

# NEWS RELEASE



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## **Seminar sets out to explain why people just don't buy it**

Market research tells us about the kinds of products and services that customers are attracted to. We know a lot about what people like and what they are most likely to buy.

But what about people's decisions NOT to buy a particular item? How much do we understand about a customer's choice to avoid purchasing a designated product? And why do some make a concerted effort to boycott specific brand names or companies?

Dr Stella Minahan, senior lecturer in management in Deakin University's Business School, will introduce the concept of anti-consumption at an upcoming Deakin University Boardroom Lunch and Seminar.

Dr Minahan has been researching and teaching in anti-consumption related areas for several years. She is a founding affiliate of the International Centre for Anti Consumption Research (ICAR) and will present at the ICAR 2008 Symposium in Sydney in December.

Author of the research book *Why Women Shop*, Dr Minahan will use the seminar opportunity to alert the business community to the ideas behind the term anti-consumption: what it refers to, and what it means for business and society.

"While most retailers or service providers remain unaware of the concept, anti-consumption is impacting on everyday scenarios," Dr Minahan said. "Baby boomers choosing to down-size and hippies philosophically opposed to a materialistic lifestyle are practising anti-consumption. Likewise, consumers deciding to boycott Nike because they oppose the use of child labour.

The impact on business is significant and research can play an important role. "Research can assist business, especially marketing practitioners to prevent or alleviate anti-consumption," Dr Minahan said. "To build sustainable business there needs to be an understanding and response to anti-consumption movements and behaviours."

The Deakin Business School, in conjunction with DeakinPrime School of Business, will host the Boardroom Lunch and Seminar on Monday November 24, 12.30-2pm at the Deakin Prime Boardroom, Level 6, 601 Bourke Street, Melbourne.

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