



Decoding the New Consumer Mind: How and Why We Shop and Buy

By Kit Yarrow

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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.

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Editorial Review

Review

“In 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.”

—from the foreword by **Paco Underhill, CEO, Envirosell, and author, *Why We Buy***

“When I read ‘the past is no longer prologue’ 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.”

—**Peter Stringham, chairman and CEO, Young & Rubicam Group**

“The pace of change at retail is breathtaking and nowhere is that more evident than in ecommerce. Kit’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.”

—**Susan Feldman, cofounder and chief merchandising officer, One Kings Lane**

“Yarrow’s concept of the radical individualism of consumers is inspiring but challenging. Her solution of promoting trust through connection is absolutely on target.”

—**Richard Edelman, president and CEO, Edelman**

“Kit digs deeply into how and why people shop, perfectly putting into perspective how time has changed today’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.”

—**Matthew Shay, president and CEO, National Retail Federation**

“Kit 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.”

—**Doug Stephens, founder, Retail Prophet, and author, *The Retail Revival***

From the Inside Flap

“**In 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.”

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From the Back Cover

Praise for *Decoding the New Consumer Mind*

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Kevin Gans:

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Grant Rickard:

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