

|                         |  |
|-------------------------|--|
| 1. Record Nr.           | UNINA9910453263903321  |
| Autore                  | Yarrow Kit <1958->   |
| Titolo                  | Decoding the new consumer mind : how and why we shop and buy // Kit Yarrow ; foreword by Paco Underhill ; Adrian Morgan, cover design  |
| Pubbl/distr/stampa      | San Francisco, California : , : Jossey-Bass, , 2014<br>©2014   |
| ISBN                    | 1-118-85958-8<br>1-118-85931-6   |
| Edizione                | [First edition.]   |
| Descrizione fisica      | 1 online resource (227 p.)   |
| Disciplina              | 339.4/7019   |
| Soggetti                | Consumer behavior<br>Consumers - Psychology<br>Consumption (Economics) - Psychological aspects<br>Electronic books.  |
| Lingua di pubblicazione | Inglese  |
| Formato                 | Materiale a stampa   |
| Livello bibliografico   | Monografia   |
| Note generali           | Includes index.  |
| Nota di bibliografia    | Includes bibliographical references and index.   |
| Nota di contenuto       | Decoding the New Consumer Mind: How and Why We Shop and Buy; Copyright; Contents; Foreword; Introduction; The New American Consumer; Three Cultural Shifts and Four Marketing Strategies to Meet Them; Part 1: The New Consumer Mind; Chapter 1: Rewired Brains; Technology and Consumer Behavior; Five Psychological Shifts; Innovation Optimism; Consumer Empowerment; Faster Ways of Thinking; Symbol Power; New Ways of Connecting; Chapter 2: Isolation and Individualism; Technology; Surface Appeal; Hello? Hello?; The Fame Game; Living in the Moment vs. Posting the Moment; Emotional Isolation<br>Trust and Self-RelianceCommunity Through Commonalities; RUDE!; Self-Protection; Matters of Trust; A New Fairness Equation: In It for Ourselves; Marketing to the Individualist Consumer; Chapter 3: Intensified Emotions; Narcissism; Secret Narcissists; Narcissism Goes Shopping; Narcissism and the Critical Customer; The Marketer's Mini Primer on the Psychology of Stress, Anxiety, and Anger; This Is Your Brain on Stress; Edgy and Anxious; Ticked Off and Angry; Why Consumers are More Emotional; Bad News Is Worse Today-Because of |

## How We Get It

The Velocity of Change Makes the World Even More Unpredictable  
There Is Such a Thing as Too Much Choice; The Self-Esteem Movement Has Raised Our Expectations; Our Happiness Expectations Are Making Us Unhappy; What the Emotional Consumer Wants; The Allure of the Bargain; The Problem with Traditional Marketing Research; Retail Therapy; The Consumer Call for Change; Part 2: Strategies to Connect with Today's New Consumer; Chapter 4: Technovation; The Path to Purchase Is Paved with Technology; The Technovation Advantage; Big Box Apps; Smartphone and Tablet Assistance; Mobile Checkout  
Virtual Stores  
Big Data and Technovation; Integrated Shopping: Tear Down Those Walls; The Future of Beauty; Chapter 5: The Real Deal; Using Psychology to Build Consumer Trust; The Rub-Off; Humanizing; Consistency and the Word on Words; Anchoring; A Brand That Does It All; Authenticity; Scarcity; Community; Chapter 6: Involvement; New-School Marketing; The Four C's of Involvement; Champions; Customization; Crowdsourcing; Contests; Chapter 7: Intensity; Breakthrough Messaging; Talk Like Me; Make It About Me; Surprise Me; Shock Me; Easy Does It; Help Me Multitask; Help Me Keep It Simple  
Conclusion  
Notes; Acknowledgments and Gratitude; About the Author; Index; More from Wiley

---

### Sommario/riassunto

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 tra

---