



Capability Statement

Consumer Culture Insights Group

2021



Overview

Determining how to satisfy consumer needs is important to the success of firms, not for profit organisations, and governments. Learning how and why consumers engage in new behaviors can help managers develop strategy for the future. That's where the CCIG comes in.

We understand consumer behavior and emerging opportunities that comes from ethnographic research methods such as interviews, observations, and focus groups. We examine how culture offers insights by focusing on the values, beliefs, behaviours and identities of consumers, and how these show up in the ways consumers buy. We also consider how culture or a change in culture can offer insight from a future perspective. Think of a recent or future change in consumer behaviour such as electric cars. Chances are understanding how early adopters make sense of the value of this new product and associated experiences could offer insight into the way wider population will do so in the future. Managers without an understanding of 'culture' are left relying on Big Data analytics alone, which in reality is a snapshot of how the consumer behaviour has already changed. Many tech brands recognise this. Consumer research with a focus on culture is used by major companies including Google, Philips, Atlassian, Disney, Proctor and Gamble, Tourism Tasmania, Microsoft, Uber, Adidas, Mattel, Intel, Spotify and Netflix.

The CCIG can help partners understand consumers, markets, products, services, brands and policies at a cultural level, and in the consumer context, to provide more consumer value. Innovative organizations incorporate these insights into marketing related decisions in a wide range of ways, including product development, traditional advertising, social media, and branding.



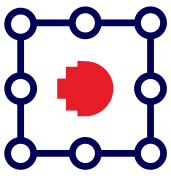
Our People and Research Areas

- [Professor Diane M. Martin](#) - researches market development, sustainability, corporate social responsibility, gender and the ways these topics impact consumer experiences and inform management decisions through industry engagement.
- [Professor Francis Farrelly](#) - researches cultural influences on consumers and consumption, and how this can inform marketing decision making, including marketing strategy and innovation.
- [Dr. Bernardo Figueiredo](#) - researches markets and social change by explaining behaviours in terms of the environments in which they are embedded, developing impactful solutions in the contexts, networks, systems, or environments in which consumers are situated.
- [Dr. Lauren Gurrieri](#) - researches gender, consumption and the marketplace, with a focus on gendered inequalities in consumer and digital cultures.
- [Dr. Torgeir Aleti](#) - researches how people learn and negotiate consumer roles in close relationships and how this relates to adaptability to marketplace changes and market offerings.
- [Dr. Marian Makkar](#) - researches disruptive business innovations, new market developments, the sharing economy and the ways in which markets can shape who consumers are as cultures, families and people to inform marketers' decision making.
- [Dr. Samuelson Appau](#) - researches how religion, poverty, and migration affect consumer's actions and well-being and how religious organizations use marketing techniques to attract and retain members, and how this affects the members' wellbeing and consumer behaviour.
- [Dr. Amanda Spry](#) - researches the critical role that brands play for consumers, companies, markets, and society.



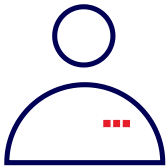
Recent Projects

- [Protecting the Baltic Sea: Sustainability and Boating Practices](#): identifying how leisure boater use anti-fouling paint and offering solutions for less toxic ways to keep barnacles from boat hulls.
- [Positioning a Major Australian Surf Brand in the USA](#): understanding what uniquely identifies Australian surf culture and Australian surf brands, to help determine how a major Australian surf brand could brand itself effectively in California.
- [Gender Equality in Advertising](#): research leading to violence prevention and gender equality building evidence, support and action to end sexism in advertising.
- [Consumer Innovation in the Motorcycle Market](#): identifying how consumer product innovations created a new market.
- [Developing Marketing Communications to Reduce Dangerous Driving, The Transport Accident Commission](#): understanding young males, aged 18-25, as a subculture, what and how they are influenced.
- [Shaping Connections: Senior Computer Connectedness, Social Inclusion and Participation](#): understanding seniors' computing needs and co-development of adaptive solutions.
- [Women Climbers and Gender Equity in the Marketplace](#): understanding the unmet market needs of elite women mountain climbers.
- [Culture and Cars](#): understanding the changing cultural meanings of cars and what that means for premium brands.
- [Australians and Binge Drinking](#): understanding how alcohol features in Australian culture and how this could inform health communication and advertising.



Who We Work With

- Automotive: Nissan, Jeep, Cadillac, Mercedes Benz, Jaguar Land Rover
- Motorcycle: Harley-Davidson & Yamaha
- Sporting Goods: Rip Curl, Neil Pryde & Naish
- Sports Leagues and Sports Clubs: The AFL, Adelaide Football Club & The NBL
- Dairy: Valio Finnish Dairy & Lely Dairy
- Professional Services: Herbert Smith Freehills, Eagle Finance Solutions, CNPQ
- Government: Women's Health Victoria, BONUS Baltic Sea research and development, Vic Health & The Transport Accident Commission
- Nonprofit: University of the Third Age; Challenge (Kids with Cancer) and World Vision, Elo Cultural, Northlink, Network Victoria Plan International, the Scanlon Foundation and the Melbourne Social Equity Institute & Life Activities Clubs of Victoria
- Consumer Goods and Services: Telstra, the Australian Grand Prix, Your Closet, African Think Thank, Blue Nile Masterclass, Divtal, Life Activities Clubs of Victoria, Australian Independent Brewers Association, InnVentures Hotel Management Group, Procter and Gamble & Unilever



Industry Partnership

CCIG researchers work in a wide variety of industries and contexts. Our partnerships include members from multinational corporations, small and medium businesses, non-profits, and governments. Some projects, such as 'Bonus and Shaping Connections', involve interdisciplinary research teams in multi-year efforts. Others, such as the gender and advertising project ([featured in the video available here](#)), are shorter, intensive efforts. CCIG researchers excel at problem identification, research design, and project completions with useable solutions.



Contact Us

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