This study examined psychological processes of consumers that determined hoarding and avoidant purchasing behaviors after the Tohoku earthquake within a dual-process model. The model hypothesized that both intentional motivation based on reflective decision and reactive motivation based on non-reflective decision predict the behaviors. This study assumed that attitude, subjective norm and descriptive norm in relation to hoarding and avoidant purchasing are determinants of motivations. Residents in the Tokyo metropolitan area (n=681) completed internet longitudinal surveys at three times (April, June, and November, 2011). The results indicated that intentional and reactive motivation determined avoidant purchasing behaviors in June; only intentional motivation determined the behaviors in November. Attitude was a main determinant of the motivations each time. Moreover, previous behaviors predicted future behaviors. In conclusion, purchasing behaviors were intentional rather than reactive behaviors. Furthermore, attitude and previous behaviors were important determinants in the dual-process model. Attitude and behaviors formed in April continued to strengthen the subsequent decisions of purchasing behavior.

**Keywords:** attitude, avoidant purchasing, dual-process model, hoarding purchasing, intention.