

Black Friday: To Shop or Not To Shop?

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Black Friday is the biggest shopping day of the year, we all know that. But I bet you didn't know that it's also National Buy Nothing Day.

When it comes to the day after Thanksgiving it seems there are very different types of people. There are those that celebrate Black Friday. They are die-hard and love everything about getting the best deals possible that day. They practically make a sport out of it. Of this group of people some start standing in line at midnight, still full from Turkey dinner, while some go later in the day on Friday. Then there are those, like me, who celebrate National Buy Nothing Day who would rather get a root canal than fight the crowds and waste their day in line to save \$3 on the seasons hit toy. Is one group right or wrong? Well that's a matter of opinion of course. Below are some of the pros and cons of shopping on Black Friday.

Pros

- The biggest bonus for shopping on Black Friday is, obviously, the general discounts. Many retailers will provide at least a small sale on their biggest items, and most offer big sales on even their smallest items. However, this doesn't always mean you'll find deals on everything.
- Electronics are usually the biggest sellers on Black Friday, and are offered at the biggest discounts. So if you need electronics, shopping on Black Friday can be a very smart move.
- Some people make a tradition out of it. It can be a day of quality time with close family or a group of friends. It can become an outing that you look forward to every year.
- Buying anything on sale, no matter what it is, leaves us with a sense of satisfaction. So the rush and excitement of getting a great deal makes the hassle and chaos worth it.
- If all goes as planned you have the opportunity to get all your holiday shopping done in one day

Cons

- The most obvious drawback is dealing with the crowds. There are people everywhere and most are running on little sleep. People become impatient and mean in their search for the best discount. You would think the holiday spirit would keep everyone in a good mood but that isn't always the case. So if you are shopping watch out for others and try not to get trampled. Keep the holiday spirit alive and remember no deal is worth a fist fight.
- Most of the best deals are limited. If you don't start standing in line at the crack of dawn or even the night before you will most likely find that the best deals that you came looking for are sold out.
- You aren't guaranteed to get the best deal of the season. Many stores offer sales throughout the holiday months and may offer better discounts than any Black Friday sale.
- Impulse buying is much more likely to happen. Retailers actually depend on it. They know that the best deals are going to sell out in a flash but you won't know that until you are already in the store.

You will most likely look around and end up buying things that you had not planned (or budgeted) for.