

10 Tricks Retailers Will Try To Use On Black Friday

Black Friday is the biggest shopping day in the world. People leave their home in the middle of the night just to get in line and wait in the cold for hours just to get the items that they want at a good price. Retailers know that shoppers will be filling their stores, therefore, they take advantage of that. These retailers know several tricks that will you to buy more and spend more on Black Friday.

Many retailers want you to think that you are getting huge savings on their sale items when you may not be. A few weeks before Black Friday, retailers will raise the prices of the items that they plan to sell on Black Friday. This way, when you see the price of the item and then the sale price, you will believe that you are getting 50 percent off the regular when you are actually only getting 25 percent off.

They Put Inferior Products On Sale

If you have been wanting a certain item all year but you decided to wait so that you could take advantage of the Black Friday sale, you may not be getting the item that you actually want. Most retailers will put cheaper versions of items on sale to make you believe that you are getting a deal. You will usually never find top of the line products as part of a Black Friday sale. For example, stores will put tablets on sales that have less memory than others. They will put cameras on sale that don't have as much resolution as their more expensive counterparts. If you want to be sure that you are not getting a poor quality product, you should check the product's specifications before you buy.

Read The Fine Print In The Ads

When you get your Black Friday circulars, it is important that you read the fine print. Some retailers will put huge sales in their fliers, only to find that the fine print states that to get the discount, you would need to take advantage of the mail in rebate. This means that you would pay full price at the register and

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wait for the rebate. Some stores will advertise that everything in the store is 25 percent off. It isn't until you look at the bottom of the page in the fine print that you see all of the exclusions. After reading the fine print, you will see that only half of the store is on sale. If you don't read the fine print first, you could end up standing in line in the blistering cold for nothing.

They Stock Limited Supplies

When you look at the Black Friday circulars, you should keep in mind that many stores carry a very limited amount of their sale items. Over the years, shoppers have figured this out. This is the reason that they get in line hours before the store even opens so that they can get their hands on certain items before they are all gone.

The Bait And Switch

Stores take advantage of the limited number of sale items that they offer so that they can get you to pay more. They will put more expensive versions of the sale item right near the sale item display. This way, when you get to the store and see the sale item is gone but you still have your heart set on the item, you will buy the more expensive version since the one you had your heart set on is sold out.

The Sale Items Are Conveniently Located In The Back Of The Store

Many stores will put their Black Friday sale items and displays toward the back of the store. They do this so that they can get you to see everything in the store on your way back to the items that you actually want. When they do this, there is a chance that you could fill your carriage with items that you didn't think that you need until you see them.

Some Of The Sale Items Are Older Versions

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Often time, the items on sale on Black Friday are the older versions of things that have just been released. They do this because they want to liquidate all of their old stock before they being in anything new. Since most stores have their busiest day on Black Friday, it is the perfect opportunity to sell off all of their old inventory before the year ends. Also, don't be surprised if you find discontinued items on the shelves as well.

Black Friday Has Been Falling On Thursday

More and more stores each year are having their Black Friday sales that start on Thursday. This means that you are going to miss out on Thanksgiving with your family just to get the sales items that you wanted. Stores do this so that you will start spending your money at their sales, rather than another store's sales. Shoppers should not fall for this day early scam. Enjoy the time with your family. There are plenty of other stores who will be offering similar items on the true Black Friday.

Beware Of Internet Deals On Black Friday

If you are planning to take advantage of the Black Friday sales from the comfort of your own home by buying online, you should check the store's sale policy first. Some stores are only offering sale times between certain hours. Often times, these items are gone withing minutes. If you want to get the items that you are really going to need, make sure you know when the sales start and be logged in right away. If you miss the sale, the store will often replace the sale item with a more expensive version on the site. If you are going to shop online on Black Friday, be prepared.

If you are lucky, you can get some amazing deals on Black Friday. You just need to know how to shop, what to look for, and what to avoid.