

UNDERSTANDING CONSUMER REACTIONS TOWARDS COVID-19

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Project

The Covid-19 pandemic has major impact on virtually all aspects of our society. Over the past eight months, DVJ has conducted several (at least six) studies to understand the *reactions of consumers and marketing managers towards the Covid-19 pandemic*. These studies have been conducted in Germany, The Netherlands, and the UK. Every questionnaire had a fixed part in which DVJ has asked reactions towards the crisis and a part on specific topics related to purchase behaviour, holiday planning, advertising, etc. For more information about the different studies, see the following link to the press releases around this topic: <https://www.dvj-insights.com/de/covid/>

In the scientific literature, a few studies have been published on commercial reactions to crisis situations and severe conditions in general, which may serve as a basis, but numerous questions remain open. There are many possibilities for research and analyses, using the data collected in these studies, including:

- Understand the differences between countries;
- Development and impact on society and business.

If needed for the project, the student is offered to run an additional survey to understand certain developments better.

To conclude, this project provides excellent opportunities for a talented and motivated student who wants to conduct an empirical research project on a highly relevant topic.



DVJ

DVJ is one of the fastest growing research agencies in Europe with offices in Hamburg, London and Utrecht. DVJ is known for its innovative approach towards research, and combines the insights from the academic world with a practitioner view from marketers.

The DVJ office in Hamburg works for several companies like, Aldi, Lidl, Zertus, Philips, Nestlé and many others. There are several databases available that could be used for additional analyses and creating new learnings around the area of branding, advertising and innovation.

The collaboration between DVJ and the University of Hamburg includes the option to do additional fieldwork around topics that are of mutual interest, and in the areas of branding, communication and Innovation.

Relevant literature

Dekimpe, M.G. and Deleersnyder, B. (2018), Business cycle research in marketing: a review and research agenda. *Journal of the Academy Marketing Science*. 46, 31–58.

Iacobucci, D. (2019), A Challenge within Macromarketing: Global Disasters, *Journal of Macromarketing*, 39 (3), 334-338.

Scott, M.L., Martin, K.D., Wiener, J.L., Ellen, P.S., and Burton, S. (2020), The COVID-19 Pandemic at the Intersection of Marketing and Public Policy, *Journal of Public Policy and Marketing*, 39 (3), 257-265.