

# 受波及廠商危機反應策略之研究：以三氯氰胺事件為例

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## 摘要

本研究探討受波及廠商在面臨三聚氰胺危機事件時的危機反應策略，及受眾所認知的情境和涉入程度不同的受眾。透過差異檢定分析受眾認知之危機情境和不同涉入程度的受眾，對於形象修護的效果是否有差異。研究發現受眾認知之危機情境和不同涉入程度的受眾對形象修護效果皆有差異。此外「認錯道歉」、「修正行動」與「表達關心」策略為受波及廠商最佳的形象修護策略，「扮演受害者」策略則會得到負面的修護效果。

關鍵詞：危機傳播、危機情境、形象修護、涉入程度

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