# 49% of Black Friday shoppers have skipped seller checks under time pressure

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*Finding a hard-to-get gift can change how shoppers respond to warning signs. New ClarityCheck research suggests that the pressure to meet someone else's expectations can make questionable purchases easier to justify.*

On Black Friday, a hard-to-find gift can appear in stock on a website a shopper has never used. The product matches what the recipient wants, but information about the business collecting payment may be difficult to establish. With availability uncertain and offers expiring, abandoning the purchase can feel increasingly costly, even when doubts about the seller remain.

Research from **ClarityCheck** identifies how that pressure influences purchasing decisions. The company surveyed **11,420 adults** across the **United States, United Kingdom, European Union and Latin America** who planned to shop during Black Friday or Cyber Monday and expected to buy at least one gift for someone else.

**43%** said they would consider buying a gift from a seller they would not feel comfortable using for themselves. Among shoppers who had already struggled to find a specific gift someone wanted, **61%** said fear of disappointing the recipient had made them less willing to walk away from a seller they doubted.

The findings suggest that shoppers can recognize uncertainty and still decide to proceed. Finding the right product changes what they stand to lose by abandoning the transaction, particularly after a lengthy search. The seller's credibility becomes one consideration weighed against the prospect of disappointing the recipient.

The pressure can also affect routine precautions. **49%** said time pressure or fear that an item would sell out had caused them to skip at least one check they would normally make before purchasing from an unfamiliar seller.

Even shoppers who investigate a purchase may concentrate on the wrong information. **64%** said they would check product reviews, while only **31%** said they would independently verify the seller using contact details, business information or sources outside the website itself.

That imbalance reveals a less obvious vulnerability. Reviews may help establish whether a product meets expectations while providing little assurance about the business accepting payment. A shopper can spend considerable effort researching an item and still reach checkout without knowing whether the seller is reliable. The research involved in choosing the gift may create confidence that extends beyond what has actually been verified.

For some respondents, concerns were already apparent before payment. **37%** said they had previously completed a gift purchase despite noticing at least one warning sign, including an unfamiliar domain, an unusually low price, limited contact information or difficulty identifying the business behind the website. Among those buyers, **57%** said they investigated the seller more thoroughly only after paying, typically when confirmation or delivery information began to seem unusual.

This delay changes the value of verification. Information that might have prevented a questionable transaction is sought after the purchase has been completed, when recovering payment or resolving a delivery problem may require additional steps. The findings indicate how shoppers can postpone a check even after recognizing reasons for concern.

The relationship with the recipient appears to increase that willingness to proceed. **66%** of parents shopping for their children said they would consider using an unfamiliar seller to secure a hard-to-find gift their child specifically wanted, compared with **45%** of shoppers buying primarily for another adult.

The research exposes a limitation of fraud warnings that depend on shoppers responding consistently to suspicious signals. Recognizing a warning sign does not guarantee that someone will act on it, particularly when abandoning the purchase carries an emotional cost. For gift buyers, the decision can become a calculation in which the uncertainty surrounding the seller competes with the expectations of the person waiting for the present.

**About ClarityCheck**

ClarityCheck is an all-in-one background verification tool for phone numbers, emails, and images. Designed for everyday digital safety, ClarityCheck helps users instantly identify unknown contacts, trace suspicious profiles, and check for potential fraud across phone, email, and photo input. By combining reverse lookup and OSINT technologies, it offers a streamlined way to verify identities and protect yourself online.

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