention towards buying behavior and the risk associated in buying discounted behavior.	(Bahareh Ahmadinejad, 2017)
47	Customer perception on discount benefits .	The study provides a data set of two factor analysis perceived savings and perceived self-expression provides a significant impact on buying behavior. the customer buying behavior has relevant impact on perceived quality and perceived convenience.it reveals the impact for long term sustainability.	(Arshad1, 2021)
48	Black Friday as a tool for sales promotion.	Analysis determines that relevance which provides online shopping avenues for various retail enterprises in	(Ivanova, 2020)

		which it increases the efficiency of promoting the product through internet. price aggregates provide customer opportunities and requirements for sales and expected discounts during the occasional sale .	
49	Impact of black Friday sale on stock market.	It determines that the study explores the behavioral analysis of investors in investing during the black Friday sale. the result shows the analysis between influencing behavioral bias such as ratio bias and ad bias, to determine the significant difference between average return on stock with the comparison that customers are witnessing high purchasing behavior through online shopping which is showing positive perception towards economic benefits.	(Ganesh R1*, 2022)
50	Insights of best practices to digital marketing during black Friday sale.	The study emphasis on importance of comprehensive and integrated digital marketing strategy during black Friday sale. the result finds out that there is a significant differences in consumer attitudes therefore there is a requirements for different strategies which will maximize the sale and minimize the advertisement cost.	(Karadzhov, 2023)
51	Corporate philanthropy, consumer perception and attitudes towards black Friday promotions.	The study analyzed that to test corporate philanthropy and its impact on environmental context towards black Friday consumer behavior. results brief out that the managers and the marketers should aware about the strategies adaptability during Friday sale. There is a Requirements of techniques and strategies which should be more focused in order to avoid the disparities in buying behavior.	(DOYEN, 2021)
52	Sustainable online shopping and customer satisfaction .	The analysis examines the shopping behavior and the level of customer satisfaction towards repeated purchasing behavior. it focuses on maintaining stability and long term customer relationship management .	(Choi, 2019)
53	Customer perception towards online shopping.	An analysis determines the futuristic role of customer buying behavior which influenced digital revolutionize under which customer feels that online shopping provides discount which results in saving of cost.	(shrivatsava, 2020)
54	Customer attitudes in online buying behavior.	Study determines that the factors influencing buying behavior are the features and designs of the websites which is an influencing element for the customers to attract towards the online buying behavior. study provides the results that customers are price comparative in nature and maintenance of source of information confidentially. online buying behavior creates the potential customers into active customers.	(Sinha, E-ISSN: 2582-2160)
55	Consumer purchasing behavior, advertisements strategy and purchase intention.	Analysis provides that online shopping develops customer satisfaction and relationship between customer and advertising. study finds out that there is a requirement of harmonious	(Wooton, 2022)

		relationship between customer loyalty and customer satisfaction through service quality. It determines the value of customer satisfaction.	
56	Exploring consumer reactions towards online shopping.	Findings provides an outline that there is a requirement of exploring more factors impacting consumers reaction towards e-commerce and assessing the importance of customer service have significant impact Albanian online customers. There is a requirement of policies and practices in determining efficient training.	(Toçila, 2023)
57	Customer behavior, digital marketing strategies.	This study focused on factors influencing customer buying behavior, requirements, prominence customer satisfaction and compatibility. Findings provide that consumer purchasing pattern and digital shopping influences the major factors.	(M D. R., 2022)
58	Artificial intelligence on consumer buying behavior.	The purpose of this study is to find out relation between AI and consumer buying behavior in which the analysis provides that monthly income of customers does not defines the purchase decision.	(Khan, 2022)

All the factors which majorly influences towards customer buying decision and discounted strategy were covered in this section. Discounted shopping has always had a wide range of application in the customer buying behavior, with huge segment of buying experience which provides a great extent towards online shopping and digitalization. Online shopping and the purchasing effectiveness of customer which relates majorly towards the new platform termed as a Strategy.

Discounted shopping are maintained by all the online portals in order to develop the purchasing power of customers and its impact towards the concept termed as Black Friday strategy. In general term the measuring of customer perception towards discounted shopping is a easier way but applicability and measurability of the customer requirements and long waitingness of Friday Discount sale covers a large set of data, there is a requirement of proper measurability of the discount, comparison between the products among various buying portals will be adopted by customers and satisfying the needs and requirements towards the online shopping .It do requires that there is a need in maintenance of customer behavior and psychological traits results in the purchasing behavior or majorly influences towards purchasing activities.

The Current Status: The current research study is more concerned with economic factors like price, discount, offers as Discounted behavior. The majority of research studies are conducted on Factors influencing buying decision specifically on Black Friday Sale pertaining to Discounted shopping behavior and perception of customers. There is a requirements of major avenue like pricing strategies and a Discounts on Brand collections are majorly needed by the sustomers. More research on the Black Friday Strategy which may able to connect it to the customer behavior, requirements and online buying behavior.

5. NEW RELATED ISSUES BASED ON CURRENT STATUS:

Many works of literature has identified the major factors that the customer purchasing power will increases during the discounted sale or Black Friday strategy and the customers were more interested in buying electronic gadgets during the sale. The behavior shows that they are positively influenced by product involvement ,there availability and specifically concerned about pricing .It determines the strength of customer buying influences .It helps in making the cashless less economy and improvising towards Digi shopping behavior (Srivasa, 2020).[59].

Important Asymmetric Reference on customer Misbehavior during pricing strategies on black Friday sale it demonstrated that due to service issue or lack of control among the employee resulted in loosing of customer trust towards shopping .This study gives that there is a need of study on Public Emotion, Customer

requirements, Promotional Strategy and creating the awareness among the customers in buying behavior. (Milavec, AN ANALYSIS OF CONSUMER MISBEHAVIOR ON BLACK FRIDAY, 2012)[60].

It highlights the importance of Customer buying Response, sales promotion tools and price discounts setting by demonstrating that the customer purchasing power has a great impact on satisfying the various strategies that indicates the positive impact on customer perception towards positive impact on shopping behavior and perceived value emphasizes on buying outcomes. The significance of the maintaining the quality of product and reaching towards the customer requirements plays a long term effect on maintenance of loyalty and customer requirements (Doe, 2024)[61].

To assess the Discounted online shopping there is a need of development of customer satisfaction towards shopping .They also assesses that there is a need a huge concern in maintain the customer satisfaction towards discounted avenues. There is a requirement of transparency in buying behavior, need for prime marketing and selling channels which should be accessed even in rural areas (Silpa, 2016)[62].

This study confronts the customer requirements about the safety in the shopping with special reference to shopping online it includes the price safety, influencing behavior and it relates towards comparative mechanism under which it provides an avenue for price mechanism. It does consider point of contact mechanism under which the development of the improvisation through online growth activities will be considered as a benefit sector. (Ingaldi, 2019)[63]

The study shows that determining effect for perceived risks like demographics, customer experience, frequency of online purchasing and distribution of e-purchase behavior. Customers are experienced with convenience risk in online purchasing behavior but the model proves that customers prediction towards e - purchase intention through online shopping mode. (Ahmadinejad, 2017)[64]

Many works of literature has identified that through machine algorithms and maintenance of analytics results in amplifying customer performance and maintaining the data set through privacy control and recommendations of discounts and purchase intentions of customers were determined. The scale of construct model were determined in order to have a multi-dimensional structure. Based on machine learning algorithms it provides the information through the findings that it can increase the sales and develops the customer drive purchase behavior. (venkatesh, 2021)[65]

5.1 Desired Solution & Current Status:

The exploration of the factors that affect the customer buying behavior and some of the factors that how they affects consumer behavior ,including recommendation, suggestions and some of the customers buying requirements are taken in order to find out relationship dynamics caused by price, discounts, sale strategies adopted by customers . Using machine algorithms and AI in portals results in creation of safety and security of customer data set and maintenance of various promotional strategies which creates the avenues for Digi Shopping safety. Many of the Software which are developed in order to maintain a consistence of customer buying requirements and maintenance of customer purchasing power which enhances the development of online buying behavior.

6. RESEARCH GAP

Securitization of customers data is a main requirements for online shopping .However there might be many algorithms and Machine learning's software's are needed to develop in securing the data. Due to commercialization and detainment of customers, E- Shopping websites are switching from Discounted shopping towards competition among the portals which is causing prize sensitivity and the customer perception towards the portal attitudes in maintaining the relationship between buyers and the suppliers through the online mode. Information related to Black Friday Discounted sopping this concept may not reach to rural areas due to lack of technical advancements.

7. RESEARCH AGENDA

RQ1.Based on literature already in existence, what are the main variables influencing customer perception towards discounted shopping?

RQ2: What are the views of Customers towards discounted shopping on Black Friday Sale Strategy?

RQ3: What are the Insights of Best practices need to be practice on Digital marketing during Black Friday Sale?

RQ4:What kind of strategies can e-shopping portals can adopt in maintaining the long term customer relationship and creating awareness about Black Friday Strategy ?

8. ANALYSIS OF RESEARCH AGENDA:

RQ1:

- Customer Perception towards Discounted shopping can be summed up as the difference between the level of expectancy with related to specified products .Study emphasis on what is the customer expectation towards the discounted shopping behavior,dependability,responsiveness and waitness towards the related products.
- Shopping Behavior: Behavior of customer purchasing power has majorly influencing towards shopping behavior and it prominent the requirements of customers and the level of satisfaction towards the shopping behavior.
- Perception towards Price: As a Customer and a researcher noticed that the better relationship between a shopping portals have a significant impact on Black Friday Strategy, the performance of customer are measured high with the buying behavior compared to normal shopping time period.
- AI and Machine learning:-Khan Claims that measuring the buying behavior of the customer are measured through Machine learning and the value of digital technology influencing the buying behavior in terms of measuring through the level of incomes may not perceived .i.e. Customer buying behavior is not influenced through the level of income . Customers are oriented towards the discounted buying opportunities not on the basis of monitoring price agreements.
- Impact of Black Friday sale towards stock market: In today's stock market the investors determines that investors are investing based on behavioral analysis of customers it represents that there is an economic growth from this Black Friday Strategy.

RQ2:

- Study finds out the data that 68% of the customers are showing interest and satisfaction towards Discounted shopping on Black Friday whereas others have determined that there is a requirement of harmonious relationship between customer loyalty and customer satisfaction towards service quality.
- The digital marketing strategies has a major influences on measuring towards the performance of customer satisfaction ,the customer purchasing pattern and digital shopping behavior are the major factors that influences customer purchasing pattern.
- The main variables which influences the Black Friday Strategy is relationship management which provides that there is a requirements for finding out relationship and the factors that influences majorly towards consumer purchasing pattern and digital shopping behavior.
- Customer perception is the main requirement in analyzing any of the futuristic role of buying behavior of the customer it influences digital revolutilize under which customer perception towards online shopping provides on discounts and savings of cost analysis.
- Black Friday Tool for sales promotion determines the relevance under which it helps in promoting the product through the internet in which it raises the digi shopping and also price aggregates provides customer requirements for sale and discounts .It results in increasing the sale during the shopping behavior. (Ivanova, 2020)(61)
- The behavioral analysis acts as a set of important variable under which the customer satisfaction and the purchasing behavior has major influences towards advertising. Study represents that there

is a requirement of service quality in which it determines towards the development of quality of customer satisfaction. (Wooton, 2022)(62)

- Users sentiment relays much on behavior response towards customers. The analysis provides that the data improving on promotional strategies and a customer behavior on social media influences about psychological behavior towards customer requirements this provides a data in representing the variables like the buying behavior of the customers towards the strategic tool.
- Risk in discount condition examines the intention of discounted products in which the researcher finds out the main aim at quality maintenance and the product handling convenience it provides the customer intention towards the risk associated in buying discounted behavior.
- In the current environment of digitalization there is a requirement of strategic market planning in which customer behavior is based on the pattern of a buying behavior. The important variables of customer perception towards shopping relays on offers, discounts and the price comparison between the same products in different e-shopping portals.
- Confidentiality of price and product information helps in understanding the consumer perception towards online shopping under which the customer focuses on price, delivery time are some of the important parameters in determining towards the growth avenue of the strategy.
- Assessing the price models and discounted shopping models develops an important avenue for investment which determines the level of efficiency in measuring towards the performance of the measuring the customer satisfaction and there requirements.

RQ3:

- **Need of strategic planning:** - There is a requirement for planning on e- shopping portals in order to determine the shopping website the level of significance, pricing tools, methods for determining or measuring the discounted shopping behavior analysis.
- **Learning Machine learning:-** It provides a requirements that there is a need for learning with AI and some of the machine learning codes which helps in analyzing and making the prediction of selling criteria's easier.
- **AI:-** There is a need of inhibiting the AI towards online shopping which helps in development and customer analysis can be done easier.
- **Awareness for Rural Customers:-** Many of the customers are not aware about Black Friday strategy. There is a essential elements in determining the information and spreading the marketing awareness even to the rural areas. This helps in development avenues of the marketing growth and requirements.
- **Management of Financial skills:-** The study requires that there is a major comparison shows between the shopping portals with regards to pricing there is a need in development of pricing skills in which the comparison among the portals for the products will be avoided.
- **Social Networks:-** Better access to resources and increased in buying opportunities provides an possible requirements in the development of marketing and societal networks.

RQ4:

- Consider the Customer relationship management
- Customer Feedback and suggestion is an important avenue.
- Conduct online surveys in order to measure the customer satisfaction.
- Focus on Rural Customers and stay connected with them.
- Recognize the regular customer and the customer who always wished to buy during discounted shopping.
- Implement Machine learning in monitoring the Black Friday strategy.

9.FINAL RESEARCH PROPOSAL

Attitudes of Customers towards discounted online shopping and Black Friday Strategy. Seller may engage in finding out the relationship of customers towards black Friday strategy which enables in order to improve the effectiveness towards the purchasing power and buying behavior of the customer can be measured.

Concentration towards Rural customer .It gauges that there is a requirements of outlook or the perspective that the buying behavior of the rural customers intention towards buying behavior is required. It includes the awareness and creating the education about e-shopping buying behavior which in turns shift to physical shopping to online shopping.

Along with being positive or negative attitudes of customer buying behavior the customers are adaptable towards changes named as learn to grow .Successful buying behavior and the customers are aware that changes in buying pattern and the requirements of the customers are required to maintain the positive outlook towards adaptability of changes in shopping behavior.

10. SWOC ANALYSIS

10.1 Strengths:

The following are strengths of focus : (Vaghela, 2014).[66]).

1.Growing E- Commerce market

The purchasing behavior is booming towards online Purchas ability and it is growing .As a result it shows that there is a inflation in purchasing behavior.

2. Development in Infrastructure and Delivery system

Online business is growing in its production and distribution of the product towards the customers. It results in the deliverability of the product can be done easily which give raise to development of infrastructure.

3.Option for shopping

Online buying behavior helps in increasing the buying behavior and the shopping viability of the under which online shopping provides many avenues towards shopping option towards online buying behavior.

10.2 Weaknesses:

The points of Weaknesses are given here (Mishra, 2024)(67)

1.Focuses on Influences on Behavior of Sales

In order to take any operation to be successful, there is a requirements of focusing on the major phenomenon not only with the behavior of sales towards customers there is also need a efficient technology to take out the customers, Artificial Intelligence training and other which may lead towards increasing in the customer purchasing behavior.

2. Generalizability to specific areas

Collection or gathering of the information should not be just in the basis of some general areas of customer buying behavior there is a requirements of finding out the viability for all the areas towards which the customers needed in terms of buying behavior.

3.High Technical advancement

There is a requirement for the growth of technical advancement under which artificial intelligence is playing a dominant role in E-Commerce there is a need of a growth and development towards the accessibility of customer need and collective responsiveness is needed towards customer need.

4.Short term Focus:

Customers are providing a precise information ,it might on the basis of perception towards personal experience .It involves the preferences on the short term activities.

10.3 Opportunities:

The points of opportunities are given as follows. (Siva, 2023)(68)

- 1. Algorithms for machine learning:-** Machine learning prediction which provides an avenue for learning algorithm which helps in studying about the amount of customer prediction which likely provides an avenue for the study of “Black Friday Sale”.
- 2. Exploratory Data analysis:-** The customer prediction and the learning outcomes towards the customer perception of finding out the interesting trends can be performed through the data set.
- 3. Identification of Product Purchas ability easily:-** Through machine learning and involving various data set it provides an avenues for identifying the various products which are purchased by the customer more frequently. The data drives that there is a requirements in assorting the data set and finding out the most frequent purchased product easily.
- 4. Generating High Returns:-** The main goal of any selling behavior is to identify the profitability position of retailer point of view. It helps in identifying the products which are highly and frequently purchased by the customers.

10.4 Challenges:

The Challenges consists of: (Milave, 2012)(69)

- 1. Social Desirability:** - Increasing in Desirability towards online purchasing behavior which creates customer interest towards online buying behavior under which it may result in finding out retailers outlet purchasing behavior is a challenging factor. The difficulty is for small business operator and for the small retailer in order to fulfill the social desirability.
- 2. Misbehavior:** - Black Friday sale has a impact on involved in purchasing behavior pattern under which the requirements, taste, preference may vary which may results in the misbehavior of the customer who purchase towards online discounted shopping.
- 3. Emotional Items:-** The majority of the products which are under discounted shopping are having major influences on emotional stability due long waiting online queues in order to purchase the product and then obtaining the required demand stability in maintaining ,under which the problem of meeting the need of customers which has a significant barrier towards online shopping behavior.
- 4.Problem with online customer satisfaction:-** Placing of an Product towards an discounted shopping is an important criteria which need to be fulfilled along with the important scenario is that satisfying the customer purchase behavior is a challenging factor which is associated towards buying behavior and with a special day called as “Black Friday Sale” under which the customers are oriented towards much eagerness in purchasing behavior.

11. SCOPE OF IDENTIFIED RESEARCH AGENDA:

Currently, the E-commerce buying portals is seen as having the following scope. There is a room for future development in the online sectors if the aforesaid things are observed.

1. It is necessary to know about customer perception towards online buying behavior.
2. The level of study on emotional intelligence is associated as a greatest factor.
3. Obtaining the data on Studying the Price factor analysis.
4. To learn about the Machine learning and algorithms towards Data Set.
5. Innovative offers and measuring the performance.
6. A scarcity of product opportunities to the customer in order to make a purchasing power.
7. An absence of machine learning data set.
8. Lack of Discounted information towards Rural areas.
9. Disruption of supply chain and logistics.
10. A scarcity of marketing opportunities.

12. SUGGESTIONS FOR CARRYING OUT RESEARCH ON IDENTIFIED TOPIC:

We think maintaining a consistent provision in providing the information to the customer towards discounted shopping is essential in addition to the recommendations made in the following points.

- Focus on consumer products rather than electronic appliances by eliminating discounts are only on the specific products.
- Updating of Technology in maintaining the Data set.
- Offering and creating the awareness even for the rural areas customer in order to take a benefit of “Black Friday Sale”.
- Finally, it recommended that there is a requirements towards some data set in order to maintain the customer information, there requirements and policies in governing towards the effective sale strategy.

13. LIMITATIONS:

1. The study only includes the behavior of online buying behavior of customer whereas the offline buying behavior was not included in this study because a comparison would yield inaccurate results.
2. The respondents are Students, Working women's, House wives and some of them were male respondents. As a result, they found in the questionnaire are least interesting task.
3. The study is restricted only with customer perception towards online buying behavior towards Black Friday Sale. However, since the responses were filled in with utmost care, the study is unquestionably generalizable.

14. CONCLUSION:

India's online buying portal are playing a significant role in promoting growth as it works for more than 80% of buying behavior of customer are through online. Digitalization, data analytics, machine learning and the “Internet of things”(IOT) are the main contemporary requirements which plays an active role towards technological implications and maintaining the potentials to create a smart online buying behavior for the customers in the near future.

Since there are many relationships are there in facilitating a easy business growth, they must be a room for providing the opportunities in maintaining the brand loyalty, creating the awareness among all the customers. Furthermore, it can be difficult to manage all the brands under discounted shopping in order to maintain the relationship to continue. There is a need of maintaining technically sound marketing.

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