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THE IMPACT OF COVID-19 ON CUSTOMER BUYING BEHAVIOUR: A STUDY ON GEN Z IN UNIVERSITI UTARA MALAYSIA (UUM)

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Abstract

As a result of the COVID-19 outbreak, consumer behaviour has changed significantly. When nations struggle to recover from a pandemic, companies, particularly those that produce non-essential goods such as clothing and shoes, also attempt to recover from financial losses. Due to consumer stockpiling and impulsive purchases, however, it is difficult for some companies to increase the production of essential goods. The primary objective of this study is to determine the effect of COVID-19 on students' panic buying behaviour among UUM students. This quantitative study included 400 respondents selected by convenience sampling. The findings reveal students' stockpiling and impulsive purchasing behaviours have increased dramatically during the pandemic. These findings contribute to the expanding body of knowledge on panic buying.

Keywords: COVID-19; Crisis; Stockpiling; Impulsive buying; Buying behaviour

Abstrak

Akibat wabak COVID-19, tingkah laku pengguna telah berubah dengan ketara. Apabila negara bergelut untuk pulih daripada wabak, syarikat-syarikat yang mengeluarkan barangan bukan keperluan seperti pakaian dan kasut cuba untuk pulih daripada kerugian kewangan. Disebabkan gelagat simpanan pengguna dan pembelian impulsif, sesetengah syarikat turut sukar untuk meningkatkan pengeluaran barangan keperluan. Objektif utama kajian ini adalah untuk mengetahui kesan COVID-19 terhadap tingkah laku belian panik pelajar dalam kalangan pelajar UUM. Kajian kuantitatif ini melibatkan 400 responden yang dipilih secara persampelan mudah. Penemuan mendedahkan tingkah laku menyimpan stok dan impulsif pelajar

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telah meningkat secara mendadak sewaktu fasa pandemik. Penemuan ini menyumbang kepada pengembangan pengetahuan mengenai pembelian panik.

Kata Kunci: COVID-19; Krisis; Pengumpulan stok; Pembelian impulsif; Tingkah laku membeli

Introduction

A series of pandemics have occurred throughout history, including the Black Plague, Cholera, and Spanish Influenza. Since COVID-19 spreads so quickly and is so contagious, the world is now dealing with a new pandemic, which has shown to be incredibly infectious. Consumer buying choices worldwide have been affected by the clear worldwide impact of the COVID-19 epidemic, which has affected economic instability (Addo et al., 2020). COVID-19 triggered a crisis at a time when people and systems all across the globe are being put to the test, and social sustainability has become even more important. A global health crisis that is spreading human pain, killing people and disturbing people's lives has been defined by the United Nations as worse than that. The issue has also been described as an economic, social, and human disaster (UN,2020). A pandemic, according to the World Health Organization (WHO, 2020), has been declared by the WHO, and it is assaulting the very foundations of our communities. Governments worldwide and agencies at various levels used a variety of strategies to contain the spread of the virus. Most countries closed their borders to reduce the risk of getting infected and spreading the virus, and institutes and businesses restricted social gatherings. People were encouraged to self-quarantine, stay at home, and avoid social contact to reduce the risk of getting infected and/or spreading the virus, particularly among risk groups (Folkhälsomyndigheten & Regeringskansliet, 2020; WHO, 2020).

For many people, specific ordinary tasks have become less accessible or completely inaccessible (Ronge & Rydberg, 2020). The most vulnerable are those in quarantine, unwell, or in high-risk categories, such as the elderly (above 70) and those suffering from chronic conditions. In response to the pandemic's global outbreak, many countries closed all shopping malls and other businesses, some of which were essential to people's daily lives. The disease outbreak significantly impacted China, the United Kingdom, and Italy. Many of the businesses in these countries provide food distribution sites for a substantial section of the population, including grocery shops, cafés, and restaurants. Governments imposed social distance and self-quarantine restrictions in countries such as China, Italy, and others and by individuals.

According to the intensity of the pandemic in that particular place, these estimates might vary significantly. The government also backed the implementation of COVID-19 control measures in addition to tight social distance limits and restricted access to

confined areas and infection-prone zones. During the first several months of the complete or partial lockdown, consumer behaviour was impacted by government regulations, fear of the unknown and risk linked with the epidemic and subsequent market conditions, disruptions in supply chains, and the panic associated with a crisis scenario. Due to the generally high infection rate, governments have been forced to impose emergency measures such as social isolation, stay-at-home orders, and state-level lockdowns. Additionally, the pandemic has decreased global supply and demand, significantly increasing unemployment in several industries. Individuals isolated from social life have been forced to cope with higher fear and concern for their well-being. According to Panchal et al. (2021), approximately 53% of participants said that the coronavirus had adversely impacted their mental health due to concern and stress. Customers may make bad decisions in the face of global catastrophes such as pandemics (He & Harris, 2020). The present worldwide pandemic, especially in poorer nations, has significantly impacted consumer behaviour in several areas (Sheth, 2020). Li et al., (2020) describe illogical consumption, whereas (Zafar et al., 2021) describes panic buying as an example of behavioural changes during a pandemic.

Due to the apparent COVID-19 outbreak, customers' purchasing and shopping habits and consumption patterns have been completely altered, as have social isolation and lockdown regulations (Donthu & Gustafsson, 2020). Due to demographic shifts, new distribution methods, and technological advancements, new consumer habits are being formed. On main online shopping sites, Slickdeals (2020) showed that customers made more impulsive purchases during the epidemic than before. An American's monthly impulsive spending increased by 18% from January to April of 2020, when the COVID-19 outbreak was first reported, from \$155.03 to an average of \$182.98 per month (Slickdeals,2020).

Since this epidemic outbreak, about 46% of customers have placed their first online grocery purchase. Due to the COVID-19 epidemic, 71% of customers said they would increase their online purchases (Retail Customer Experience, 2020). Throughout the COVID-19 epidemic, the typical person in the United Kingdom spent an additional \$13 per week on food in UK supermarkets, and the merchants spent \$361.4 million (Southey, 2020).

According to Parsad (2020), an impulse purchase happens when a buyer has an anticipated, acute, and persistent urge to purchase something immediately after seeing it. Following the worldwide pandemic outbreak, according to research conducted by Naeem (2021), the introduction of COVID-19 has resulted in buying and stockpiling. This research, which contributes to collecting knowledge on consumer behaviour during pandemics, studied consumers' stockpiling and impulsive purchasing patterns in light of the COVID-19 crisis. For this study, we will look at how COVID-19 impacts the consumer behaviour of students at the University of Utara

Malaysia. The point that has been raised here is whether the epidemic has had an impact on buying behaviour.

Literature Review

The Phenomenon of COVID-19 and Its Impact

SARS-CoV-2, also known as COVID-19, is a disease caused by the new (Novel) coronavirus. Covid-19 is now almost guaranteed to become a pandemic that will harm not just humans but also the economic well-being of the whole world population (Tang, 2020). Human needs, mainly physiological and safety requirements, are key drivers of behaviour change since they are necessary for human survival. People will work harder to ensure these objectives even in terrible situations, such as war or public health crises like the COVID-19 pandemic (Herjanto et al., 2021). This outbreak of COVID-19 is becoming more difficult to trace its roots and predict how it will affect a wide range of people's daily lives and needs (Bapuji et al., 2020). Various unanticipated consequences have aggravated the COVID-19 epidemic's health and economic implications as marketers and public-sector employees have tried hard to bring the issue under control.

One of the most prominent consequences of economic policy uncertainty (EPU) has been market volatility and widespread job losses (Barua et al., 2020). Pandemic information overload increases public anxiety about the potential danger to health (Laato et al., 2020). Medical supplies, food, and toilet paper are among the things that people across the world are storing in a last-minute effort to meet their basic needs (Bapuji et al., 2020).

Impulsive Buying Behaviour

To prevent the spread of the COVID-19 outbreak, governments adopted restrictive health measures such as social isolation and lockdowns (Dickins & Schalz, 2020). However, these regulations interrupted global supply lines and resulted in economic shutdowns (Barua, 2020). In specific locations, the financial consequences spread as quickly as the disease, if not faster (Khanra et al., 2021). Anxiety and fear were compounded by the lack of masks and disinfectants and by worrying media reports (Kaur & Malik, 2020; Kaur et al., 2020), leading to a change in consumer behaviour toward panic buying (Cao et al., 2020). According to the Protection Motive Theory, people's alertness and psychological reactions might help them overcome their anxiety perceptions (Maddux & Rogers, 1983). Moreover, people's vigilance and psychological reactions might help them overcome their anxiety perceptions. The urge to purchase impulsively is a personality trait that influences impulsive purchasing (Cameron & Shah, 2015; Dholakia, 2000; Ge et al., 2009). Impulsiveness is the inclination to purchase spontaneously, unreflectively, promptly, and kinetically (Peck

& Childers, 2006). Beatty and Ferrell (1998) claimed that the drive to purchase impulsively is an individual's underlying predisposition, encouraging quick reactions without sufficient thought and preparation.

On the other side, irrational purchase results in the depletion of resources and an increase in prices (Nicola et al., 2020). Governments and other social media influencers condemned panic buying and stressed the need for social distancing measures and proper hand washing to promote awareness about the COVID-19 epidemic (Gupta et al., 2021). People's fears and worries were impossible to manage because of the fast spread of the COVID-19 pandemic, which led to a panicked shopping frenzy worldwide (Addo et al., 2020; Matias et al., 2020). The resilience of supply chains, notably for the food sector (Kaur & Malik, 2020; Kaur et al., 2020), has been undermined, leading to increased food prices in many countries (Matias et al., 2020). For example, panic purchasing occurrences hit the United States, the United Kingdom, and Australia (Arafat et al., 2020). With the second wave of the COVID-19 pandemic, the COVID-19 outbreak has endangered the whole global economy with an unexpected recession (Baker et al., 2020). Consumer demand for certain goods is impossible to anticipate, while demand for other products might pick up (McKinsey & Company, 2020).

Stock Piling Behaviour

There have been many recent studies on panic buying in the wake of the COVID-19 epidemic, looking at anything from how news stories about the disease affected people's purchasing decisions to the effects of information overload and an overreliance on social media in times of crisis. Although these studies have discovered a range of causes of panic purchasing, most of their findings are related to human factors. According to Laato et al. (2020), these studies highly emphasise people's protective motives and health metrics. The COVID-19 epidemic is an excellent example of how fear, anxiety, and uncertainty may impact purchasing decisions. However, Naeem (2021) states that no one understands how fear and anxiety influenced purchasing decisions during the outbreak. It's alarming and necessitates more research, given the recent Covid-19 or Wuhan virus mistrust of financial and health information sources (Talwar et al., 2021).

After all, Keane & Neal (2021) says that the current state of COVID-19, which has resulted in social distancing behaviour, has the potential to influence customer perceptions of the product. According to proponents of subjective norms during this crisis, customers' purchasing behaviour will be affected by various subjective norms, as defined by the construct's components, and consumer concern over the COVID-19 issue. This includes stocking up on supplies and making impulsive purchases.

Hypothesis Development

Relationship between the Impact of COVID-19 and Stock Piling Behavior

As discussed by Naeem (2020, 2021) how COVID-19 generates and strengthens uncertainty and threats, both globally and nationally, which has resulted in panic-stricken consumer behaviour and increased purchases even when there is no advertising campaign or a price reduction for the products purchased. In the event of a worldwide epidemic, this study will assist in understanding the psychology underlying customers' stockpiling behaviour. The investigation findings suggested that the researchers confirmed that consumers' stocking behaviour had increased during the COVID-19 epidemic. Fear of things being out of supply, sickness, disinformation, and other causes might have played a role in this panic-stricken state of mind. According to Hobbs (2020), the fear caused by the epidemic was reflected in the hoarding behaviour of consumers. Therefore, the researcher has proposed the following hypothesis:

H1: There is a significant relationship between the impact of COVID-19 and stockpiling behaviour among UUM students.

Relationship between the Impact of COVID-19 and Impulsive Buying Behavior

Impulsive buying happens when a buyer has an anticipated, intense, and persistent urge to purchase something immediately. Suryaningsih (2020) discovers that spontaneous purchases involve an investment made for a specific cause and that the choice to acquire anything is not dependent on extensive deliberation or deliberative reasoning processes. In addition to internal triggers, external stimuli might cause impulsive purchases. Addo et al. (2020) contend, on the other hand, that internal inputs connected to personal emotions are nearly as essential as exterior stimuli concerning impulsive purchase behaviour. Customer behaviour theories demonstrate how consumers attempt to gain control during times of uncertainty by purchasing things and engaging in panic buying (Yuen et al., 2020). Due to the COVID-19 epidemic, there has been a significant rise in impulse purchase behaviour in the United States and other areas of the globe (Kim, 2020).

As Garrett (2020) found in 2020, they revealed that COVID-19 significantly influenced individuals, with consumers in the United States engaging in impulsive buying during this crisis period. On the other hand, Naeem (2021) concluded that consumer fears such as sickness, lack of product availability, price increases, and a social tendency to purchase extra items for homestay all contributed to panic impulse purchasing behaviour in consumers.

H2: There is a significant relationship between the impact of COVID-19 and impulsive behaviour among UUM students.

This study explores the impact of COVID-19 on customer behaviour among UUM students (stockpiling and impulsive buying) and it was adopted from Gupta et al.,(2021).

Methodology

The UUM students were the study's target audience in determining the impact of COVID-19 on consumer purchasing behaviour. Based on a population of 25,122 UUM students, questionnaires were shared online using UUM social media platform to obtain a sample size of 384. The research's sample approach is convenience sampling, which depends on data collection from population members who are readily accessible to participate in this study. The size of the population, the available time, and the accessibility of the sample sites are the three primary justifications for using convenience sampling. The reasoning for utilising convenience sampling was that it allowed the researcher to interact with UUM students in the most efficient way possible. The researchers adopted research instruments from Ruchi Gupta (2021). The questionnaire consists of 17 questions, including the demographic factor (Section A), Section B consists of the impact of COVID-19, Section C stockpiling, and Section D impulsive buying. All the questions use a five-point Likert scale measurement.

Findings

Reliability Analysis

The value of reliability coefficients for the questionnaires is above 0.6. Cronbach's Alpha, a statistical reliability indicator, was used to assess the reliability coefficients. As a measure of a set's dependability, Cronbach's Alpha measures how firmly the elements in the set are linked together. Using the dependability coefficient, we can derive Cronbach's Alpha by Sekaran (2003). Data was then analysed using descriptive statistics. The Cronbach Alpha of impulsive buying was 0.916; stockpiling was 0.879, and the impact of COVID-19 was 0.930. Table 1.0 shows the results of the reliability coefficients for each variable measured using Cronbach Alpha.

Table 1: Reliability Analysis

Variable	No.of Items	Alpha N =100
Impulsive Buying	4	.918
Stock Piling	4	.875
Impact of COVID-19	4	.931

Profile of the Respondents

During data collection, 400 responses were recorded but only 380 responses were usable. The study's participants' backgrounds are discussed in this section. Respondent's demographics include age, gender, level of education, and race. The results show that the highest age group was between 22 to 25 years old, representing 191 respondents of the sample, which is 50.3%. Following that, frequency results show that the age group between 26-29 years old has 94 respondents, which reports 24.7% of the sample. Next, the age group of 30 and above comprises 57 respondents and 15% of the sample of respondents. 10 (10%) respondents in the study were 18-21 years old. The smallest age group was 18-21 years old, comprising 38 respondents or 10% of the sample. Next, the frequency result shows the gender of UUM students. Results reveal that 170 respondents were males (44.7%) and 210 (55.3%) were females. The statistics show that most of the respondents were female. In addition, 244 or 64.2 per cent of the participants hold a degree as their highest level of education. The second largest number of respondents have obtained master's degrees of 25.3% or 96 respondents from the sample. Next, 40 or 10.5 % of respondents have acquired diploma qualifications. Lastly, the findings on race showed that 41.3% are Malay, Chinese by 27.1%, Indian by 17.9% and others by 13.7%.

Testing the relationships between variables

Multiple regression is a statistical approach for predicting a dependent variable using multiple independent variables. It is commonly used to determine the relationship between several independent factors and a dependent variable. As illustrated in Table xx below, stockpiling has a significant positive relationship with the impact of COVID-19 ($r = .707, p < 0.01$). Secondly, impulse buying has a significant relationship with the effect of COVID-19 ($r = .759, p < 0.01$). Table 2 summarises the results of the correlation coefficient of the variables of this study.

Table 2: Correlation Table

Correlations				
		1	2	3
Impulsive Buying	Pearson Correlation	1	.764**	.759**
	Sig. (2-tailed)		.000	.000
Stock Piling	Pearson Correlation	.707**	1	.707**
	Sig. (2-tailed)	.000		.000
ImpactCovid19	Pearson Correlation	.759**	.894**	1
	Sig. (2-tailed)	.000	.000	

** . Correlation is significant at the 0.01 level (2-tailed).

The results of the regression analysis for these hypotheses are shown in Table 3. Multiple regression analysis was used to evaluate the effects of independent variables (stockpiling and impulsive behaviour) on the dependent variable (impact of COVID-19). As depicted in Table 3, the two IVs, stockpiling ($\beta = .519$, $p < 0.05$) and impulsive buying ($\beta = .329$, $p < 0.05$).

Table 3: Multiple Regression

Coefficients						
Model		Unstandardised Coefficients		Standardised Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.088	.124		8.762	.000
	Impulsive Buying	.492	.044	.519	11.294	.000
	Stock Piling	.332	.046	.329	7.160	.000

a. Dependent Variable: ImpactCovid19

The findings of the regression analysis between independent factors (stockpiling and impulsive purchasing) and dependent variables (impact of COVID-19) show a significant positive relationship between consumer behaviour (stockpiling and impulsive buying) and the effect of COVID-19. Consumer anxiety due to the COVID-19 crisis was measured in terms of stockpiling and impulsive purchasing behaviour during the crisis. As seen by standardised beta coefficients, the research suggests that consumer panic among UUM students resulted in consumers stockpiling essential products. Additionally, the pandemic led to customers engaging in impulsive purchases. Consumers in other regions of the globe displayed similar behaviour, which overloaded fragile supply lines.

Loxton et al. (2020) found that consumer behaviour during the COVID-19 crisis was broadly comparable with the behaviour exhibited during earlier shock events, and this study's results confirm that conclusion. For example, during COVID-19, the similarity patterns in American consumer behaviour were found by (Addo et al., 2020; Kim 2020), and Wiranata and Hananto (2020). Additionally, Garrett (2020) found that customers in the United States relied on impulsive purchases to get through the financial crisis. Similarly, both Naeem (2021) and Hobbs (2020) found similar results in their research on consumers' stockpiling and impulsive purchase behaviour during the COVID-19 crisis.

Through impulsive buying, herd mentality, and discretionary spending, Maslow's Hierarchy of Needs may be applied to consumer behaviour. The consequence is consistent with initial shocks and crises. Maslow predicted that people would prioritise access to basic requirements like food and water during times of crisis and uncertainty. A sense of control is one main reason people choose utilitarian goods

over hedonistic ones (Chen et al., 2017). When risk aversion and economic hardship forced people to prioritise access to important variables like food, water, and other needed supplies, this was shown to be valid during the COVID-19 period (Loxton et al., 2020).

Customers panicked in reaction to the imminent danger of COVID-19, resulting in stock-outs and purchase limitations on several necessities (Schneeweiss and Murtaugh, 2020). According to Survival Psychology, specific events, such as natural disasters, health crises, and terrorist attacks, might cause people to alter their behaviour (Forbes, 2017). Customers' discretionary purchase habits and investment decision-making may shift due to these behavioural changes, leading to herd mentality, impulsive spending, and an overburdening of weak supply networks (Loxton et al., 2020)

To put it in simple terms, these include a contradiction between the need to keep routines and the uncertain duration of the epidemic and an inability to cope with stressful situations like COVID-19-related information. Anxiety and fear of shortage are among the causes contributing to COVID-19's panic buying. According to a study by Arafat et al., (2020), fear of losing control over the environment is also cited as a contributing factor. As a result, panic purchases by customers during times of crisis may be explained by survival psychology. Another factor that influences customers' purchasing behaviour is subjective norms (Fishbein & Ajzen, 1975), as indicated in the research by their stocking and impulse-buying behaviour (components of the concept consumer fear due to COVID-19 crisis).

Discussions

COVID-19 Situation on Consumer Stocking Behavior

One of the objectives of this study is to analyse the impact of the COVID-19 scenario on consumer stocking behaviour on customers' purchasing decisions. After regressing the independent variable (stocking piling) with dependent variables (COVID-19 effect), the result reveals that stockpiling behaviour was significantly positively related to the impact of COVID-19 among students in UUM. According to mainstream media, social media, and scientific research, individuals are storing food, medicine, and hygienic supplies out of fear of a shortage (Debiec, 2020; Norberg & Rucker, 2020). The majority of grocery shelves were empty due to people's propensity to stockpile supplies, which is frequently seen with the onset of natural calamities such as storms or cold. During the lockdown, people are only permitted to leave their houses for very required reasons, such as exercise, essential work, purchasing supplies and food, and medical treatment (Abdel-Basset et al., 2020; Yoo & Managi, 2020). Numerous individuals began hoarding and frantically purchasing items such as pasta, bread, protective gloves, water, tinned food, toilet paper, and

hand sanitiser. Consumers are more likely to go out and buy more products out of fear than at other times, according to Laato et al. (2020) study, which shows how COVID-19 creates and perpetuates risk and uncertainty domestically and globally. Advertisers may use this study to understand better the psychology underlying customers' hoarding behaviour in the event of a worldwide epidemic. The study indicated that consumer stocking behaviour increased during the COVID-19 epidemic. According to Hobbs (2020), customers' hoarding behaviour reflected their fear of the epidemic. According to an earlier study, customer behaviour is related to that in crises, and this behaviour has a strong connection to the impact of COVID-19. Yuen et al. (2020) indicate that stockpiling during a COVID-19 pandemic might, at least in certain instances, serve as a safety habit to relieve these anxieties (Banerjee, 2020; Rajkumar, 2020). Specifically, some individuals may have stored up essentials to avoid interaction with a potentially contaminated outside world or to be prepared for long cleaning procedures. Thus, an increase in stockpiling behaviour in the general population may explain, at least in part, why certain grocery shelves were emptied so rapidly during the onset of the COVID-19 epidemic. According to the present research, stockpiling behaviour has a considerable favourable impact on COVID-19. As a consequence, the initial objective of the study has been met.

COVID-19 Crisis on Customers' Impulsive Buying Behavior.

The next objective of this study is to examine the effect of customer behaviour caused by the COVID-19 crisis on customers' impulsive purchase behaviour. The result shows that after regressing the independent variable (impulsive buying) with dependent variables (impact of COVID-19). The result reveals that impulsive buying behaviour was significantly positively related to the effect of COVID-19 among students at UUM. However, Zafar et al. (2021) and Suryaningsih (2020) discover that spontaneous purchases contain an investment made for a specific cause. They find that buying something is not dependent on in-depth mental processes. External factors may also trigger impulse purchases. It has been suggested by Addo et al. (2020) that human emotions, rather than environmental cues, play a more significant role in triggering impulsive purchasing decisions than previously thought. Theories on customer behaviour illustrate how individuals attempt to feel more in control by purchasing things and engaging in panic purchases in times of uncertainty (Yuen et al., 2020). Some academics have stated that customers are too responsible for purchasing essential products too early, which results in higher pricing, commodities that are out of supply, and lengthy shop queues (Akhtar et al., 2020; Tsao et al., 2019). This worry and panic may be linked to the perception of time and material scarcity. It is also a self-fulfilling process; the more consumers purchase impulsively and compulsively, the more anxiety they will feel about the shortage, and the faster things sell out. The previous study suggests that interrupting the supply of goods and services (natural disasters, pandemics, and extended strikes) is the primary driver of panic buying (Badgaiyan & Verma, 2015; Wu et al., 2020). These triggers caused

panic or terror among the citizens due to the limited time and quantity, leading to the impulsive buying of goods and services.

Theories Behind Consumers' Stockpiling and Impulsive Purchasing Behavior

The result reveals that stockpiling and impulsive buying behaviour was significantly positively related to the impact of COVID-19 among students in UUM. The TRA model was used to create a conceptual model for the research on how different subjective standards affect consumer behaviour. Their peers' purchases impact people's purchases during times of crisis, and government control is applied via lockdown norms and social distance norms, among other things. The research established four preconditions for consumer behaviour during the COVID-19 crisis scenario (Ahmed et al., 2020). This study measured consumer fear of stocking and impulsive purchasing behaviour during the crisis. It is clear from standardised beta coefficients that consumers have piled up supplies of critical items due to the impact of the COVID-19 situation on UUM students, as the research finds. The epidemic also sparked a rise in impulsive buying behaviour. Consumers in other regions of the globe have also shown similar behaviour, which has put a strain on supply chains which has a significant relationship with the impact of COVID-19. The current study shows that stockpiling and impulsive purchases significantly positively affect COVID-19. As a result, the third research objective is accomplished.

Limitations and Recommendations of the Study

There are a few limitations to the research that needs to be studied. First, the study's sample is limited. The participants in this survey are all students at University Utara Malaysia (UUM) in Malaysia. These results may not be generalisable to a large portion of the population. Because of this, future researchers should conduct similar studies on a larger scale, including all of Malaysia, to validate stocking and impulsive purchasing features and other aspects of consumer behaviour during such a crisis. For further investigation, the researchers can expand this study by including samples from different economic backgrounds and settings as it allows data collection from all consumers in Malaysia. Thus, the survey will reach more respondents, and the findings will be more conclusive in summarising the impact of COVID-19 on consumer behaviour.

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