

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

Kao-Shan Chen, Department of Business Administration, Vanung University, Taoyuan City, Taiwan
Dr. Shih-Tse Lin, Department of Business Administration, Vanung University, Taoyuan City, Taiwan
Mei-Yun Huang, Department of Real Estate Management, Hungkuo Delin University of Technology,
Taiwan

[dx.doi.org/10.18374/IJBR-20-1.1](https://doi.org/10.18374/IJBR-20-1.1)

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.

Keyword: Brand Relationship Quality; Crisis Management; DOE; Brand Image

1. INTRODUCTION

Food safety issues are a major issue that affects people's lives and health. According to statistics provided by the Department of Health and Welfare, food safety problems in recent years have shown an upward trend. Since 1979, Taiwan has suffered from "rice oil poisoning" and "poisonous wine" incidents, which has led to the rise of private consumer protection groups such as the Consumers' Education Foundation of the Republic of China, which kicked off the prelude to food safety and also hit the brand of well-known companies image.

Well-known food safety incidents, such as meat, plasticizer, black heart oil (oily copper chlorophyll, waste oil, feed oil, industrial oil). The Taiwan Consumer Protection Association has filed a group lawsuit against consumers. However, the judicial claims for food safety hazards need to be confirmed, making it easy for the government to indulge and punish the black heart. After 2011, Taiwan once again broke a series of major food safety incidents.

The large number of food safety incidents and the emergence of "black heart food" for several consecutive years have caused concern in Taiwan society and even in the countries concerned. Taiwanese people are also worried about food safety, which has a series of follow-up effects, and food safety is also related to consumers' confidence in enterprises. Especially the well-known enterprises will make the brand image and consumption that have been established for a long time because of the food safety storm.

The confidence of the people is shaken, and even may collapse in the hearts of consumers, causing an irreparable situation. Therefore, in the event of a crisis in the food safety storm, how can enterprises respond to the consumer's business at the end of the food safety storm? Whether there is any change in confidence is an important factor affecting the sustainable operation of the company. Therefore, this paper will discuss whether the consumer's confidence and loyalty to the company have any concern in the crisis of the company's crisis. The change is used as a reference for the treatment of enterprises in the face of crisis.