

# THE AUSTRALIAN CONSUMER IN 2009

## *WHAT YOU NEED TO KNOW AS A MARKETER*

It's no surprise the current economic conditions are changing the way people think and behave. Since last year, economic uncertainty has provoked profound changes in the national sentiment and a reassessment of the fundamentals of consumer choice. Excess and mass consumption have been replaced by caution and frugality.

In 2009, communications specialists will be faced with new challenges. Gaining the attention of a new consumer mindset will be one of the greatest.

In this article, Mitchell Communication Group explores four emerging consumer values that will be key to marketers' understanding in 2009.

