

# SPECIAL SEMINAR SERIES

PART TWO: FACIAL MASKS, VACCINE, CHOCOLATES,  
HOTELS, & STOCKS: INVESTIGATING CONSUMPTION  
REACTIONS TO COVID-19

## MARILYN GIROUX & JUNGKEUN KIM

Senior Lecturers, Marketing, Auckland University of Technology



With cases surging worldwide and the uncertainty around the evolution of the COVID-19 pandemic, governments, policy makers, and businesses are trying to address the numerous complications related to this health crisis. The current research offers a timely view by examining how several factors (e.g., communication messages, presentation of information) can alter the level of perceived threat. Furthermore, our studies examine the crucial influence of perceived threat on various consumption behaviours. Our research offers a deeper understanding of how organizations and policymakers can manage the level of perceived threat depending on the desired outcomes and behaviours (e.g., respecting authorities' recommendations or avoiding stockpiling).

**Wed 23rd September**  
**11am to 12:15 pm**  
**Room: WH125**

***This seminar is hosted by the Auckland Centre for Financial Research.***  
***All are welcome.***

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