

Trust in Formal Institutions in Times of Crisis and Behavioral Outcomes

Ilona Szcs

University of Vienna

Nina Michaelidou

Loughborough University

Milena Micevski

Copenhagen Business School

Živa Kolbl

University of Ljubljana, School of Economics and Business, Marketing Department

Selma Kadic-Maglajlic

Copenhagen Business School

Nemkova Ekaterina

IESEG

Marc Herz

Kleinundpläcking GmbH

Rodrigo Uribe

Universidad de Chile

Evgeniya Nadezhdina

National Research Institute - Higher School of Economics

Cite as:

Szcs Ilona, Michaelidou Nina, Micevski Milena, Kolbl Živa, Kadic-Maglajlic Selma, Ekaterina Nemkova, Herz Marc, Uribe Rodrigo, Nadezhdina Evgeniya (2023), Trust in Formal Institutions in Times of Crisis and Behavioral Outcomes, *Proceedings of the European Marketing Academy*, (117261)

Paper from the EMAC Regional Conference, Athens, Greece, September 27-29, 2023



Trust in Formal Institutions in Times of Crisis and Behavioral Outcomes

Abstract

Individuals' trust in institutions shape compliance attitudes and behaviors in times of crises. Drawing on reactivity theory, we investigate the role that government-, medical system-, and media play in shaping consumers' protective and irrational behavior when faced with a crisis. We argue that such a link is mediated through compliance attitude and that individuals exhibit differences in compliance and subsequent behavior depending on the type of institution and the type of governmental system. We compare two groups of countries: those with stricter versus those with looser crisis response stringency measures. We find that formal institutions impact compliance attitude differently across the countries and across the type of institution. Compliance in turn, impacts protective behavior and overbuying.

Keywords: *formal institutions, trust, crisis*