

**MEDIATING EFFECT OF ANXIETY TO THE INFLUENCING
FACTORS OF CONSUMER PANIC BUYING BEHAVIOR
DURING ECONOMIC CRISIS IN SRI LANKA WITH SPECIAL
REFERENCE TO RATNAPURA DISTRICT**



By

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ABSTRACT

The research was conducted to evaluate the mediating effect of anxiety to the influencing factors of consumer panic buying behaviour. As a developing country, Sri Lanka is undergoing continuously changes for many reasons. It may be cause of volatility of politics, economic crisis, natural disaster or even may be epidemic or pandemic like Covid-19. So, to manage those situations customers involve in panic buying the goods, which occurs when customers are found to be stocking up on goods to avoid the effects of a possible future shortage and commodities that have increased in price.

In this research only psychological factors that are affect to the panic buying behaviour is concern. The objective of the research is to identify the mediating effect of anxiety to the influencing factors (uncertainty, perceived severity and perceived scarcity) of panic buying behaviour.

Primary data was collected through a well-structured questionnaire. Secondary data was collected through web sites, books, articles, journals and desk research which were carried out previously on panic buying behaviour. The questionnaire consisted with five-point Likert scaling questions to analyze the relationship between the variables. A conceptual framework was developed to investigate the level, impact, relationship and mediating effect between these variables. The research was carried out using the correlation analysis to test the hypotheses, which measure the relationship of these variables. A total of 385 respondents were selected as a sample in the Ratnapura area state grocery store customers to carry out the research. Convenience sampling method which comes under non-probability sampling was used in collecting data and descriptive statistics and inferential statistics was used to analyze the same data. The findings of the study reveal that there is a strong positive relationship between consumer panic buying behaviour and perceived severity, uncertainty, perceived scarcity and anxiety. Also, there is a significant positive impact of perceived severity, uncertainty, perceived scarcity and anxiety on the consumer panic buying behaviour. And, anxiety mediates the relationship between consumer panic buying behaviour and perceived severity, uncertainty, perceived scarcity and anxiety.

Key words: Uncertainty, Perceived Severity, Perceived Scarcity, Anxiety, Panic Buying Behaviour

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