Timing strategy matters: How timing and content strategy affect crisis communication

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ABSTRACT

The purpose of this study is twofold: (1) to investigate how the separate impacts of crisis timing strategies and crisis response strategies are, and (2) to find out the cross-effect of crisis response strategy and crisis timing strategy on responsibility, organizational credibility, anger, negative-word-of-mouth. The experiment uses a crisis scenario caused from a bribe action in a fictitious university in Vietnam. A 2 (crisis timing strategy: stealing thunder vs. thunder) x 3 (crisis response strategy: mortification vs. corrective actions vs. bolstering) between subjects factorial design is conducted among 198 participants. The results demonstrate that mortification leads to less negative-word-of-mouth than bolstering. For all four dependent measures—responsibility, organizational credibility, anger, and negative-word-of-mouth—stealing thunder has more positive effects than thunder. On the other hand, the results show that timing strategy has much more crucial role than crisis content strategy in anger, and organizational credibility. For negative-word-of-mouth, although mortification is more effective than bolstering in thunder, no difference between these strategies is found in stealing thunder.

Keywords: crisis timing strategies, crisis response strategies, responsibility, organizational...

REFERENCES