

Consumers' perceptions about the economic and social consequences of the COVID-19 pandemic in Romania

Mihai Orzan

Bucharest University of Economic Studies

Zara Adina

Bucharest University of Economic Studies, Marketing Faculty

Otilia Platon

Bucharest University of Economic Studies, Marketing Faculty

David Florin Ciocodeica

Bucharest University of Economic Studies, Marketing Faculty

Cite as:

Orzan Mihai, Adina Zara, Platon Otilia, Ciocodeica David Florin (2021), Consumers' perceptions about the economic and social consequences of the COVID-19 pandemic in Romania. *Proceedings of the European Marketing Academy*, 50th, (94180)

Paper from the 50th Annual EMAC Conference, Madrid, May 25-28, 2021



Consumers' perceptions about the economic and social consequences of the COVID-19 pandemic in Romania

Abstract

In this paper, we examine the consumers' perceptions regarding the expected economic and social impact of several government actions and changes that occurred in Romania during this pandemic. This paper presents the results of an online survey, conducted on a sample of 1015 respondents, and it aims to validate a proposed conceptual model using structural equation modeling. In order to better understand the possible outcomes of the governmental measures taken in Romania, this paper explores the degree of influence that the pandemic, the economic and administrative measures and the economic events have on the individuals' professional activity, financial situation, planned expenditures or personal investments for the next 6 to 12 months. The research findings have important implications by showing that the measures taken in Romania during this pandemic have severe economic and social impact and that the Coronavirus pandemic has caused a significant change in people's behavior.

Keywords: *consumers' perceptions; coronavirus; economic impact*

Track: International Marketing & Marketing in Emerging Countries