FEAR OF COVID-19: ITS IMPACT ON CONSUMER LIFESTYLE, BUYING BEHAVIOR AND PRO-SOCIAL BEHAVIOR

Dwinita Laksmidewi, Reinandus Aditya Gunawan

ABSTRACT

Purpose: The objective of this study was to examine whether consumers’ fear of COVID-19 encourages consumers to live a simple lifestyle, buy only what is needed, empathize with others’ difficulties, and engage in pro-social behavior. This research indicates that consumer behavior cannot be separated from the emotional component. Those negative emotions (fear) can encourage positive behavior, such as simplicity and pro-social behavior.

Method: We used a survey method. Taking samples of consumers in big cities in Indonesia, this research model is processed by OLS regression with mediation testing.

Results: The results showed that high fear of COVID-19 creates consumer anxiety, which then has a significant effect on a simplicity lifestyle and ultimately affects buying behavior and the desire to give goodness to others without expecting anything in return.

Conclusion: The threat of death to oneself and one’s family creates a significant sense of fear. When the fear is felt, consumers return to the fulfillment of basic needs, and more concerned with product function than style. This study provides suggestions for marketers and further research to be able to use fear as a tactic, or communication appeals to encourage consumers to behave in a sustainable manner.

Keywords: fear, simplicity lifestyle, pro-social behavior.

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MEDO DA COVID-19: SEU IMPACTO NO ESTILO DE VIDA DO CONSUMIDOR, NO COMPORTAMENTO DE COMPRA E NO COMPORTAMENTO PRÓ-SOCIAL

RESUMO

Objetivo: O objetivo deste estudo era examinar se o receio dos consumidores relativamente à COVID-19 os encoraja a viver um estilo de vida simples, a comprar apenas o que eles precisam, a sentir-se apáticos com as dificuldades dos outros e a adotar comportamentos pró-sociais. Essa pesquisa indica que o comportamento do consumidor não pode ser separado do componente emocional. Essas emoções negativas (medo) podem promover comportamentos positivos, como simplicidade e comportamento pró-social.

Método: Foi utilizado um método de inquérito. Esse modelo de pesquisa, que recolhe amostras de consumidores nas grandes cidades da Indonésia, é processado pela regressão OLS com testes de mediação.

Resultados: Os resultados mostraram que um grande medo da COVID-19 gera ansiedade do consumidor, que depois tem um efeito significativo sobre um estilo de vida simples e, em última análise, afeta o comportamento de compra e o desejo de dar gentileza a outros sem esperar nada em troca.

Conclusão: A ameaça de morte para si e para a sua família cria um sentimento significativo de medo. Quando você sente o medo, os consumidores voltam para atender às necessidades básicas e se preocupam mais com a função do produto do que com o estilo. Este estudo fornece sugestões para o marketing e futuros especialistas em pesquisa para usar o medo como uma tática ou um apelo de comunicação para encorajar os consumidores a se comportarem de forma sustentável.

Palavras-chave: medo, estilo de vida simples, comportamento pró-social.

1 INTRODUCTION

The COVID-19 pandemic has a great impact on consumers around the world, both on economic activities, health, behavior, and emotions. Changes in lifestyle, work patterns, and shopping patterns that suddenly must change due to social distancing make many people feel fear and hope that the pandemic will end soon. People are afraid of losing their life, being isolated from family or friends, losing their job, and losing a loved one in their family. In Indonesia, the Covid-19 pandemic caused some residents to lose their jobs (Syafitri, Prestianawati & Naldi, 2022). These are the feelings that many people experience during this pandemic. This study examines the effect of fear emotions experienced by consumers due to the pandemic on consumer lifestyles and pro-social behavior.

Previous studies have found that feelings of fear affect many aspects of consumer behavior: on the choosing decision and deferring purchase decision (Coleman, Williams, Morales & White, 2017), fear affects consumer complaint behavior of service failure (Su,
Wan, Wyer, & Wyer, 2018), is commonly used in marketing communications to persuade consumers to buy products (Sobol & Sobol, 2017), and is felt by consumers when natural disasters affect convenience perceptions and shopping behavior in retail shops (Larson & Shin, 2018). These studies show that the fear that is triggered by a natural condition (natural disaster) or that is conditioned by marketers (advertising messages) influences consumer behavior. This also happened during the COVID-19 pandemic, in which a pandemic is a condition that triggers feelings of fear which then affects consumer behavior.

During the COVID-19 pandemic, fear of infection affects consumer mobility: store preferences tend to be based on the density of interactions, making consumers prefer to shop in smaller stores with fewer visitors (Goolsbee & Syverson, 2020); social media makes consumers feel fear, resulting in panic buying and displacement in consumption (Hall, Prayag, Fieger, & Dyason, 2020); fear generates emotional responses and leads people to think irrationally and then to believe in unscientific information in advertising communications, which requires a consumer protection regulation during a pandemic (Freckelton, 2020); fear triggers consumers to follow what other consumers are doing, buying high demand and becoming scarce products (Garg, 2020); fear affect life satisfaction (Dymecka, Gerymski, Machnik-Czerwik, 2022), during and after a pandemic, consumers will look for service providers that can reduce consumer fears of the risk of being infected with COVID-19. Based on the signaling theory, signals are needed by services that help post-pandemic service recovery (Bove & Benoit, 2020). In Thailand, during the post-pandemic period, there is a need for a motivational encouragement program from the government to revive tourism which had fallen due to the Covid-19 pandemic, because tourists are afraid of being infected by other tourists (Aujirapongpan, Boonkaew, Suk, Nuanjan, Taojoo, & Jutidharabongse, 2023). In learning activities in Indonesia, the Covid-19 pandemic has shifted learning methods to online learning, this has led to discrimination in society due to differences in infrastructure readiness, technological literacy, and economic conditions that make it impossible to have technological devices in various regions in Indonesia (Khairiah, Mubaraq, Mareta, Musa, Naimah & Sulistyorini, 2023). The learning situation during this pandemic is also one of the triggers for stress and anxiety during the pandemic. The Covid-19 pandemic has also brought about the issue of plastic waste, the shift to online purchasing has resulted in increased plastic packaging waste, as has solid waste in the form of waste from gloves,
face shields, masks, tubes, and other materials (Massuga, Larson, Kuasoski & Oliveira, 2021). This sustainability issue is a social problem that requires consumer concern. Various studies during the COVID-19 pandemic have shown that consumer fear affects consumer behavior and makes changes in behavior which of course must be addressed by marketers. Considering the situation during this pandemic: consumer stay at home, restrictions on public services that are allowed to operate, and concerns about health and social problems, we are interested in examining whether consumers prioritize simplicity in their current life (simplicity lifestyle).

This study aims to examine how fear of COVID-19 affects consumer behavior. Does fear make consumers return to their basic needs and make their lifestyle simpler? Do consumers then become more social to others? We surveyed millennials in major cities in Indonesia, to see the impact of fear due to the pandemic on consumption and social behavior to help others.

2 THEORETICAL FRAMEWORK
2.1 FEAR AND ANXIETY EMOTION

Shaver, Schwartz, Kirson, O’Connor, & O’connor (1987) categorizes basic human emotions into six, namely love, joy, surprise, anger, sadness, and fear. Fear is a response to a dangerous event that threatens someone. The threat can be in the form of loss, social rejection, death, or failure. Fear can also be caused by situational factors such as unfamiliar circumstances, being in the dark, or alone, which make a person feel threatened, feel weak, or become helpless (Shaver et al., 1987). According to Shaver et al. (1987) individuals’ response to fear can take many forms, namely trying to overcome (hiding from threats), preventing imagined calamities, controlling oneself (amusing oneself), acting fearlessly, and conveying fear. In this pandemic, threats that cause fear are death, suffering, isolation, and threats of losing jobs or families.

Due to the threat of the COVID-19 pandemic, consumers feel a variety of negative emotions, including anger, annoyance, anxiety, depression, disgust, fear, frustration, sadness, hatred, hopelessness, loneliness, panic, anger, regret, annoyance, sadness, and shock (Huang, 2020). Meanwhile, the positive emotions that emerged during this pandemic were empathy, compassion, gratitude, hope, and love. These positive emotions allow for caring, collaboration, obedience, cooperation, kindness, and optimism (Huang, 2020). Although fear and anxiety are negative emotions, not all negative emotions are
bad; for example, fear and worry can get people to take precautions (Huang, 2020). Fear during a pandemic has led to unusual behavior, such as hoarding hand sanitizer products and masks. The results of one study show that frequent exposure to information about a pandemic creates fear and increases anxiety (Laato et al., 2020). In the study, it was shown that the behavior of people making unusual purchases during COVID-19 was to prepare themselves for isolation and quarantine. Media coverage is a factor causing fear of missing out influencing consumer spending behavior during a pandemic (Kaur et al., 2020).

While fear can trigger negative perceptions of the convenience of shopping, fear management can adversely motivate shopping behavior, thus fear consumers may perceive the shopping environment as less inviting for them to shop, even though at the same time they are encouraged to adjust their emotional experiences to reduce fear such as shopping (Larson & Shin, 2018).

People overestimate the transmission and death of COVID-19, and vice versa, some people underestimate the spread of the infection. Such anxiety can be called irrational because it causes misconceptions about the possibility of COVID-19. Irrational anxiety is an anxiety that causes an error in estimating the probability of risk (Huang, 2020). Consumers who feel high anxiety, then become panic when looking at empty grocery shelves when coming to a shop or looking at social media.

2.2 SIMPLICITY LIFESTYLE

Simplicity lifestyle is defined as the extent to which a person's lifestyle maximizes his direct control over daily activities and minimizes consumption and dependence (Shama & Wisenblit, 1984). A simplicity lifestyle is a life strategy that rejects high consumption and a materialistic lifestyle (Osikominu & Bocken, 2020). The simplicity lifestyle that we have examined in literary journals is known as the voluntary simplicity lifestyle. A person who has a lifestyle of simplicity is described as having low consumption, ecological responsibility, and self-sufficiency. This simple lifestyle is reflected by material simplicity, that is, a low level of consumption by buying only what is needed and not buying excessively. People with this lifestyle have an ecological awareness, that is, they have the view that humans and the environment are interdependent so that humans must be responsible for their environment. In terms of product selection, they are more concerned with product efficiency, such as choosing
products with small sizes (Shama & Wisenblit, 1984). A simple lifestyle leads individuals to be more concerned with personal growth. Previous research has shown that a simple lifestyle has a positive effect on life satisfaction mediated by controlling consumption desires (Boujbel & D’Astous, 2012).

According to McGouran and Prothero (2016), those who live a lifestyle of simplicity can be classified into two groups. The first group is those who have chosen to make small changes in their lives. Their consumption is reduced, but inconsistent and of limited coverage. The simplification here is related to modern society which is too hasty and completely dissatisfied. The second group is strong simplifications. This group is made up of people who have had successful, high-paying, and stressful careers who have gone on to live lives with significantly reduced incomes. This group adjusts their entire life to pursue a simple and motivated life for the environment (McGouran & Prothero, 2016).

Iwata (2006) found that simplicity lifestyle affects buying behavior and environmentally responsible consumerism. In their research, consumerist environmental responsibility is strongly related to lifestyle statements: want to expand social horizons, be very careful about using money, and like to design new ways of the household. Environmentally responsible consumerism places more importance on the future than the present and has a weak correlation with living life on one's terms (Iwata, 2006).

2.3 HYPOTHESES DEVELOPMENT

Anxiety about COVID-19 is caused by people's fear of ambiguous things, many new things that have never been experienced before, uncertainty, and an endless pandemic (Huang, 2020). In this pandemic where there is a new disease, people are looking for clarity on this new disease and are engaging in social media discussions about COVID-19. A large amount of information and including misinformation can also trigger anxiety. The fear of illness and death usually creates awareness of potential threats, thereby contributing to the development of anxiety that is future-oriented, unfocused, and extends to non-threatening situations (Rossi et al., 2020). The results of research by Rossi et al. (2020) show that self-esteem has a protective effect against anxiety symptoms triggered by fear of COVID-19.

According to Loxton (2020), Maslow's motivational theory can be used to analyze consumer behavior during a pandemic period that makes consumers anxious. Maslow classified the needs that motivate a person into 5 categories, namely physiological needs, security needs, social needs, esteem needs, and self-actualization needs. Maslow's hierarchy of needs can describe consumer spending priorities. According to Maslow's hierarchy, consumers during a crisis tend to focus on satisfying basic needs, or physiological needs first, before moving on to higher levels (Loxton, 2020). Thus, anxiety during a pandemic causes consumers to prioritize their basic needs and make their lifestyle simpler.

According to Osikominu and Bocken (2020), the factors that can trigger a simplicity lifestyle come from experimental factors. External triggers are often significant life events such as the death of a close person, divorce, no time for family, or trauma. Other things are dissatisfaction, stress, anxiety, or lack of time due to their current job, apart from that negative experience with materialism.

Hypothesis 2: Anxiety influences simplicity lifestyle.

Changing one's lifestyle to a simplicity lifestyle leads to consumer volunteerism for sustainable behavior, which is where the sustainability of the earth is very much needed by humans today (Osikominu & Bocken, 2020). According to Osikominu and Bocken (2020), the simplicity lifestyle changes unsustainable consumption patterns. The effect of a simple lifestyle is well-being, namely living a more balanced life, mental and physical health, having less, and creating something of your own. Its direct effects on pro-social behavior such as buying local goods and donating (Osikominu & Bocken, 2020).

Hypothesis 3: Simplicity lifestyle influences pro-social behavior.

Hypothesis 4: Simplicity lifestyle influences buying behavior.

Previous studies have shown that fear expressions are associated with pro-social behavior Marsh, Kozak & Ambady, 2007). In the study, participants who were aware of the fear promised greater donations of money and time to help victims in need. Participants who recognized fear made more prosocial judgments about others (Marsh et al., 2007). The relationship between fear and pro-social behavior can be analyzed using the Terror Management Theory. In previous studies where situations that remind of death correlated with pro-social behavior (Hirschberger, Ein-Dor & Almakias, 2008). The studies indicated that participants showed a willingness to donate money to charities or donate to organ donation organizations. Another study, reminiscent of death or back pain,
led participants to help fund charities or organ donations (Hirschberger et al., 2008). In marketing communications, appeal is widely used. The fear generated by seeing advertising messages with fear appeal triggers consumers to behave pro-social (Brennan & Binney, 2010). From these previous studies, it can be concluded that the fear of death and illness will encourage pro-social behavior.

Hypothesis 5: Fear of COVID-19 has a direct effect on pro-social behavior.

There are several factors that cause panic buying, including fear of the unknown and imitating other people. When consumers understand that the likelihood and consequences of contracting the disease are high, they are motivated to carry out self-protection activities, including panic buying, to minimize the perceived risk. Ignorance of a pandemic situation or disease is reflected in panic buying behavior because consumers channel their lack of knowledge about the pandemic into behaviors that are considered to be entertaining, provide security, or reduce fear (Loxton, Truskett, Scarf, Sindone, Baldry & Zhao, 2020).

Hypothesis 6: Fear of Covid-19 has a direct effect on buying behavior.

3 METHOD

This study used a survey method, with a sample of 305 respondents in major cities in Indonesia. Respondents are aged 19-68 years, 133 male, 172 females. As much as 155 respondents have undergraduate education, 68 masters, 10 doctoral degrees, and the rest are diplomas. Only 1 respondent had a family member infected with COVID-19, while the others were not. 87 respondents work from home, 48 respondents work from the office, 133 mixed, and 57 are not working.
The Fear of COVID-19 variable consists of 6 items (α = 0.851) adapted from Dymecka, Gerymski, and Machnik-Czerwik (2020). The simplicity lifestyle variable is measured by 6 items (α = 0.645) adapted from Shama and Wisenblit (1984). We are developing 6 items of purchase behavior from various sources (α = 0.654). Prosocial behavior included 3 items (α = 0.714). adapted from Campos-Mercade, Meier, Schneider, Wengström (2020).

We conducted hypothesis testing using OLS regression, SPSS macro mediation testing Model 6 (Hayes, 2017). We break down the research model into two, namely Model 1 and Model 2. In model 1, pro-social behavior becomes the dependent variable, fear of Covid-19 becomes the independent variable, and the mediating variables are anxiety and lifestyle. In Model 1, the main path which we tested was the Fear - Anxiety - Lifestyle - Pro-social behavior path. Whereas in model 2, the dependent variable is purchase behavior, while other variables are the same as Model 1. In Model 2, the main path which we tested was the Fear - Anxiety - Lifestyle - Purchase behavior path.

4 RESULTS AND DISCUSSION
4.1 RESULTS

The results of the mediation test of Model 1 (Table 1) show that fear of COVID-19 has a significant effect on anxiety (t = 4.7490 p=0.0000), but does not have a direct significant effect on lifestyle (t=0.3685 p=0.7128) and pro-social behavior (t= 0.1448 p=0.8850). Hypothesis 1 was supported. Anxiety has a significant direct effect on lifestyle (t = 2.6776 p=0.0078) but does not have a significant effect directly on pro-social behavior (t= -.2354 p= 0.8141). Hypothesis 2 was supported. Then, lifestyle has a significant direct effect on pro-social behavior (t=3.3014 p=.0011). Hypothesis 3 was supported.

Tests of the Fear - Anxiety - Prosocial path has shown that anxiety does not significantly mediate the effect of fear on prosocial behavior (axb= -.0028 SE=0.0137 95% CI -0.0304 0.0233). Likewise, in the Fear - Lifestyle - Prosocial pathway, lifestyle does not become a significant mediation (axb=0.0031 SE=.0092 95% CI -0.0153 0.0227). Whereas in the Fear - Anxiety - Lifestyle - Prosocial pathway, mediation testing shows significant results (axb= 0.0059 SE= .0037 95% CI 0.0005 0.0148), which means that fear causes anxiety, which then has a significant effect on lifestyle and in the end has a significant effect on pro-social behavior.
Table 1. The mediation results of Model 1

<table>
<thead>
<tr>
<th>Outcome variable</th>
<th>Anxiety β (SE)</th>
<th>Lifestyle β (SE)</th>
<th>Pro-social β (SE)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Independent Variables</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fear</td>
<td>.2592 (.0546)**</td>
<td>.0123 (.0333)</td>
<td>.0064 (.0443)</td>
</tr>
<tr>
<td>Anxiety</td>
<td>.0905 (.0338)**</td>
<td>-.0107 (.0455)</td>
<td></td>
</tr>
<tr>
<td>Lifestyle</td>
<td></td>
<td></td>
<td>.2527 (.0765)**</td>
</tr>
<tr>
<td><strong>R²</strong></td>
<td>.2632</td>
<td>.1646</td>
<td>.1883</td>
</tr>
</tbody>
</table>

**Bootstrapping indirect effects on Pro-social behavior (through Lifestyle)**

<table>
<thead>
<tr>
<th>Predictors</th>
<th>β (SE)</th>
<th>LL 95% CI</th>
<th>UL 95% CI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fear – Anxiety – Prosocial</td>
<td>-.0028 (.0137)</td>
<td>-.0304</td>
<td>.0233</td>
</tr>
<tr>
<td>Fear – Lifestyle – Prosocial</td>
<td>.0031 (.0092)</td>
<td>-.0153</td>
<td>.0227</td>
</tr>
<tr>
<td>Fear – Anxiety – Lifestyle – Prosocial</td>
<td>.0059 (.0037)</td>
<td>.0005</td>
<td>.0148</td>
</tr>
</tbody>
</table>

Note: LL = Lower Limit; UL = Upper Limit; CI = Confidence Interval. Unstandardized regression coefficients are reported with standard error in parentheses.

*Direct and total effect. Bootstrap sample size = 1000.

*p < .05; ** p < .01

Source: Authors’ research

Similar to the Model 1 test, the Model 2 test shows that Fear has a significant effect on Anxiety (t = 4.7490 p=0.0000). Fear does not have a significant direct effect on lifestyle (t=0.3685 p=0.7128) and purchase behavior (t=0.3918 p=0.6955). Anxiety has a significant effect on lifestyle (t=2.6776 p=0.0078, and also has a significant effect on purchase behavior (t=3.0391 p=0.0026. Then lifestyle has a significant effect on purchase behavior (t=5.9408 p=0.0000).

There are three lines tested on Model 2. The first path is the Fear - Anxiety - Purchase path. Anxiety is proven to be a significant mediation in the effect of fear on purchase behavior (axb= 0.0277 SE=0.0106 95% CI 0.0084 0.0494). The second path is Fear - Lifestyle – Purchase. Lifestyle does not significantly mediate the effect of fear on purchase behavior (axb= 0.0043 SE=0.0121 95% CI -0.0197 0.0287). Whereas on our main path of testing, namely Fear - Anxiety - Lifestyle - Purchase, there is significant mediation (axb=0.0082 SE=.0046 95% CI 0.0010 0.0186), which means that consumers' fear of Covid-19 creates anxiety, which then affects lifestyle and ultimately has a significant effect on purchase behavior.
Table 2. The mediation results of Model 2

<table>
<thead>
<tr>
<th>Predictors</th>
<th>Anxiety β (SE)</th>
<th>Lifestyle β (SE)</th>
<th>Purchase β (SE)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent Variables</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fear</td>
<td>.2592 (.0546)**</td>
<td>.0123 (.0333)</td>
<td>-.0134 (.0342)</td>
</tr>
<tr>
<td>Anxiety</td>
<td>.0905 (.0338)**</td>
<td>.1067 (.0351)**</td>
<td></td>
</tr>
<tr>
<td>Lifestyle</td>
<td></td>
<td>.3511 (.0591)**</td>
<td></td>
</tr>
<tr>
<td>R²</td>
<td>.2632</td>
<td>.1646</td>
<td>.3834</td>
</tr>
</tbody>
</table>

Bootstrap indirect effects on Purchase behavior (through Lifestyle) b

<table>
<thead>
<tr>
<th></th>
<th>β (SE)</th>
<th>LL 95% CI</th>
<th>UL 95% CI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fear – Anxiety – Purchase</td>
<td>.0277 (.0106)</td>
<td>.0084</td>
<td>.0494</td>
</tr>
<tr>
<td>Fear – Lifestyle - Purchase</td>
<td>.0043 (.0121)</td>
<td>-.0197</td>
<td>.0287</td>
</tr>
<tr>
<td>Fear – Anxiety – Lifestyle - Purchase</td>
<td>.0082 (.0046)</td>
<td>.0010</td>
<td>.0186</td>
</tr>
</tbody>
</table>

Note: LL = Lower limit; UL = Upper limit; CI = Confidence Interval. Unstandardized regression coefficients are reported with standard error in parentheses.

*Direct and total effect. **Bootstrap sample size = 1000.

4.2 DISCUSSION

In modern society, consumption is defined to achieve happiness and life satisfaction. Consumer behavior is driven by their desire to own consumer goods and to have interesting experiences, so that consumptive behavior keeps people away from a simple life. However, a pandemic situation comes unexpectedly and is inevitable for everyone. Threats to health and life create fear and anxiety. The level of consumer fear of Covid-19 is quite high (M = 5.300), especially the fear of losing their family or loved ones (Table 3). Fear of the uncertainty over a pandemic condition makes consumers anxious, which has a significant effect on their lifestyle (Table 1). The results of this study indicate that the consumer's lifestyle is simple. Consumers hold to the principle of simplicity, buying goods only that are needed; consumers have the principle that the function of a product is more important than its appearance; consumers are also environmentally responsible and avoid buying on credit (Table 4). During the isolation period, the fear of crowds has led to increased work from home and learning from home, there have been changes in lifestyle that support productive activities that are done alone at home such as cooking and gardening, hobby activities and relaxing at home. Similarly, shopping activities are carried out at home online.
The result of both model 1 and model 2 testing, consumers' fear of COVID-19 made consumers anxious, and therefore consumers tended to have a simpler lifestyle. Anxiety due to the pandemic has led consumers to prioritize buying necessities, such as food and health. Purchasing of consumer goods such as clothes has been more sidelined during this pandemic. As stated by Loxton (2020), in this pandemic situation, consumers return to the fulfillment of basic need satisfaction in Maslow's hierarchy. Fear of contracting COVID-19, anxiety about the uncertainty of contracting a deadly disease, uncertainty about when the pandemic will end, and uncertain economic conditions encourage consumers to control their consumption desires. We have not examined whether with this simple lifestyle consumers have fulfilled life satisfaction (Boujbel & D’Astous, 2012). This simple lifestyle has a positive impact on the pro-social behavior of consumers. Pro-social impacts occur when individuals contribute directly or indirectly to society. The practice of this pro-social behavior includes buying local goods and donating. These results support the research by Osikominu and Bocken (2020) that a simple lifestyle will affect pro-social behavior.

### Table 3. Fear of COVID-19

<table>
<thead>
<tr>
<th>Indicator Content</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fear of losing your life</td>
<td>4.460</td>
<td>1.460</td>
</tr>
<tr>
<td>Fear of serious health complications</td>
<td>4.800</td>
<td>1.335</td>
</tr>
<tr>
<td>Fear of having to be hospitalized</td>
<td>4.900</td>
<td>1.308</td>
</tr>
<tr>
<td>Fear of being isolated from family and friends</td>
<td>4.740</td>
<td>1.391</td>
</tr>
<tr>
<td>Fear of losing work and income</td>
<td>4.740</td>
<td>1.335</td>
</tr>
<tr>
<td>Fear of losing people close to me / people I love</td>
<td>5.300</td>
<td>1.067</td>
</tr>
<tr>
<td>Fear of losing work and income</td>
<td>4.824</td>
<td>1.000</td>
</tr>
</tbody>
</table>

Source: Authors’ research

### Table 4. Simplicity Lifestyle

<table>
<thead>
<tr>
<th>Indicator Content</th>
<th>Mean</th>
<th>SD</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buy and consume only what is needed.</td>
<td>5,250</td>
<td>0.833</td>
</tr>
<tr>
<td>Believe in &quot;small is beautiful&quot;</td>
<td>3,740</td>
<td>1.315</td>
</tr>
<tr>
<td>The function of the product is more important than its style.</td>
<td>5,100</td>
<td>0.929</td>
</tr>
<tr>
<td>Interested in personal growth more than economic growth</td>
<td>4,100</td>
<td>1.225</td>
</tr>
<tr>
<td>More control over my life as a consumer</td>
<td>4,99</td>
<td>1.040</td>
</tr>
<tr>
<td>Ecologically responsible</td>
<td>4,99</td>
<td>0.646</td>
</tr>
<tr>
<td>Simplicity lifestyle</td>
<td>4,696</td>
<td>0.565</td>
</tr>
</tbody>
</table>

Source: Authors’ research

COVID-19 pandemic reminds consumers of death, so the fear it raises will affect pro-social behavior. This result is similar to previous research, such as the understanding of terror management theory, that the memory of death makes people remember God so that it has implications for carrying out pro-social behavior (Hirschberger et.al., 2008).
the answers to our survey, consumers are very willing to give goodness without expecting anything in return. Also, consumers are eager to donate money for social causes. This answer indicates high pro-social behavior. In the answers to our survey, consumers are very willing to give good without expecting anything in return. Besides, consumers are eager to donate money for social causes. This answer indicates high pro-social behavior.

As stated by Huang (2020), in the COVID-19 pandemic, empathy for others is more developed. Included in pro-social behavior, this study also shows that consumers are more willing to be independent in meeting their needs. Consumers are also more responsible for the environment. New lifestyles of gardening and growing vegetables on homeland have increased during this pandemic. The results of the model test show that this is the effect of fear and the simple lifestyle that consumers do.

5 CONCLUSION

This research shows that the threat of death to oneself and one's family creates a significant sense of fear. When the anxiety is felt, consumers return to the fulfilment of basic needs, and more concerned with product function than style. Death, illness, loss of loved ones, job loss, obituaries, and uncertain survival remind consumers of God so that consumers are more empathetic to other people's difficulties and are willing to provide kindness without demanding favors.

This study provides suggestions for marketers and further research to be able to use fear as a tactic, or communication appeals to encourage consumers to behave in a sustainable manner. One of the weaknesses of this study is that it does not indicate whether the lifestyle and buying behavior that occurs is temporary or will continue. It is possible that in the future, the application of work and school online remotely will still be implemented in a hybrid manner and similarly health protection can become the "New Normal" in society, while all habits will change to become simpler, due to the experience of fear and anxiety during the pandemic. Further research is needed to prove whether the simplicity lifestyle will continue after the pandemic, or just because of fear and anxiety during the pandemic. If in my previous research positive or negative message framing influenced the desire to participate in cause-related marketing (Laksmidewi & Gunawan, 2022), then for future research based on the results of this study message framing using feelings of fear is thought to encourage the desire to donate through cause-related
marketing. This study can inspire the use of fear and anxiety as an appeal that aims to trigger pro-social and pro-environmental behavior because perceived efficacy is determined by how to convey communication messages to consumers (Laksmidewi, Susianto & Afiff, 2017).

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