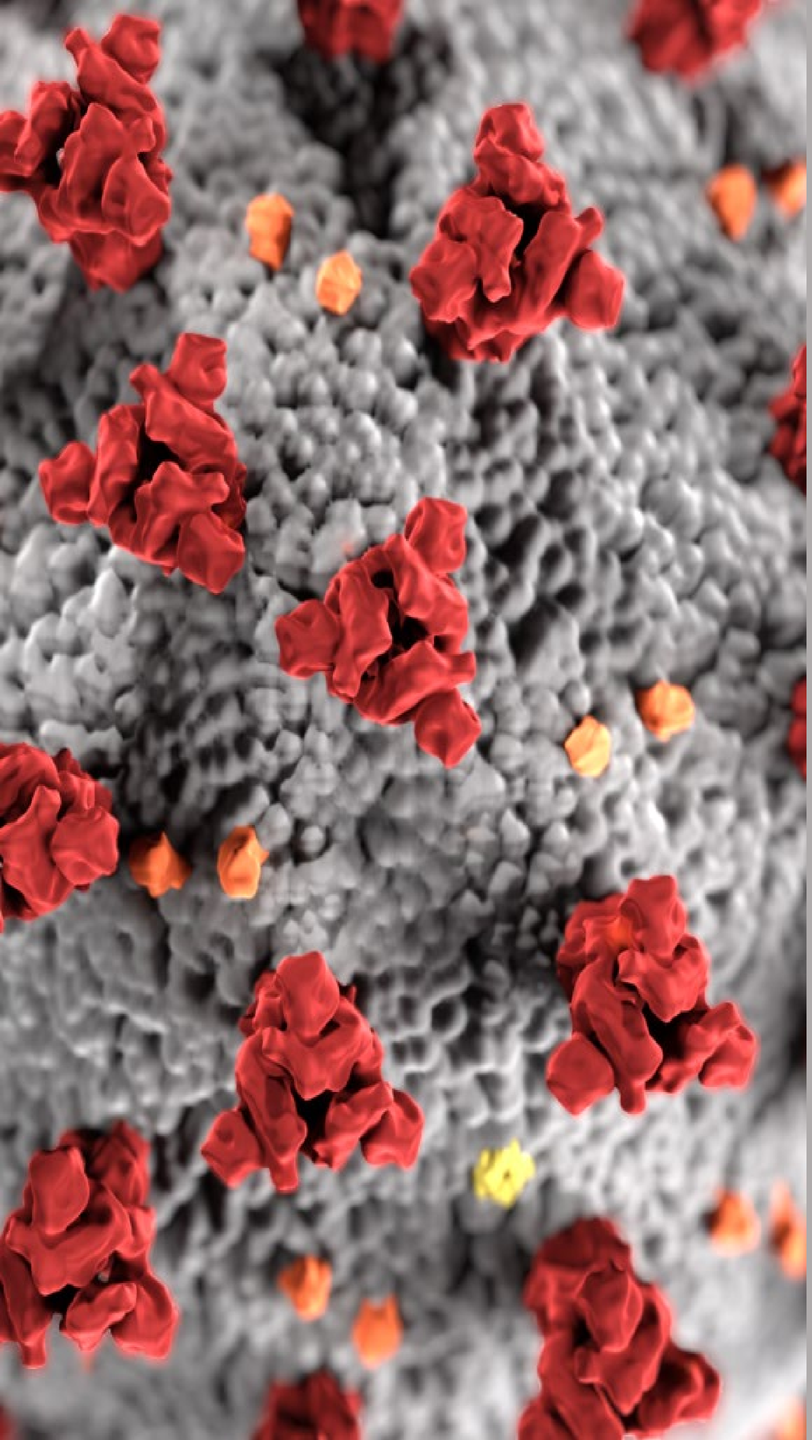

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Scienze Economico-Aziendali
e Diritto per l'Economia

UNIVERSITÀ DEGLI STUDI DI MILANO-BICOCCA

DISEADE

L' IMPATTO DEL COVID-19 SU
CONSUMER SENTIMENT & BEHAVIOUR

A cura di

Nadia Olivero

10/04/2020

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L'IMPATTO DEL COVID-19 SU CONSUMER SENTIMENT & BEHAVIOUR

- I consumatori reagiscono con atteggiamenti e comportamenti che testimoniano gli effetti economici del COVID-19 oltre a rappresentare indicatori significativi dei trends economici futuri.

- La diffusione di informazioni su decessi e contagi, sulla crisi economica, oltre agli effetti esperiti direttamente attraverso la possibile diminuzione delle entrate producono effetti negativi sul 'CONSUMER SENTIMENT', determinando la flessione delle intenzioni di acquisto anche nel medio e lungo termine.

L'IMPATTO DEL COVID-19 SU CONSUMER SENTIMENT & BEHAVIOUR

- Ricerche condotte globalmente dimostrano che i paesi europei sono i meno ottimistici, mentre la Cina si distingue come il paese più ottimista.

- La diffusione globale del virus si accompagna a concorrenti trend di aumento di consumi alimentari mentre universalmente si registra la diminuzione dei consumi più discrezionali.

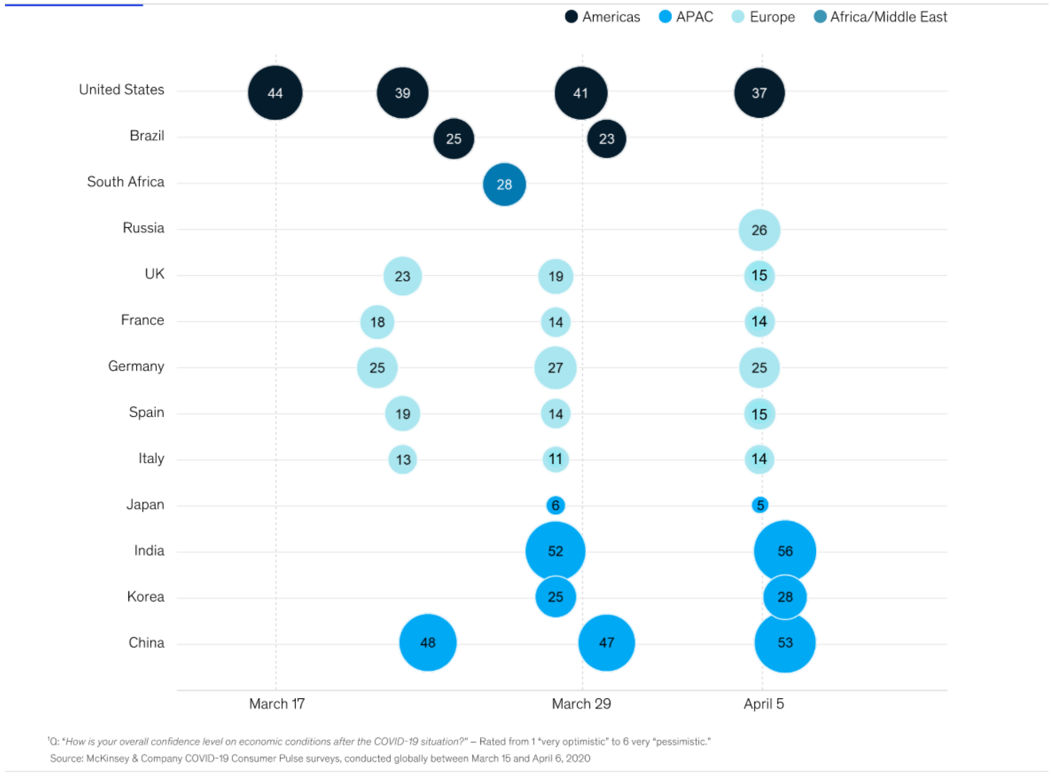
- La crescita dell'e-commerce registrata a livello mondiale è comunque lontana dal poter compensare la riduzione della spesa generale.

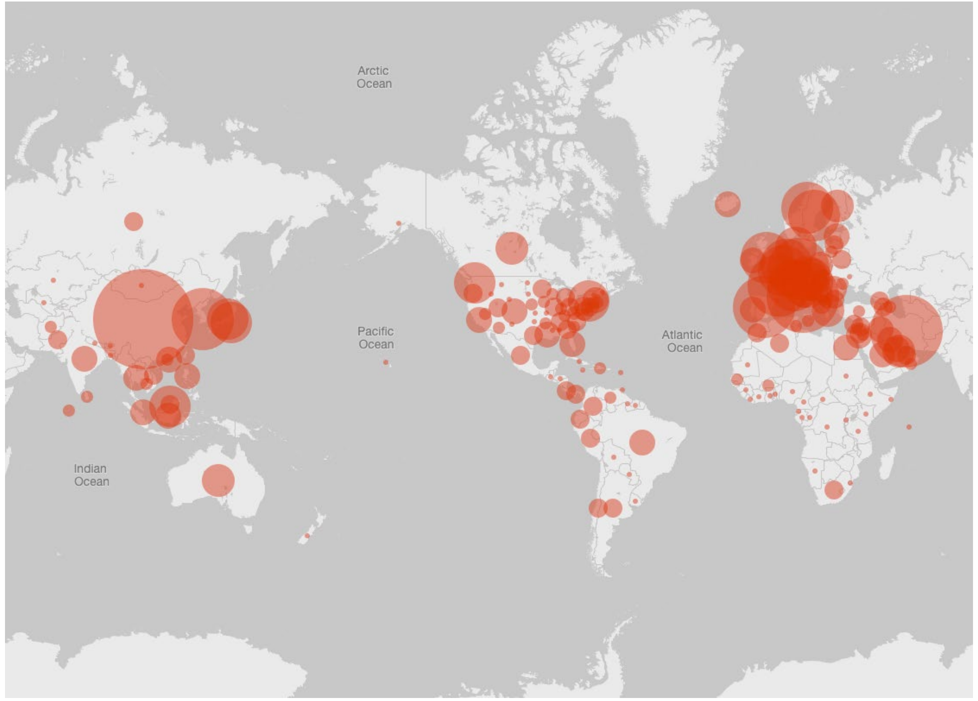
ALCUNE DOMANDE DI RICERCA:

- **PER QUANTO TEMPO SI PROTRARRA' LA DIMINUZIONE DI QUESTI CONSUMI?**
- **QUALI SARANNO LE CATEGORIE DI PRODOTTI CHE POTRANNO RIPRENDERE PIU' RAPIDAMENTE?**
- **QUALI CAMBIAMENTI POTREBBERO ESSERE DURATURI?**
- **QUALI NUOVI BISOGNI EMERGONO E COME FARE FRONTE AD UN NUOVO TIPO DI DOMANDA?**
- **QUALI CULTURAL DIFFERENCES PER IL MARKETING STRATEGICO INTERNAZIONALE?**

IL CONSUMER SENTIMENT VARIA SIGNIFICATIVAMENTE FRA I PAESI COLPITI DAL COVID-19

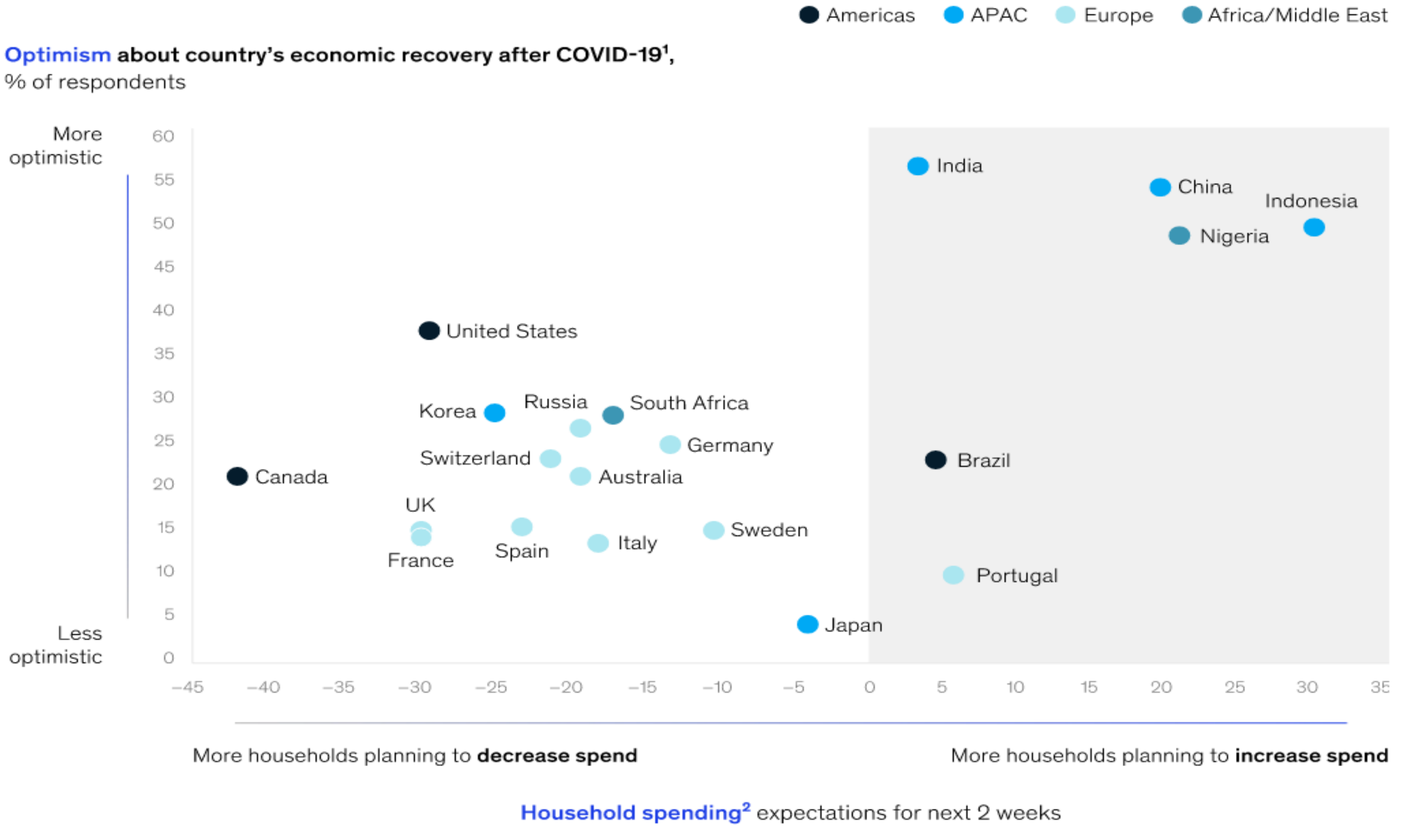
Optimism about Country's economic recovery after COVID-19





Il CONSUMER SENTIMENT E' CORRELATO ALLE INTENZIONI DI SPESA FUTURA

Optimism and anticipated spending are largely correlated globally.



[1]Q: *"How is your overall confidence level on economic conditions after the COVID-19 situation?" – Rated from 1 "very optimistic" to 6 "very pessimistic."*
[2]Q: *"How do you think your overall spending may change in the next two weeks?"*
Source: McKinsey & Company COVID-19 Consumer Pulse surveys, conducted globally between March 15 and April 6, 2020

L'IMPATTO DEL COVID-19 SUI CONSUMATORI IN ITALIA

- I consumatori italiani rivelano un sentiment negativo, la maggioranza (86%) ritiene che il COVID-19 avrà effetti negativi durevoli sull'economia del paese e sul proprio reddito.

- Le preoccupazioni per il futuro condizionano le previsioni di spesa e di risparmio

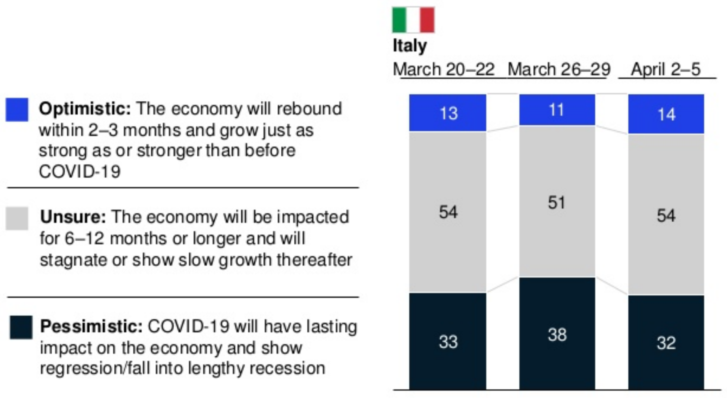
- Le previsioni di spesa delle settimane in lockdown si concentrano su 'groceries' (in store) e home entertainment (e-commerce)

- Il lockdown promuove nuovi consumi digitali

QUALI SARANNO I TRENDS FUTURI?

Confidence in Italy is still low—but improving

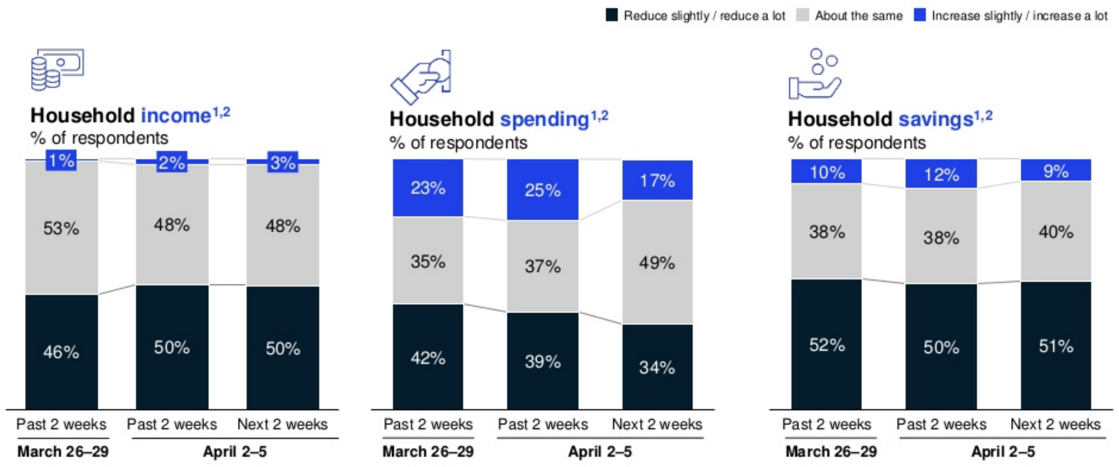
Confidence in own country's economic recovery after COVID-19[1]
% of respondents



[1] Q: How is your overall confidence level on economic conditions after the COVID-19 situation? Rated from 1 "very optimistic" to 6 "very pessimistic"; figures may not sum to 100%, because of rounding.

Source: McKinsey & Company COVID-19 Italy Consumer Pulse Survey 4/2–4/5/2020, n = 1,009; 3/26–3/29/2020, n = 1,005; 3/20–3/22/2020, n = 1,003; sampled and weighted to match Italy's general population 18+ years

Half of Italian consumers expect a further reduction in income and savings

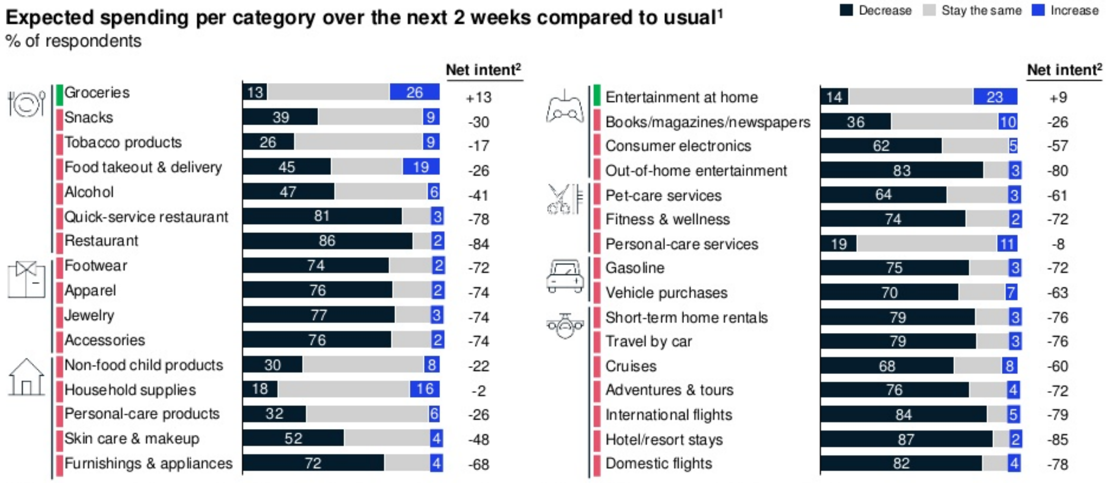


[1] Q: How has the COVID-19 situation affected your (family's) overall available income, spending, and savings in the past two weeks?; figures may not sum to 100%, because of rounding.
[2] Q: How do you think your overall available income, spending, and savings may change in the next two weeks?; figures may not sum to 100%, because of rounding.

Source: McKinsey & Company COVID-19 Italy Consumer Pulse Survey 4/2–4/5/2020, n = 1,009; 3/26–3/29/2020, n = 1,005; sampled and weighted to match Italy's general population 18+ years

Declining spending among discretionary categories remains consistent, with the exception of groceries and home entertainment

Expected spending per category over the next 2 weeks compared to usual[1]
% of respondents

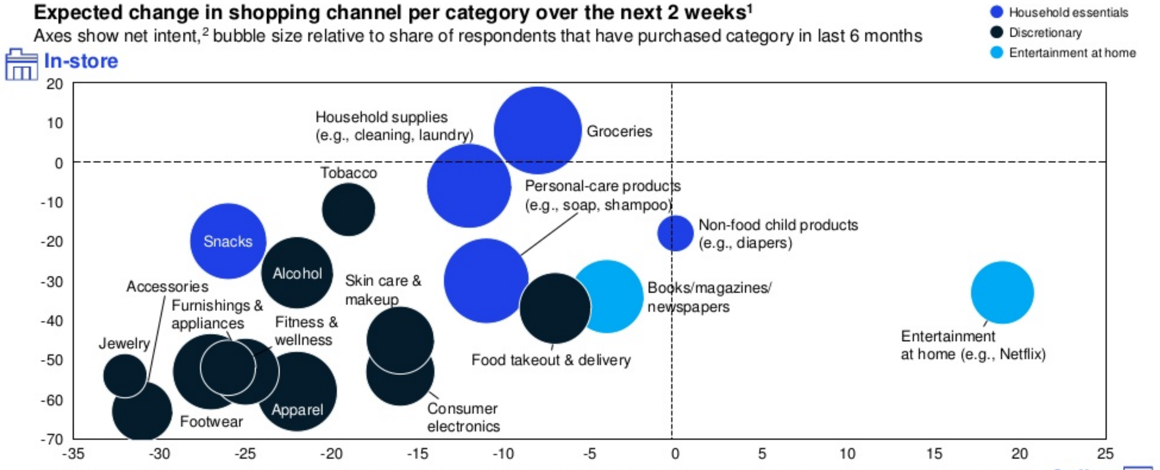


[1] Q: Over the next two weeks, do you expect that you will spend more, about the same, or less money on these categories than usual?; figures may not sum to 100%, because of rounding.
[2] Net intent is calculated by subtracting the % of respondents stating they expect to decrease spending from the % of respondents stating they expect to increase spending.

Source: McKinsey & Company COVID-19 Italy Consumer Pulse Survey 4/2–4/5/2020, n = 1,009; sampled and weighted to match Italy's general population 18+ years

While spending on home entertainment shifts online, consumers expect to buy more groceries in-store

Expected change in shopping channel per category over the next 2 weeks[1]
Axes show net intent,[2] bubble size relative to share of respondents that have purchased category in last 6 months



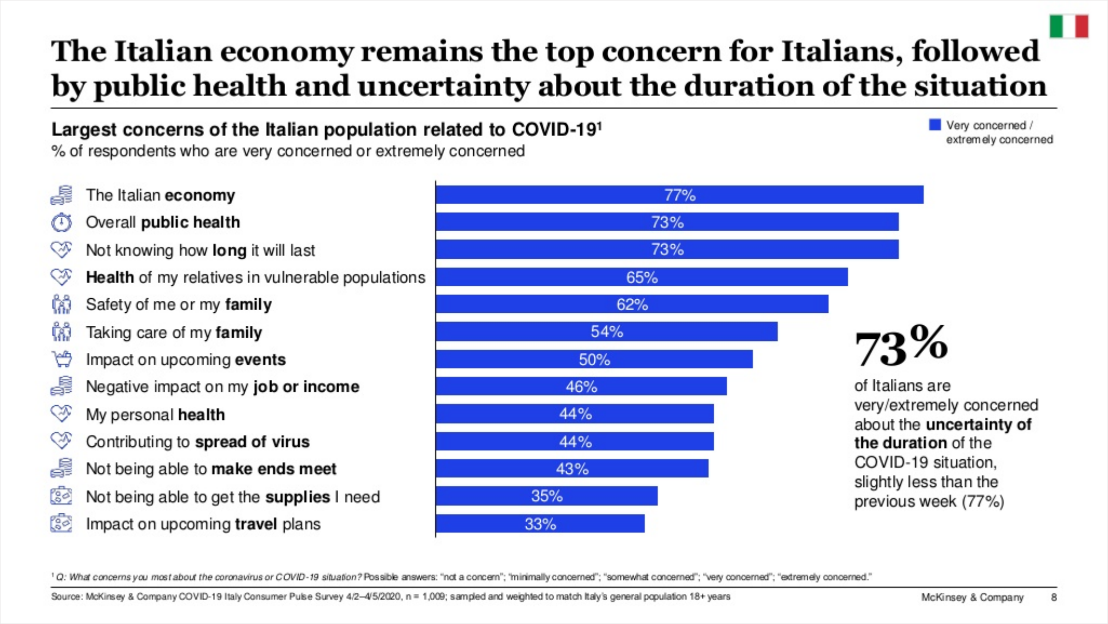
[1] Q: And where do you expect you'll buy these categories? Tell us if you will shop in the following places more, about the same, or less in the next two weeks; please note, if you don't buy in one of these places today and won't in next two weeks, please select "N/A"; did not ask this question for categories not shown.
[2] Net intent is calculated by subtracting the % of respondents stating they expect to decrease shopping frequency from the % of respondents stating they expect to increase shopping frequency.

Source: McKinsey & Company COVID-19 Italy Consumer Pulse Survey 4/2–4/5/2020, n = 1,009; sampled and weighted to match Italy's general population 18+ years

LA GESTIONE DEL CONSUMER SENTIMENT COME STRUMENTO PER LA PROMOZIONE DELLA RIPRESA ECONOMICA

- ✓ Il ruolo delle aspettative sul Consumer Sentiment suggerisce l'importanza di monitorare le percezioni dei consumatori per la previsione dei trends di consumo post-lockdown

- ✓ Emerge infine l'indicazione di intervenire attraverso strategie ad hoc alla promozione di sentiment positivi a supporto degli interventi di politica economica



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