1. ANCHORING:

The tendency to use ancient practices as anchors or support for modern lifestyles. This trend explains the widespread popularity of aromatherapy, meditation, yoga, and Eastern religions.
2. BEING ALIVE:

The desire to lead longer and more enjoyable lives. Vegetarianism, low-tech medicine, meditation, and other life extenders and enhancers are part of this trend.

Marketers can capitalize on the trend by designing healthier products and services.
3. CASHING OUT:

The desire for a simpler, less hectic lifestyle, as when an executive suddenly quits a high-profile career, escapes the hassles of big-city life, and turns up in Vermont running a bed-and-breakfast.

This trend is marked by a nostalgic return to small-town values.
4. CLANNING:

The growing need to join up with and belong to groups in order to confront a more chaotic world.

Marketers are responding with products, services, and programs that help make consumers feel a part of something. E.g. HOGs, AUG
5. COCOONING:

The impulse to stay inside when the going gets too tough and scary.

People are turning their homes into nests, redecorating, watching TV and rent movies, ordering from catalogs, and using answering machines to filter out the outside world.
Socialized cocoons gather inside for conversation or a “salon.”

Wandering cocoons are people who hole up in their cars with take-out foods and their car phones.

Burrowers are those who disengage from the outside and live isolated lives.
6. DOWN-AGING:

The tendency for older people to act and feel younger than their age.

They spend more on youthful clothes and hair coloring, and they engage in more playful behavior, such as buying adult toys, attending adult camps, or signing up for adventure vacations.
7. ECONOMICS:

The wish to individualize oneself through possessions and experience.

Economics give marketers an opportunity to succeed by offering customized goods, services, and experiences.
8. FANTASY ADVENTURE:

The need to find emotional escapes to offset daily routines.

People following this trend seek safari vacations or eat exotic foods.

For marketers, this is an opportunity to create fantasy products and services. The trend will certainly feed the growth of virtually reality throughout the first decade of the new millennium.
9. FEMALE THINK:

The recognition that men and women act and think differently.

A strong indicator of female think is the popularity of such books as *Men are from Mars, Women are from Venus*.

Because relationships are powerful motivators for women, for example, Saturn Car Company has created strong relationships with its customers, many of whom are women.
10. **ICON TOPPLING:**

The idea that “if it’s big, it’s bad.”

Marketers are responding by finding ways to think, act, and look smaller.

An example is Miller’s Plank Road Brewery beer, which has the look and feel of today’s popular microbrewery beverages.
11. **MANCIPATION:**

The emancipation of men from stereotypical male roles.

Men are no longer required to be macho, distant, and strong.

This trend is revealed in ads featuring men as nurturing dads and concerned husbands.

The sensitive man is “in.”
12. **99 LIVES:**

The attempt to relieve time pressures by doing many things at one.

People are adept in “multitasking,” doing many things at once, such as talking on a portable phone while surfing the Internet.

Marketers can cash in on the 99 lives trend by creating cluster marketing enterprises – all-in-one service stops.
13. PLEASURE REVENGE:

The proud and public pursuit of pleasure as a rebellion against self-control and deprivation.

Fed up with the health kick of the early 1990s, people are consuming more red meat, fats, and sugars, and turning away from health-food alternatives.
14. **S.O.S. (Save our Society)**

The desire to make society more socially responsible with respect to education, ethics, and the environment.

The best response for marketers is so urge their own companies to practice more socially responsible marketing.
15. SMALL INDULGENCES:

A penchant to indulge in small-scale splurges to obtain an occasional emotional lift.

A consumer might eat healthy all week, and then splurge on a pint of superpremium Haagen-Dazs ice cream on the weekend, or might brown bag for lunch but buy an expensive Starbucks latte and pastries for breakfast.
16. THE VIGILANT CONSUMER:

Intolerance for shoddy products and poor service.

Vigilant consumers want companies to be more aware and responsive, so they act up, boycott, write letters, and buy "green products."