



KELLEY
SCHOOL OF BUSINESS
Institute for International Business



CIBER Focus Interview Series

Video Annotation

Shifting Consumer Behavior Trends Due to COVID-19

Link: <https://www.youtube.com/watch?v=KcE58pF6I9U>

Length: 19:42

Production Date/Year: June 16, 2020

Keyword Topics: Consumers, COVID-19, Pandemic, Regionality, 2020 Election

Guest Info: Jon Quinn

Jon Quin serves as a Lecturer at Indiana University, with the Kelley School of Business, in the Marketing Department. Quinn also serves as the Director of the Center for Band Leadership and the Consumer Marketing

Academy. He has 25 years of industry experience including retail/restaurant, financial services, retail banking, CPG & telecommunications sectors. Brands Quinn has worked with include Sprint, YUM! Brands, Applebee's, Mellon, Huntington Bank, and Bob Evans.

Video Summary/Synopsis:

3:36 - Quinn discusses consumer trends during the COVID-19 pandemic (through 6/16/20) and how this affects the U.S.

11:30 - Quinn discusses how consumer behavior may be forcing the re-opening of the country before testing.

13:30 - Quinn discusses regionality in the U.S. and how certain individuals consume their goods dependent on geography.

Standards:

Economics

- **E.2.2**
 - Recognize that consumers ultimately determine what is produced in a market economy.
- **E.5.2**
 - Recognize that a country's overall level of income, employment, and prices is determined by rational spending and production decisions of households, firms, and government.
- **E.5.6**
 - Explain the causes and effects of business cycles in a market economy.

Essential Questions:

- How do consumers control the economic market?
- What shifts have occurred in consumer spending in the past decade?
- How did the COVID-19 pandemic affect consumer spending and the U.S. economy?
- Did the U.S. open their country too early?
- How have certain parts of the country suffered differently compared to others?

Depth of Knowledge

- Students will be able to understand the role of consumers in the U.S. and Indiana economies.
- Students will analyze shifts in consumer spending over time, both the products and the means by which they are purchased.
- Students will discuss the effects that COVID-19 has had on the market.
- Students will evaluate if certain areas of the U.S. suffered greater than others due to the pandemic.
- Students will formulate an argument to answer whether the U.S. opened the country too early, on time, or too late.

Additional Links & Related Information

[The Top 10 Most Influential Trends of the Last Decade](#) - Article

[Some State Are Learning What Happens to COVID-19 Cases If You Reopen Too Early](#) - Article

[Six Flaws in the Arguments for Reopening](#) - Article

[Remarks by President Trump on Safely Reopening America's Schools](#) - Government Website

[Opening Up America Again](#) - Government Website

