

UNDERSTANDING CONSUMER INFERENCES IN THE PRODUCT HARM SITUATION

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ABSTRACT

A scandal involving adulterated milk in China in 2008 caused significant morbidity and mortality. Thousands of infants were reported to have become ill, and six died. The scandal involved one of the major Chinese manufacturers of milk-based products, which allegedly adulterated its products by adding melamine. This paper is about the Chinese customer's perception of the milk companies during the milk scandal in 2008. The present study concentrated equally on both a discussion of the negative consequences, the external influences, and consumers' predictable outrage in the product harm crisis.

Keywords: *Product Harm Crisis, Chinese Consumer Mind, Qualitative study*