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#BankFromHome: Using Advertisement Campaigns to Change Banking Behaviour During the COVID-19 Pandemic in an Emerging Economy

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Abstract

This study analysed banks' advertisements, conducted exploratory qualitative research among customers and bank managers to understand how advertising can be used to change banking behaviour (to use online banking) and promote socially desirable actions such as social distancing (in the banking halls) in an emerging economy. Based on our findings, we developed a conceptual framework for advertising and COVID-19 in the banking industry, which illustrates how advertising messages changed during the pandemic and what impact it had on the consumers' behaviour. The evidence suggests that consumers changed their banks (to more technologically driven banks) and their banking behaviour (more online transactions and less visits to the bank) to keep the public safe (by avoiding large gatherings and social distancing).

Keywords

- **Advertisement**
- **Bank**
- **Behaviour**
- **COVID-19**
- **Emerging economy**

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