

USP-crisis fit in a product harm crisis: the role of corporate hypocrisy perceptions

Esmeralda Marić
School of Economics and Business Sarajevo
Maja Arslanagic-Kalajdzic
University of Sarajevo

Cite as:

Marić Esmeralda, Arslanagic-Kalajdzic Maja (2024), USP-crisis fit in a product harm crisis: the role of corporate hypocrisy perceptions. *Proceedings of the European Marketing Academy*, (122662)

Paper from EMAC Regional Conference, Lisbon, Portugal, September 25-27, 2024



USP-crisis fit in a product harm crisis: the role of corporate hypocrisy perceptions

Abstract

By integrating the corporate hypocrisy framework into corporate crisis literature, we investigate the role of unique selling proposition (USP)-crisis fit in forming perceptions of corporate hypocrisy and, through these perceptions, shaping consumer responses in a product harm crisis. Experimental findings show that a high-fitting USP leads to higher perceived corporate hypocrisy compared to a low-fitting USP. We also confirm the mediating role of this perception in the effects of USP-crisis fit on consumer anger, complaint and negative word-of-mouth intentions. These findings expand the knowledge of corporate crises and hypocrisy and provide insights for marketing and public relations practitioners.

Subject Areas: *Advertising*