



Panic Buying [:Perspectives and Prevention /

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Monografía

This brief provides a thorough overview of the history and underlying motivations for consumer panic buying, evaluating psychological perspectives on this behavior on both an individual and societal level. The first volume of its kind to focus specifically on the topic of panic buying, the book situates its analysis within the context of the modern COVID-19 pandemic as well as in a broader psychology context. Chapters encompass a variety of interdisciplinary perspectives, incorporating insights from consumer psychology, marketing, sociology, and public health. Finally, contributors discuss the long-term implications of panic buying and potential prevention strategies. Panic Buying: Perspectives and Prevention will be a useful reference for researchers and students in consumer psychology, as well as those interested emergency preparedness, and supply chain management. First volume of its kind to focus specifically on the consumer behavior of panic buying Analyzes panic buying behavior in the context of the modern COVID-19 pandemic as well as within a broader psychology context Provides a multidisciplinary analysis of panic buying, including perspectives from consumer psychology, social psychology, marketing, emergency preparedness, and public health.

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