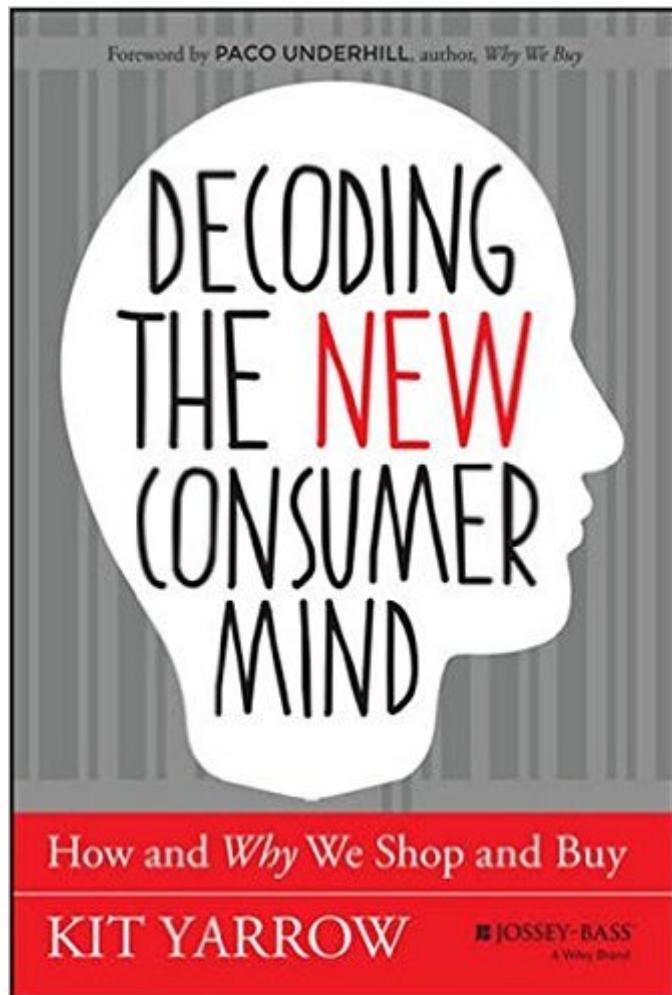


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Decoding The New Consumer Mind: How And Why We Shop And Buy



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

Some months ago I bought a book called Why We Buy: The Science of Shopping--Updated and Revised for the Internet, the Global Consumer, and Beyond. It was definitely an eye-opener. Paco Underhill went into great detail about how and where we buy. It seems his team spent hours watching customers going around large department stores, looking at this and that, and maybe trying it on, before deciding to buy it. Unfortunately, we buy less and less in stores and more online. You can't sit at someone's shoulder watching them go through websites and deciding which item is best. That's why Kit Yarrow has made a quantum leap forward in showing what sort of thoughts are going consumer's minds before they click on the fateful "Buy Now" button. Yarrow interviewed a large number of people, mainly women. Some of the reasons they give for buying something are difficult for me to understand. Her first example is a woman who buys a pair of jeans in a size too small for her. She justifies this action by assessing what she would be able to sell them for, along with other items she has that are not her size. Being a mere male, and one who is not noticed for his sartorial gait, I find this behavior hard to comprehend, similar to women who meet their friends to shop in the sales. But the most amazing thing I came across was the woman who bought Hermes scarves, decided that they were too expensive, and decided to drop them from her shopping list. Yarrow points out that all of these consumers can be influenced by actions of the manufacturer.

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