

ABSTRACT

Fear is a strong motivator of human behavior, particularly consumer behavior. Panic buying happens when anxiety, panic, and feelings of confusion affect actions, causing people to purchase more items than they are normally would. Panic buying has re-emerged as a “new” typical customer behavior and has gotten to be an adapting component for genuine and seen threats related with COVID-19. Despite the require for distant better; a higher; a stronger; an improved understanding of the panic buying phenomenon, there has been a lack of insightful investigate on this subject. It looks for to fill this gap. In this study, we efficiently survey extant studies in panic buying in Indonesia amid Pandemic Covid-19.

This study aims to determine how mental factors such as uncertainty, perceptions of severity, perceptions of scarcity, and anxiety influenced the panic purchasing behavior of customers. It was conducted in Indonesia amid the pandemic of the COVID-19. This study compares sales levels amid the period in which panic buys took place to the sales levels off that period.

Keywords: *Panic buying, staple, consumer behavior*