The Griffith Business School, Department of Marketing
Invites you to a seminar:

“Prospecting for green: Reviewing the changing nature of the green consumer in Australia”

by Associate Professor Angela Paladino

When: 2pm – 4 pm, Friday 1st April 2011
Where: Room 3.46 (Board Room), S01 (Conservatorium)
Drinks & Nibbles at the Ship Inn following on from the Seminar

Abstract:
Climate change and environmental catastrophes have prompted consumers to become more cognisant of their impact on the environment and accordingly, re-evaluate their behaviours and consumption patterns. Research shows that despite this increased environmental awareness, there is still wide variation between consumer intentions and their subsequent behaviours. Accordingly, little credence is placed on these research findings to motivate changes to government policy or corporate innovations. This seminar will review a number of studies that I have conducted across Australia in collaboration with government agencies. I will describe the profile of the Australian ‘green’ consumer and track how it has changed over a period of six years. In doing so, I will illustrate the incremental attitudinal and behavioural changes demonstrated by the Australian consumer. So is the future outlook of the environmentally conscious consumer grim? Is the prospect green? The lecture will conclude with an overview of feasible actions that government and organisations can take to appeal to this evolving consumer group. It ends with a prediction of the outlook for the future green consumer in Australia.

Speaker:
Angela Paladino is an Associate Professor in Marketing at the University of Melbourne. She is a recipient of over $2M(AUD) of competitive grant funding and has collaborated with over 40 organisations. Her research has appeared in leading international journals including the Journal of Product Innovation Management, Journal of Marketing Education and Management International Review. She has been recognized for her excellence in teaching and research with over 15 awards including the Chancellor’s Medal for Excellence in a Dissertation, various best paper awards, an Academy of Marketing Science Marketing Educator of the Year Award and various other international and national prizes. Angela conducts research in strategic marketing, innovation management, environmental marketing and consumer behaviour, in which she has co-authored a number of market leading texts.

For questions/enquiries: please contact Dr Helene Cherrier: h.cherrier@griffith.edu.au

Please RSVP by 28th March to Preethi at: p.weerasinghe@griffith.edu.au