A panel study of the situational crisis communication theory

王永康、姚蕙忠
E-mail: 360561@mail.dyu.edu.tw

ABSTRACT
A crisis evolves and changes with the passing of time, and the recipients' opinion on an organization may also change with time. However, current researches on crisis communication mostly neglect the nature of dynamic crisis, thus lack the study on the recipients' reflection and emotion changes over time. This research takes the plasticizer event in Taiwan as an example and studies it using panel data. It observes the recipients' perception, anger, and fears on crisis responsibility effect their opinion on organizational reputation and changes on willingness to buy. Lastly, it investigates the relations between the above mention variables. The main finding of this research includes: 1. The effects of this crisis event last from four to seven months. 2. The category for emotional fear is still unclear. 3. Organizations must not neglect the effects emotional anger have on organizational reputation and the effects emotional fear have effect on the willingness to buy. 4. The SCCT model still stands after the inspection on panel data.

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