

Gaga apt scouring game face brick-and-mortar vexation
 grab frugal penny-pinch obsolescence clobber
 set in their ways boycott thrift shops browse extravagant

1. They go 1) _____ for Gucci and simply die over DKNY! They come back to their favourite boutiques regularly, make purchases, and don't need any convincing. They are 2) _____ to recommend them to others. For them, online shopping is all about the visuals – how the product they're 3) _____ for looks, what its newest features are, and what sorts of colours, materials and designs set it apart from the other items they have from the same designer or company. While no one would accuse them of not being smart shoppers, for them, shopping is less about function than it is about fashion.



The List Shopper

2. They enjoy shopping and can 4) _____ shopping malls and 5) _____ with equal pleasure even if they aren't planning on making any purchases. Their purchasing decisions are ruled by emotions rather than any other factor. The real need that lurks behind the motivation of their shopping spree is the urge to feel good, relieve anxiety, have fun, stave off stress and vent 6) _____. Generally speaking, these people use shopping as therapy and typically buy either small items that attract their attention but don't affect their budget too much, or they just go in all and spend huge amounts on 7) _____ that seem just perfect at the moment.



The Impulsive Shopper

3. These consumers place a lot of importance on sustainability and durability of their purchases. They rarely buy 8) _____ items or make impulsive shopping decisions. They typically read reviews, explore all the important information about the product, consult other users via different forums, social media, and other online platforms so the moment they come to the 9) _____ store they already have a pretty precise idea of what they want. Their quality-over-quantity mind set and criticism of the modern policy of built-in 10) _____ mean that they're inclined to fix products or purchase second hand items rather than replace them with new ones.



The Empowered Activist



The Secure Traditionalist



The Brand Lover



The Researcher

4. They are often practical and know how to 11) _____. They are also referred to as reluctant shoppers because, for them, shopping is business, not fun. Their main concern is to find what they need quickly and easily. Comparing prices and offers is a waste of time for them. They will hardly buy anything other than what they really need. They simply march determined into a store with their 12) _____ on and a singular purchase already plotted out and mapped.

5. They try to have a positive impact on the environment, feel they can make a difference in the world through their choices and actions, give back to those in need. Because this consumer looks for products with green and sustainable features, products and services should be clearly labelled and competitively priced to 13) _____ their attention. Value for money and low prices are their primary purchase drivers. They are also loyal—unless a brand or company goes against their beliefs and then they are more than happy to 14) _____ brand or product.

6. These shoppers are 15) _____ and unlikely to follow the latest trends. They're difficult for marketing gurus to influence since they rarely make impulse buys or try new products and usually stick to purchasing their essential items. They're 16) _____, frequently focusing on low prices and saving money. Discounts and sales can sometimes influence their purchasing habits, causing them to choose the cheapest alternative. They do not like to browse in stores when they do not need to buy anything and rarely or never go shopping for leisure.