

THE STUDY OF BRAND SUPPORT DURING DIFFERENT STAGE OF CRISIS BY USING DOE

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ABSTRACT

The purpose of this paper is to find out the effectiveness of crisis management by using design of experiment (DOE). Meanwhile, this paper is also to study the reflection by customers during different stage of crisis, such as before crisis, crisis happening and crisis recovery. The dimensions of brand relationship and reports related to food safety are accumulated to simulation the diffident stage of crisis management by using design of experiment. The result of this paper represent that among the stage of before crisis, crisis happening and crisis recovery is difference. This paper find out the most impact to customers is crisis happening as well which means most customers are affective the confidence with an enterprise by the affair of crisis, and the confidence of customers will be increased while a well treatment in the stage of crisis recovery.

Keywords: *Brand Relationship Quality; Crisis Management; DOE; Brand Image*