

# Black Friday not always the cheapest shopping day

By Tiffany Hsu, Los Angeles Times

As the hardiest of shoppers prepare for the annual Black Friday consumption frenzy, many are convinced it's their one shot at a great deal.

But "that's not even close to the truth," said Matthew Ong, senior retail analyst at online personal finance company NerdWallet Inc.

Bargain hunters can – and, in some cases, should – avoid the Black Friday weekend crush, several experts said.

Many characterize the shopping bonanza as an expertly marketed ploy to capitalize on shoppers' fear of missing out. By dangling a small batch of irresistible savings, stores land hordes of hopeful shoppers all scheming to score the retail version of Willy Wonka's golden ticket.

Yet only a tiny percentage of customers end up with the most desirable deals. The rest, unwilling to leave empty-handed, walk away with lesser bargains arranged appealingly nearby.

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