

## Research Article

# Impact of Panic Purchases on Unplanning Purchases in Retail Store

Dedy Ansari Harahap<sup>1\*</sup>, Aminuddin Irfani<sup>1</sup>, Huriah Rachman<sup>2</sup>, Erwin Harahap<sup>3</sup>, Dita Amanah<sup>4</sup>

<sup>1</sup>Department of Management, Faculty of Economics and Business, Universitas Islam Bandung, Indonesia

<sup>2</sup>Department of Early Childhood Education, Universitas Islam Bandung, Indonesia

<sup>3</sup>Department of Mathematics, Faculty of Economics and Business, Universitas Islam Bandung, Indonesia

<sup>4</sup>Department of Business Education, Universitas Pendidikan Indonesia, Bandung, Indonesia

**ORCID**

Dedy Ansari Harahap: <https://orcid.org/0000-0003-4772-6258>

Huriah Rachman: <https://orcid.org/0000-0003-1375-2001>

Erwin Harahap: <https://orcid.org/0000-0003-4522-0587>

Dita Amanah: <https://orcid.org/0000-0001-5106-0618>

**Abstract.**

The study investigates the impact of panic buying on unplanned purchases at retail stores. Employing a quantitative approach with explanatory research, 210 respondents were surveyed to explore the relationship between panic purchases (independent variable) and unplanned purchases (dependent variable). The data analysis was conducted using the SPSS program version 26.00, and simple linear regression was applied. The findings demonstrate that panic purchases significantly influence unplanned purchases at retail stores. The anxiety and fear experienced by the community during the pandemic regarding their household necessities trigger panic buying. As a result of the urgency to fulfill daily needs and the availability of goods, individuals tend to engage in unplanned purchases when shopping at retail stores. The study highlights the connection between panic buying behavior and the tendency for unplanned spending in the context of retail shopping during times of heightened uncertainty and perceived scarcity.

**Keywords:** panic purchases, unplanning purchases, retail store

## 1. Introduction

The current pandemic event illustrates how the corona virus is endemic, as a result it affects all life activities. From the business side, it is clearly very worrying, coupled with the government's notification that all Indonesian people carry out activities at home and limit contact with the outside environment or called social distancing. People panic in carrying out activities, especially in meeting daily household needs [1].

Corresponding Author: Dedy Ansari Harahap; email: [dedyansari@unisba.ac.id](mailto:dedyansari@unisba.ac.id)

**Published** 30 October 2023

**Publishing services provided by Knowledge E**

© Harahap et al. This article is distributed under the terms of the [Creative Commons Attribution License](#), which permits unrestricted use and redistribution provided that the original author and source are credited.

Selection and Peer-review under the responsibility of the 5<sup>th</sup> Sores Conference Committee.

 OPEN ACCESS

The reduction in outside activities causes businesses to experience both positive and negative impacts due to the pandemic. Everyone will limit and reduce their transactions for certain sectors, but in other sectors the impact is that more and more people are competing to shop at stores in large quantities to buy household needs as a longer supply so as not to lack in meeting their daily needs [1].

Panic buying can occur from a number of different events, generally panic buying occurs due to increased demand leading to price increases. On the other hand, panic selling has the effect of increasing supply and lower prices. Panic buying and selling on a large scale can have a dramatic impact leading to market changes in a variety of scenarios. Given that there is little or no indication that inventory is low? Some reports attribute the panic buying to growing distrust of the current state of affairs [2]. The conditions and situations that occur make panic buying behavior by many people as a form of anticipation to reduce anxiety and fear of not getting the materials needed for their household needs for a moment or even a longer term in the future. Meanwhile, at the same time as the impact of the situation, it was found that most of the community experienced a decrease in income due to Termination of Employment (PHK), small businesses that were run went bankrupt and their savings balances were dwindling [3].

People make unplanned purchases when shopping at a store, of course this is very beneficial for business people, which can move people to shop more and not only on their shopping lists [1]. Impulsive buyers have certain characteristics that encourage people to do so. Consumptive behavior will have an impact on the behavior of sellers who provide products in the form of goods or services in meeting the needs and desires of consumers. Sellers must be responsive and responsive in managing their business so that consumers continue to shop at their stores. Maharani et al., 2021 said, that customer value in consumer behavior is very important, because it explains purchase intention, product selection, brand selection and repurchase etc. Meanwhile, consumers tend to have many choices in shopping to meet their needs in a store [5] [6].

## 2. Theoretical Analysis Hypothesis Development

### 2.1. Panic purchases

Panic purchases 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 purchases reduces supply and creates higher demand, leading to

higher price inflation. Panic purchases, which is often associated with consumer greed emotions can be contrasted with panic selling, which is associated with fear [7].

Panic purchases can occur from a number of different events. Generally panic purchases occurs because of increased demand which causes price increases. On the other hand, panic selling has the opposite effect resulting in increased supply and lower prices. Panic purchases and selling on a large scale can have a dramatic impact leading to market swings in a variety of scenarios. Several reports link panic purchases with growing distrust in the government's ability to keep people safe or tell them the truth [1].

Recent events that occurred as a result of a pandemic outbreak that did not survive, did not know when it would end, caused panic, anxiety, made everyone afraid and anxious so that they formed a protective attitude towards themselves and their families to avoid the outbreak by making panic purchases that were forced to buy in several places. and long distances, people are willing to travel to buy with the intention that their needs can be fulfilled even at a price that is relatively more than the usual price during the previous normal conditions [2].

Panic purchases is defined as consumer behavior in the form of purchasing products in large quantities so as not to experience shortages in the future [8]. Panic is a form of collective behavior that arises suddenly, spontaneously, is not a routine activity, and tends to be inconsistent with norms (non-normative) [9].

H1 : panic purchases will significantly influence on unplanning purchases in retail stores.

## 2.2. Unplanning purchases

The phenomenon or term unplanning purchases was first recognized as irrational behavior in the 1940s [10]. This phenomenon aroused the interest of many researchers who then faced the challenge of measuring it: all respondents in this study were reluctant or unwilling to openly state all the products they wanted to buy, this was then compared with the actual purchase ([11]. Although there is still no consensus in the literature on the definition of the concept of impulse buying [12]. The first study of impulse buying can be found in the study of consumer buying habits conducted by Du Pont de Nemours and Co. [13], which focuses on understanding how phenomena occur broadly. Several years after the first study, subsequent studies showed that a percentage of sales in retail stores came from unplanned purchases [14]. 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” [13].

Unplanned purchases is a spontaneous purchase without any intention to buy the product ([15]. Impulse buying is also a purchase made unplanned and unmotivated on the basis of the impulse of desire and need ([16] which is a sudden desire that comes with a very strong urge to buy a product immediately ([13] [17][18].

Impulse buying is a fact of life, as more or less all customers have made an unplanned purchase at least once in their lifetime while shopping [19]. Impulse buying behavior has been the target of theoretical debate for years. It is not surprising, therefore, that researchers in consumer and retail behavior have been investigating this topic for more than fifty years (Clover, 1950b)[21]. In marketing management, this kind of behavior is a mystery and different from the usual which explains why so many different products are sold each year [22]. Marketers have come to understand the effect of impulse buying which is a fundamental point in many buying-related activities.

Consumption patterns that violate the principle of rationality are still a concern in many developed countries and are the subject of research. Buy a product after evaluating the costs and benefits but many individuals are irrational when they buy. Consumer buying behavior rarely adheres to the principles of economic theory. Customers are driven by natural desires, moods or feelings [23]. Customers buy products for various purposes such as to relieve an unpleasant mood, to express identity or just for fun. This kind of non-rational buying is known as impulsive buying [24].

### 3. Research Methods

This study aims to test the hypothesis, to determine the effect between variables by referring to the problem formulation that has been determined and the expected research objectives. it aims to show a causal effect that can be generalized [25]. The sampling technique was carried out by simple random sampling technique, in which the population was taken randomly and got an equal or even chance which was then taken partially to be the sample .The number of samples or respondents who deserved to be researched from the 220 questionnaires distributed, only 210 respondents. The data collection technique is by distributing questionnaires related to panic purchases on impulsive buying at retail stores. We use a quantitative approach with explanatory research as a data analysis technique. Simple linear regression analysis was conducted to examine the relationship between the independent variable (panic purchases) and

the dependent variable (unplanning purchases). The analysis calculations used the SPSS program (Statistical Packages for the Social Science) version 26.00 Windows.

## 4. Results And Discussion

A thorough analysis of the respondents has been carried out and this study provides descriptive or verification results as follows:

### 4.1. Panic purchases validity test

TABLE 1: Panic purchases variable validity test results.

No	item	r-value	r-table	description
1.	I buy products in retail stores in anticipation of price increases.	0,607	0,361	Valid
2.	I buy products at retail stores in anticipation of future stock shortages.	0,536		Valid
3.	I buy products in retail stores because I am afraid and worried that the product availability will decrease.	0,724		Valid
4.	I buy products in retail stores to meet uncertain needs.	0,523		Valid
5.	I bought a product at a retail store because I saw other people doing it too.	0,572		Valid
6.	I buy products in retail stores because I am influenced by relatives, friends or neighbors.	0,529		Valid
7.	I bought the product in a retail store because of the rumor (the item is out of stock).	0,461		Valid
8.	I buy products in retail stores because they are always in stock.	0,058		In Valid

Table 1 above shows that the calculated r value of each statement 1,2,3,4,5,6 and 7 for the Panic purchases variable is greater than the r-table value with a 0.05 significance test of 0.361. This means that (7 items) the Panic purchases variable is declared valid. While in statement 8 for the Panic purchases variable, it is smaller than the value of r table with a significance test of 0.05 of 0.361. This means that statement 8 (1 item) on the Panic purchases variable is declared invalid.

TABLE 2: Unplanning purchases variable validity test results.

No	item	r-value	r-table	description
1.	I often buy products in retail stores spontaneously.	0,593	0,361	Valid
2.	I often buy products in retail stores without planning	0,515		Valid
3.	I often shop a lot at retail stores during special offers.	0,581		Valid
4.	I often buy certain products in retail stores even though I don't really need them	0,709		Valid
5.	I am very excited when I get the desired item in a retail store.	0,023		In Valid
6.	I'm often obsessed with spending the money I carry partly or completely to buy products in retail stores.	0,709		Valid
7.	I often buy products in retail stores without thinking first.	0,555		Valid
8.	I often feel the urge to buy other products, when shopping at retail stores.	0,536		Valid

#### 4.2. Unplanning purchases validity test

Table 2 above shows that the calculated r value of each statement 1,2,3,4,6,7 and 8 for the impulsive buying variable is greater than the value of r table with a 0.05 significance test of 0.361. This means that (7 items) the Unplanning purchases variable is declared valid. While in statement 5 for the Unplanning purchases variable, it is smaller than the r table value with a 0.05 significance test of 0.361. This means that statement 5 (1 item) on the Unplanning purchases variable is declared invalid.

#### 4.3. Reliability test

TABLE 3: Reliability test results.

Variabel	Jumlah Instrumen	Cronbach's Alpha	Keterangan
Panic purchases	8	.789	Reliabel
Unplanning purchases	8	.812	Reliabel

Reliability tests were conducted to measure the consistency and stability of each questionnaire item [26]. The results of the reliable test are in Table 3, the instrument in the study of research variables, each variable has an Alpha value greater than 0.60.

According to [26], that Cronbach’s Alpha less than 0.6 is said to be bad and vice versa. Therefore, the data collected is considered to be usable for further analysis.

#### 4.4. Simple linear regression analysis

Simple linear regression analysis in this study consisted of one dependent variable (UP), namely unplanning purchases and the independent variable, namely panic purchases (PP). The regression equation is:  $UP = 1.679 + 0.424PP + e$ , which can be seen in Table 4.

TABLE 4: Regression Coefficient.

Variables	B	S.E	t	Sig.
(Constant)	1.679	.180	9.331	.000
Panic purchases	.424	.065	6.470	.000

The results of the partial test analysis of the panic purchases variable (PP) obtained a t-count value of 6.470, where the result is greater than the t-table value (1.652). It can be concluded that Ho1 is rejected and Ha1 is accepted, meaning that panic purchases has a significant effect on unplanning purchases (UP), as shown in Table 4.

TABLE 5: Coefficient of Determination.

Model	R	R Square	Adjusted Square	R Std. Error of the Estimate
1	.409 <sup>a</sup>	.168	.164	.68457

The R square value of 0.168 in Table 5 indicates that the panic purchases variable affects the unplanning purchases variable by 16.80%. This means that the model produced by the regression is not good because it is not close to the value of 1 (100%) or even still below 50%. With these results it can be stated that the remaining 0.832 (83.20%) the unplanning purchases variable is influenced by other variables that are not included in this study.

This study found that panic purchases has an effect on unplanned purchases. This is not in line with research [27][28], which states that panic purchases affects unplanned purchases. Panic purchases that occurs in consumers results in the emergence of impulse buying. This is because there is a sense of concern and fear of the loss of availability of goods in the future while still looking for functional benefits from the shopping process but in excessive quantities or beyond the needs of consumers. Panic purchases can occur from a number of different events, generally panic purchases

occurs due to increased demand leading to price increases. On the other hand, panic selling has the effect of increasing supply and lower prices. The panic purchases atmosphere is increasingly felt due to long queues of people buying a product that is needed, causing a bit of chaos and jostling around shopping locations [1][2].

## 5. Conclusion, Implication and Recommendation

### 5.1. Conclusion

The results showed that panic purchases had an effect on unplanning purchases. These findings indicate that impulsive buyers have certain characteristics that encourage them to make impulse purchases. An effective approach in panic purchases situations where people are forced to buy is to avoid and prevent as many shopping routines and habits as possible. This will be of great benefit to people who are savvy consumers, whose routines support steady, piecemeal buying and measured consumption. Related to the marketing perspective, namely the occurrence of consumer panic purchases in various places to meet needs so that people who are also consumers make purchases due to panic over the scarcity of materials needed to meet needs [29][6]

### 5.2. Implication

In this study, specific advice is given to large, medium and small companies and traders. The impact of people's attitudes and behavior as consumers like this is not good for producers, companies and business actors, because it will cause public distrust as consumers, they will judge and give negative responses to business actors or companies which will impact on loyalty and company image.

### 5.3. Recommendation

Further research is expected to include other variables to analyze unplanning purchases in retail stores, including product completeness, social media, store atmosphere, and others. In addition, the number of samples must also be increased and the object of research also expanded and more specific.



## Acknowledgments

The authors would like to thank Research Institutions and Community Development Universitas Islam Bandung for providing funding for this research.

## References

- [1] Harahap DA. "Virus Corona dan Panic Buying yang Impulsif," Radar Bandung, no. April, Bandung. 2020 Apr 6: <https://doi.org/10.13140/RG.2.2.24571.64809>
- [2] Harahap DA. "Tren Panic Buying Yang Terpaksa Membeli," Majalah SWA, Jakarta. 2022 Mar:1. <https://doi.org/10.13140/RG.2.2.23164.62084>
- [3] Harahap DA. "Membaca Karakter Konsumen Ketika Panic Buying, Brand or Product Utility?" Majalah Marketeers, Jakarta. 2022 Mar:1. <https://doi.org/10.13140/RG.2.2.36731.39202>
- [4] Maharani N, Helmi A, Mulyana A, Hasan M. "Customer value and intention to buy private label products," Proceedings of the Social and Humanities Research Symposium (SORES 2020), <https://doi.org/10.2991/assehr.k.210617.021>
- [5] Harahap DA, Amanah D. Perilaku Belanja Online di Indonesia: studi Kasus [JRMSI]. *Jurnal Riset Manajemen Sains Indonesia*. 2018;9(2):193–213.
- [6] Harahap DA, Amanah D. "Memahami Impulsif Buying Dalam Proses Keputusan Pembelian Konsumen," *Jurnal Manajemen dan Bisnis (Performa)*. 2022;19(1):31–55. <https://doi.org/10.29313/performa.v19i01.9719>.
- [7] Chen J. "Panic Buying," Technical Analysis Basic Education, <https://www.investopedia.com/terms/p/panicbuying.asp>
- [8] Gazali HM. The Covid-19 pandemic: Factors triggering panic buying behaviour among consumers In Malaysia. *Labuan Bulletin of International Business & Finance*. 2017;18(1):84–95.
- [9] Keane M, Neal T. Consumer panic in the COVID-19 pandemic. *Journal of Economics*. 2021 Jan;220(1):86–105.
- [10] Arocas RL, Pardo IQ. El modelo de compra AC B. Una nueva conceptualización de la compra por impulso. *Esic Market*. 2000;106(Agosto):151–163.
- [11] Kollat DT, Willett RP. Is impulse purchasing really a useful concept for marketing decisions? *Journal of Marketing*. 1969;33(1):79–83.
- [12] Amos C, Holmes GR, Keneson WC. A meta-analysis of consumer impulse buying. *Journal of Retailing and Consumer Services*. 2014;21(2):86–97.

- [13] Rook DW. The buying impulse. *Journal of Consumer Research*. 1987;14(2):189.
- [14] Clover VT. Relative Importance of Impulse-Buying in Retail Stores. *Journal of Marketing*. 1950;15(1):66–70.
- [15] Beatty SE, Ferrell ME. Impulse buying: modeling its precursors. *Journal of Retailing*. 1998;74(2):169–191.
- [16] Verplanken B, Herabadi A. Individual differences in impulse buying tendency: feeling and no thinking. *European Journal of Personality*. 2001;15(1 SUPPL.):71–83.
- [17] Rook DW, Fisher RJ. Normative Influences on Impulsive Buying Behavior. *Journal of Consumer Research*. 1995;22(3):305.
- [18] Rook DW, Hoch SJ. Consuming Impulses. *Advances in Consumer Research*. 1985;12:23–27.
- [19] Iyer ES. Unplanned purchasing: knowledge of shopping environment and time pressure. *Journal of Retailing*. 1989;65(1).
- [20] Clover VT. Relative Importance of Impulse Buying in Retail Stores. *Journal of Marketing Channels*. 1950;25:66–70.
- [21] West CJ. Results of Two Years of Study into Impulse Buying. *Journal of Marketing*. 1951;15(3):362–363.
- [22] Weinberg P, Gottwald W. Impulsive consumer buying as a result of emotions. *Journal of Business Research*. 1982;10(1):43–57.
- [23] 23. Etzioni A. “Rationality is anti-Entropic,” *Journal of Economic Psychology* 7. 1986;7:17- [https://doi.org/10.1016/0167-4870\(86\)90010-3](https://doi.org/10.1016/0167-4870(86)90010-3).
- [24] Han YK, Morgan GA, Kotsiopulos A, Kang-Park J. Impulse buying behavior of apparel purchasers. *Clothing and Textiles Research Journal*. 1991;9(3):15–21.
- [25] 25. Rohandi MMA, Azis E. “Theory of planned behavior Terhadap Niat Berwirausaha Selama Pandemi Covid-19,” *Jurnal Manajemen dan Bisnis Performa*. 2022 Mar;19(1):1- <https://doi.org/10.29313/performa.v19i01.9713>
- [26] Sekaran U, Bougie R. *Research Methods for Business: A Skill-Building Approach*, 6th Edition. United Kingdom: John Wiley & Son Ltd, 2013.
- [27] Ahmed RR, Streimikiene D, Rolle JA, Duc PA. The COVID-19 pandemic and the antecedents for the impulse buying behavior of US citizens. *Journal of Competitiveness*. 2020;12(3):5–27.
- [28] Aji AI, Trihudyatmanto M. Covid 19 pandemic: Moderating panic buying behavior to impulse buying. *Jurnal Akuntansi, Manajemen & Perbankan Syariah*. 2022;2(1):19–29.

- [29] Harahap DA, Ferine KF, Irawati N, Nurlaila, and D. Amanah, "Emerging advances in E-commerce: Panic and impulse buying during the COVID-19 pandemic,". *Systematic Reviews in Pharmacy*. 2021;12(3): <https://doi.org/10.31838/srp.2021.3.37>.