

Evaluation of Factors Promoting Panic Buying in Retail Sector of Pakistan during COVID – 19 Pandemic



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ACKNOWLEDGMENT

First of all, thanks to Almighty *ALLAH* for giving me the strength and ability to understand, learn and complete this thesis.

Then I would like to extend sincere gratitude to my thesis supervisor Dr. Asma Basit for her help, encouragement, and continuous support. Her motivation, patience, and immense knowledge made me able to complete my thesis. Her guidance helped me in all the time of research writing of this thesis. I could not have imagined having a better advisor and mentor for my M.PHIL study.

Last but not least, I am indebted to my family. I would like to thank every family member for supporting me spiritually throughout writing this thesis and my life in general.

ABSTRACT

By the start of global crisis Covid-19 pandemic, it has changed the world's economy and the healthcare by creating uncertainty, fear and panic among people around the globe. Due to the implementation of lockdowns, Panic buying has emerged as a new phenomenon during coronavirus outbreak. Hence, there is a need to examine the panic buying behavior of consumers during Covid-19 in order to gain an understanding about this new phenomenon so that retail marketers and policy makers can get benefit. In this research, Stimuli Organism Response (SOR) model is being used in order to investigate that how Panic Buying is being done as a Response when e-WOM, Fear Appeal and Perceived Scarcity acts as Stimulus, and Social Media Information (SMI) acting as an Organism. This study is conducted in the twin cities of Pakistan i.e. Rawalpindi and Islamabad. Findings show that e-WOM, Fear Appeal have positive and significant relation with Panic Buying. However, Perceived Scarcity has no significant relation with Panic Buying. There is a positive influence of Social Media Information between e-WOM, Fear Appeal, Perceived Scarcity and Panic Buying. All the managerial and theoretical implications are discussed in detail.

Keywords: Panic Buying, E-WOM, Perceived Scarcity, Social media Information, Fear Appeal, Covid-19, Pandemic

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