

情境式危機溝通理論之貫時性研究

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摘要

危機隨著時間發展而有所變化，受眾對組織之評價亦可能隨著時間經過而有所修正。問題是，既有危機溝通研究多忽略危機動態的特性，因此缺乏對隨著時間經過之受眾想法及情緒變化的研究。本研究以塑化劑事件為例，透過貫時性資料，觀察受眾對危機責任知覺、生氣、恐懼對組織聲譽的評價以及購買意圖的變化，並探討上述變項的關係。本研究主要發現包括：一、危機事件之影響約為四至七個月。二、恐懼情緒之歸類仍有待商榷。三、組織不可輕忽生氣情緒對組織聲譽、恐懼情緒對於組織產品的購買意圖之影響。四、經過貫時性資料檢測，SCCT模型仍然成立。

關鍵詞：危機責任、生氣、貫時性研究

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