

Impact of Post Covid-19 Pandemic on Certain Aspect of Gender and Marketing

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The COVID-19 pandemic has further aggravated the gender imbalance in all spheres of society, threatening the UN's successful implementation of objectives regarding SDG's Goals. According to the World Bank, certain progress that was achieved in the direction of gender equality was completely overshadowed by issues that became relevant during the PostCovid-19 period. Post-Covid conditions are characterized by new trends such as decreasing loyalty to traditional global brands and favoring national brands. Consumers have become more conscious regarding their health and wellness. The purpose of this article is to overview some studies related to marketing and gender in COVID-19 and in post period. Based on various sources and scientific papers are directly related to the consequences caused by the pandemic of COVID-19 in gender and marketing. Numerous of publications have been published in the recent period related all over the world, but not in Georgia. Significant important to provide scientific research, which clearly identify existing problems in gender and marketing.

Key words: Post-COVID-19, gender, marketing, consumer behavior changing, marketing communications, sustainable tourism.

The coronavirus pandemic has put the whole world in front of unexpected, difficult facts and completely changed all spheres of public life. As a result of the global pandemic, the situation of women in the workplace has become even more difficult. Many studies conducted in the Postcovid period have clearly shown that the pandemic has deepened gender part of the issue, has dramatically changed consumer attitudes and perceptions, leading to different product priorities. According to the World Bank, the risks posed by the Covid-19 pandemic are so comprehensive that they will set back all progress made in the direction of gender equality (World Bank, 2021). Since the beginning of the pandemic, women had to give up many positions in the labor market. The Pandemic didn't create new gender inequality in the workforce, but it did essentially worsen the existing inequality. Pandemic recession reduced women's involvement in labour market and notable hampered their social status (Albanesi, 2020). Women than men experienced more unemployment losses (Alon, 2020). Due to the events of COVID-19, a new expression has been established in the labor market by Economist Nicole Mason, who coined the term „She-Cession“ to underline the issues facing women on the labor market (The Guardian, 2020; Bluedorn *et al.*, 2023).

According to gender economics, women around the world are subject to several traditional gender roles, indeed, double burden at work and in the family is a heavy task to overcome (Jashi, 2004). The greatest work of a woman in the family is not recognized by economic compensation and belongs to the care economy (Becker, 1965). This aspect often hinders a woman's professional career advancement and her decent establishment in the labor market (Moreno *et al.*, 2010; Jashi, 2005; Jashi, 2016). As a result of the pandemic, the small and medium-sized enterprises managed by women turned out to be more sensitive to the lockdown (Braunstein, 2023). Therefore, the global trend is that women entrepreneurs have relatively limited financial opportunities and support, which makes their activities more vulnerable to external shocks. An important problem is the em-

ployment of women in the informal sector. Women are mainly employed in domestic households - as caretakers, nannies, cleaners and tutors. According to the 2015 data of the International Monetary Fund, the informal economy in Georgia is 53.07%, which is one of the highest indicators in the world. Most of them are women. Women usually have the responsibility of taking care of the family, which includes cooking, taking care of children, cleaning and etc. COVID-19 has caused many companies to switch to remote work, as a result of which female entrepreneurs are forced to work from home and take care of other family tasks at the same time, which requires additional energy and time from them (IMF, 2015, World Bank, 2020). Women's involvement in informal labor leaves them essentially vulnerable without social protection and protection of labor rights. The government's anti-crisis plan, which offered little social assistance to families who lost their jobs, failed to cover a large part of the self-employed, while they represent a socially vulnerable category of society (Jashi, 2016). The deterioration of gender equality in labor markets is very worrying and threatens the compromise reached and future progress towards Sustainable Development Goal 5 (SGD Goals, 2015).

Changing Consumer Behavior

Many scholars in their scientific works have identified determining factors of consumers changing behavior during Covid-19 pandemic (Reid, 2020). Covid-19 dramatically changed the attitudes and views of buyers which led to the prioritization of totally unique products (Todua & Ivaniadze, 2023; Todua & Jashi, 2021). In the early period of COVID-19 many consumers demonstrated impulsive buying behavior, which made additional barriers in the consumer markets (Aljanabi, 2021). In the post-Covid period, values such as safety and well-being, simple lifestyle and utilization of goods are most important to consumers. The analysis of new behaviors acquired during the coronavirus was well formulated by the Indian professor Sheth in his popular work introduces the characteristics of new behavior due to crisis, they are following (see table 1).

Table 1.

Immediate effects of Covid-19 pandemic on consumer behavior

1	Hoarding - consumer begins to replenish the stock of primary consumption products
2	Improvisation - In times of restrictions, they look for new ways to change established behavior
3	Pent-up demand Postpone consumption for a certain period of time
4	Embracing Digital Technologies The widespread use of digital technologies, including the „zoom meetings“; author emphasizes the increasing role of influencer marketing
5	Sore Comes Home Home delivery of everything, variety of products and services
6	Blurring of work life boundaries
7	Reunions with family and friends
8	Discover new talent

source: Sheth, 2020.

It should be noted that acquired behaviors also remain in post-Covid conditions. Interestingly, women are more adaptable to new behavior, for example, unlike men they choose to live alone, independently in retirement. The affection for new technologies has increased even more in the post-Covid period, which has radically

changed the standard model of consumer behavior (Pesach, 2020). Real trading space has been replaced by a virtual one (Pandey, 2021). A shift to remote buying became very popular among women employers, this preference is remained in postcovid period. The scale and volume of e-commerce has increased. Consumers have developed a new lifestyle and behavior pattern that some experts believe will stick around for a long time. Consumer price sensitivity and affordability are most often cited in research as drivers of consumer choice, although quality is still a factor when choosing new brands (Jiang & Wen, 2020). Social media marketing has become a powerful tool in the everyday lives of consumers. Social media activities are becoming an essential component for marketing and play a critical role in crisis management (Todua & Urotadze, 2023).

Gender and Sustainable Tourism

It is known that one of the important economic sectors dominated by women, after health and education, is tourism. Georgia is very promising in terms of tourism development and has achieved great success in recent years, not only with its unique natural environment, appropriate infrastructure, development of new technologies, but also with proper management of human resources. 54% women are employed directly in tourism sector, compared to 39 per cent in the broader economy (UN Women, 2017). Women make up the majority of workers in the tourism industry worldwide (Baum, 2013; Santero-Sanchez *et al.*, 2015). Many scholars argue that tourism is a gender-oriented industry (Nguyen, 2022). Tourism sectors were seriously threatened due to virus crisis (Zhang *et al.*, 2020; Alon *et al.*, 2021; Uduji *et al.*, 2021). Women entrepreneurs in tourism have been hit twofold: by the reduction in the direct provision of goods and services to tourists and the drastically reduced demand from tourism supply chains (UNWTO, 2019; Jackman, 2022). It should be noted that tourism is a spatial and geographic phenomenon, the challenges faced by women in tourism are quite different from one region to another (Xu, 2018; Zhang *et al.*, 2022). The coronavirus pandemic has greatly hampered the development of the tourism sector, but it is still difficult to accurately determine the damage caused by COVID-19. On the other hand, it represents a separate threat to the sustainable development of tourism. One of the new aspects that emerged as a result of the pandemic is the need to move a large part of the activity to electronic mode, however, for this, the tourism sector (especially small and medium-sized companies) was not ready; It is desirable that the Georgian tourism business effectively integrates into the Internet space and makes maximum use of Internet-marketing tools, channels for effectively presenting and selling tourist products, to be able to adapt in time to the challenges associated with the pandemic in the world. In this direction, the implementation of targeted support programs by the government is significant - trainings, assistance in marketing activities, etc (Jashi, 2019). This problem is felt especially in mountainous, non-urban regions (Segovia-Pérez *et al.*, 2019). Digital skills, Internet marketing - become especially relevant in the current reality and as studies show, the tourism sector (especially in non-urban regions) is not ready for these challenges (UNWTO, 2021) It is significant to better plan marketing campaigns, well-designed policies to promote recovery, which can mitigate the negative effects of the crisis on women and prevent further setbacks for gender equality. It is reasonable to assume that women will take an active part in these programmes, particularly if local authorities strongly support rural women through long term loans and access to new technology (Jashi, 2016). There are a lot of women that are qualified and knowledgeable in these subjects and they can play enormous positive roles in the future, however, they need support in developing their activities into profitable businesses.

Conclusion

Marketing communications have unique opportunities to reinforce gender roles and represent the needs of girls and women. Breaking gender stereotypes in areas such as media, marketing and advertising gains great importance. Gender equality is a primary indicator of sustainable tourism, where improving women's conditions leads to improved tourism sustainability (Alarcón & Cole, 2019). It is significant to encourage women's capacity and opportunity, which will facilitate reducing gender pay gap. Nevertheless, the study and knowledge about gender equality in marketing needs for in-depth analysis of the impact of COVID-19, it is essential support more academic researches about above mentioned topics for impeded the barriers existing in post-COVID-19 period.

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პოსტ COVID-19-ის პანდემიის გავლენა გენდერისა და მარკეტინგის ზოგიერთ ასპექტზე

ნუგზარ თოდუა

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სტატიაში ნაჩვენებია, რომ COVID-19-ის პანდემიამ საზოგადოების ყველა სფეროში გენდერული დისბალანსი გაამწვავა, რამაც გაეროს განვითარების მიზნების წარმატებით განხორციელებას საფრთხე შეუქმნა. მსოფლიო ბანკის მონაცემებით, გენდერული თანასწორობის მიმართულებით მიღწეული გარკვეული პროგრესი მთლიანად დაჩრდილა იმ გამოწვევებმა, რომლებიც მეტად თვალსაჩინო გახდა პოსტ COVID -19-ის პანდემიის პერიოდში.

ნაშრომი დამყარებულია მრავალფეროვან სამეცნიერო წყაროებზე, რომლებიც COVID-19-ის პანდემიით გამოწვეულ მძიმე შედეგებს ასახავს და გენდერისა და მარკეტინგის თვალსაზრისით არსებულ რეალურ პრობლემებს წარმოაჩენს. სტატიაში აღნიშნულია, რომ პანდემიით გამოწვეული პირველი დარტყმა ეკონომიკის სექტორებმა მიიღო, სადაც ქალთა სამუშაო ძალა დომინირებდა, რამაც გენდერული უთანასწორობის ზრდა გამოიწვია.

სტატიაში განსაკუთრებული ყურადღება გამახვილებულია მომხმარებელთა ქცევის ცვლილებებზე, რომლებმაც ტრადიციული მარკეტინგული მიდგომა გარდაქმნა. ბოლო ხანებში მომხმარებელთა ქცევის სტანდარტული მოდელი რადიკალურად შეიცვალა და რეალური სავაჭრო სივრცე ვირტუალურით ჩანაცვლდა, რამაც სოციალური მედია მარკეტინგის უდიდესი როლი წარმოაჩინა.

ნაშრომში ასახულია პოსტკოვიდური ვითარება ტურიზმის სფეროში, რომელიც თავისი სპეციფიკური გენდერული მახასიათებლით პანდემიამდე წარმატებული იყო. ტურიზმის სფეროში მომსახურების შემცირებამ და ტურისტულ პროდუქტებზე მოთხოვნის მკვეთრმა ვარდნამ მნიშვნელოვანი ზარალი მიაყენა ადგილობრივ დასაქმებულებს, რომელთა შორის უმრავლესობა ქალები არიან. დღეისათვის ტურისტულ ბაზარზე დაკარგული პოზიციების აღდგენისათვის ინტენსიური ბრძოლა მიმდინარეობს. ტურისტულმა ბიზნესმა მნიშვნელოვანი ტრანფორმირება განიცადა ახალი ტექნოლოგიების დანერგვის კუთხით. სოციალური მედიის მარკეტინგული მიდგომები, ტურისტული ონლაინაპლიკაციები, ონლაინგაყიდვისა და გაყიდვისშემდგომი მომსახურების ფორმები ციფრული ტექნოლოგიების ერაში კარგად მუშაობს, რაც ტურიზმის ინდუსტრიაში ქალთა ჩართულობას აძლიერებს. ამიტომ მარკეტინგისა და გენდერის კუთხით პოსტკრიზისულ ზემოქმედების ანალიზს უცხოელი მკვლევრები დიდ ყურადღებას აქცევენ. სამწუხაროდ, საქართველოში მსგავსი პუბლიკაციების ნაკლებობაა. წინამდებარე ნაშრომი ამ ხარვეზის აღმოფხვრის მცდელობაა, რაც შესაბამისი კვლევების სტიმულირებას ხელს შეუწყობს.

საკვანძო სიტყვები: პოსტ COVID-19, გენდერი, მარკეტინგი, მომხმარებელთა ქცევის ცვლილება, მარკეტინგული კომუნიკაციები, მდგრადი ტურიზმი.