

The Conflict on the Black Friday

Cheng Guo - 11/14/2017



Picture source: www.sohu.com/a/206714491_168089

Do you ever experience that after you dressed in disheveled clothes, got into your discomfort car, drove to the nearest shopping mall on a bumpy way, and found out that some netizens from other countries have already purchased everything you would like to buy?

People in Los Angeles experienced misfortune on the Black Friday of 2017. When they woke up in the morning, netizens from other countries, mostly China, left them with empty stores. Some Americans have blamed those netizens for robbing American sellers and taking away a festival that was supposed to belong to the Americans. Knowing that Nov. 11th in China is the day for Chinese netizens to do massive shopping online, Americans' abomination has been taken to a higher stage.

The enthusiasm for massive online shopping can be found in every netizen around the world. Who will not enjoy the chance of staying at home, pressing some buttons on an electronic device, and simply waiting for the delivery guy to deliver you what you have brought from the other side of the world? The instant speed of online shopping benefits the customers who wish to

purchase gifts for their family and friends, meanwhile it benefits the seller who sells their products directly to the customers, which means they would save much money by not paying taxes. On the other hand, sellers start to sell less in the actual store and the people who go to stores on Black Friday will be very unhappy.

Compare to the great demand for the fancy items sold online, the supply would always run into a shortage. The first solution that comes to mind is producing more items for people to buy. However, more production means more cost, more workers, and more resources. More resources used means more damage to the environment. The total amount of resources on Earth does not change through time, so this solution cannot work.

The second solution is to set a limit for online netizens so that they will not "buy out" everything. It is hard to set up a limit. If you set it low, for example, every buyer could at most buy two products, the sellers could not make any money while the transportation cost is almost equal to the profit. If you set the limit higher up, the shortage problem still occurs because online buyers will just buy the most they could. Some online buyers buy the product as a gift to their family or friends, so they do not care much about quality, but only about discounts.

A reasonable solution is to increase the importation tax. The sellers would then increase the price and the online oversea customers would buy less. However, this solution involves politics and the world economy, so it is hard to come true.

Despite so many solutions coming up, the core problem lies in people's desire. Each side is calling the other selfish. LA protestants believe that the discounts belong to the Americans, but Asian netizens and the sellers believe the discount belongs to everyone around the world. Some protestants believe that Asian netizens should enjoy their Singles' Day, but Asian netizens believe that Nov. 11th is different from Black Friday and they deserve to enjoy both. People desire more and more, but when someone benefits, some others would not. Although I took neither side in this conflict, I still want to say that we should not be selfish, instead, people around the world should minis conflicts and understand each other.