



Unlocking the Shopper's Mind

The hidden
strategies that influence
your decisions.

 **LIVEWORKSHEETS**
All NotebookLM



Do you think
you are a
shopper?



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

**Learning about them
will make you .**

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

The Symptom:

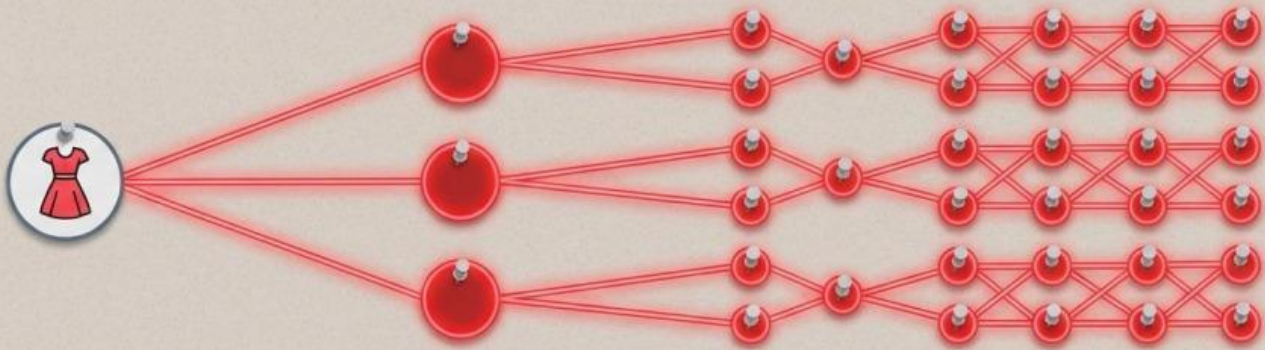
That's the hottest dress on
[] now. Lots of
people are wearing it. I have
to get that dress, too!

Dr. M's Diagnosis:

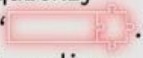
Wait, Yuna! You only want
the dress because you saw it
[] and []
on the Internet.

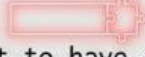


Marketing

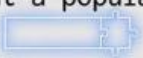


The Trap:

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).