The COVID-19 pandemic had a strong impact worldwide. The fear of the unknown caused substantial changes in the lives and behaviors of individuals. As a result, society's daily life changed throughout this period, triggering a change in consumer habits.

During the COVID-19 pandemic, diverse buying behaviors such as compulsive buying, impulsive buying, panic buying, and revenge buying were verified around the world. Panic buying and revenge buying were the most prominent.

The purpose of this study is to compare the differences and similarities between panic buying and revenge buying.

A literature review was elaborated with the aim of comparing the two buying behaviors.

**PANIC BUYING** (Lins & Aquino, 2020)

- **Definition**: Panic buying occurs when people buy more things than usual and is a direct consequence of certain negative feelings such as fear, panic, and uncertainty, usually caused by periods of crisis and disruptive events.
- **Period verified**: Beginning of COVID-19 pandemic.
- **Emotions that triggered the behaviors**: Negative feelings such as fear, panic, and uncertainty, usually caused by periods of crisis and disruptive events.
- **Type of products purchased**: Basic necessities (e.g., hygiene products, hand sanitizers, cleaning products, canned food, rice).
- **Theory used to explain the consumer behavior**: Terror management theory (Harmon-Jones et al., 1997).

**REVENGE BUYING** (Lins et al., 2021)

- **Definition**: Revenge buying occurs when individuals want to go shopping to compensate for a period in which they were prevented from buying and to relieve the negative feelings triggered by that period of deprivation.
- **Period verified**: First reported in mid-March 2020 in China and later observed in other countries, after the reopening of the stores following the deconfinement.
- **Emotions that triggered the behaviors**: Frustration and negative feelings associated with a period of deprivation.
- **Type of products purchased**: Luxury and hedonic products (e.g., suitcases, clothes, and decorative items).
- **Theory used to explain the consumer behavior**: Reactance theory (Brehm, 1989).

Although the two purchasing behaviors were verified during the period of COVID-19, there are a few differences between them, namely the period in which they were verified, the emotions that provoked the behaviors, the type of products that were purchased, and the theories explaining the behaviors. Despite the differences, both buying behaviors are compensatory and function as a coping strategy for alleviating the negative feelings caused by the COVID-19 pandemic.

The study of these two buying behaviors is relevant because allows us to understand the individual and social effects of consumer behavior, as well as the attitudes and buying decisions.

**References**


