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Many South Africans look forward to the last Friday of November as it brings an early Christmas of some sort. Black Friday is an event that many save up for and look forward to as many shops have special discounts on various products on this last Friday of November.

The year 2020 brought about many behavioural- and shopping changes due to covid-19. The question many people are asking is; are we participating in the shopping craze this year and how? Many predict that the turn out will remain the same as people are constantly looking for a bargain and have already put money aside for this activity. Many have noted that due to job losses caused by the virus the participation will be low, others are of the meaning that participating in Black Friday is the retail therapy they need

By law shops are supposed to stick to social distancing guidelines and people fear that this will make the ques seem even longer, especially because shops can only accommodate 50% capacity. However, this will not keep them from shopping.

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