

研究論文

檢視社會大眾感知的違反預期程度 在企業危機中的影響，以及企業—善因 契合度對企業危機後形象的修復效果

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摘要

本研究的第一個研究目的是以「違反預期理論」(Expectancy Violation Theory, EVT)檢視社會大眾對於企業的違反預期程度在危機中對企業態度及企業購買意圖的影響。危機被解決之後，本研究提出兩種不同類型契合度之企業社會責任(Corporate Social Responsibility, CSR)策略，第二個研究目的是檢視企業—善因契合度及消費者—善因契合度的CSR活動，對企業態度及購買意圖的影響。

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本研究採用線上實驗法，共有五個情境，分別為「高企業—善因契合度」；「低企業—善因契合度」；「高消費者—善因契合度」；「低消費者—善因契合度」；「無作法」(對照組)，有效樣本共617份。結果發現(1)違反規範性及預測性預期引發大眾的負違反價並降低購買意願，(2)企業聲譽在危機時，提升企業態度及購買意願，並降低負違反價，(3)「高消費者契合度」策略顯著優於對照組，也優於其他策略，及(4)來自「企業—善因契合度」的消費者懷疑態度負面影響企業態度及購買意願，而來自「消費者—善因契合度」的消費者懷疑態度則產生正面影響。

關鍵詞：企業社會責任、危機後、危機期間、危機應對策略、違反預期理論

Research Article

Effects of Perceived Expectancy Violations of Corporate Crisis Management and Corporate Social Responsibility Strategies on Attitudes Toward the Corporate Sector

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Abstract

This study applied Expectancy Violations Theory (EVT) as the theoretical framework to first examine the relationships between individuals' perceived degrees of expectancy violations and their attitudes and behavioral intentions toward the corporate sector during a crisis. The second objective of this study was to examine the relationships between various corporate social responsibility strategies and their effects on individuals' attitudes and behavioral intentions toward corporations. In particular, consumer skepticism was examined to determine its relationship with various corporate social responsibility strategies. An online experimental design with five conditions was used to collect the data

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for this study. A total of 617 valid samples were collected during the online experiment. The results showed that expectancy violation was positively associated with individual perceived uncertainty regarding the corporate sector and that perceived degrees of violation were negatively associated with individual behavioral intentions regarding corporations. Furthermore, a high consumer and causal fit campaign was found to promote positive attitudes and behavioral intentions toward the corporate sector compared with the four other campaigns.

Keywords: corporate social responsibility, post-crisis, crisis, crisis response strategies, Expectancy Violation Theory

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