

# The Premium Hesitation

The Hesitation that consumers experience before Premium items.

It differs from a wish or desire because a hesitation implies a concrete possibility to buy the items sooner or later.

It could be **expressed, unexpressed or triggered.**

In the **first case**, consumers save the items in their wishlist (as shown in the image).

In the **second case**, consumers spend some time to know more on the items without doing anything else.

In the **third case**, the items are specifically designed to trigger that hesitation.

In all cases, joining the community should be an option. The opportunity to support creativity and/or win the items you love, are good reasons to join. Even more with the end of third-party cookies. New approaches to remarketing/retargeting will emerge but it will never be as it was.

With **WorldcApp**, Brands can take full advantage of the **Premium Hesitation** and build a large and profitable Community.

