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**The role of gender in perceiving societal damage of a product harm crisis: Special reference to Sri Lankan young consumers**

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The main purpose of the current study is to uncover how gender shapes young consumers' perceptions relating to the societal damage of product harm crises. The study used a convenient sample of Sri Lankan based undergraduate marketing and business management students (n=53). A culpable product harm crisis scenario involving a fictitious company, regarding a fictitious brand of yoghurt, was used in the study. A self-administered, pre-tested questionnaire survey was conducted. An independent samples *t* test was run to analyze the data. The study revealed that gender significantly shapes how a consumer perceives societal damage resulting from a product harm crisis. Females perceive higher societal damage than their male counterparts, revealing the gender difference in their perceptions. This research has important theoretical and managerial implications for researchers, marketers and policy marketers in product harm crises.

Keywords: Product harm crisis, societal damage, Sri Lanka, company culpable