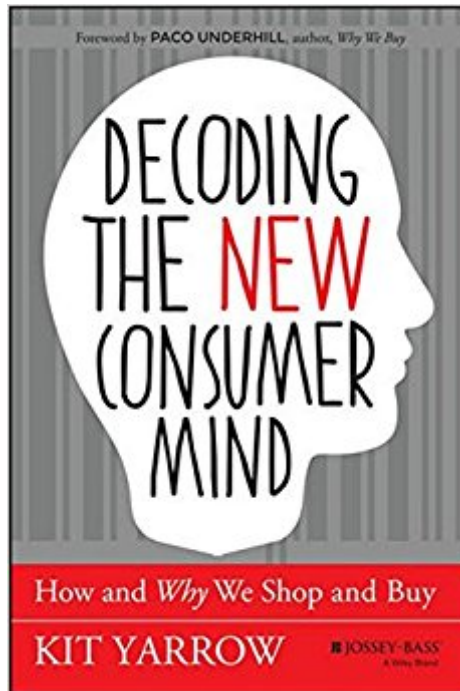




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# **Decoding The New Consumer Mind: How And Why We Shop And Buy**



## Synopsis

Take a glimpse into the mind of the modern consumer. A decade of swift and stunning change has profoundly affected the psychology of how, when, and why we shop and buy. In *Decoding the New Consumer Mind*, award-winning consumer psychologist Kit Yarrow shares surprising insights about the new motivations and behaviors of shoppers, taking marketers where they need to be today: into the deeply psychological and often unconscious relationships that people have with products, retailers, marketing communications, and brands. Drawing on hundreds of consumer interviews and shop-alongs, Yarrow reveals the trends that define our transformed behavior. For example, when we shop we show greater emotionality, hunting for more intense experiences and seeking relief and distraction online. A profound sense of isolation and individualism shapes the way we express ourselves and connect with brands and retailers. Neurological research even suggests that our brains are rewired, altering what we crave, how we think, and where our attention goes. *Decoding the New Consumer Mind* provides marketers with practical ways to tap into this new consumer psychology, and Yarrow shows how to combine technology and innovation to enhance brand image; win love and loyalty through authenticity and integrity; put the consumer's needs and preferences front and center; and deliver the most emotionally intense, yet uncomplicated, experience possible. Armed with Yarrow's strategies, marketers will be able to connect more effectively with consumers—driving profit and success across the organization.

## Book Information

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## Customer Reviews

â œIn the world of shopping, Decoding the New Consumer Mind will make waves. This important book explains it all, uncovering where we are going and showing how individuals and companies can advance their offerings as well as their bottom lines.â • â ”from the foreword by Paco Underhill, CEO, Envirosell, and author, Why We Buy â œWhen I read â ^the past is no longer prologueâ ™ in the opening chapter, I knew Kit Yarrow was on to something. Flexibility is more important than strategies grounded in past consumer experience. Kit illustrates this with fine research and stories of real people coping in our world of overload, overindulgence, and isolation. A must-read if you are a marketer, a retailer, a manufacturer, or a consumer trying to understand how the rules have changed.â • â ”Peter Stringham, chairman and CEO, Young & Rubicam Group â œThe pace of change at retail is breathtaking and nowhere is that more evident than in ecommerce. Kitâ ™s emphasis on the major drivers of this change, including the need for authenticity, continuous innovation, and building community, is right on the money. Decoding the New Consumer Mind is full of great insights, fascinating cases, and actionable ideas.â • â ”Susan Feldman, cofounder and chief merchandising officer, One Kings Lane â œYarrowâ ™s concept of the radical individualism of consumers is inspiring but challenging. Her solution of promoting trust through connection is absolutely on target.â • â ”Richard Edelman, president and CEO, Edelman â œKit digs deeply into how and why people shop, perfectly putting into perspective how time has changed todayâ ™s shopper and how retailers must adjust to those changes. Decoding the New Consumer Mind is entertaining, insightful, and chock-full of recommendations for retailers.â • â ”Matthew Shay, president and CEO, National Retail Federation â œKit brings a unique combination of academic prowess and keen contemporary insight to all her work. With her trademark frankness and humor, she documents three major psychological shifts that have profoundly impacted how consumers shop and buy. Decoding the New Consumer Mind is an absolute must-read for any business that intends on thriving in the new consumer reality.â • â ”Doug Stephens, founder, Retail Prophet, and author, The Retail Revival

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Marketing psychologist Kit Yarrow explains how technology has rewired our brains, making us more individualistic, isolated, emotional, and distrustful. This is not a pessimistic book, however—it's a practical guide to addressing customers' desires and insecurities in a time of deep cultural shifts. Not only has she done her homework, she presents the results with lightness and clarity. One of the best marketing books I've read.

If you have a small business, or are a marketer of any kind this book is a must read. I flew through it in a weekend after hearing the author interviewed. She is a guru.

Excellent tap into how technology is impacting the current consumer. A few old references (2013 on social media references) however those #s are always changing anyways. Keeps your mind sharp as to how the world is changing. I've worked in social media and marketing for years and this is a sharp tool to communicate big concepts to non-marketing folks.

Interesting topic that taps into consumers' psychology that helps explain their shopping behaviors and attitudes. It's a good read for marketers trying to understand technology-savvy consumers. The book didn't offer advice on strategies or tactics till the last few chapters. The author spent quite some time discuss consumers' mindset nowadays - more self-reliant, highly distracted, crankier, just to name a few. The case she made about facebook resonated with me. I myself deleted facebook

app from my iPhone more than a year ago and didn't regret at all. I still check Facebook once or twice a day but don't feel this impulse to check the app every half an hour for fear of missing something important. I spent my time elsewhere that adds value to myself. The author suggests that brands should at least try to be innovative to stay in the game. The perception of being technologically advanced helps build trust between consumers and the brand. Which would you trust more? A company you can't even find their website or one that's actively engaged and sophisticated in leveraging the social media space? The book mentioned a couple of recent marketing campaigns - for example, Kleenex "Share the Softness" is brilliant. In addition, Lululemon and other fashion brands asked their shoppers to share photos. Everyone is a model. These user-generated contents have proven to drive brand awareness as well as contribute to sales growth. Overall, it's a nice read with updated references.

HANDS DOWN the BEST Marketing Psychology book I've ever read! I've been preaching the same concepts in this book for years. It's nice to finally see them all confirmed by such a well-written author like Kit! We are ALL emotional buyers!!

Inspiring reading, full of research and facts but also of interesting insights. A good example of how to apply psychology to marketing

Sounds like a good book. This will be a gift for my son-in-law for Christmas.

Such a refreshing read. Direct and simple--I felt like I was learning rather than just reading.

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