

New pandemic personas, in-store VR experiences, and 'buy now, Apple Pay Later'

Audio

On today's episode, we discuss which pandemic personas will stick around, why brands are struggling to know who their customers are, and the most important ways consumer behavior

has likely changed permanently. We then talk about how people will shop once businesses are fully reopen, two new in-store virtual reality (VR) experiences, and what Apple's new “buy now, pay later” service could do to the space. Tune in to the discussion with eMarketer principal analyst at Insider Intelligence Suzy Davidkhanian.

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