**Consumer buying behaviour in crisis times: Uncertainty and Panic buying mediation analysis**

**Kobby Mensah**

Department of Marketing and Entrepreneurship, University of Ghana Business School

University of Ghana, Legon, Accra.

E-mail: [kobbymensah@ug.edu.gh](mailto:kobbymensah@ug.edu.gh)

ORCID ID: <https://orcid.org/0000-0001-7444-7989>

**Nnamdi O. Madichie**

Centre for Economic Governance & Leadership, University of Kigali, Rwanda

E-mail: [nmadichie@uok.ac.rw](mailto:nmadichie@uok.ac.rw)

ORCID ID: [https://orcid.org/ 0000-0001-8400-5527](https://orcid.org/0000-0001-7444-7989)

**Gilbert Kofi Mensah**

Department of Marketing and Entrepreneurship, University of Ghana Business School

University of Ghana, Legon, Accra.

E-mail: [gkmensah007@st.ug.edu.gh](mailto:gkmensah007@st.ug.edu.gh)

ORCID ID: [https://orcid.org/ 0000-0003-2768-0547](https://orcid.org/%200000-0003-2768-0547)