



EXPLORING THE EFFECT OF GENDER ON CONSUMERS' MORAL REPUTATION IN PRODUCT HARM CRISIS

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ABSTRACT

The main purpose of current study is to uncover the link between gender and consumers' moral reputation during a product harm crisis. This study tries to bridge the literature gap in connecting gender and moral perceptions together in a product harm crisis context. Based on the respondents' view, independent sample *t* test uncovers that gender affects significantly on consumers' moral perceptions toward the troubled company. Female consumers morally disrepute the wounded company more than males in a product harm crisis. This study provides new insights for companies to protect consumers' moral reputation towards them in midst of product harm crisis and for further research investigations.

Keywords: Product harm crisis, Moral reputation, Gender, Sri Lanka