A study of the relationship among the perception gaps of crisis situations, response strategies , expectations and the c

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ABSTRACT

This study, with the campus competitive eater accident as its stimulus materials, explores the relationship among the perception gaps of crisis situations, response strategies, expectations and the crisis communication effects. Four groups of manipulated response strategies are conducted in this experiment. The results showed that: the perception gaps of crisis situations and expectations do exist and both have influence on crisis communication effects. The greater the gap is, the lower degree of the participants' evaluation of the organizational reputation and account acceptance will become, and the stronger the intention of negative word-of- mouth and the feelings of anger will be. The perception gap of expectations is originated from the perception gap of crisis situations. In addition, Justification strategy generates the perception gap of response strategies most. Moreover, the perception gap of response strategies had the moderation effect on the relationship between the perception gap of expectations and crisis communication effects.

Keywords : Competitive eater   Perception gap of crisis situation   Perception gap of expectations   Perception gap of response strategies   Crisis communication effects

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