



***MODERATING ROLE OF BRAND ATTITUDE ON
PURCHASE INTENTION OF THE WOUNDED BRAND IN
A PRODUCT HARM CRISIS: VIEW OF YOUNG
CONSUMERS' IN ASIAN EMERGING MARKETS***

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Brand Attitude plays an important role in purchase intention in product harm crises. Present study examines this by using a total sample of 101 Chinese (n=51) and Sri Lankan (n=50) based undergraduate marketing and business management specializing students. A fictitious product harm crisis scenario explained a company culpable product harm crisis situation. A fictitious yogurt brand was used as the stimulus brand on the basis of pre-test. ANOVA results based on the young consumers' view revealed that brand attitude significantly moderates the purchase intention of the wounded brand in a product harm crisis ($F = 3.17, P < 0.05$), while exploring an unexploited corner of the product harm crisis management literature. This is an important management strategy in product harm crises. Therefore this research is of great significance for the product harm crisis managers, researchers, marketers and policy makers in particular.

Keywords: *Brand attitude, product harm crisis, purchase intention, China, Sri Lanka*