

DOI: <https://doi.org/10.33182/tmj.v8i2.1180>

Editorial: Coronavirus Pandemic and Disruptive Impact on Marketing and Consumers

Lilit Baghdasaryan¹
Ibrahim Sirkeci²

A year full of exciting expectations, technological innovations and business opportunities, this is how 2020 was predicted to be by many business analysts and experts³. However, some unexpected events followed since the identification of COVID-19 in China. This later escalated to a pandemic spreading across the grids of global human mobility⁴ sent shock waves around the world and quickly brought life to a halt in many countries. Not only the anxiety and fear of a deadly virus spreading around but also the measures taken against it perhaps changed our lives as consumers, marketers, and researchers. The new norm is in progress as the old is troubled.

Marketing theory and consumer research offer some insights into the influence such disruptive events brought to light. Some of the examples of COVID-19 impact can be seen as a result of lockdowns across the world. This subsequently had an impact on such marketing aspects as brand loyalty, switching behaviour as well as sustainability concerns among consumers. At the same time, organisations and marketers have felt a sudden need to switch to digital fully or partially depending on the sector and products and services offered. This is a process testing resilience. Some brands and organisations unfortunately were unable to cope with the financial struggles and adaptation of digital strategy, while others who reacted quicker were able to see quite successful outcomes. More agile and resourceful organisations are likely to survive and succeed, whereas those with limited ability taking the hit.

¹ Lilit Baghdasaryan, PhD, Lecturer in Digital Marketing, Regent's University London, Inner Circle, Regent's Park, London, NW1 4NS, United Kingdom. E-mail: baghdasl@regents.ac.uk.

² Ibrahim Sirkeci, PhD, Professor and Head of Marketing Subject Cluster, Interim Assistant Dean for Research, Director of Regent's Centre for Transnational Business and Management, Regent's University London, Inner Circle, Regent's Park, London, NW1 4NS, United Kingdom. E-mail: sirkecii@regents.ac.uk.

³ <https://www.pwc.com/us/en/services/consulting/library/artificial-intelligence-predictions-2019.html>.

⁴ Sirkeci, I., & Yucesahin, M. M. (2020). Coronavirus and Migration: Analysis of Human Mobility and the Spread of Covid-19. *Migration Letters*, 17(2), 379-398. DOI: <https://doi.org/10.33182/ml.v17i2.935>.



The new reality or realities will define marketing in the aftermath of the pandemic and there are already some signs of major disruptive changes. This special issue offers a selection of studies looking into the impact of COVID-19 pandemic with a particular focus on consumer behaviours during the lockdown in early 2020. These studies are drawing on fresh evidence collected via online and offline methods to help strategists understand the scale and depth of the disruption.

Karabiyik Yerden looks into the variation in consumption emotions at the face of the COVID-19 with an emphasis on Turkish consumers and consumer values based on a questionnaire survey of 390 cases. Fanggidae, Batilmurik and Samadara discuss their study on the relationship between guilt appeal and compliance with social distancing measures in Indonesia. Baber offers more about the global context with a particular focus on potential economic repercussions of the pandemic. Billore and Billore examine the impact of pandemic, the environment of uncertainty, stress and financial vulnerability it created on Fintech and product adoption. Öztürk shares with us the results of a survey carried out in April 2020 covering 556 food consumers looking into the variation across hedonistic and utilitarian shopping behaviour during the lockdown. Paksoy, Durmaz, Çopuroğlu, and Özbezek examine the impact of COVID-19 anxiety on consumer behaviour and they argue the deprivation and suffering dimensions of the anxiety have significant effects on the dimensions of consumer behaviour. The only regular article in this issue comes from Sara Nunes and colleagues who explore the impacts of positive images of tourism destinations on brand equity based on a survey of Portuguese consumers.

We wish you all a safe and healthy read.

