

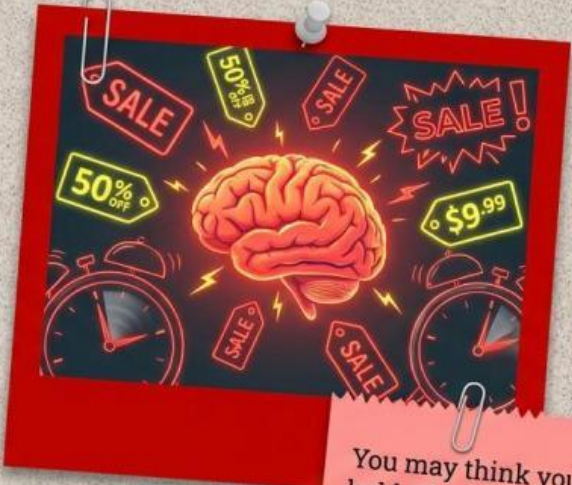


## Unlocking the Shopper's Mind

The hidden  strategies that influence your decisions.

 **LIVEWORKSHEETS**

All NotebookLM



Do you think you are a  shopper?

**Learning about them will make you .**

You may think you hold all the control, but there are various marketing  which influence your decisions.

# Case File #1: Junho's Panic

**The Symptom:**  
Junho wants to  
buy sneakers  
immediately.

**SALE ENDS IN  
2 HOURS**

**His Fear:** "If I don't buy the  
sneakers now, I will have to  
buy them at a  .

## Dr. M's Diagnosis:

Stop, Junho! You're  
buying them just  
because you don't  
want to   
the sale!

# \_\_\_\_\_ Marketing

## The Trap:



If people can buy a product only for a \_\_\_\_\_, they often feel "\_\_\_\_\_" for it and want to buy it.

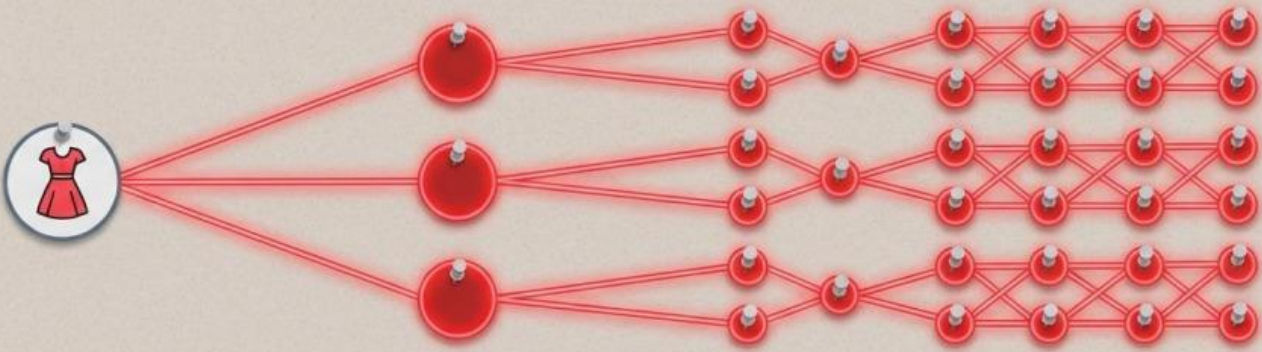
## Prescription Pad



**The Cure:**  
Don't worry about missing out. You will soon see a \_\_\_\_\_ sale again.

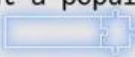
Case File #2:  
Yuna's  
Obsession



# Marketing



**The Trap:**  
Information about a product can spread quickly and widely on the Internet, just like a “.”  
If a product becomes  on social media, people naturally want to have it.

**The Cure:**  
Remember that a popular product isn't always  for you.

## Case File #3: Somi's Dilemma

**The Symptom:**  
Somi is looking  
for lipstick.

\$30

The assistant  
shows her a  
50-dollar  
lipstick.

Then, a 40-dollar  
lipstick.

\$50

Expensive!

\$40

### Her Reaction:

Somi thinks the 40-dollar lipstick  
sounds .

### Dr. M's Diagnosis:

Hold on, Somi! It only sounds cheap  
because of what the salerperson  
showed you .

# The [ ] Effect











## The Trap:

Usually, the [ ] piece of [ ] becomes an "[ ]" and influences the shopper's decision. In Somi's case, the 50-dollar lipstick was the anchor.

## The Cure:

Don't just [ ] on the first piece of information that is given to you.

# The Marketer's Playbook: Case Synthesis

Strategy	The Trigger	The Emotion
 Marketing	 time	Feeling "  " for the product.
 Marketing	Social media 	Wanting it because it's popular.
The  Effect	The  piece of information	Feeling like you found something  .



## Graduate to Smart Shopping

To be a true [   ], you must follow three rules:

**1. Ignore the ticking clock.**  
(Defeat  Marketing).

**2. Ignore the digital crowd.**  
(Defeat  Marketing).

**3. Remember your original .**  
(Defeat the  Effect).