

مقياس هلع الشراء (م ه ش)
النسخة العربية (ترجمة د. سليمان رجب الشيخ، مراجعة ا.د عنتر عبداللاه)
PANIC BUYING SCALE⁽¹⁾ (PBS)
(Lins & Aquino, 2020)

التعريف (مفهوم هلع الشراء)
يحدث هلع الشراء عندما تؤثر المشاعر السلبية، مثل: الخوف، والذعر، ومشاعر الارتياح، على السلوك، مما يدفع الناس إلى شراء أشياء أكثر من المعتاد. يلاحظ هذا النوع من سلوك المستهلك بشكل متكرر خصوصاً خلال فترات الأزمات والنوازل (الأحداث المُشكِّلة، المُدمرة، المربكة، والمفاجئة)، مثل الكوارث الطبيعية، وكذلك حالات الطوارئ الصحية العامة والشخصية. (Lins & Aquino, 2020)

التعليمات:
[أثناء تفشي وباء كورونا COVID-19 الحالي]، كيف تصف سلوكك الشرائي؟ لكل عبارة، نود أن تشير إلى درجة الرفض أو الاتفاق، مع مراعاة [سلوكك الأخير خلال جائحة فيروس كورونا المستجد] (١ = "لا أوافق بشدة" و ٧ = "أوافق بشدة").

العبارات والبندود	لا أوافق بشدة أوافق بشدة
١. الخوف يدفعني إلى شراء الأغراض لتخزينها في المنزل.	
٢. الخوف من عدم توافر المنتجات التي أحتاجها؛ يدفعني إلى شراء المزيد من الأغراض.	
٣. أشعر بالذعر عندما أظن أن البضائع الأساسية قد تنفذ من الرفوف، ولهذا السبب أفضل شرائها بالجملة.	
٤. الخوف يدفعني لشراء أغراض أكثر مما أفعل عادة.	
٥. الذعر (الهلع) يجعلني أشتري أشياء أكثر مما أفعل عادة.	
٦. إحدى الطرق لتخفيف شعوري بالارتياح هي التأكد من أن لدي كمية جيدة من المنتجات التي أحتاجها في المنزل.	
٧. يؤثر شعوري بالارتياح على عاداتي الشرائية.	

(1) PANIC BUYING SCALE

How to cite: Lins, S., & Aquino, S. D. (2020). Initial psychometric properties of Panic Buying Scale. (manuscript in preparation). <https://doi.org/10.13140/RG.2.2.30208.05125>

Acknowledgement

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رابط النسخ الإلكترونية اضغط هنا Arabic Electronic hyperlink



PANIC BUYING SCALE – ENGLISH VERSION

Panic buying occurs when negative feelings like fear, panic, and feelings of uncertainty influence behaviour leading people buying more things than usual. This type of consumer behaviour is more common to be observed during periods of crisis and disruptive events, like natural disasters, as well as public and personal health emergency (Lins & Aquino, 2020).

During the current outbreak of the COVID-19 pandemic, how has it been you buying behaviour? For each statement, we would like you to point out your degree of Disagreement or Agreement, considering **your recent behaviour during the new coronavirus pandemic** (consider 1 = "Strongly disagree" and 7 = "Strongly agree")

Table 1. Factor Analysis of the Panic Buying Scale (PBS)

Item	Factor Loading
1. Fear drives me to buy things to stock at home.	.88
2. The fear of not having the products that I need leads me on buying more things.	.86
3. I panic when I think that essential products may run out from the shelves, so that is why I prefer to buy them in bulk.	.82
4. Fear drives me on buying more than I usually do.	.79
5. Panic makes me buy more things than I usually do.	.77
6. One way to relieve the feeling of uncertainty is to make sure that I have, at home, a good amount of the products that I need.	.71
7. The feeling of uncertainty influences my buying habits.	.60
KMO	.92
Eingenvalue	4.65
McDonald's ω	.92
Cronbach's α	.90
Gutmann's λ	.91
Variance Explained	66.37%

Note: Extraction Method: Principal Axis Factoring. $N = 393$ Brazilians (142 men and 251 women), mean age 42.58 years ($SD = 14.74$, min = 18, máx = 80).

Lins, S., & Aquino, S. D. (2020). Initial psychometric properties of Panic Buying Scale. (*manuscript in preparation*)

LANGUE : FRANÇAIS

DEFINITION

L'achat de panique se produit quand les sentiments négatifs tels que la peur, la panique et l'incertitude influencent le comportement, ce qui amène les personnes à acheter plus des choses qu'ils n'en achèteraient normalement. Ce comportement du consommateur est plus observé pendant les périodes de crises et d'événements perturbateurs, tels que les catastrophes naturelles, les urgences de santé publique ou individuelles (Lins et Aquino, 2020).

INSTRUCTIONS

Pendant la progression actuelle de la pandémie du COVID-19, quel a été votre comportement d'achat ? Pour chaque affirmation, nous aimerions que vous indiquiez votre degré de **DESACCORD** ou d'**ACCORD**, en tenant compte de votre **comportement récent lors de la pandémie du nouveau coronavirus**. (1= Tout à fait en désaccord et 7 = Tout à fait d'accord).

(OBS : Dans l'énoncé de l'échelle, ce qui est mis en évidence en gras peut être changé pour un autre contexte étudié selon les besoins du chercheur)

ECHELLE DE L'ACHAT DE PANIQUE (EAP) (Lins & Aquino, 2020)

Items

1. La peur m'amène à acheter des choses pour stocker à la maison.
 2. La peur de ne pas avoir les produits dont j'ai besoin me pousse à acheter plus des choses.
 3. Je panique quand je pense que des produits essentiels peuvent manquer dans les rayons, c'est pourquoi je préfère les acheter en grande quantité.
 4. La peur me pousse à acheter plus que d'habitude.
 5. La panique m'amène à acheter plus des choses que d'habitude.
 6. Une façon d'atténuer le sentiment d'incertitude est de m'assurer que j'ai une bonne quantité des produits dont j'ai besoin à la maison.
 7. Le sentiment d'incertitude influence mes mauvaises habitudes d'achat.
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Acknowledgement

We would like to thank **Flaviana Maroja Cox** [psychologue, Service de Pédiopsychiatrie, CHI Robert Ballanger (GHT-GPNE)] for translating this instrument into the language version [**Français**].

How to cite: Belen, H. (2020). Turkish Adaptation of Panic Buying Scale: A reliability and Validity Study. (manuscript in preparation)

Researcher: Hacer Belen (Bursa Uludag University, Turkey)

https://www.researchgate.net/profile/Hacer_Belen2

Objective: The aim of the current study is to examine the Turkish form of panic buying scale (Lins & Aquino, 2020) and provide psychometric properties for Turkish form.

Definition of panic buying: Panic buying occurs when negative feelings like fear, panic, and feelings of uncertainty influence behaviour leading people buying more things than usual. This type of consumer behaviour is more common to be observed during periods of crisis and disruptive events, like natural disasters, as well as public and personal health emergency (Lins & Aquino, 2020).

Participants: 369 university students participated in the study (276 females, 93 males, mean age=21.40, SD age=2.87)

PANIC BUYING SCALE-TURKISH VERSION

Şu anki COVID-19 salgını boyunca, satın alma davranışlarınız nasıldı? Salgının ortaya çıkmasıyla beraber, son zamanlarda ortaya koyduğunuz (satın alma) davranışlarınızı dikkate alarak, aşağıdaki ifadelere katılma/katılmama derecenizi belirtiniz (1=Kesinlikle katılmıyorum, 7=Kesinlikle katılıyorum)

PANIC BUYING SCALE

Items	EFA Loadings
1. Korku beni alışveriş yapıp evde stoklama yapmaya sürükler.	.80
2. İhtiyacım olan ürünlere sahip olamama korkusu daha fazla şey satın almama neden olur.	.81
3. Temel ürünlerin raflarda tükenebileceğini düşündüğümde paniklerim ve bu yüzden onları toptan almayı tercih ederim.	.83
4. Korku beni genellikle aldığımdan daha fazlasını almaya sürükler.	.94
5. Panik bana genellikle aldığımdan daha fazla şey aldırır.	.91
6. Belirsizlik duygusundan kurtulmanın bir yolu da ihtiyacım olan şeylerin evde çok miktarda bulunduğundan emin olmaktır.	.75
7. Belirsizlik duygusu alışveriş alışkanlıklarımı etkiler.	.78
KMO	.91
Eigenvalue	4.85
Cronbach's α	.94
Variance explained	69.40

Extraction method: Maximum Likelihood

ORIGINAL PAPER: Building a Panic Buying Scale during COVID-19: Preliminary Results

Researchers: Samuel Lins, Sibebe Dias Aquino

How to cite: Lins, S., & Aquino, S. D. (2020) Building a Panic Buying Scale (PBS) during COVID-19: Initial psychometric properties. (manuscript in preparation)

Doi: 10.13140/RG.2.2.30208.05125

Project link: <https://www.researchgate.net/project/Building-a-Panic-Buying-Scale-during-COVID-19>

Building a Panic Buying Scale during COVID-19: Preliminary results

<https://www.researchgate.net/project/Building-a-Panic-Buying-Scale-during-COVID-19>

Researchers:

Samuel Lins (*University of Porto, Portugal*)

https://www.researchgate.net/profile/Samuel_Lins

Sibele Dias Aquino (*Pontifical Catholic University of Rio de Janeiro, Brasil*)

https://www.researchgate.net/profile/Sibele_Aquino2

Objective: The aim of this project is to develop a Panic Buying Scale (PBS) during the COVID-19 pandemic caused by the new coronavirus.

Based on search done at SCOPUS database in May of 2020, despite some researches about the topic there is no instruments for measure this construct.

Definition of panic buying: Panic buying occurs when negative feelings like fear, panic, and feelings of uncertainty influence behaviour leading people buying more things than usual. This type of consumer behaviour is more common to be observed during periods of crisis and disruptive events, like natural disasters, as well as public and personal health emergency

Participants: 393 Brazilians participated in study (251 women and 142 men, mean age = 42.58 (SD = 14.74 years).

Procedures: The items were created considering the existing literature on this topic and the definition about panic buying adopted for this study.

Data collection was carried out through an online questionnaire which was shared through social media networks, during 25 days, from 04/10/2020 to 05/04/2020.

On April 10th, the number of deaths caused by the new coronavirus in the world exceeded 100,000, and in Brazil there were more than 1,000 confirmed deaths. In the days that followed, the world had the confirmation of more than 3,000,000 confirmed infected and more than 200,000 deaths all over the planet. On the last day of collection, May 4th, were that more than 100,00 people in Brazil had contracted the new coronavirus and more than 7,000 Brazilians died of COVID-19.

Results: A factorial exploratory analysis indicated that PBS has a unidimensional solution and showed satisfactory reliability indexes. Our findings suggest that PBS is psychometrically acceptable in Brazilian context. Future investigations could find more validity evidences, and to verify if the instrument is applied in other context.

PANIC BUYING SCALE – ENGLISH VERSION

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Variance Explained	66.37%

Note: Extraction Method: Principal Axis Factoring.

OBS: In scale description, what is highlighted in **[bold]** should be changed for the context studied, according to researcher's needs.