



**ALL IN TO GO ALL OUT:
UNDERSTANDING THE MINDSETS
DRIVING EVERY SALE**





In today's dynamic digital age, shopping has evolved into more than just a transaction—it's an experience.

Whether you love it, tolerate it, or dread it, the thrill of finding that perfect item is universal. The excitement, the anticipation, and the satisfaction of a successful find are feelings we can all relate to.

But here's the secret:



Even when we shop alone, we're never truly alone. Our shopping decisions are influenced by the people around us, both online and offline. Think about it. Have you ever bought something because a friend raved about it?



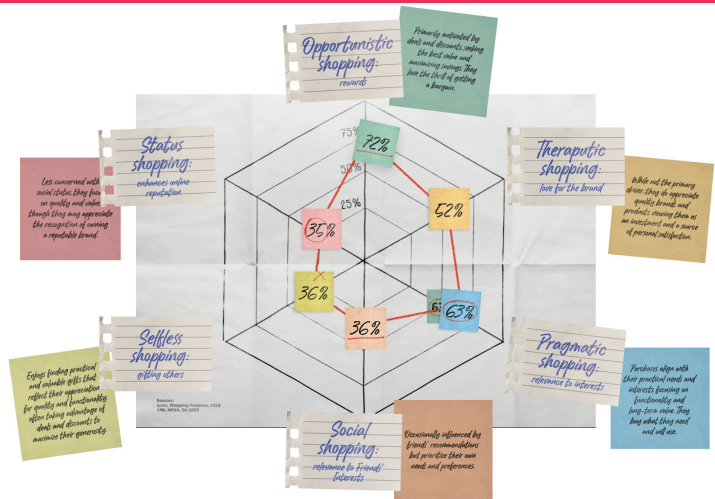
Or maybe you hesitated on a purchase until your sibling gave you the green light? Perhaps you saw a celebrity sporting the latest trend and suddenly felt the urge to add it to your cart.

So, are you ready to uncover the various shopping personalities? Let's dive into the world of the three shopping archetypes and see which one resonates with you the most.

MINDSET #1 THE HUNTER

Hunters are meticulous planners who thrive on finding the best deals. They budget and plan early, filling their wishlists with the products and brands they love, waiting for the most opportune moment to catch the best deal. This community takes their planning process seriously, starting their research well in advance – **1.3 times more likely than the average TikTok user to begin planning early.** [1]

Before making a purchase, Hunters become product and brand experts, comparing different options and looking for useful and informative ads. They appreciate clear pricing and product details beyond discounts.

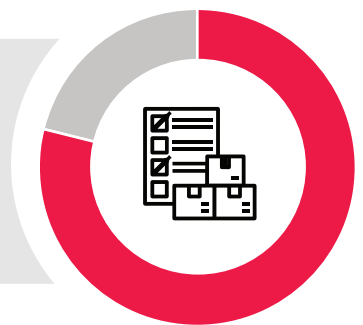


[2]



Their extensive research often leads them to visit the brand’s website for more information. When the moment is right, Hunters act swiftly, securing the best deals across categories and sharing their successful finds with others.

Their thorough preparation and strategic approach make them confident shoppers with little to no buyer’s remorse with **79% recommending products they purchase to others.** [1]

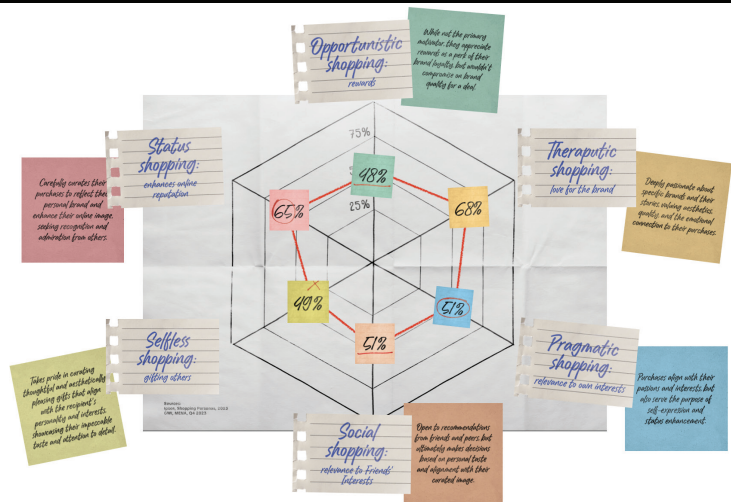




MINDSET #2 THE CURATOR

Curators are trendsetters who spend considerable time on TikTok, keeping up with the latest trends and using the platform to get inspired. They are always on the lookout for new ideas, searching for must-have items across categories like tech, home decor, and beauty. Their recommendations are highly trusted because they personally try and test products before endorsing them.

Curators pride themselves on their art of discovery, never gatekeeping their findings. They share their favorite products and brands, planning their content in advance and engaging their community with unboxings, try-ons, and shopping hauls.



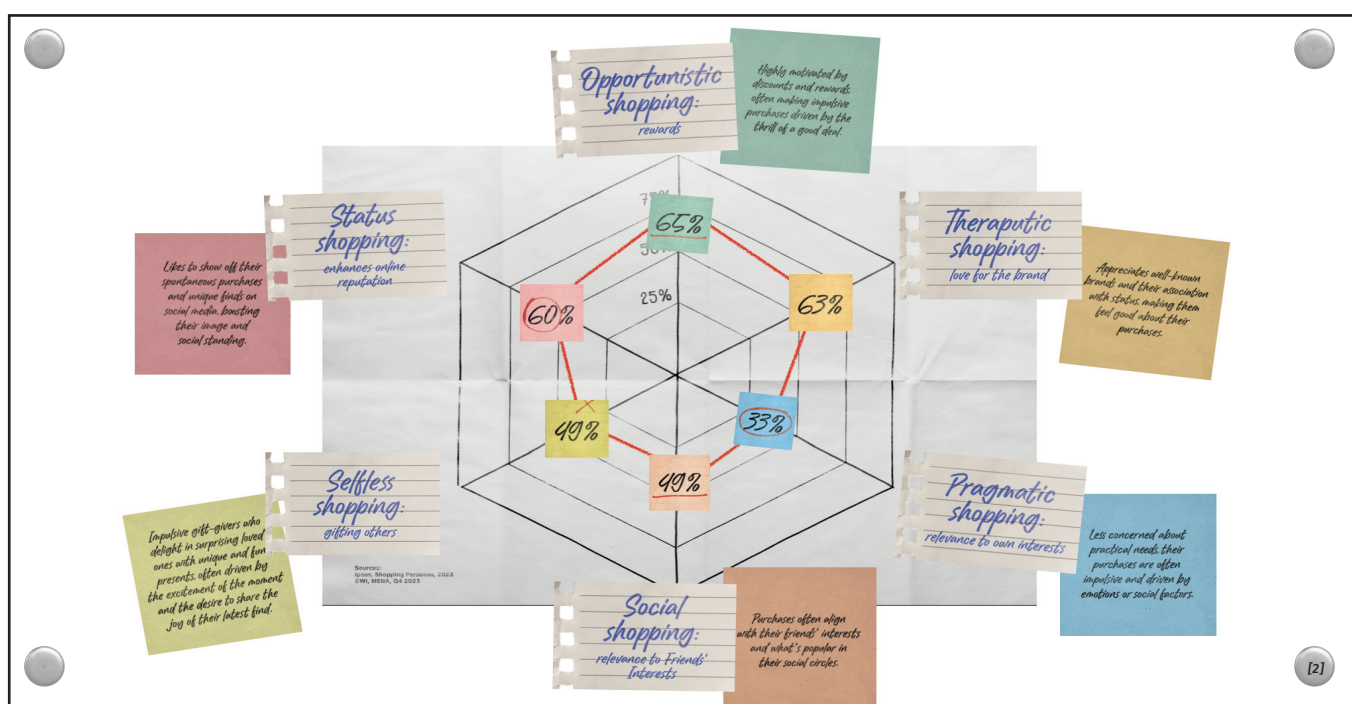
Curators meticulously plan their gift ideas, ensuring each choice is perfectly curated. Their dedication to authenticity and thoroughness makes their recommendations highly valued by their audience.



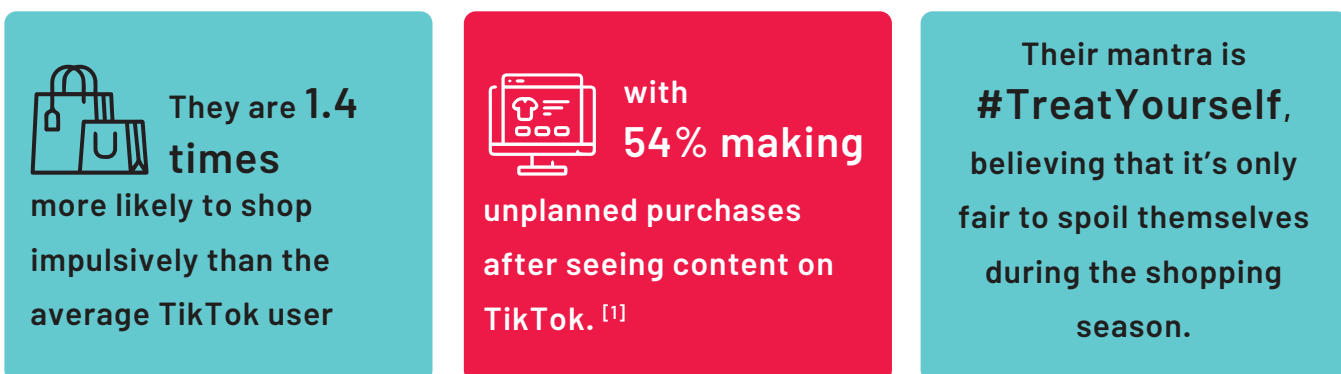
Additionally, 73% of Curators create their own content and post it on TikTok, further enhancing their credibility and influence. ^[1]

MINDSET #3 THE SPRINTER

Sprinters are impulsive shoppers driven by the fear of missing out (FOMO). They keep tabs on their favorite TikTok creators, following their recommendations and acting swiftly when something catches their eye. **Positive reviews and genuine testimonials** on TikTok strongly influence their purchasing decisions, with



Sprinters are the "TikTokMadeMe" champions, discovering brands and products they didn't know they needed and making unplanned purchases across various categories.



Through their spontaneous and indulgent shopping habits, Sprinters drive significant engagement and conversion on TikTok.

UNDERSTANDING YOUR AUDIENCE'S MINDSET

The beauty of these shopping mindsets is their fluidity. Every shopper has a blend of Hunter, Curator, and Sprinter traits. For example, someone might be a meticulous Hunter when it comes to electronics but a spontaneous Sprinter for fashion purchases. Similarly, a dedicated Curator for home decor might also exhibit Hunter's deal-seeking skills when booking travel.



TikTok's platform allows users to express these varied facets of their shopping personalities, whether they are discovering the latest trends, getting inspired by creative content, or connecting with like-minded shoppers.

This dynamic engagement on TikTok shows that users are not just passive consumers – they are active participants in shaping their shopping experiences.

'ALL IN' FOR ALL OUT RESULTS

Understanding the diverse motivations behind shopping behaviors is key to navigating the ever-evolving world of digital shopping.

By recognizing the unique attributes of TikTok users and aligning their strategies with these mindsets, brands can foster meaningful connections and achieve greater success.

On TikTok, shoppers are not just passive consumers; they are actively engaged and deeply involved in their shopping journeys. Brands that go all in and tap into these passionate and leaned-in communities will drive significant engagement, build lasting love for their products, and see remarkable conversion rates. Embrace these insights, go all in, and watch as your sales go all out.

SOURCE:

1. TikTok Marketing Science MENAT, Q4 Shopping Season Post Evaluation 2023, conducted by IPSOS

2. TikTok Marketing Science MENA, GlobalWebIndex, Q4 2023