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| 論文中文摘要： | 食品詐欺事件在2013年末層出不窮,事件發生後公司回應態度不一,身為受害者的消費者開始對於品牌質疑。首先不滿的情緒會先發生，接著消費者之間的情緒會彼此傳染,進而對品牌態度改變。過去情緒傳染在科技、音樂、管理、電影產業被探討，至今仍沒有對於危機事件的探討，因此，本篇主旨在探討情緒，態度和再購意願之間的關係。研究的對象為量販店通路消費者，結果為消費者情緒對品牌態度有顯著性負相關，消費者的易受情緒傳染性對品牌態度也有顯著的負相關，並且經過公司回應後，調整性期望對再購意願有正向的影響。 |
| 論文外文摘要： | Food fraud event happened in recent months in 2013. Consumer emotion will be elicited when crisis happened and there would be phenomenon of emotional contagion among costumers. Emotional contagion has been studied in a variety of contexts such as consumer behavior; technology; music; general business; film industry and so on. However, there was no topic about consumer’s emotional susceptibility during crisis in past research. Therefore, the purpose of this paper is to highlight the relationship among emotion, attitude and repurchase intention in food fraud event. The final result is that emotion has significantly negative effect on attitude toward brand and the more level of emotional susceptibility is, the more negative attitudes toward brand will be elicited. After corporate response, adjusted expectation has a significantly negative effect on repurchase intention. |