

**THE INFLUENCE OF PERCEIVED SCARCITY, EMOTIONS AND  
SOCIAL MEDIA INFORMATION OVERLOAD TOWARDS PANIC  
BUYING AT SUPERMARKET DURING THE EARLY PHASE OF  
COVID-19 PANDEMIC IN PADANG**

**THESIS**

Submitted as Partial Requirements for a Bachelor Degree in Undergraduate Study  
Program Department of Management in Faculty of Economics of Andalas  
University



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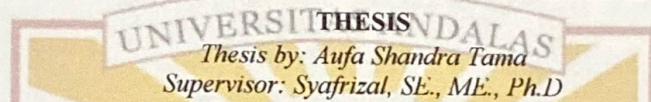
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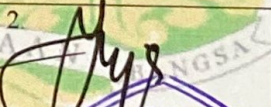
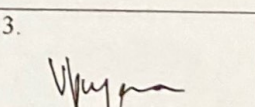


**ABSTRACT**

The health crises caused by COVID-19 has caused panic buying among consumers. Panic buying at supermarket in Padang city is most likely caused by consumers who stockpile products as they fear towards the scarcity of goods. Due to this phenomenon, this research examines the effect of perceived product scarcity, emotion and social media consumption that trigger panic buying of consumers in Padang City. This implements quantitative approach which the questionnaire was distributed online to 125 respondents of Padang citizens. The findings found that emotions and social media information overload have a positive and significant influence on panic buying. However, the result also showed that perceived scarcity has no significant influence on panic buying. This research is expected to contribute to further academic research and business practitioners by examining existing determinants, particularly in the time of pandemic crisis considering lack of scholarly research on this topic.

**Keywords:** *Consumer Behavior, Panic Buying, Perceived Scarcity, Emotions, Social Media Information Overload, Covid-19 Pandemic*

This thesis is already examined and passed on May 19<sup>th</sup>, 2021. This abstract already approved by supervisor and examiners:

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