

DEALING WITH DISRUPTION

IN-CLASS ACTIVITY—LECTURE, WEEK 13

The current quarantine situation makes it difficult if not impossible for some consumers to buy certain items and/or receive certain services that they had planned or to which they are accustomed?

Please identify a situation such as:

1. Buying a home with no open houses or showings.
2. Students accepted to several universities who are unable to visit institutions to help decide which one to attend.
3. Students who are not sure if they will return to campus or take classes online who are trying to decide on whether to commit to a housing contract.
4. Women who are not used to doing their own manicures or pedicures but now cannot rely on others to provide the service. (Are nail salons likely to face declining business one many of their customers have learned to do the job themselves?)
5. Not being able to receive a haircut or styling at the “due” time. What does one do if one has a teleconference job interview?
6. A sixteen year old not being able to take the driver’s license exam until long after his or her birthday.
7. People who are not sure if it will be safe to travel over the summer and may be less willing to make book in advance even if airfares and hotel rooms at offered at bargain prices.
8. Restaurants that cannot host major events.
9. High school students who will not be able to assemble for an in-person graduation.
10. People scheduling routine dental procedures or non-urgent (or elective) medical treatment. (Once these services are offered again, there may be a large backlog, especially if these services often require scheduling well in advance.)

The above are only examples. You are encouraged to be creative and identify another situation!

For the situation in question, please consider issues such as:

- What, if anything, can the relevant manufacturers, retailers, and/or service providers do to alleviate the situation?
- What can consumers do to deal with the substantive problems that result from not being able to access the product or service in question?
- What can consumers do to deal with the psychological effects of this deprivation?

For up to one point extra credit, please send a brief individual e-mail to lecture13@buad307.com.

Link to this document: <http://buad307.com/PDF/Lecture--Week13.pdf>.