

Consumer Psychology --- Assignment 1

Q- The effect of coronavirus of following domains?

- **International Relations** - Considering the sheer chaos inflicted upon global public health and the international economic system there has been very little discussion on the impact the coronavirus pandemic on existing power structures in the international economic system. Governments everywhere are now facing the same challenges of adopting different methods from total lockdowns to complete quarantine to somehow control this pandemic. The virus, although originating in China's Wuhan, has been one of the world's great global equalizer. All are at risk as economies throughout the world have seen a shutdown and resources are stretched, international power dynamics may see a shift in the age of the coronavirus. China's strong economic structure and growing defense strength might allow it to use both significant levels of power within the international system, this places it at the same level with the reigning power, the United States. As the world is racked by the coronavirus, China from where the virus actually originated is slowly beginning to recover as everyone else is getting mauled. This could give it a head start, and it is indeed already playing the role of the good Samaritan and building its influence and soft power by providing support to countries who have suffered tremendous human losses as a result of the virus. However, since the time of the outbreak, China has been suppressing and censoring information relating to the coronavirus which allowed the disease to not only spread out of control in China but also across the world, creating the present problem. The impact on populations around the world has now acted as an eye-opener to governments who were earlier in support of China. Now that China has directly impacted the global economy and public health by failing to alert the international community about the pandemic which has now led to a lack of trust in the international community which will lead to the clipping of china's wings.
- **Globalization** - The outbreak of the coronavirus, COVID-19, that began in Wuhan, China, has turned pandemic. Around 175 countries across the globe have confirmed cases of coronavirus. The number of affected individuals has crossed the figure of 850000 and the global death toll

has risen to 42534. The presence of these kinds of global threats has led to a change in both behaviors and beliefs. People have become more suspicious and are less willing to associate with anything foreign. The coronavirus pandemic is already playing into today's global narratives. To some Americans, the Chinese origin of the virus will simply consolidate the belief that China poses a danger to the world and cannot be trusted. At the same time, many Chinese will likely see some US measures to treat the virus as racially discriminant and are intended to block China's rise.

- **Higher Education** – Universities and college campuses are places where students live in close proximity to each other. It is a place where students come from different parts of the world. Coronavirus pandemic has created uncertainty regarding higher education. Over the past weeks, the educational institutes have been forced to cancel the in-person classes and are forced to turn into its online learning medium and students studying in countries like China, Italy, Spain are encouraged to return home. The institutes might see a temporary dip in the enrollment of new semesters. Because of the widespread of the pandemic in countries like US, China, Australia, etc. which have a very good scope of higher education has seen students started getting disinterested in taking higher education there and it might see this trend going until everything comes back in control and the universities and colleges might see an economic backlash during this period.
- **Global Economy** – According to the United Nation Due to the widespread of the pandemic the global economy might slip into recession with a loss of trillions of dollars and might be serious trouble for developing countries with the likely exception of China, India. Around two-thirds of the total world's population lives in developing countries which are facing lockdowns because of the pandemic and countries might see their fiscal and foreign exchange constraints and in order to overcome this loss, the UN is calling "whatever it takes" program for these nations by providing a relief fund of around 3 trillion dollars for the suffering nations.

- **Health Practices** – Due to the widespread of the pandemic the ministry of health and family welfare has provided several guidelines for persons who have to go under home quarantine and has advised people who have been in contact with the coronavirus positive cases and who have had a foreign travel history to practice home quarantine of at least 14 days. Many informative videos of maintaining personal hygiene have also been issued by the health ministry so as to aware of every one of the consequences of the virus and the need to maintain hygiene.
- **World Health Organization** – World health organization has been very concerned by the rapid spread and escalation in the number of cases of the coronavirus outbreak and the world has seen an exponential rise in the number of cases throughout the world and number of cases might reach 1 million and the number of deaths throughout the world might reach 50000 in the coming few days. The WHO believes that it is too early to determine the impact of lockdowns on disease transmission and believes every country needs to follow consistent policies against the virus and continue their research on creating a permanent vaccine in order to finally eradicate the virus. Who believes that continuous and consistent efforts will help countries find their way out of the current pandemic.
- **International Laws** – With more than 850000 cases globally and around 42000 deaths throughout the world has brought the world to complete lockdown. India too has ordered a 21-day complete lockdown and the fatal spread of the virus has not only brought Indian leader's attention but the international attention. Meanwhile, US president trump has blamed China for the spread of Coronavirus and China has been blamed for hiding crucial information about the virus spread. On an international level, China can also be sued by the international community at the international court of justice for hiding the necessary information about the virus and of giving precedence to economic gains than handling the situation.
- **Technology** – The initial outbreak of the coronavirus in China disrupted global supply chains, but as the outbreak has grown into a global pandemic, the consequences have

become even more far-reaching and less predictable. The spread of the virus leads to the cancelation of many technological partnerships. But the telecommunications and technology industry has come up with different solutions and providing information for keeping people safe and healthy and are assisting governments in circulating accurate information to the people about the virus and finding the use of technology to combat pandemic and the technology has also played an important role in surveillance as drones are being used to control lockdowns.

- **Medical Research** - The medical impact of virus is the only thing in focus right now globally. Most patients have mild to moderate illness but the virus is more serious for those who have other health problems or older people. Due to its large spread and no vaccine yet developed has put the medical research under tremendous pressure to find the vaccine to cure the virus. A lot of countries like the US, India, and China have pumped in a lot of money for research on the vaccine.
- **Migration Pattern** - The outbreak of COVID-19 has largely impacted China and become a major health risk for everyone living in China and native places, as well as creating a lot of other socio-economic issues for the country as a result of the actual virus. It is because of the outbreak that millions of people want to emigrate from China. China which used to be the epicenter of the virus has caused a lot of trouble for the rest of the world. Several countries banned immigration from china in earlier weeks of the outbreak in order to contain the outbreak in host countries and the citizens who wish to return from china and other infected countries have ordered 14 days isolation of all the immigrants and countries like India have denied air space to all the foreign countries. Migrants might avoid visiting countries like US-CHINA and many other countries affected by the pandemic till the time everything comes back to normal.

"There are two sides to every coin"

The widespread of this pandemic has put the global economy on hold for every department. But this virus has also provided a lot of business opportunities to the medical departments that are making hand sanitizers and other products of personal hygiene and because of the panic buying has been a very profitable period for grocery and general stores.

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