

Emerging Advances In E-Commerce : Panic And Impulse Buying During The Covid-19 Pandemic

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ABSTRACT

Objective: This systematic review aimed to examine the impact of the corona virus pandemic on e-commerce that spreads throughout the world including Indonesia, causing panic and anxiety, making everyone fearful and anxious so as to form a protective attitude towards themselves and their families to avoid the plague by making purchases panic to meet the needs and desires that tend to be impulsive.

Methods: This research method compares the findings in the field, expert opinion, online news, newspapers, research results and journals that examine the corona virus in the world, especially in Indonesia.

Results: The factors that influence panic buying that tend to make impulsive buying are psychological factors, environmental factors, regulation, trust. This can be seen from the attitude of consumers facing the covid-19 pandemic by making panic purchases that tend to be impulsive.

Conclusion: This analysis resulted in a panic buying concept that had never been studied before, either at Indonesia or abroad. The pandemic currently striking the world is causing panic buying. Large purchases are made by the public to anticipate a pandemic, which can actually have an impact on price fluctuations. In addition, it can result in an empty product supply in the market because it has been bought up by the community in the face of a pandemic which in principle is based on their concept of being an economically capable community.

Keywords: E-commerce; panic buying; impulse buying; covid-19; conceptual paper

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INTRODUCTION

The first spread of the corona virus occurred at the end of December 2019 so called Covid 19 (Corona Virus Disease 2019) was very fast to plague and infect everyone, this makes everyone panic. Emerging from China, currently globally has answered a total of 191,127 confirmed pneumonia cases and the death of 7,807 cases, news as of March 19, 2020 (WHO, 2020). According to Kampf, Todt, Pfaender, & Steinmann (2020), corona viruses can be transmitted on surfaces that do not live for up to 9 days. Surface disinfection with 0.1% sodium hypochlorite or ethanol 62e71% significantly reduces the infectivity of corona virus on the surface within 1 minute of exposure. It is expected that the same effect on SARS-CoV-2.

Cases of infection with the corona virus or COVID-19 in Indonesia are increasing in number and spreading to 17 provinces. Central government data per Friday afternoon, March 20, 2020, positive patients reached 369. 32 of them died and 17 people were cured. "There are 60 new cases, so the total positive cases is 369," said Government Spokesperson in Handling COVID-19 Achmad Yurianto during a press conference, at the BNPB Office, Jakarta, Friday (3/20/2020). The number of patients recovering from the COVID-19 virus also increased to 17 cases. The latest addition occurred in Jakarta (1 case). However, the number of deaths per March 20, 2020 increased again (Koesno, 2020). This condition causes panic in buying. Some people in all countries including Indonesia do panic buying. That is, spending medical needs and living excessively for fear of the spread of the corona virus and as a quarantine preparation. In Germany, for example,

although the country's ministry has warned of hysteria due to the corona virus, some supermarkets report hoarding. In one day, 129 people become infected. In some supermarkets in Germany, citizens panic buying food stock to store if one day the city was isolated by the government such as Wuhan city in China. On Friday (02/28/2020), a spokesman for one of the biggest supermarkets (REWE) Kristina Schütz reported that the situation was rapidly changing. "We are aware of increased purchases of food and cans throughout Germany". In addition to preserved and canned food, pasta, toilet paper and disinfectants are also widely bought by German citizens (Wirawan, 2020).

The panic of the people buying face masks and hand sanitizers resulted in the public over the weekend crowding supermarkets and large shops to buy and collect supplies of cleaners, toilet paper and non-rot food to prepare for the corona virus. "The days are getting crazy," even one employee said, the company was overwhelmed by the target of fulfilling online orders at a store in Richmond, Virginia. "People panicked, they bought a lot of food and drink supplies." Inventories of goods sold out, even though they are only placed on store shelves (Telford & Bhattarai, 2020). Australia's largest traders restrict purchasing tissue paper, after a wave of panic linked to the fear of the corona virus, shops are overwhelmed, people panic buying and emptying shelves when the country records a third case of local disease transmission (Agency, 2020). Buyers in Greater Bangkok quickly emptied supermarket shelves of durable goods such as instant noodles, tissue paper, canned fish and

drinking water when worries escalated due to the coronavirus epidemic. Major retail operators including Tops Supermarket, Tesco Lotus, The Mall Group and Big C Supercenter admit that these items have been taken quickly since the weekend. They also agreed that fear of a deadly virus was a major cause of shopping (Jitpleecheep, 2020).

The United States confirmed the first two deaths from the corona virus over the weekend, sparking fears of a wider outbreak that has prompted many Americans to run to the local supermarket, pharmacy or wholesaler. Long lines and empty shelves are common, even in areas without known cases of the corona virus, such as the Target Shop in Colma, California, bottled water is sold out. Costco in San Francisco ran out of Clorox tissue. Home Depot limits customers to 10 face masks per person. Meanwhile, Amazon warns buyers that availability may be limited to Prime Now food delivery service (Telford & Bhattarai, 2020). In general the covid-19 pandemic greatly affected all sectors such as; consumers, traders, business people, government and other parties. The limited scope of traders in the market who expect the arrival of buyers or consumers to the business location is not optimal, especially during the current corona virus outbreak. Everyone will limit themselves to activities both through social distancing and physical distancing, they do routine work from home (Harahap, 2020b).

Causing entrepreneurs to be worried and upset about the future of their business, afraid of losing a lot of money due to the effects of the corona virus, they have to rack their brains and think hard about how to get out of the current situation to be able to survive and keep the business going. Almost all the headlines said that there was a situation which was worrying about the corona virus outbreak, all people and consumers were afraid to buy products directly from the seller. Those who really like shopping limit the volume of spending, those who occasionally shop shopping go elsewhere, and those who want to shop end up not buying (Harahap, 2020a). People become anxious and panicked about the availability of food and beverages as well as medical devices. The occurrence of unplanned purchases in anticipation of scarcity of goods needed by consumers such as; food, drinks, medical devices and other needs. News of COVID-19 that spread and was officially declared a pandemic by the World Health Organization, people responded by stockpiling necessities, by buying medical supplies such as hand sanitizers and masks as well as household needs such as toilet paper and bread. Everyone responds to crises in a variety of ways, when faced with uncertain and risky situations where we have no control, we tend to try whatever we can to feel like we have control (Meyer, 2020).

Paul Marsden, a consumer psychologist at the University of the Arts London was quoted by CNBC as saying: "Panic purchases can be understood as playing for our three basic psychological needs." These needs are autonomy (or the need to feel in control of your actions), connectedness (the need to feel that we are doing something useful for our family), and competence (the need to feel like a smart buyer making the right choice) (Meyer, 2020). In recent weeks, the COVID-19 pandemic has increased anxiety and dramatically changed people's spending behavior. However, it is difficult to impulsively shop for selected items in a situation where many stores are closed and many online sellers prioritize the sale and delivery of important

items (Widiyarti, 2020). An effective approach in this condition is to restore as many shopping routines and habits as possible. This will be very useful for people who are wise consumers, whose routines support stable, piecemeal purchases and measurable consumption. This research is focused on the impact caused by the case of virus corona or called Covid 19 (Corona Virus Disease 2019), related to marketing perspective, namely the occurrence of consumer panic purchases in various places to meet the needs so that consumers will unwittingly tend to make unplanned purchases (impulsive buying) suddenly due to panic over the circumstances.

Literature Review

Panic Buying

Panic buying behavior is good to be used to raise public awareness. The excitement created will have a high impact on public awareness of certain products or brands. This certainly must be addressed further so that people who already know a particular brand will continue to be loyal customers even though the effect of "panic buying" has subsided. Consistent, maintaining quality and innovative are steps that must be taken so that the product continues to be favored by the community (Admin, 2017).

Panic buying is a type of behavior characterized by a rapid increase in purchase volume, usually causing the price of an item or security to increase. From a macro perspective, panic buying reduces supply and creates higher demand, which leads to higher price inflation. Panic buying, which is often associated with emotions of greed, can be contrasted with the sale of panic, which is associated with fear (Chen, 2019). Panic buying in an economy can occur for a variety of reasons, each of which can have a different impact on an economy and support monetary policy. High volume purchases can be driven by the demand for new products that are very attractive to consumers. This type of high demand impacts the economy and also leads to price inflation. Conversely, in some economic situations, panic purchases may be driven by very low supplies which can drive up prices and also cause a shift towards new alternatives. Some panic buying situations may also only be for the short term such as high demand for goods related to weather-related conditions which can have economic implications (Chen, 2019).

This fact illustrates how quickly the corona virus has become epidemic, with its effects on all activities of life. From the business side it is clearly very worrying coupled with government notifications through announcements so that all people in Indonesia carry out their activities at home and limit contact with the outside environment or social distancing. The community panicked in carrying out their activities especially in meeting their daily household needs (Harahap, 2020c). Hoarding of goods by consumers or the public when there are certain situations that are considered critical or emergency are often known as panic buying. This panic buying behavior according to Enny Sri Hartati, Executive Director of the Institute for Development of Economics and Finance (INDEF) is triggered by psychological factors that usually occur because of imperfect or comprehensive information received by the public. As a result, concerns have arisen in the community that have led to a massive response to spending as an effort to save themselves. There are two forms of concern that occur in society. First

is worrying that if you don't shop now, tomorrow the price of goods will go up. Second, if you do not shop now, then tomorrow the goods will be gone" (Syafina, 2020).

In the current co-19 pandemic, companies must pay attention to every consumer who uses or buys their products, the company's competition is increasingly fierce not only for the moment but also in the future what consumers need and want. Likewise for the UMKM business, how to make consumers comfortable and safe coming to the market as a central supply of food staples to anticipate the availability of products from consumer panic purchases (Harahap & Amanah, 2020). Traditional market management must also pay attention and always evaluate inputs about market conditions and analyze the factors that influence buyers to shop in traditional markets and the factors that influence traders so they want to trade in traditional markets. This needs to be done so that market conditions are better which gives satisfaction to traders and buyers (Agustini, Amanah, & Harahap, 2020).

Marketplace company in the current pandemic also experienced an impact. Existing threats, obstacles and opportunities must be identified as early as possible. It takes expertise to be able to successfully seize opportunities and evaluation of strengths and weaknesses must be done regularly for example by examining the marketing, financial, production, organizational and all factors contained in the business. For certain types of products, panic and unplanned purchases occur through online channels (Amanah & Harahap, 2020a). According to Heshmat (2020), what caused the emergence of panic buying on food products, drinks and piling up toilet paper during a coronavirus outbreak were 7 factors namely: 1). Two ways of thinking. There are two decision levels: first, the basic level, individual decisions are best understood as the interaction between the logical brain and the emotional brain. The two systems use different operations. The brain logically calculates and considers evidence. The emotional brain is intuitive, fast, largely automatic and not easily accessible to consciousness. The logical mind tells us, "No, I don't need to buy toilet paper rolls anymore." But the emotional brain says, "Well, I'd better be safe than sorry." Our emotional thoughts are very much in tune with visual imagery and we have seen graphic images of people on social media and news media wearing masks and so on. 2). Anticipatory anxiety. Anticipatory anxiety is fear that is experienced before it happens. As we have seen in the coronavirus pandemic, fear reaches long before the actual infection. 3). Fear is contagious. Just like a virus, fear has a tendency to spread from person to person. This might happen even though at first there was no rational basis for fear. As a result, a group of people who are not known to each other can spontaneously come to adopt emotional unity. Frantically buying, people feel, "If they do it, I'd better do it too." 4). Herd mentality. This is another cause of panic buying. As social beings, we interpret the danger of situations based on how other people react. When a herd instinct refuses, people postpone judgments and start doing what others do. So, if other people panic buying food, people will follow the herd. 5). Intolerance of uncertainty. It can be defined as the inability to accept the possibility that a negative outcome can occur in the future, regardless of the probability of it occurring. What makes coronavirus so frustrating for some people is the fact that there are many unknowns about it - when or where it might

happen, or how strong it will be. In particular, people with preexisting anxiety disorders tend to be intolerant of uncertainty or worry a lot about the little things. They are constantly checking news sources and are afraid of the images they see. 6). A sense of control. Also relevant to uncertainty is uncontrolled. People want to find ways to keep control of the situation. The nature of this virus is such that the results remain unchanged regardless of what actions someone does. Control can be regarded as a belief that someone has a response that can affect the results and that it can contribute to insane shopping. Panic buying helps people feel in control of the situation and 7). Misinformation and rumors. Psychologist Steuart Henderson Britt once said, "One person said there might be a problem. The next person said there might be a problem. The next person said there was a problem. "Everyone is more vulnerable to the spread of misinformation, especially in the midst of a crisis. In an era of interconnectedness, misinformation spread by the public on social media reaches millions of people around the world in an instant. For example, in Tokyo, false information in the media social issues about paper shortages due to coronavirus in China have led to panic buying toilet paper. The government has assured the public that they have sufficient supplies and that almost all toilet paper is produced domestically.

In the midst of this epidemic, many people around the world are panicking, so shopping is done in a panic. Psychologically, the outbreak of the corona virus strengthens our thoughts about death. When we are reminded of these conditions, people can become more impulsive, including impulsive buying things. The impact of panic buying makes the stock of goods scarce, such as food and beverage ingredients, medicines and other necessities. So that the indirect impact for those who do not do panic buying (Admin, 2020a). In retail, it is easy to observe rapid changes in buyer buying behavior. Changes in consumer psychology, fear and anxiety caused by the rapid spread of COVID-19. According to Erica Carranza, vice president of consumer psychology at market research firm Chadwick Martin Bailey (CMB), consumers are complex creatures. "Consumption is driven by very strong motivations such as emotions, identity and social connections. Motivations are not going anywhere," continued Carranza. "But the values, habits and norms that shape what we consume and how we consume can change dramatically" (Danziger, 2020).

Impulsive Buying

The phenomenon or term impulsive buying was first recognized as irrational behavior in the 1940s (Arocas & Pardo, 2000). This phenomenon aroused the interest of many researchers who then faced the challenge of measuring it: everyone as respondents in the study were reluctant or unwilling to state openly all the products they wanted to buy (this was then compared to actual purchases (Kollat & Willett, 1969). Although there is still no consensus in the literature about the definition of the concept of impulsive buying (Amos, Holmes, & Keneson, 2014). The first study of impulsive buying can be found in a study of consumer purchasing habits conducted by Du Pont de Nemours and Co. (Rook, 1987), which focuses on understanding how phenomena occur broadly. A few years after the first study, subsequent studies showed that the percentage of sales in retail stores came from unplanned purchases (Clover, 1950). In this study, impulsive purchases were first conceptualized as

unplanned purchases, that is, "the difference between total consumer purchases when shopping, and shopping lists to be purchased before entering the store" (Rook, 1987).

However, some authors argue that defining impulsive purchases based only on unplanned purchases is rather simple (Stern, 1962; Kollat & Willett, 1969; Rook, 1987), and goes further by arguing that while all impulsive purchases can be considered as unplanned, not all unplanned purchases can be considered impulsive (Koski, 2004). Unplanned purchases can occur only because consumers need to buy a product but have not been added to the shopping list before. Unplanned purchases are not always accompanied by an urgent desire or strong positive feelings, which are usually associated with impulsive purchases (Amos et al., 2014). The COVID-19 pandemic worried many people. This anxiety affects individual activities in making purchases or shopping. Reporting from Psychologytoday.com, here are some studies related to anxiety in the corona virus pandemic, namely; 1). Consumers with high stress levels tend to make impulsive purchases. However, impulsive shopping can also be a retail therapy because it will help individuals feel better and gain control over situations that feel out of control. Studies show that when individuals who feel sad make choices for shopping, shopping reduces sadness. 2). Anxiety increases preferences for safe options and provides control. When anxious, individuals naturally seek comfort and control over the situation. In one study, participants who had anxiety expressed more like a car full of safety features, such as anti-slip systems, compared to luxury cars. Under conditions of sudden and extreme anxiety, this emphasis on seeking security and establishing controls can cause dangerous behaviors, such as purchasing and hoarding panic, and 3). Anxiety increases the desire to shop excessively on luxury brands. Anxiety related to questions about death and survival in this period also has a paradoxical effect on buying behavior. In short, it promotes materialistic values and decisions. Many people rely on purchase and consumption as one of the core ways to produce meaning in life and experience happiness, even if happiness is not long. Individuals act in ways to suppress the natural terror of death when experiencing increased anxiety (Widiyarti, 2020). The COVID-19 pandemic drives consumers online faster than consumer goods companies predict. The biggest consequence of this pandemic is accelerating the development of the digital ecosystem, where consumer goods companies partner with food delivery services, online markets, technology companies or others for everyone's benefit. It also shows businesses how to adjust their handbooks - and some make smart and agile steps that will help them maintain a strong foothold both today and for the post-pandemic world (Yendamuri & Vohra, 2020).

COVID-19 intensifies this step online and serves as a catalyst for important change. Online purchases, digital consumption, and the average size of online baskets have all increased substantially and will continue to grow at record levels from panic purchases by consumers who tend to be impulsive, providing opportunities for traditional businesses, large markets, and growing business models (Yendamuri & Vohra, 2020). Almost overnight, COVID-19 has directed consumers to change people's shopping habits. Consumers who are worried about hoarding basic goods, are looking for value and

trusted brands. They reduce clothing and consumer electronics. And, in record numbers, they started buying online. In an analysis of the purchase patterns of 8,600 consumers in six Southeast Asian countries found that while 47 percent of consumers reduced offline purchases, 30 percent increased online spending (Yendamuri & Vohra, 2020).

Another trend shows consumers are more aware of the importance of their overall health. This happens when digital services make it cheaper to maintain health. More consumers have recognized the services available in telemedicine and digital health, for example. Also, many are aware that anyone with an internet connection can make use of exercise videos - no need for expensive gyms or health club membership. The emergence of new interests in welfare is reflected in the consumption behavior of making panic purchases that tend to be impulsive (Yendamuri & Vohra, 2020).

RESEARCH METHODS

Based on the study of literature in the literature review formed research questions namely; what is the marketing perspective of panic buying and impulsive buying during the covid-19 pandemic ?. Research with the study of literature as scientific work with secondary data types. Data collected through online media, newspapers, magazines and previous studies published in journals with various factors that influence panic purchases and unplanned purchases, generally in the world and especially in Indonesia. The method used in this research is the study of literature studies. The data obtained are compiled, analyzed, and concluded from the literature study conducted. So that the results can be used as a reference for consumers and traders in making purchases and sales.

RESULTS AND DISCUSSION

From various research results show that emotions and trust in online stores can trigger impulsive purchases (Verhagen & Van Dolen, 2011). Panic buying, which is often associated with emotions of greed, can be contrasted with the sale of panic, which is associated with fear (Chen, 2019). The environment also causes impulsive purchases, a tendency for higher impulsive purchases may not always lead to impulsive purchases. However, this leads to higher shop exploration (Sharma & Nanda, 2012). Environmental factors influence the impulsive behavior of buyers in food stores (Graa, Danielkebir, & Bensaid, 2014).

Impulsive buying behavior on specific products and regulations affect impulsive buying in general. The affective consequences of impulsive purchases in food consumption illustrate the profound impact of impulsive purchases on consumers (Miao & Mattila, 2013). Panic purchases can also occur by consumers in an economy who fear that rapid inflation will erode the purchasing power of their money and thus make excessive purchases and push prices higher (Chen, 2019). Pandemic COVID-19 has opened the horizon of the community and traders doing business activities through electronic transactions with a digitizing system (Harahap, 2020d) Website design will help all e-commerce companies who want to increase customer impulsive purchases (Turkyilmaza, Erdema, & Uslu, 2015). Every online shop owner should manage their website physically attractive, consider changing the product produced and increasing the presence of products by word of mouth (Zou, 2016).

The development of the digital era is increasingly inevitable that every company must follow to adjust its marketing strategy by entering an online system to sell its products (Harahap & Amanah, 2018). Triggers of consumer behavior for online shopping do not always apply to impulsive online purchases, and have important implications for research and impulsive buying practices (Lo, Lin, & Hsu, 2016). Intrinsic factors shape the tendency of impulsive buying on young consumers (Sofi & Nika, 2017). Offline channels encourage a little more impulsive buying than online channels. Factors that drive impulsive online purchases explain this behavior to a greater extent than discouraging factors. Social networks can have a large impact on impulsive purchases (Aragoncillo & Orus, 2018). To store and sales managers to create added value for customers by offering intangible elements that appeal to customer emotions and for symbolic evocation as well as to influence individual behavior towards spontaneous realization and impulsive buying (Bessouh & Belkhir, 2018).

Impulsive purchases of consumers have received great attention in consumer research. This phenomenon is interesting because it is not only driven by various internal psychological factors but is also influenced by external stimuli related to the market (Iyer, Blut, Xiao, & Grewal, 2019). Purchases made are behavioral reactions to feelings of stress and uncertainty. Consumers buy products related to problem solving that can increase their sense of control (Yap, 2020). Slickdeals conducted a new survey of 2,000 Americans and found that the COVID-19 pandemic made consumers shop more impulsively than before the pandemic. The top items that Americans bought impulsively during the pandemic were found as cleaning supplies, followed by hand sanitizers and toilet paper. However, consumers also report impulsively buying other items, with almost one in four saying that they bought themselves the food they have been paying attention to for a while (Slickdeals, 2020).

Tabel 1. Top Pandemic Impulsive Buying

No	Item	Percentage (%)
1.	Cleaning supplies	42%
2.	Hand sanitizer	38%
3.	Toilet paper	35%
4.	Hand soap	32%
5.	Canned food	31%
6.	Dish detergent	30%
7.	Clothing	22%
8.	A treat you've had your eye on for a while	21%
9.	Video games	20%
10.	Home improvement	18%
11.	Headphones	18%
12.	Video game console	17%
13.	Books	17%
14.	Shoes	17%
15.	School supplies	16%

Sources : Surveys Conducted by OnePoll for Slickdeals with a sample at 2.000 adults in January 2020 and April 2020

In fact, impulsive spending does not mean buying only random items that are not needed. According to the results, more than half of Americans make credit impulse purchases by actually saving their money in the long run. When shopping impulsively, 52 percent of respondents said that they usually take advantage of the deal rather than buying at retail prices (Slickdeals, 2020).

Since the pandemic began, 46 percent said they had ordered food ingredients online for the first time, with 47 percent trying new streaming services and 35 percent being first-time customers with restaurant delivery applications. Nearly three out of four (71 percent) say they plan to continue increasing online shopping even after their stay-at-home advice is revoked (Slickdeals, 2020). The COVID-19 pandemic makes Americans shop more impulsively, according to new research. In January 2020, before the pandemic, the average American spends \$ 155.03 every month on impulsive purchases. But a new poll running in April, during the pandemic, found that the figure jumped 18% to \$ 182.98. The poll of 2,000 Americans, both commissioned by Slickdeals and conducted by OnePoll, also found that this pandemic was quite influential on consumer spending habits. Interestingly, the new study shows that shopping has an effect on mood through these difficult times (Admin, 2020b).

According to the results, almost three out of four surveyed (72%) said that buying something impulsively during a pandemic had positively affected their mood. Two out of three respondents (65%) say that buying something impulsively can directly change their bad day, slightly above 63% reported in the January survey. Not surprisingly, the top item impulsively purchased by Americans is cleaning equipment, followed by hand sanitizer and toilet paper. Hand soap, dishwashing detergent and canned food all get high marks as well as in Table 1. and Table 2.

Tabel 2. Top 10 Most Common Impulsive Buying

No	Item	Percentage (%)
1.	Food/groceries	47%
2.	Clothing	38%
3.	Household items	38%
4.	Technology	27%
5.	Coffee	27%
6.	Vehicles	25%
7.	Takeout	23%
8.	Shoes	23%
9.	Books	22%
10.	Video games	20%

Sources : Surveys Conducted by OnePoll for Slickdeals with a sample at 2.000 adults in January 2020 and April 2020

According to the results, more than half of Americans make impulse purchases by actually saving their money in the long run. When shopping impulsively, more respondents (52%) say they usually take advantage of deals rather than buy at retail prices (Admin, 2020b). According to Slickdeals CEO Josh Meyers. "Even though someone might not plan to buy detergent or foodstuffs on a certain day, storing these items every day when there is plenty available can help the budget. Thus, impulsive spending can be associated with saving money in the long run compared to waste"(Admin, 2020b).

The biggest factor influencing impulsive online purchases is consumer buying interest. Therefore online marketers must be able to continue to stimulate consumers to be interested in buying products offered by online stores, by understanding consumer psychological factors such as motivation, perception and learning which are factors in consumers who can determine the selection and use of the product. In addition, external factors from consumers that can actually be the key to the success of online marketers are well-integrated marketing mix management (Amanah & Harahap, 2020b). Indonesian consumers tend to be impulsive when shopping online. Offers and programs conducted by online stores make consumers tempted to make impulsive purchases. The convenience provided by online shopping such as practical, saving time, saving energy, further strengthens the tendency of consumers to buy impulsively (Amanah & Harahap, 2020b). Emotions and feelings have a role in impulsive buying decisions for products that are relatively inexpensive or relatively expensive. For this reason, online stores need targeted marketing strategies and programs so that more impulsive buyers will emerge that can benefit online marketers (Amanah & Harahap, 2020b).

The American culture of consumerism took an unexpected detour along with the coronavirus pandemic. When home stay orders spread throughout the US, buyers open their wallets to buy products ranging from entertaining to indulgent (Picchi, 2020). In broad terms, shopping data shows panic purchases are occurring, two concerns seem to drive most of what consumers buy during a health crisis: Fear of vital supplies running out and, linked, challenges being locked up at home for months. In practical terms, that means more toilet paper, more food and - with closed bars - more liquor (Picchi, 2020). Marketers like Marketing Support, Inc. and Leo J. Shapiro and Associates say about one third of all consumers buy impulse purchases every week - and that the average cost of a spontaneous purchase is around \$ 30. In a study by AT Kearney showed that, "Forty percent of consumers spend more money than they planned at the store, while only 25 percent report impulse shopping online." And that's not surprising because, as marketing professor at the University of Colorado Business School of Marketing, Donald R. Lichtenstein, "Seeing is buying." But because the pandemic has kept shoppers away from stores and increasingly buying food and household supplies online, impulsive buying habits are changing as a result (Ngo, 2020).

CONCLUSION

Panic buying is a type of behavior that is characterized by a rapid increase in purchase volume, usually causing the price of an item or security to increase (Chen, 2019). High volume purchases can be driven by demand for new products that are very attractive to consumers. Panic buying may be driven by very low supplies which can drive up prices and also cause a shift towards new alternatives (Chen, 2019).

Psychological factors that are influenced internally and externally that cause loss of control, consumer emotional intelligence will compensate for the loss of perceived control by buying useful products designed to meet needs. Good planning will limit the occurrence of impulsive purchases, personal factors play a huge role in controlling buying behavior. The influence of social media through

scattered news that contains positive or negative information will have an impact on panic buying behavior and impulsive buying. Can be caused by lack of knowledge coupled with inaccurate information or misinformation through social media so that it can strengthen people's fears and damage their beliefs. People start buying and keep buying because they are afraid of the unknown. Steven Taylor declared excessive play on social media and news media, and it reinforced a sense of scarcity that exacerbated panic purchases. Bryan Lufkin noted that it is important for quality sources of information to avoid rumors and falsehood that can prevent a possible crisis (Ling, 2020). Current events that occur due to coronavirus outbreaks that spread throughout the world are no exception Indonesia, causing panic, anxiety, making everyone afraid and anxious so as to form a protective attitude towards themselves and families to avoid the outbreak by making panic purchases to meet the needs and desires so that apart from the plague that makes purchases tend to be impulsive.

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