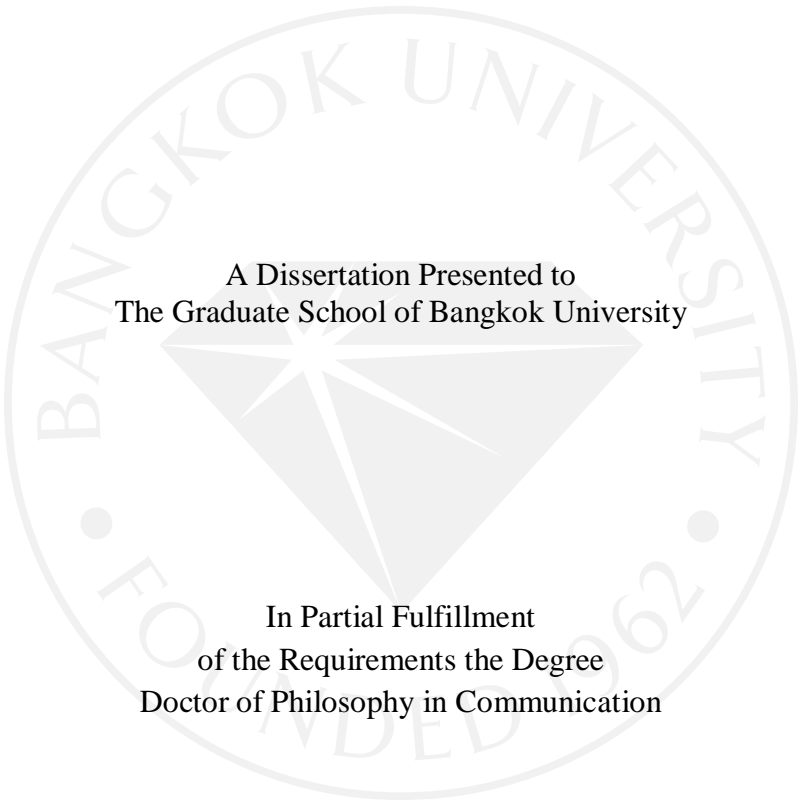


EFFECT OF SPOKESPERSON TYPES AND THE USE OF FIRST PERSON PRONOUN
IN CRISIS COMMUNICATION ON FOOD ORGANIZATION REPUTATION AND
PURCHASE INTENTION



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A Dissertation Presented to
The Graduate School of Bangkok University

In Partial Fulfillment
of the Requirements the Degree
Doctor of Philosophy in Communication

By
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Effect of Spokesperson Types and the Use of First Person Pronoun in Crisis

Communication on Food Organization Reputation and Purchase Intention (295pp.)

Advisor of dissertation: Assoc. Prof. Rosechongporn Komolsevin, Ph.D.

ABSTRACT

This study aims to better understand the effectiveness of using spokespersons and first person pronouns in two crisis situation clusters on food organization's reputations and purchase intentions. Two hundred and eight students were randomly assigned into 12 experiment groups, creating a 2 (crisis clusters: victim vs preventable) X 3 (spokesperson types: CEO vs cartoon vs non-spokespersons) X 2 (first person pronouns: "I" vs "we") factorial design. Data were collected using a questionnaire and analyzed using mean, standard deviation, and 3-way MANOVA. The results showed no significant effects of using different spokesperson and first person pronoun types on organization reputations in both victim and preventable crisis situation clusters, but the different effects were found on purchase intentions in both crisis clusters. When the organization was in the victim situation cluster, using cartoon with "I" first person pronoun can generate the highest purchase intention score. In the preventable crisis cluster, using CEO with "I" first person pronoun can generate the highest purchase intention score.

Approved: _____

Signature of Advisor

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CHAPTER 1

INTRODUCTION

This chapter introduces the crisis communication, spokespersons communication strategy in crisis situations, cartoon spokespersons, and first person pronoun used. It includes rationale and problem statement, objectives, scope of the study, research questions, significance of the study, and definition of terms.

Rationale and Problem Statement

Nowadays, there are several types of competitive advantages in business. The goal setting of profit organizations is to gain the highest market segment and keep positive relationships with stakeholders which can lead to the value of organizational reputation and purchase intentions. Allen and Caillouet (1994) pointed out that communication strategies are significant for organizations to build positive relationship with their stakeholders. Thus, organizations should develop strong and positive relationships with their customers by using effective communication strategies.

Both profit and nonprofit organizations concern about their reputations. Specifically, the purpose of profit organizations is to lead to high profit from their products and services. As a result, customers are the most important stakeholders for organizations. Then, organizational reputation is completely important for organizations because negative reputations are related to negative emotion towards company which can damage organizational reputation (Benoit & Brinson, 1994).

Unfortunately, “no organizations are free from crises” (Kim & Sung, 2014, p. 62). Crisis situation can be harmful to the reputation of organizations which directly

destroys organizational reputations and purchase intentions. The problem is that most crisis situations are unpredictable and uncontrollable (Coombs, 2014). Crises can occur in everyday life and can harm and threaten economics, society, safety, and national security (Coombs, 2014; Frisby, Veil, & Sellow, 2014; Kim & Sung, 2014; Lee & Lariscy, 2008; Vidoloff & Petrun, 2010). Coombs (2014) stated that even in an unpredictable situation, crisis situation can be expected, and so it can result in damage to organizations' reputations. As a result, there exists a room to study about several communication strategies to maintain and enhance organizational reputations in crisis situations (Howes & Sallot, 2014; Kiambi & Shafer, 2016; Sohn & Lariscy, 2012).

Foundation for consumers reported, from September 2012 to December 2012, stated that there are total of 152 cases in complaints about food, and the problems of which are divided into ten issues. The first problem is food contamination (physical/chemical), 31 cases with the highest number of. Mr. Patchara said that the problem of food contamination concerned foreign substances/contaminants food such as hairline, fingernails, cockroaches, or abnormality of food: dregs, mold, and rotting, including the use of chemicals that should not be used in foods such as formalin and borax. Common problems which are found and need to be careful, with food communication include fungus in bread, white bubble in milk cartons and contaminants in powdered milk for children. Another problem is food's pictures on packages and advertising that are different and misleading. FDA reports that food label is the most problem that Thai people report and complain, for example, in 2011, 644 cases (51.89%), 586 cases (45.39%) in 2012, 584 cases (47.09%) in 2013, 626 cases (49.76%) in 2014, and 513 cases (39.01%) in 2015. Moreover, Office of the

Consumer Protection Board (OCPB), the government agency under the Consumer protection which helps and protects customers from advertisements, labels, harmfulness and toxin, also reported the most problem that customers complain is food.

The negative effect of crisis situation can prevent an organization to achieve its goals. Crisis situation can bring negative reputation, credibility, trustworthiness, and purchase intention especially in a profit organization (Auger, 2014; Hayes & Carr, 2015; Hong & Len-Ríos, 2015, Kiambi, & Shafer, 2016; Muralidharan & Xue; 2015). Therefore, organizations are necessary to create and apply effective crisis communication strategies.

Understanding of cluster of crisis situations for solving and coping with crisis situations is significant because organizations are able to respond to and communicate with their stakeholders in crisis situations effectively and immediately. Crisis types are the general situations that can be harmful to organizations (Coombs, 2014). The different crisis clusters require the different levels of responsibilities. For example, human-error (preventable cluster) requires stronger responsibilities than natural disaster (victim cluster). This research will be based on Situational Crisis Communication Theory (SCCT).

The Solutions of Crisis Situations by using Communication Strategies

Situational Crisis Communication Theory (SCCT) is a theory that highlight the impact of communication strategies in maintaining organizations' reputation and the level of crisis responsibility. Moreover, SCCT also matches between strategic crisis responses and types of crisis situations (Coombs, 1995). Coombs (2007)

classified crisis types as consisting of victim, accident, and preventable clusters based on the levels of attribution of crisis responsibility. Previous studies only focused on the appropriateness of matching and merging of the different crisis situations and different crisis responses (Claeys, Cauberghe, & Leysen, 2013, Park & Cameron, 2014). However, limited of past studies have explored lacks of matching SCCT with and applying SCCT for the crisis communication strategy in Thai organizations. The research therefore investigates the effectiveness of using crisis response strategies in Thailand, and adds two more variable communication strategies including spokesperson and the first person pronoun choices.

The different types of crises required different communication strategies as follows: For understanding effective communication in different crisis situations, Coombs (2014) suggested that an organization needs to understand crisis types to prepare the effective crisis response plans and respond in a way that optimizes the response of all stakeholders. Crisis communication studies focus on the ability of a company to defend itself in a crisis situation (Allen & Caillouet, 1994; Benoit & Brinson, 1994; Coombs & Halladay, 1996). Understanding crisis types can help organizations use crisis responsibility more effectively in different situational crises. However, there are a few studies on crisis situation in Thailand especially those using crisis communication strategies. This study will fill in the gap of using communication strategies in a crisis situation.

It is essential for an organization to communicate with stakeholders effectively according to Coombs and Holladay (2002) since its reputation depend on its stakeholders' perception, and crisis can lead to the negative perception of stakeholders. Moreover, different levels of damage reputations can lead to different

types of crisis response strategies (Coombs, 2014). This theory can benefit organizations by making them understand and match crisis situations with crisis response strategies. However, previous researches in Thailand relating to crisis situation focused basically on case studies, so this study will focus on applying and using SCCT and crisis response strategies in an experimental setting.

Based on SCCT, crisis responsibility consists of three clusters: Victim Cluster, Accidental Cluster, and Preventable Cluster (Coombs, 2007; Coombs & Holladay, 2002). As for the victim cluster, the public tends to attribute low crisis responsibility to organizations experiencing a crisis. Examples of the victim crisis type include natural disasters, rumors, workplace violence, and malevolence product tampering. The second type is the accidental cluster that has relatively higher attribution of crisis responsibility with the public for the organization. For example, “four people riding in a Lexus ES350 were killed in an accident because the vehicle’s brakes did not seem to work” (Choi & Chung, 2013, p.6). Finally, the preventable cluster requires the strongest responsibility from the organization. For example, an e-coli contamination which occurred from the company’s unclean food product (Kim & Sung, 2014). At this point, this study will use the most and least responsibilities of the organizations to find out the effects on the organization reputations and purchase intentions.

Previous research on crisis communication strategy mainly focused on case study and rhetorical study to conduct investigation of the real crisis situations, such as Coca-Cola crisis in Belgium, Chi Chi’s restaurant in Beaver Valley Mall, and tomato and pepper Salmonella (Greenberg & Elliott, 2009; Howell & Miller, 2010; Stuart & Willyard, 2006; Veil, Liu, Erickson, & Sellnow, 2005; Verbeke & Kenhove, 2002; Vidoloff & Petrun, 2010). Similarly, in Thailand, Rawinit (2013) launched three case

studies in regard to crisis situation; which were about flood, fire at BST Elastomer in Map Ta Phut, and the strike of State Railway. Lawakul (2010) analyzed the crisis communication plan of Thai banks in crisis situations. With only a few studies comparing the different levels in SCCT in Thailand, so it is significant to make further exploration to understand the different levels of crisis responsibility.

Moreover, prior studies revealed the comparison between high and low responsibilities, such as victim and non-victim cluster (Kiambi & Shafer, 2016; MacGillavry, 2015). Thus, this study will fill in the knowledge gap of comparing between low and high responsibilities in crisis communication strategies. Likewise, while there are plenty of studies comparing the use of spokespersons in crisis responses, no comparison has yet been conducted between the use of different kinds of spokespersons in Thailand in crisis situation and the different effective spokespersons.

Using Spokespersons as Communication Strategy in Crisis Situations

It is important to understand and use appropriate spokespersons in crisis situations. The SCCT researches focus on finding the effectiveness of using different spokespersons, media, message, and crisis types. According to previous researches, the focus was on comparison of the effectiveness of using spokespersons in crisis situation, such as CEOs, firm owners, employees, bloggers, endorsers, celebrities, experts, and the third parties (Gorn, Jiang & Johar, 2008; ; Hayes, & Carr; 2015; Hong & Len-Ríos, 2015; Jin & Phua, 2014; Len-Ríos, Finneman, Han, Bhandari, & Perry, 2015; Muralidharan, & Xue, 2015). This study will focus on the effects of three

spokespersons types which are CEO, the cartoon, and non-spokesperson on organizational reputation and purchase intentions.

In terms of crisis communication studies, one of the major experimental studies is to use different spokespersons so as to discover the most effective spokespersons in crisis communication. Both company spokespersons and other spokespersons, such as customer spokespersons, the third party spokespersons, and experts were used in the experimental studies to compare the effectiveness of different spokespersons (Fisher, Magee, & Muhammad-Bakhsh, 2015; Hayes & Carr, 2015; Muraliaharm & Xue, 2015).

While spokespersons as one communication strategy in several companies are used for crisis situations (Holtzhausen & Roberts, 2009; Lawakul, 2010), using human as spokespersons in crisis situations might not be always successful (Howes & Sallot, 2014; Ruangthareephong, 2006) For example, using CEO as a spokesperson requires sincerity, but many CEO's images lack of sincerity (Lawakul, 2010). Hence, CEO needs to be presented and promoted by using positive stories in their CEO's lives (Petchthai, 2010).

Another example demonstrated that using CEOs as spokespersons has limitations, such as unexpected and uncontrollable behavior. For instance, Watson, DeJong, and Slack (2009) claimed that black skin color has an impact on customers' attitude whereas high voice pitch, and emotion can lead to negative attitude towards CEO as well (Claeys & Caubergine, 2014; Claeys, Cauberghe, & Leysen, 2013). Moreover, the spokespersons' body language, emotion, and appearance are uncontrollable. As a result, choosing CEO spokespersons is always important and possible limitation needs to be in control. Whereas using human as a spokesperson

might not always be a successful strategy in crisis response strategies, cartoon spokespersons is usually one of the most popular company spokespersons in several fields. Hence, this study will add the cartoon as a spokesperson to communicate in crisis communication to investigate the effect of using cartoon on organization reputation and purchase intention.

Using Cartoon Spokespersons as Communication Strategy

Cartoon spokespersons are created with specific purposes as communication strategy tools. Cartoons are used as spokespersons in many fields such as education, advertising, sports, public relations, history, and politics (Brantner & Lobinger; 2014; Fernando, 2013; Hampton, 2013; Lan & Zuo, 2016; Yaqub, 2009). In the West, cartoon spokespersons are created and used in political cartoons, sports, and marketing and advertising communication strategies (Hosany, Prayag, Martin, & Lee, 2013; Kelly, Slater, Karan, & Hunn, 2000; Mizerski, 1995).

In Asia, Japan is the biggest cartoon creators, and cartoons have been used to represent several companies, organizations, and government agencies. Cartoons are also used as the spokespersons in crisis communication. For example, Japan creates Nuclear boy, a cartoon spokesperson, to educate children about earthquake and nuclear risk communication (Lynch, 2011). Moreover, in Japan, cartoon characters are popularly created and used to promote its provinces and governments (NPA, 2017). Cartoons can also be used to educate and persuade children with storytelling and information, so it seems that using cartoon spokespersons is not only attractive, but also lead to expertise and trustworthiness of source credibility. Furthermore, Kelley-Romano and Westgate (2007, p.14) found that “cartoons that define the crisis

are less chronologically driven, but are still significant in the order they are produced.” Thus, using a cartoon spokesperson might be applied from risk communication to crisis communication.

In communication studies, cartoons can be a spokesperson and used as a medium strategy. Hostetter and Hopkins (2002) found that cartoon can be used to investigate how people communicate together by writing and speaking. In political study and educationalist journalism, there are previous researches about the power of political cartoons on history, local identity, genders, semiotic and culture (Fernando, 2013; Hampton, 2013; Phiddian, 2015; Yaqub, 2009). Hampton (2013) and Brantner and Lobinger (2014) identified political cartoon as educationalist journalism because cartoon plays a vital role in journalism. Phiddian (2015) and Yilmaz (2011) studied about political cartoon in Australia and Denmark that can tell the history from political cartoon and local identity. Fernando (2013), and Jørgensen (2012) Yaqub (2009), also supported the power of using cartoon in politics, genders, and identity in stereotypes among the Muslims. Thus, cartoon spokespersons in politics can be analyzed to understand cultures and identities in different countries.

Based on the purpose of maintaining organizations’ reputation and purchase intention, with concerns the area of marketing and advertising, there are similar goals as crisis communication. In marketing and advertising communication, cartoons are created and leaded to for the company's purposes, so cartoons are used as spokespersons for companies to lead to attractiveness, purchase intention, and positive attitude (Karunaruwat, 2006; Kraak & Story 2015; Thawornwongsakul, 2010). While several studies claimed that using cartoon as communication strategies can successfully persuade children, they also show a complete success among teenagers

and young adults relating to purchase intention in Thailand (Suntornpitug, 1998).

However, the investigation of using cartoon in crisis communication is still lacking in Thailand.

Cartoons are also used in health and risk communication for delivery of health and risk communication messages. Romano and Becker (2005) and Lan and Zuo (2016) suggested to use cartoon to enhance positive behavior on young people's eating, exercise, and safety food. Another example is the Nuclear boy in Japan created after earthquake and tsunami situation crisis in Fukushima to explain the situations to children.

In terms of crisis and health communication studies, there are not many cartoon characters as spokespersons. Over the past few decades, cartoon spokespersons in marketing and advertising, which were created to represent the companies, were used as one of the communication strategies.

Nowadays, profit and nonprofit companies, especially in marketing and advertising field, create and lead to their own cartoon as their spokesperson to communicate with their stakeholders to promote their products and companies. With this positive trend, the number of cartoon characters is increasingly created and used in communication strategies areas (Brantner, & Lobinger, 2014; Kraak & Story, 2015; Limchaiyawat, 2002; Pathomchaikup & Sombultawee, 2016; Phopasert, 2016). In Thailand, many companies started creating and generating their own cartoon characters that can represent and engage between them and brands (Phopasert, 2016; Suntornpitug, 1998).

However, a few organizations have used and leaded to their own cartoon spokespersons in crisis communication to respond to crisis situations on social media.

Prior studies also found that using social media during and in crisis situation were interactive and provided precious sources of information (Lee, Kim, & Wertz, 2014; van Zoonen & van der Meer, 2015; Westerman, Spence, & Van Der Heide, 2014). For example, during crisis situation with its customers. Total Access Communication Public Company Limited (DTAC) and Pantip webboard used its cartoon spokesperson to communicate and respond to comments on the public. The result of using a cartoon in this situation is; customers called the cartoon name rather than the organization name to blame the organization. Another example is that Advanced Info Service (AIS) also used callcenter@ais.co.th account on the public webboard by using the cartoons name “Ton Liw” “Smart Bear” “Smart-Rabbit” “Smile Mali.”

Cartoons in Crisis Communication

While cartoons are used as spokespersons in risk communication, using cartoons in crisis communication has still not yet thoroughly studied. One example includes the, National Crime Prevention Council (NCP, 2018) using the “McGuff the Crime Dog” as a cartoon spokesperson to communicate with their audiences through Facebook, web page, and a mascot. Other examples are the World Health Organization (WHO, 2017) that used a VDO cartoon to prevent suicide, air pollution, and safe water, and Dtac use its “Far Sai” cartoon as the company’s spokesperson to respond to comments on webpage. Thus, in crisis situation, it seems that cartoons can be used as a spokesperson to provide serious information in the same manner as human spokespersons.

While some companies spend huge money on generating positive relationship with their customers using their cartoon spokespersons, other companies use their

cartoon spokesperson as a crisis communication strategy in different situations. For example, food menu functions use cartoons as the spokespersons and presenters on their packaging and advertisements successfully. Accordingly, cartoons might be one of the effective spokespersons in serious situations for the organization.

Limchaiyawat (2002) claimed that using illustrations can get more attention, attractiveness, and likes than using text. Thawornwongsakul (2010) also supported that pictures on packages can lead to positive and negative attitude, and higher purchase intention.

In Thailand, although cartoons are used as respondents on webpages in serious situations, exploring the use and application of cartoon spokespersons in crisis situation for the organization is still lacking in communication studies. The effect of using cartoon as spokesperson results in interesting feedback because Thai organizations have been increasingly using cartoon spokespersons in serious situations. Hence, it might be helpful for the organization to develop using cartoon as a spokesperson in a crisis situation, such as using it for apology and forgiveness. (See example in Appendix G)

As for the positive power of using cartoon in Thailand, National Statistical Office (NSO) created comic books to educate teenagers about statistics. Another example shows a success in using cartoons as a communication strategy among children. Suntornpitug (1998) found that in Thailand, teenagers and early adulthood have positive attitude and purchase intention on the products with cartoons using. Moreover, using animal cartoons creates more positive attitude than using human cartoons (Suntornpitug, 1998).

Nowadays, the Publishers and Booksellers Association of Thailand (PUBAT) (2016) found that cartoons and graphic novel are the best sellers. Sukchai (2007) also found that Thai comic books presented Thai style with using codes and signs in Thai cartoon characters. Boonaree (2012) supported that using cartoons and graphic novel can persuade readers. It is obvious that cartoons can lead to identity and serve as a powerful communication strategy to persuade the audiences.

In Thailand, cartoon characters were also created and used as spokespersons for Thai government departments. There are 12 departments creating their own cartoon spokespersons to be used as communication strategy tools. For example, the Ministry of Defense created “Nong Keaw Koi” to communicate with its stakeholders. Ministry of Energy created “Nong Power,” and the Energy Policy and Planning Office Ministry of Energy created “Nong Meow” as the spokesperson to persuade people to save energy. This department also created sticker Line to enhance their relationship with people. Moreover, the Ministry of Tourism and Sport created the elephant cartoon mascot, and Thai Red Cross Society created “Blood” cartoon as spokesperson to persuade people donate blood. Thailand Post Office, the election Commission of Thailand, Public Relations Department, and Department of Intellectual Property, created their own cartoon characters as a spokesperson for their organizations (ECT, 2016).

Using cartoons as communication strategy in Thailand is becoming increasingly popular. Pathomchaikup and Sombultawee (2016) found that companies created “Line sponsored sticker” based on brand identity and brand value. Furthermore, cartoon spokespersons have been increasingly used and created for social media. For example, Line application has “Line sponsored sticker” and uses

their cartoon characters as their profile pictures on Facebook. Additionally, companies use cartoon to communicate with customers or replace texts. As a result, the benefit of using cartoon characters to communicate with customers extends to brand and company recall (Phopasert, 2016). This study will investigate the use of cartoon spokesperson in crisis situation as a crisis response. Strategic communication is significant for organizations to communicate with their stakeholders. Particularly, in crisis situation, organizations aim to find resolution of crisis situation immediately.

While using cartoon spokespersons is successful in several fields, using cartoon spokespersons as strategic communication in crisis situations has not yet extensively explored. Moreover, not only using a spokesperson in crisis situation is significant, using the first person pronoun in communication strategy is also a point of interest. It is known that using different first person pronoun in communication can differently affect listeners and audiences (Moberg & Eriksson, 2013; Sicklinghe, 2015).

Using “I” and “we” as Communication Strategies in Crisis Communication

Selecting the first person pronouns can refer to the different levels of relationship among the speakers and the listeners. The effect of using the first person pronoun can lead to forgiveness (Karremans & van Lange, 2008), positive attitude (Ahn & Bailenson, 2011), close relationship (Zeevat, 2010), customer perception, and purchase intention (Packard, Moore, & McFerran, 2015). Previous researches claimed that the first-person pronoun is powerful and meaningful (Loftus, 2015; Yilmaz, 2014). It is one of the communication strategies in politics, education, and linguistic

studies (Brown & Gilman, 1960; Lee, 2012; Moberg & Eriksson, 2013; Raymond, 2012).

Moreover, in the western countries, the previous researches on the first person pronoun focused on “I” and “we” as single and plural first person pronoun. The use of the first person pronoun in crisis communication strategy in Thailand has not yet been studied. The first person pronouns are used in several Asian countries, such as India, China, Japan, and Thailand which can lead to relationship building between speakers and listeners (Hoonchamlong, 1992; Lee, 2012, p.79). Thus, it is important to understand the listeners and the exact meaning conveyed by the speakers.

Using the Pronominal Choices in Crisis Communication Strategies

In crisis situational communication, companies can prepare and control messages, media, and the spokespersons in different situations (Sriussadaporn-Charoenngam & Jablin, 1999; Barrett, 2005; Coombs & Holladay, 2009; Holtzhausen & Roberts, 2009; Tananuraksakul, 2012). In crisis response strategies, prior studies focused on the suitable matching among crisis types (victim cluster, accidental cluster, and preventable cluster) and crisis response strategies (deny strategies, diminish strategies, and rebuild strategies). Experimental researches supported the investigation of using these crisis response strategies.

In rhetorical studies and experimental studies, the use of first person pronoun used in crisis response strategies was not the focal point, despite the fact that it associates with identity, social status, social interaction, relationships, and self-presentation (Abbuhl, 2012; Lee, 2012; Manns, 2012; Moberg & Eriksson, 2013; Raymond, 2012; Sickinghe, 2015). Hence, a big research gap is depending on using

and applying the first person pronoun in crisis response communication to maintain organization reputations and purchase intentions.

To fulfill the knowledge gaps of crisis response communication, this research will focus on exploring suitable response messages in a crisis situation on social media to understand its customers in crisis situation. This study will use an experimental study to compare three different spokespersons: CEO, a cartoon, and non-spokesperson; and the “I” and “we” as the first person pronouns choice in crisis response communication in the victim and preventable clusters to maintain organization reputation and purchase intention.

Objective of Study

- (1) To study the main and interaction effects of using different spokespersons (CEO, cartoon, and non-spokespersons), different first-person pronouns (“I” and “we”) in different crisis situations (victim cluster and preventable cluster) on organization reputations and purchase intention.

Scope of the Study

This dissertation aims to explore the use of crisis responsibility by adding (1) CEO, cartoon, and non spokespersons, and (2) The use of first person pronoun choice; “I” and “we” as message strategies in crisis communication in victim and preventable clusters.

This paper seeks to compare the effect of using the different levels of source credibility among CEO, cartoon spokespersons, and non-spokespersons, and the first person pronoun choices in two crisis situations; victim and preventable clusters, on organization reputation and purchase intention.

All concepts related to this study are explicated in the literature review, followed by a description of the methodology that elaboration of how the researcher operationalizes to lead to discovered the research questions and/or hypotheses. In order to describe spokesperson's' credibility, measure of source credibility will be employed as the measurement unit whereas Social Attractiveness used to measure the effect of first person pronoun choice. For the two effects, this study will use (1) organizations' reputation- the measure of crisis reputation, and (2) and customer behavior intention - Purchase Intention.

Research Questions

RQ1: In victim cluster, will a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun lead to different level of organization reputation from using “I” as the first person pronoun?

RQ2: In victim cluster, will a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun lead to different level of purchase intention from using “I” as the first person pronoun?

RQ3: In preventable cluster, will a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of organization reputation from using “I” as the first person pronoun?

RQ4: In preventable cluster, will a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun lead to different level of purchase intention from using “I” as the first person pronoun?

Significance of the Study

The more we understand the effectiveness of using the different spokespersons and the first person pronouns, the more we can develop suitable crisis response

communication strategy. This research paper contributes to the development of using different spokespersons as spokespersons and the first person pronoun in crisis communication strategy. The cartoon spokespersons and the different pronouns are the opportunity to be the choice in crisis communication strategy. It can also develop and generalize using different spokespersons and using different first person pronouns to other communication situations.

Definition of Terms

Spokespersons

Spokespersons are the communication strategy in several companies are used for crisis situations (Holtzhausen & Roberts, 2009; Lawakul, 2010). It refers to human and cartoons used as the representation from the company to communicate with its stakeholders (Stafford, Stafford, & Day, 2002). In this study, spokespersons are CEO, cartoon, and non-spokesperson, and will be measured using the spokesperson credibility scale.

Cartoon Spokespersons

Cartoon spokesperson is a general concept purpose which should include some virtual cartoon image to provide special information for the brand or product delivery service (Aaker, 1991). In this study, the cartoon spokesperson refers to created cartoon spokesperson for the convenience food.



Figure 1.1: The cartoon spokesperson

CEO Spokespersons

CEO is the leader of an organization (Agle, Mitchell & Sonnenfeld, 1999), who has the responsibility to handle crisis situations and conflict in order to protect the organization (Turk, Jin, Stewart, Kim, & Hipple, 2012), and was used as a name CEO name in company announcement in the experiment scenario.

Non-spokesperson

In this study, non-spokesperson refers to the food company announcement with the use of only text, and without the use of CEO and cartoon spokesperson in the company announcement.

Spokesperson Credibility

Credibility is believability, convincing, or reliable (Arshad,Ikram, Yahya, & Nisar, 2017), so a person who is credible is believable based on trustworthiness, expertise, and goodwill (Fogg & Tseng, 1999; Arshad,Ikram, Yahya, & Nisar, 2017). It is composed of the three dimensions: competence, trustworthiness, and

goodwill/caring (Graham, 2010) that receivers believe and perceives from sources. In this study, cartoon, CEO, and non-spokesperson were added as communication strategies for better understanding and development of communication strategies. This study focuses on two dimensions which are trustworthiness and goodwill.

Crisis Situation

Coomb (2014) states that crisis situation is unexpected situations that can damage the organization. This study focuses on the crisis situation of food problem with victim cluster and preventable cluster. Crisis can also lead to negative reputation, behavioral intention, organization's performance, organization goals and negative outcome (Roberts & Dowling, 2002; Lawakul, 2010).

Preventable Crisis

Preventable crisis refers to the inappropriate behaviors in preventable cluster of the organization were human breakdown accidents, human breakdown recalls, organizational misdeeds/management misconduct, organizational misdeed with no injuries, and organizational misdeeds with injuries (Coombs & Holladay, 2002, p. 179). This study refers to the problem of contamination in frozen food. It refers to dirty conditions were used as preventable cluster (Kim & Sung, 2014) since both food problems can harm a lot of people (Kim & Sung, 2014).

Victim Crisis

It refers to product-tampering of convenient food because product-tampering was the least responsible performance of the organization. In this study used

product tampering/malevolence scenario which was another company used the similar name with the organization.

The First Person Pronouns

The first person pronouns is “Words and language, then, are the very stuff of psychology and communication. They are the medium by which cognitive, personality, clinical and social psychologists attempt to understand human beings” (Tausczik & Pennebaker, 2010 p.25). The first person pronoun is one of the communication strategies that can generate more effective communication in several studies. This study refers to the use of “I” and “we” first person pronoun. It refer to “I” as singular first person pronoun, and “we” plural first person pronoun and in the crisis situation contexts. The first person pronouns will be measured in this study using the social attraction scale.

Social Attraction

Social attraction refers to bonded or close relationship and positive attitude (Huston & Levinger, 1978; Hooi, & Cho, 2013). Social attraction researchers conducted studies relating to the effectiveness of the message used in communication to identify the positive and negative relationships between senders and their audiences. This study used social attraction with the use of the first person pronoun “I” and “we” as the message strategies.

Organization Reputation

Organization reputations is how public perceived organization when crisis situation happened (Coombs, 2002). Organizations are social constructions according to Berger and Luckmann (1996), and it seems people staying independently always share with others in their everyday lives to live in a community.

Purchase Intention

Purchase intention is behavioral intention of organizations (Lee & Lariscy, 2008; Sisco, 2012; Kim & Sung, 2014; Eid, 2014; Liu & Fraustino & Jin, 2015). This study refers to the stakeholders' perceived convenient food after crisis situations.

CHAPTER 2

LITERATURE REVIEW

This chapter purposes to provide a synthesis of theory, concepts, and past studies on crisis response communication, spokesperson credibility, and first person pronoun choices following by dependent variable which are organization reputation and purchase intention. It includes hypotheses and conceptual model.

Introduction

There have been crisis communication studies in regard to crisis response strategies in which spokespersons have been used in crisis communication situations. This study focused on the effectiveness of adding and testing the different spokespersons as well as the first person pronoun choices in two crisis communication situations based on Situational Crisis Communication Theory (SCCT).

According to SCCT, this study began with two different crisis situations focusing on the highest (victim cluster) and the lowest (preventable cluster) responsibilities of the organization in crisis situations. Then, two elements of strategic communication were added to crisis responses including (1) three spokespersons (CEO, a cartoon, and non-spokesperson) and (2) two first person pronouns (“I” and “we”) that may yield effects on organizational reputation and purchase intentions. In this research, this literature review focused on the effects of crisis situation on organizational reputation and purchase intentions based on SCCT, and (2) the two elements of strategic communication – spokespersons and the first person pronouns choices.

There are several crisis definitions in different research studies. Eid (2014) gave a brief example of the crisis in previous studies. For example, in political crisis, crisis communication strategies are an effective communication tool to persuade audiences. In healthcare crisis, crisis communication competence is necessary to transfer knowledge to people regarding health information while a special crisis communication in terrorism is significant that needs to be prepared, otherwise it may lead to violent situation. For communication studies, crisis communication has been conducted to focus on company reputation and rebuilding damaged organization's reputation (Ulmer, Sellnow, & Seeger, 2011).

Organizations are social constructions and it seems people staying independently always share with others in their everyday lives to live in a community. Keyton (2011) also supported that "a superordinate goal is one that is so difficult, time consuming, and complex beyond the capacity of one person" (p.6). Hence, organization involves individuals' lives and sharing together to achieve the goals.

Crisis can also lead to negative reputation, behavioral intention, organization's performance, organization goals and negative outcome (Roberts & Dowling, 2002; Lawakul, 2010). Coombs & Holladay, 2002; Coombs, 2007; Coombs, 2015, p.3), "organization, company or industry, publics, products, services, or good name" (Fearn- Banks, 1994, p. 2).

Moreover, a crisis can harm stakeholders both inside and outside organizations (Bryson, 2004) including individuals, groups, communities and society (Hermann, 1963). Eid (2014) and Coombs (2015) included the effect of crisis situations in specific aspects which can threaten significant expectancies of stakeholders (Coombs, 2015) such as health, safety, environment, political and economic problems, and

affect humans' sense of reality, security, and normality (Fatima Oliveira , 2013; Coombs, 2015, p.3).

Hermann (1963) stated that crises can lead to extreme behavior due to the fact that crises are device of change. Similarly, Roberts and Dowling (2002) also supported that crisis can change stakeholders' behaviors of the organization because crises can be attributed to damaged organizational reputation. Pearson and Clair (1998) mentioned the low-probability and high-impact event that threatens the viability of the organization characterized by the ambiguity of cause, effect, and means of resolution, and rapid response (p.3).

Three characteristics of crisis situation explained by Hermann (1963) and Ulmer, Sellnow, and Seeger (2011) are as follows: (1) Surprise, or the quickly events that exceeded the plans (Ulmer, Sellnow & Seeger, 2011). For example, serious flooding in Thailand occurring during 2012 beyond the expectation caused damage to several provinces; (2) Threat that affects financial security, customers and other stakeholders (Ulmer, Sellnow & Seeger, 2011); and (3) Short response time or the fact that organization must respond to crisis quickly. (Ulmer, Sellnow & Seeger, 2011). Thus, organizations have to respond clearly and quickly during crisis situations.

Based on previous researches, the characteristics of crisis included (1) damaged organizational reputations, (2) damaged organizations' performance, (3) individuals, groups, communities, and society's harm, (4) cause of stress, panic, disaster, surprise, serious threats, (5) effect on individuals' sense of reality, security, and normality, (6) occurrence of unexpected situations, (7) concerning unpredictable situations, (8) prompt for decision - making, (9) time limit, (10) out of control, (11)

creating negative outcome, (12) effect on health, safety, environment, political, and economic issues, (13) in need of responsibility for crisis situation, and (14) effective use and suitable crisis communication for different stakeholders (Coombs, 2007; Coombs, 2015; Coombs & Holladay, 2002; Robinson, 1968; Eid, 2014; Fatima Oliveira, 2013; Lawakul, 2010; Roberts & Dowling, 2002; Roseman, 1969).

Two Main Effects of Crisis Situations on Organizational Reputations and Purchase Intentions

According to crisis communication studies, the most significant effects on organizations were reputations and behavior intentions (Lee & Lariscy, 2008; Sisco, 2012; Kim & Sung, 2014; Eid, 2014; Liu & Fraustino & Jin, 2015). Behavioral intentions of organizations can be purchase intentions (Marin Murillo, Armentia Vizuite, & Caminos Marcet, 2015; Thomas, Friedman, Brandt, Spencer, & Tanner, 2016; Tkaczyk, 2017), or intent to seek and share information (Liu & Fraustino & Jin, 2015). Based on Situational Crisis Theory and previous studies, this study focused on two effects relating to organizational reputations and purchase intentions.

The first effect of crisis situations is organization reputations. Organization reputation is how public perceived organization when crisis situation happened (Coombs, 2002). The positive and negative outcome from the crisis situation can be occurred that can harmful organization reputation. SCCT focuses on the different level of organizational damage which lead to organization reputation. Moreover, the different crisis situation can affect the different level of communication strategies.

During crisis situation, reputation is one of the most significant thing that can influence organizational reputation. "Organizational reputation is developed through

information the public receives from interaction with the organization or its employees” (van Zoonek & van der Meer, 2015, p. 377). Kiambi and Shafer (2016) found that good and bad reputation is a significant factor which can also lead to communication in crisis situation. It is very important for organizations to protect their reputation (Kim, 2016).

From crisis situation studies, the different levels of crisis situations can also lead to organizational reputations (Kim, 2016). The effects of crisis situations can lead to organizational goals resulting in organizational reputation or organizational economic goals.

The aforementioned studies found the several communication strategies to protect organization reputation, such as spokespersons strategies, media strategies, and message strategies (Claeys & Cauberghe, 2014) by using the different crisis communication strategies with the three level crisis clusters. The previous studies found out and compared crisis communication strategies and crisis clusters to test the ability of communication strategies in crisis situation (Kriyantono & McKenna, 2019).

This study also focus on the use of the communication strategies in crisis situations which added the use of the spokespersons and first person pronoun choice to protect organization reputation in crisis situations.

To prevent reputational damage in crisis communication, previous studies showed the most effective communication to protect organizational reputation. For example, using human rather than organization to communicate with their audiences to maintain good reputation (Park & Cameron, 2014). Another example is, using both positive and negative messages rather than using only positive message to maintain

good reputation in crisis communication (Kim & Sung, 2014). Moreover, Casañ-Pitarch (2016) also supported using the pronoun choices in crisis communication response to protect organization reputation.

Customers' Purchase Intentions on Crisis Situation

The second effect of crisis situations is purchase intention. Purchase intention is a profit organization, purchase intention is behavioral intention of organizations. Customers are the significant stakeholders for profit organizations. "A stakeholder is a person or group that is affected by or can affect an organization" (Bryson, 2004.) After and during crisis situations, purchase intention is the significant factor that organizations concern because negative perception of organization leads to purchase intention (Hayes & Carr, 2015; Muralidharan & Xue, 2015). Thomas, Friedman, Brardt, Spencer, and Tanner, (2016), and Tkaczyk (2017) found that the different levels of crisis responsibilities such as types of disaster can lead to purchase intentions. Heiser et al. (2008) also explained that the respondents who have positive attitude towards organization will have more purchase intentions. Hence, "if stakeholders believe an organization is in crisis, a crisis does exist, and stakeholders will react to the organization as if it is in crisis" (Bryson, 2004, p.3).

Based on crisis communication studies, spokesperson credibility and types of crisis situations can lead to purchase intentions (Thomas, Friedman, Brardt, Spencer, & Tanner, 2016; Tkaczyk, 2017). Moreover, there were several studies in crisis situation concerning high trustworthiness on spokespersons and content leading to high purchase intention (Auger, 2014; Lee, Kim, & Wertz, 2014),

Furthermore, crisis types lead to high and low purchase intentions in crisis situations. For example, due to problems of food products concerning high responsibility from the related organization as well as being harmful to human health such as beef, cucumber, drinking water, milk, noodle and soup, restaurant crisis situations are required for better crisis communication (Lee & Lariscy, 2008; Kim & Ahn, 2013; Thomas, Friedman, Brardt, Spencer, & Tanner, 2016; Tkaczyk, 2017).

Thus, in crisis communication studies, purchase intention is one of the significant outcomes to which organizations pay attention. Earlier crisis communication studies found out several communication elements to guarantee purchase intentions from their audiences.

In order to handle crisis situations as well as protect and maintain organizational reputations and purchase intentions, this study used Situational Crisis Communication Theory by adding two communication factors: spokespersons and the first person pronoun choice.

First person pronoun and purchase intention were not be found directly in the previous studies. However, there were research studies on the use of the different first person pronouns in marketing communication area in which organization communicates with its stakeholders. Casan-Pitarch (2016), for example, supported that in the business communication strategies of banking, the use of “we” first person pronoun was frequently used in the business area than the use of “I” first person pronoun. The researcher also found the use of “we” first person pronoun could reduce an organization’s responsibility.

Situational Crisis Communication Theory (SCCT)

Regarding crisis communication handling, previous studies found suitable and matching crisis responding into the three different levels of the organization responsibilities. In this research, spokespersons and the first person pronouns were added as two main communication strategies so as to maintain organizational reputations and purchase intentions.

Situational Crisis Communication Theory (SCCT) provides appropriated crisis communication responses to match the different types of crisis situations (Coombs, 2014). This theory involves preparation of suitable crisis responses for the different crisis levels to protect and maintain damaged reputations. Understanding and classifying the different levels of organization's responsibilities and suitable crisis responses were the goal-setting theory.

Crisis Cluster Situations and Organization Reputation

When crisis situations happen, audiences blame the organization. Benoit (1995) stated that misbehaviors in organizations blamed by public could affect organizations' reputation, so he indicated that the perceptions of the audiences were significant when the misbehavior was caused by the organizations (Benoit, 1995).

For effective communication, SCCT provided appropriate crisis situations and crisis responses to protect organizational reputations (Coombs, 1999; Coombs, & Holladay, 2014; Coombs & Schmidt, 2000). Benoit (1995) stated that in crisis situations, using communication strategies such as explanations, justifications, apologies, or defense could change the audience beliefs and behaviors on both

physical acts and communication for reputations. Moreover, Benoit (1995) implemented creative message in crisis to persuade audiences.

Previous studies found that organizations' higher level of responsibility led to more and more damaged organizations' reputation (Kim, 2016). When the audiences blame organizations for wrongdoing, they were concerned about the level of harmfulness. For example, Kim and Sung (2014) compared the difference between organizations' high and low level of responsibilities; victim and preventable clusters, and the results revealed that the organizations' low-level responsibility led to low negative effect on credibility and attitude towards organizations. Kim (2016) also supported ideas that the preventable cluster, organizations' high level of responsibility led to organizational reputation and behavior intention.

Crisis response strategies

Studies of crisis response strategies focused on the effectiveness of crisis response in the different crisis situations. Moreover, the effective and suitable messages were found in crisis communication studies (Benoit, 1995; Benoit, 2014; Coombs & Holladay, 2014). In this studies, spokespersons and the first person pronouns choice were added to two elements of communication in crisis response strategies.

The benefit of using the effective messages in crisis response strategies resulted in the positive outcome for both public and the organizations to say and to do (Coombs, 1999; Coombs & Holladay, 2014). "When the crisis hits, the organization needs to communicate message to its stakeholders-craft a crisis response" (Coombs, 1999, p.125). For example, crisis communication teams were able to manage suitable

crisis response messages for stakeholders (Reynolds & Seeger, 2005). Coombs (2014) also mentioned guidance relating to the use of crisis response strategies.



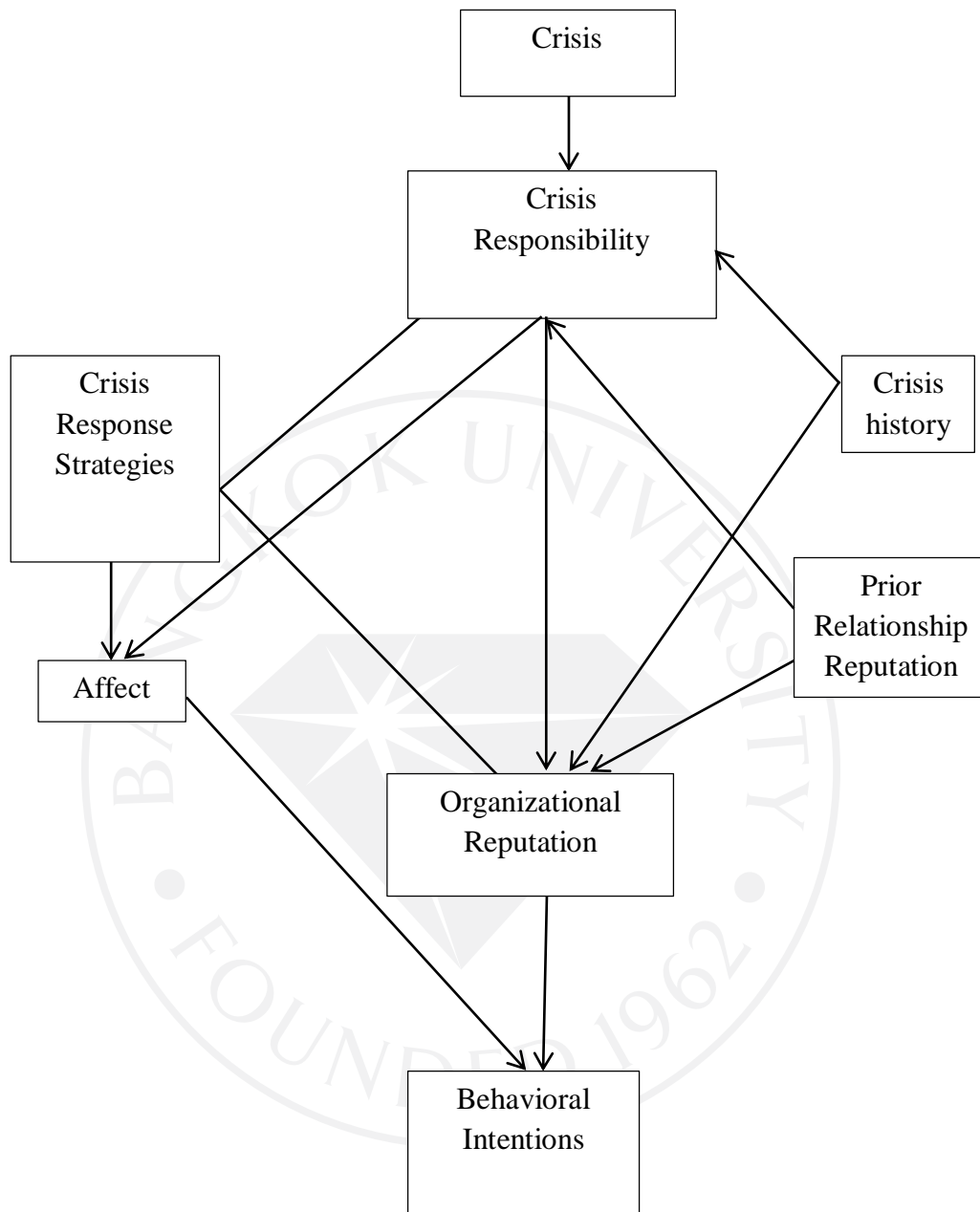


Figure 2.1: Situational Crisis Communication Theory (SCCT)

Source : Coombs, W. T. (2007, p. 166)

According to information illustrated in Figure 1, this theory described the relationship among significant elements in situations crisis communication. This theory explained the relationships between crisis responsibility and organizational reputations and behavior intention by using appropriate crisis response strategies. Assed (2017) supported his idea with the use of the right crisis response strategies based on SCCT to maintain and improve organizational reputations. Crisis responsibility is the different levels of the organizational responsibilities on the different crisis situations which resulted in the different outcomes. Studies of crisis response strategies have been performed to find the suitable crisis responses for the different crisis levels.

Crisis Cluster Situations and Purchase Intention

In behavioral intention theory, effect or emotion could lead to behavioral intention (Ahmad, Ashari, & Samani, 2017). In this study, the first person pronoun choices (“I” and “we”) were employed as a communication strategy which involved social attraction. Based on social attraction “emotion generally referred to the feelings of individuals experiencing in situations” (Burke & Stets, 2009, p.155). Emotions in the crisis communications could lead to positive and negative organizational reputations as well as behavioral intentions. Earlier studies on crisis responses explained emotions of the senders, such as CEO and the organizational reputation and purchase intentions (Ahmad, Ashari, & Samani, 2017; Claeys, Cauberghe, & Leysen, 2013), and indicated that CEOs sad emotions were used more than rational emotions because customers perceived sincerity of such emotions (Claeys, Cauberghe, & Leysen, 2013). Thus, when the organization used emotional appeal, it might be better

than using rational appeal in crisis communication strategy. This study was about to apply the first person pronoun choices as the emotion to represent close relationship since social attraction and emotion were related to the concept of the positive and negative feeling such as happiness, fear, anger, and sadness (Burke & Stets, 2009).

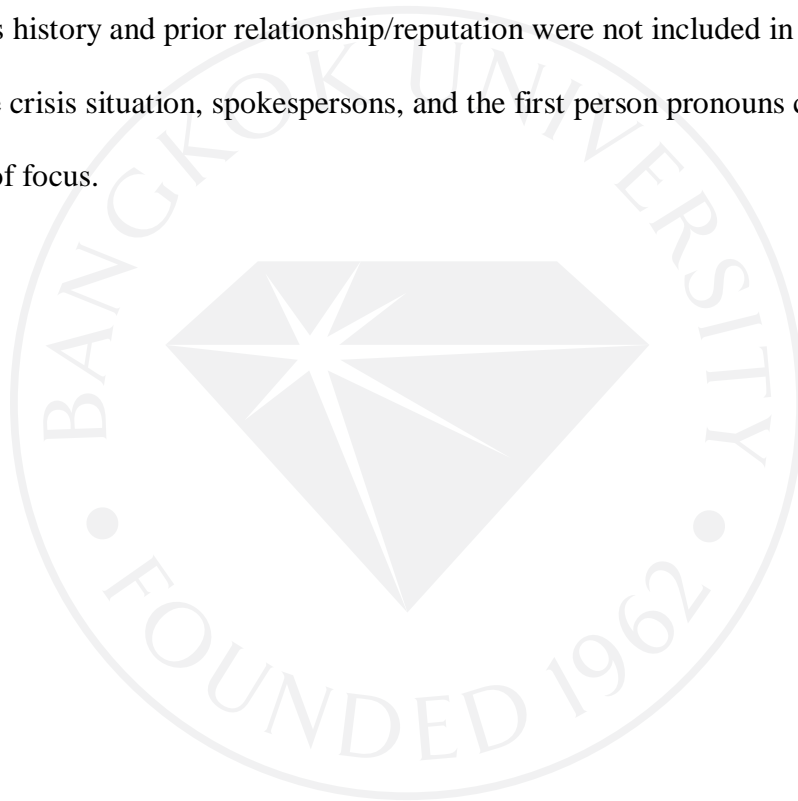
Crisis Responsibility and Crisis Response Strategies

This research paper focused on crisis responsibility and crisis response strategies by adding spokespersons and the first person pronoun choices as well as the effect on organizational reputations and purchase intentions (behavioral intentions). However, this study did not focus on crisis history, prior relationship/reputation, and its effect on the behavioral intentions other than focusing on unfamiliar products to avoid other intervening factors in the experimental study. That is, the effect of crisis response strategies on organizations and purchase intentions was derived from spokespersons (credibility) and the first person pronoun choices (Social Attraction). Moreover, based on this theory, while previous studies focused on matching crisis responses with crisis clusters (Park & Cameron, 2014; van Zoonen & van der Meer, 2015).

According to crisis responsibility and crisis response strategies, previous studies claimed that the different types of crisis types could lead to different crisis situational responses to public (Lee & Lariscy, 2008; Sisco, 2012; Kim and Sung, 2014; Liu, Fraustino, & Jin, 2015). Coombs (2002, p.167) supported that “crisis manager chose crisis response by identifying the crisis types.” Moreover, Coombs (2014) also stated the three crisis clusters were based on the level of attribution of crisis responsibility. Previous studies were interested in how public responded to

organizational message in the different crisis types and different crisis response strategies such as spokespersons, crisis information forms, and crisis information sources.

Crisis history and prior relationship/ reputation could affect the crisis responsibility and organizational reputations (Coombs, 2007; Kiambi & Shafer, 2016). Previous researches confirmed the positive relationship among those elements, so crisis history and prior relationship/reputation were not included in this study because crisis situation, spokespersons, and the first person pronouns choices were the points of focus.



Source : Claeys, Cauberghe, and Vyncke,(2010, p. 257) adapted from Coombs
(2007), p 168 and 170.

(2007), p 168 and 170.

Types of crisis clusters were different which were grouped into 13 categories: rumor, natural disaster, malevolence/product tampering, workplace violence, challenge, technical breakdown accident, technical breakdown product recall, mega damage, human breakdown accident, human breakdown product recall, organizational misdeeds with no injuries, organizational misdeed/management misconduct, and organizational misdeeds with injuries.

The victim cluster referred to the crisis situation in which the organization was the victim along with its stakeholders, and so the organization had the little responsibility in the crisis situation. "Victims suffer in any number of ways: financially, mentally, and physically" (Coombs, 1999, p.128). The victim cluster involved crisis situations that can be harmful on both the organization and its stakeholders (Coombs, 2002).

This cluster including the natural disasters, rumors, workplace violence, and product tampering. With this crisis cluster, organizations bear with no responsibility to the stakeholders, but the organizations responses was acknowledging stakeholders to protect themselves (Coombs, 2002, p.172). For example, in food problems, Claeys and Caubergh (2014) provided the experiment study on victim cluster from natural disaster on drinking water that was not the organization responsibility. Moreover, Kim and Sung (2014) provided cup-A-soup for the victim cluster in the experimental study.

The second type was accidental cluster including challenges, mega damage, technical breakdown accidents, technical breakdown-recall, and low responsibility organization for the crisis situation.

Finally, the third type was preventable cluster. This cluster mostly required responsibility from the organization because the crisis situation in this cluster might or could be avoided (Coombs & Holladay, 2002, p. 179). Moreover, this crisis cluster involved with its stakeholders dangers, and the organization did not prevent the crisis situation carefully (Coombs, 2002). The inappropriate behaviors in preventable cluster of the organization were human breakdown accidents, human breakdown recalls, organizational misdeeds/management misconduct, organizational misdeed with no injuries, and organizational misdeeds with injuries (Coombs & Holladay, 2002, p. 179). For example, Claeys and Cauberghe (2014) and Kim and Sung (2014) used food problems as the preventable clusters scenarios in the experimental studies with people died in the situations.

The different types of negative crisis clusters required different organization responsibilities. Lee and Lariscy (2008) found that the use of denial in an accident situation was better than diminish strategies. It could be inferred that diminish strategy in ambiguous situation and low responsibility organization could protect organizational reputation. Previous researches also claimed that the difference in three crisis clusters had effect on organizational reputations and purchase intentions. For example, Sisco (2012) used the experimental studies to find out the three crisis clusters; victim, accidental, and intentional clusters versus different crisis responses.

While previous researches focused on three different clusters in crisis situations and crisis response strategies, there were numerous experimental research papers comparing two clusters; preventable and victim clusters. For example, Kim and Sung (2014) made comparison of victim and preventable clusters versus five crisis responses to ready-to-eat meal in crisis situation. Kim and Sung (2014) also

supported that accident crisis situation led to more attitudes on company and credibility than transgression crisis. In addition, Liu, Fraustino, and Jin (2015) made comparison of two types of disaster including terrorist attack and severe fire. Moreover, Kim (2016) only focused on preventable crisis because it is the strongest negative outcome in crisis situation.

Food and Crisis Communication

Based on previous researches, food was one of the crisis situations used in crisis communication studies because food can be harmful to people's health (Clark, Stewart, Panzone, Kyriazakis & Frewer, 2016).

Previous researches were concerned about the quality of food because customers were concerned about their health, such as product recall, illness, and death (Avery, Graham & Park, 2016; Greenberg & Elliott, 2009; Howell & Miller 2010). For example, Lee and Lariscy (2008) used milk product as a subject in crisis experiment. Claeys and Cauberghe (2014) used drinking water in their experimental study to find out appropriate crisis responses in victim and preventable situations. Kim and Sung (2014) also used soup as the food crisis in the experiment to compare crisis response between victim and preventable situations.

Based on previous researches, it could be inferred that different levels of responsibilities led to different levels of organizational reputations and purchase intentions. Thus, this study focused on victim and preventable clusters on food problems that may lead to the different levels of organizational reputations and purchase intentions.

Two Elements of Strategic Communication in Crisis Responses

There have been several studies adding effective spokespersons in crisis responses to maintain organizational reputations and purchase intentions. For example, Lee, Kim, and Wertz (2014) found that using CEO as spokesperson had the similar outcome as using communication directors. Park and Cameron (2014) and Hayes and Carr (2015) suggested using bloggers as the expert spokesperson, whereas Jin and Phua (2014) and Muralidharan and Xue (2015) recommended using celebrities as spokespersons. This study therefore applied spokespersons (CEO, a cartoon, and non-spokesperson) and the first person pronoun choice (“I” and “we”) as communication strategy in crisis response.

As communication is a significant visible tool in crisis situation (Rachfal, 2014) based on SCCT, two elements of strategic communication were added in crisis responses including spokespersons and the first person pronouns choices. Crisis response was used as communication strategies to maintain and protect organization reputations, while “I” and “we” were employed as a communication strategy to persuade the stakeholders in crisis response strategies. It could be assumed that using different spokespersons and the first person pronouns in crisis response strategies caused different outcomes.

Spokespersons Strategies and Organization Reputation

Crisis communications needed a combination of communication strategies and persuasive communication for stakeholder engagement. Using spokespersons also built positive relationship between organizations and their customers (Kassymbayeva, 2017).

In this study, cartoon, CEO, and non-spokesperson were added as communication strategies for better understanding and development of communication strategies. Furthermore, several studies on SCCT focused on using several spokespersons to find out the most effective crisis communication response strategies. For example, Wang and Wang (2014) found that there were 127 crisis situations using spokespersons as crisis communication strategies.

Spokespersons such as secretaries or public relations teams may be communication personnel, or they may be leaders or owners who were also in charge of running the organization (Schultz & Seeger, 1991). For crisis communication, using spokespersons is one of the communication strategies while Arpan (2002) found that the audiences did not refer to similar organizational spokesperson in crisis responses because they preferred credible spokespersons depending on several uncontrollable elements. For example, previous studies preferred using celebrities in crisis communication (Jin & Phua, 2014; Muraliaharm & Xue, 2015; Arshad, Ikram, Yahya, & Nisar, 2017), but using celebrities might be uncertain and less controllable which may lead to negative organizational reputations (Kassymbayeva, 2017).

There are many empirical studies on crisis communication that focused on using CEO as a spokesperson. (Apan, 2002; Gorn, Jiang & Johar, 2008; Claeys & Cauberg, 2014; Claeys, Cauberg, & Leysen, 2013; Hong & Len-Riós, 2015). However, using CEO as crisis communication strategies might also be uncontrollable. For example, Hong and Len-Rios (2015) claimed that black CEO spokespersons led to higher credibility than white spokespersons on crisis communication responses. Moreover, Claeys and Caubegne (2014) suggested using spokespersons who had low voice pitch rather than high voice pitch in crisis response strategies to maintain

organizational reputations since it was difficult to control those elements from CEO in the real situation. Therefore, this study applied a cartoon as another option which is successfully used in marketing and advertising communication to persuade and enhance purchase intentions (Heiser & Sierra & Terres, 2008).

Spokesperson Credibility

Credibility is believability, convincing, or reliable (Arshad, Ikram, Yahya, & Nisar, 2017), so a person who is credible is believable based on trustworthiness, expertise, and goodwill (Arshad, Ikram, Yahya, & Nisar, 2017; Tseng & Fogg, 1999). Winter and Krämer (2014) supported that credibility is significant for audiences when they receive messages from the senders. Moreover, credibility may predict the response from audiences in crisis communication. Thus, spokespersons in crisis communication are those who are believable in crisis communication. Spokesperson credibility in crisis situation relates to audiences' perceptions of reputation and more credibility leads to more positive reputation of organizations (Coombs & Holladay, 2008). In this study, CEO and a cartoon were used as two types of spokespersons to communicate with the audiences by focusing on two dimensions of source credibility including trustworthiness and goodwill because expertise dimension is not appropriate for a cartoon and CEO is not an expert.

In crisis communication, spokesperson is one of the significant elements according to concern in previous studies (Crijns, Claeys, Cauberghe, & Hudders 2017; Laufer, Garrett, Ning, 2017; Lee, Kim & Wertz, 2014). "It is important to realize that a person's belief/ value pairs might not give rise to the same attitude" (Coombs, 2004, p.8). As a result, using the same spokespersons can lead to different perspectives.

Spokespersons Strategies and Purchase Intention

Previous research found that a more highly credible spokesperson can effect on changing customer purchase intention (Ahn & Bailenson, 2011; Jin & Phua, 2014; Hayes & Carr, 2015). Therefore, the credibility of the spokespersons was significant for the audiences (van Zoonen & van der Meer, 2015). While company spokespersons have low credibility in crisis situation (Lee, Kim, & Wertz, 2014; van Zoonen & van der Meer, 2015), organizations have to communicate with their audiences by themselves through the effective communication strategies, and perceived judgments of spokespersons from the receiver can affect credibility (O'Keefe, 2002).

According to Winter and Krämer (2014, p.437), "trustworthiness refers to the perception whether a source is willing to communicate the correct information." which consisted of two-item attributes: trustworthiness and goodwill that were used to measure the effectiveness of communication messages (Hayes & Carr, 2015).

Trustworthiness is one component of source credibility model from Ohanian (1990). According to Ohanian (1990, p.41) trustworthiness is defined to involve "the trust paradigm in communication [that] is the listener's degree of confidence in, and level of acceptance of the speaker and the message." The previous studies found that characters of company spokespersons used as a company's sources could directly lead to positive reputation of companies because of their ability to protect brands better than using logos when negative issue happens (Folse, Burton, and Netemeyer (2013). Several researches were conducted to discover the correlation and effectiveness between company spokespersons characters and trustworthiness to find out the effect on purchase intentions (Garretson & Niedrich, 2004; Sung & Kim 2010; Folse, et al,

2013; Wang & Yeh, 2013). Kraak and Story (2015) performed investigation regarding using characters trust of food brands on several studies. Moreover, Roberto et al. (2010, p.89) studied the effectiveness of spokespersons characters for company to promote brands and products caused by trust, establishment and recognition.

Trustworthiness of the spokespersons can lead to both negative and positive effects on brands reputations. It is because the spoke characters who represent the brands can engage with their customers. Ohanian (1990, p.47) explained that consumers' intentions on purchasing a product could be effected by using characters of companies. Levin and Levin (2010, p.400) justified using trustworthiness of company spokespersons cartoon to enhance liking of children and their parents. Similar to children, parents could be persuaded by of the truthfulness a company spokespersons cartoon with truthfulness. Stafford, Stafford, and Day (2002) supported that customers' trust was influenced by entertainment services regarding characters created by companies. Moreover, Garretson and Niedrich (2004, p.32) explained the relationship between trustworthiness and spoke characters that trustworthiness could lead to customers' attitudes because spoke cartoons were created by intention of companies.

Expertise is the knowledge about the subject with ability to provide advice resulting in the positive impact on the audiences to change attitude (Ohanian, 1990). An organizational expert will appear to be competent, capable and effective and knows the ins and outs of the issue (Ohanian, 1990, p. 42; Jamal & Abu Bakar, 2017). Expertise dimension was used to measure how it could be useful to protect organizational reputations in crisis communication. In crisis communication studies, the expertise dimension was made up of combinations of source and organization

expertise (Wasike, 2017; Jamal & Abu Bakar, 2017). However, in this study, this dimension was not used to specifically focus on the company spokesperson who had no expertise.

Goodwill or caring is the second dimension of credibility that refers to “the degree to which a perceiver believes a source has the perceiver’s best interests at heart” (Westerman, Spence, & Van Der Heide, 2014). This dimension of credibility has recently been brought to measurement. Goodwill is the level of caring and having interest of the source from the perception of the audiences (Teven & McCroskey, 1997). Westerman, Spence, and Van Der Heide (2014) indicated that in crisis communication on social media, goodwill may relate to content rather than spokespersons, and they suggested that message requires more attention to make more interpersonal relationships (p. 205). Goodwill dimension in crisis communication response may affect the organizational reputation and purchase intentions since trustworthiness and expertise might not always depend on the CEO spokespersons.

This study used two dimensions; trustworthiness and goodwill because it might not be appropriate to use the expertise dimension with the cartoon as well as non-spokespersons in this experimental study.

CEO spokespersons

CEO is the leader of an organization (Agle, Mitchell & Sonnenfeld, 1999), who has the responsibility to handle crisis situations and conflict in order to protect the organization (Turk, Jin, Stewart, Kim, & Hipple, 2012). Previous researches investigated the effective leadership of CEO as a spokesperson in a crisis situation. However, several researchers argued that various factors enabled limited use of

leadership such as race, appearances, and emotions (Claeys & Cauberg, 2014; Claeys, Cauberg, & Leysen, 2013; Gorn, Jiang & Johar, 2008).

There are several reasons why using leadership in crisis communication might be limited. The first reason is that CEOs might not be the one who takes responsibility for crisis situations (Brown & White, 2011), or they were not blamed for the situation. For example, in an ambiguous situation and less responsible company, CEO and the company might not take responsibility for crisis situations (Lee & Lariscy, 2008). Lee, Kim, and Wertz (2014) suggested that the CEO who has less crisis responsibility for the company, his message might not be very persuasive.

The second reason is that CEOs characters and uncontrollable appearances can lead to credibility such as face, voice, race, gender (Apan, 2002; Claeys & Cauberg, 2014; Fisher, Magee, & Muhammad-Bakhsh, 2015; Gorn, Jiang & Johar, 2008). For example, high pitch voice can lead to low credibility (Claeys & Cauberg, 2014). Thirdly, emotional and rational emotions of CEO which appeared during and after the crisis situation might decrease message credibility (Claeys, Cauberg, & Leysen, 2013). Thus, using CEO may lead to low credibility caused by uncontrollable elements while there are several reasons claiming that using CEO might not always be successful. Previous studies also found the diversity of spokespersons in crisis communication strategies. That is, using CEO in crisis situation was important for the organization to maintain its reputations (Hong & Len-Ríos, 2015; Turk, Jin, Stewart, Kim, & Hipple, 2012).

So as to find out the effectiveness of different spokespersons in crisis communication, prior studies suggested that using CEO and non- CEO had yielded similar attitude towards organization, message credibility, and organizational

credibility (Shi, 2017). Furthermore, it recommended not only the limited use of CEO, but also spokespersons (Barrett, 2005). As a result, using limited company spokespersons as well as finding controlled spokespersons (appearances) might be an appropriate communication strategy in crisis communication.

To lead to effective crisis communication responses, other company spokespersons in communication strategies may be used to protect organizational reputations and purchase intentions. This study applied a cartoon, a controlled spokesperson, as the company spokespersons in crisis communication responses.

Cartoon Spokespersons

Aaker and Equity (1991) pointed out that cartoon spokesperson is a general concept purpose which should include some virtual cartoon image to provide special information for the brand or product delivery service. Callcott and Alvey (1991) argued that spokes-characters is a non-humanized role that a business uses for promotion of a product or brand. For example, spokes-characters not only include some non-human virtual characters, but also some virtual human roles such as Ronald McDonald, who was not real, but modeled on human beings spokespersons have been used in marketing for a long history and have obtained significant effects. Besides, spokes-characters belong to the enterprise's intangible assets which is designed based on the background of enterprise to convey the unique spirit or personality of the brand (Callcott & Alvey, 1991; Phillips, 2001). Zhang (2013) defined the spokes characters as a symbol of human or other biology to deliver message of personality as a communication tool of an organization.

Cartoon spokesperson is created for organization as a part of the marketing communication that can be used as a company spokesperson to communicate with its audiences (Yin, 2017). Cartoon spokespersons can be created and controlled by organization, and have been used in several studies to persuade the audiences. For example, cartoons spokesperson are used as a communication strategy in education to capture students' attentions (Chun & Daryun, 2016; Jørgensen, 2012; Rodens, 2012; Scheffler, 2015). Moreover, in advertising and marketing communication, using a creative cartoon may lead to more attention and credibility than using real humans even for adults (Van der Waladt, Van Loggerenberg, & Wehmeyer; 2009).










There are three types of characteristic of cartoon spokespersons that will use in this study. According to Phillips (1996, p. 144.), cartoon characters are "People, animals, being (monsters, spacemen, etc.) and animated objects, "product endorsers, symbols of company/brand continuity, and objects of nostalgia" (Callcott & Lee, 1995, p.144). Cartoon characters is created in different kinds of features because companies have to create and choose the appropriated cartoon characters for them.

The first characteristic of cartoon character is human cartoon character. Cartoons are created as animation and present them to walk, talk as human and advertise the benefit of products and services (Garretson & Niedrich, 2004, p.27). For example, Mr. Clean has been using since 1958 to promote the products on television commercial on WDTV/KDKA in Pittsburg (Klara, 2016). According to the Callcott and Lee (1995), the Michelin Man is other the oldest human cartoon characteristics created in 1897 in France. Snap, Crackle, and Pop are the cartoon characters from Kellogg.

The second of cartoon character is an animal. Animal cartoons are characterized with human traits (Brown 2010, p.210), such as, Tony Tiger, bird Kellogg's, Lacoste crocodile, cat Hello Kitty.", but wild animals are rather less popular." (Brown 2010, p.217). The significant of choosing the animals cartoon characteristics because it can build companies' brand personality and emotion (Delbaere, McQuarrie & Phillips 2011, p.127). Brown (2010 p.215) supports that the types of the animal cartoon characters. The research explains that the dangerous animals are seldom used. "When it comes to choosing a brand mascot, casual observation suggests that dogs, cats and bunny rabbits are much more esteemed than snakes, skunks and squid."






The third type of cartoon character is object cartoon characters. The cartoon product is the cartoon created from the shape of products that create as a cartoon such as M&M, the Michelin Man and Hot Pot.

Table 2.2: Cartoon Characteristic

Characteristic of cartoon brands	The examples of cartoon		
Human	 <p>Source: http://www.nbcnews.com/id/15705220/ns/businessus_business/t/new-kfc-logo-its-all-aboutcolonel/#.XZypPi2B10s </p>	 <p>https://www.thansettakij.com/content/147323</p>	 <p>https://www.facebook.com/bangmodpostshop203/?rf=1495946124045540</p>
Animal	 <p>http://www.painaidii.com/business/133138/photo/1/lang/th/</p>	 <p>http://www.freestickeline.com/index.php?route=sticker/sticker&id=318</p>	 <p>https://mgrronline.com/smes/detail/9560000034311</p>
Object	 <p>https://www.pinterest.nz/pin/451556300132102101/</p>	 <p>https://play.google.com/store/apps/details?id=com.krestudio.hotpot&hl=th</p>	 <p>https://www.ilikesticker.com/FreeStickerAnimation/F004902-AirAsia-Family/n</p>

Pruengphong (2014) suggested selecting age of cartoon (kid, teenage, young adult, older), genders (male, female, both, and unsex), anatomic peculiarities (skinny, slim, fat, and hardy), and level of realism of cartoon spokespersons (virtual reality, semi virtual reality, and extremely modified). Moreover, Kokkinara, and McDonnell (2015) also supported comparing two level of realism of cartoon which were realistic (virtual reality) and cartoon (extremely modified).

Table 2.3: Level of Realistic Cartoon

Level of Realism	Pruengphong (2014)	Kokkinara and McDonnell (2015)
Virtual Reality	 <p>Source : Pruengphong (2014)</p>	 <p>Source : Kokkinara and McDonnell (2015)</p>
Semi Virtual Reality	 <p>Source : Pruengphong (2014)</p>	
Extremely Modified	 <p>Source : Pruengphong (2014)</p>	 <p>Source : Kokkinara and McDonnell (2015)</p>

Source: Pruengphong (2014) and Kokkinara and McDonnell (2015)

This study will divide into two level of realism and use only one level (see appendix C).

Virtual reality is cartoon created with highly realistic, human-like characters (Pruengphong, 2014 & Kokkinara, & McDonnell, 2015).

Extremely modified is cartoon created with less realistic, cartoon-like humanoid characters (Pruengphong, 2014 & Kokkinara, and McDonnell, 2015).

Ohanian (1990, p.47) illustrated that purchase intentions relating to credibility and the strongest dimension of purchasing are trustworthiness. Atcha (1998) also supported that using cartoons leads to increase in purchase intentions in Thailand. Using cartoons in advertising could also increase purchase intentions, especially when organization created their own cartoons because they were able to lead to the positive emotion such as arousal (Manaf & Alallan, 2017; Yui, 2017, p.6714). Companies used familiar cartoon characters to persuade children' purchase intentions. de Droog, Valkenburg, & Buijzen, 2010) also indicated that purchase intentions for children with familiar cartoon characters on food packages are higher than with unfamiliar cartoon characters on packages.

Similarly, Folse, Burton, and Netemeyer (2013, p.339) indicated that cartoon characters can affect not only purchase intentions, but also the long term relationship with brands. Neeley and Schumann (2004) found that while using cartoon characters, brands can be recognized by and associated with children that cartoon characters with high involvement products can lead to purchase intentions. Garretson and Burton (2005, p.122) also found that relevant characters can enhance customers' memories on brand.

Cartoon is also an effective communication strategy for adult people. Levin and Levin (2010) point out the effect of using cartoon characters on purchase intention on both children and their parents. Yui (2017) also found the effectiveness of using cartoon spokespersons that can affect human cognitive process. The research indicated that trust of cartoons can provide benefit for brands. Thus, cartoon can be advantageously used for a company as one of the crisis response strategies because not only do customers recognize and pay attention to the particular brand, but they are also persuaded by cartoon credibility to build positive attitude towards organizations and purchase intentions.

Based on Heiser, Sierra, and Terres (2008), Van Der Waladt, van Loggerenberg and Wehmeyer (2009) using a cartoon in advertising lead to more credibility, strong brand awareness and brand recall than using real human. These studies claimed that using cartoons can be effectively persuasive. Cartoons are often used in serious situations such as food safety (Lan & Zuo, 2016). Pruengphong (2014) and Jongsreuttanagul (2018) supported the effectiveness of using cartoons as spokespersons for organizations and Chang-Mai province.

Jongsreuttanagul (2018) explained that the benefits of using cartoons as spokespersons for organizations, the researcher found the following:

“1) the friendliness of the characters help boosting friendly image of the organizations; 2) cartoon characters reduced seriousness result in consumer’s reception of brand content; 3) limitlessness of age-wise; 4) reduction the risk of consumer confusion from redundant public figure usage; 5) risk free of unwanted behavior; 6) feasibility of personality of the character to match product branding; 7) reachability for all genders and all ages; 8) increasing value of brand or product; 9)

ability of implementation through more means than human ambassador; and 10) making brand concrete.”

Hence, it can be deduced that using a cartoon as crisis communication strategy might persuade the receivers more which might lead to credibility, organizational reputations and purchase intentions.

The First Person Pronoun Choices

“Pronoun use is very important in showing the quality of a close relationship, because it shows how individuals are referring to each other” (Tausczik & Pennebaker, p.29). Using a crisis communication strategy, organization aims to maintain its reputation and purchase intention. Using “we” as the first person pronoun can lead to forgiveness (Karremans & van Lange, 2008). Moreover, Moberg and Eriksson (2013) explained using “we” can avoid responsibility in difficult situations, especially as a political communication strategy when the company is in difficult situations.

This study compared between using first person pronouns “I” and “we” to investigate the most effective pronoun used in crisis communication response that can affect the organizational reputations and purchase intentions.

The First Person Pronouns

“Words and language, then, are the very stuff of psychology and communication. They are the medium by which cognitive, personality, clinical and social psychologists attempt to understand human beings” (Tausczik & Pennebaker, 2010 p.25). The words we use in daily life reflect who we are and the social

relationships we are in (Tausczik & Pennebaker, 2010, p.25). The first person pronoun “I” and “we” have the different perspectives from both spokespersons and their audiences. “I” is the first person pronoun singular pronoun, and “we” is the first person plural pronoun. Use of the first person pronoun in communication relates to “the characteristics of the perceiver (accessibility) and the situation (fit)” (Burke & Stets, 2009, p.205). Spokespersons in the situation wish to verify their identities (Burke & Stets, 2009, p.116), and speakers need to associate and include themselves with the listeners by using the first person pronoun (Ho, 2013).

First Person Pronoun and Organization Reputation

The first person pronoun is one of the communication strategies that can lead to more effective communication in several studies. For example, Loftus (2015) studied in accounting case, and found that the managers who used “we” had been more competent than using “I” Choosing the first person pronoun can also affect organization views. There were previous studies on the effects of using the first person pronoun choices. For example, in political communication. Moberg and Eriksson (2013) found the use of the first person pronoun in political communication, and “we” was used in Swedish political communication as government/Alliance.

Moreover, in educational communication, Yeo and Ting (2014) found the use of “I,” “we,” and “you” among students in the classrooms that “you” was used the most, followed by “I” and “we” which were used at the similar level. In medical communication. Skelton, Wearn, and Hobbs (2002) studied the use of the first person pronoun between doctors and their patients. They found that doctors and their patients

use the first person pronoun “I”, “me”, “we”, and “us” in their conversations, and that doctors used the first person pronoun “we” more than patients.

Regarding the effectiveness of using the first person pronoun, social attraction can be used to increase better understanding of the significance of the first person pronoun choices.

Social Attraction and the First Person Pronoun Choices

Social attraction refers to bonded or close relationship and positive attitude (Hooi, & Cho, 2013). McCroskey and McCain (n.d.) found that attractiveness occurs when people want to spend time and interact with someone. Stoll (2015) supported that social attraction is highly influenced by contents. Social attraction researchers conducted studies relating to the effectiveness of the message used in communication to identify the positive and negative relationships between senders and their audiences. Thus, this study implied that social attraction occurred with the use of the first person pronoun as the message strategies.

The first person pronoun is one of the communication strategic choices that can represent the relationship status among senders and their audiences (Brewer & Gardner, 1996) “Language at its most basic function is to communicate. Words provide information about social processes—who has more status, whether a group is working well together, if someone is being deceptive, and the quality of a close relationship” (Tausczik & Pennebaker, p.29). “Pronouns reveal how an individual is referencing those in the interaction and outside of it.”

Based on a few studies with respect to the use of the first person pronoun and crisis communication, this study applied using the effectiveness of first person

pronoun on marketing communication which had the similar outcome on organizational reputations and purchase intentions. The use of the first person pronouns in marketing communication could be beneficial for crisis responses because they both had similar effects on organizational reputations and purchase intentions. Previous studies found the relationship between customers and the organization by using “we” to lead to trustworthiness and attitude towards brand and company.

Moreover, in advertising, positive attitude towards brand is caused by using “we” (Ahn & Bailenson, 2011; Bresnahan, Levine, Lee & Kim, 2009; Moberg & Eriksson, 2013; Sickinghe, 2015; Yilmaz, 2014). While Bresnahan et al. (2009) found that using “I” and “we” were not different in causing attitude change. Ahn Bailenson (2011) Yilmaz (2014) found that using “we” can share social identity between the organization and its audiences, then it leads to positive attitude towards the organization. Therefore, using the first person pronoun might lead to organizational reputation and purchase intention in crisis situation.

The Relationship between the Senders and their Audiences

Using different first person pronouns can represent the different levels of relationships. Choosing the first person pronoun can show the perspective of the senders to their audiences, self-representation (Aron, Aron, Tudor, & Nelson, 1991), and represent close relationship with others (Burke & Stets, 2000).

Íñigo -Mora (2004, p 34) indicated that “this strategic use of the pronoun system is especially interesting in the case of the first and second person pronouns because of their implications for both participants in the speech event.” Using the

first person pronouns is related with self-presentation (Lee, 2012) and self-monitoring through message (Zeevat, 2010) that can predict the relationship between the senders and their audiences (Lee, 2012), genders (Hancock, Stutts, Bass, 2015), positive, negative and close relationship (Karremans & van Lange, 2008). Brewer and Gardner (1996) supported that role in relationship is important for people when they engage in communication. Therefore, people used the first person pronoun differently to represent their different relationship between them and their audiences. Moreover, appropriate use of the first person pronoun can lead to positive attitude (Ahn & Bailenson, 2011). Thus, using “I” and “we” as the first person pronoun choices as self-representation to communicate with others can be a communication cue.

Using the first person pronoun can present the self-representations from the senders. Senders use the first person pronoun to maintain and enhance the positive relationship between senders and their audiences (Casañ-Pitarch, 2016; Loftus, 2015; Weisberg, 2011; Yilmaz, 2014). Yilmaz (2014) studied social attraction in an experimental study by comparing the use of the first person pronoun between “I” and “we.” The result showed that using “we” as the first person pronoun can analysis by rating social attraction for positive and negative relationship outcome. Íñigo -Mora (2004) explained that using “we” as the first person pronoun can reduce power from the speakers because the word “we” can include the audiences.

The distance between speakers and receivers can be reduced or increased by using “we” as the first person pronoun because pronouns lead to power (Brown & Gilman, 1960; Lee, 2012; Casañ-Pitarch, 2016, Sickinghe, 2015; Weyers, 2011). For example, Skelton, Wearn, and Hobbs (2002) states doctors prefer using the first person pronoun “we” when communicating with their patients because doctors who

have more power and knowledge use “we” to reduce the distance and power between the doctors and their patients

Table 2.4: Model of Pronouns in Social Categorization (PSC)

	Self-inclusive	self-exclusive
Individual	I	He,She
Collective	We	They

Source: Gustafsson Sendén, Lindholm, & Sikström (2014).

The different person pronouns can lead to different results in the communication studies between senders and their audiences. Based on the model of pronouns in social categorization (PSC), the speaker was significant for the conversations because individuals + self-inclusive (I) was more positive context than self-exclusive (he, she), and collective (we) ones. Accordingly, it can be inferred that including the speakers in the conversation might have high social attraction rather than using the third person, experts, or celebrities in crisis communication responses. In other words, using the company spokespersons by comparing the first person pronoun choices might be beneficial for the crisis response communication. Moreover, the first person pronoun choices in communication studies including “I” and “we” which were emphasized in contexts can increase commitment and audience attractions (Gustafsson Sendén, Lindholm, & Sikström, 2014).

There are several communication studies exploring the use of “we” to communicate with the audience. Burke and Stets (2009) stated that using “we” can lead to the sense of “us” and “through a social comparison and categorization process, persons who are similar to the self are categorized with the self and are labeled the in-group. Correspondingly, persons who differ from the self are categorized as the outgroup” (p.119). The positive effect of using “we” as the first person pronoun in crisis communication is ambiguous and vague (Borthen, 2010) because it can be both inclusive and exclusive speakers (Bazzanella, 2002). “we” can be the different speakers or the same group as the receivers (Proctor, Lily & Su, 2011).

Using “we” might be beneficial for organization in crisis communication. Shaikh, Foldman, Barach and Marzouki (2016) supported that using the first person plural pronoun lead to more arousal than using the first singular pronoun on social media.

Íñigo -Mora (2004, p 34) explained the special use of “we” can be grouped in two main categories: for exclusive and inclusive uses whereas the first one excludes the hearer (so “we” = I + my group), and the second included it (so “we” = I + “you”). Moreover, “Exclusive “we” represents a way of distancing both from the hearer and from what the speaker is saying, and it is normally associated with power” (Íñigo -Mora, 2004, p 34). However, using “we” is not associated to the higher relationship quality (Simmons, Chambless, & Gordon, 2008). Gustafsson Senden, Lindholm, and Sikström (2014) explained that self-inclusive and Individual (“I”) lead to positive message than Collective. Kacewicz, Pennebaker, Davis, Jeon, and Graesser (2014, p.13) also supported that individuals who focus on their audience by using “I” can get the more attention. As a result, using “we” was not always

associated to the higher relationship quality (Simmons, Chambless, & Gordon, 2008). Social attraction focused on the emotions or feelings after using the different conditions in communications (Burke & Stets, 2009). This study explored the first person pronouns as a condition to investigate how the said conditions might lead to positive and negative feelings such as positive or negative relationships.

Pronoun Choice in Crisis Communication

Based on social attraction, using the first person pronoun can enhance the positive relationship outcomes, and using the first person pronoun “we” can develop a sense of “us”, and enhance a positive relationship (Burke & Stets, 2009). When senders and audiences feel similar and close, they will accept one another. When organization communicates with their audiences in a crisis situation, using the first person pronoun “we” as a communication strategy might enhance the positive relationship.

Crisis communication needed the effective message to communicate quickly and successfully in case of organization’s damaged reputation, so it is hard to handle communication in difficult situations (Burke & Stets, 2009). The first person pronoun choices might be one of the message strategies to protect organizational reputations and purchase intentions. Johansson and Bäck (2017) stated that leaders used the first person plural pronouns in crisis communication to represent the bond relationship between the leadership and tied personal interaction with their audiences. Taylor and Thomas (2008) indicated that in negotiation the word “us” referred to the relationship and interaction. This study suggested that the successful negotiation used alternative style rather than competitive style. Therefore, it can be assumed that using the word in

communication strategies can refer to relationship which might lead to more positive outcome in crisis communication.

Customers and non-customers were the factors that can lead to choosing the first person pronoun (Sela, Wheeler, & Sarial-Abi, 2012). Organization communication tends to use “we” to communicate with their audiences to enhance attitude towards brand and company because using the first person pronoun “we” as a cue in communication might lead to the same social category from the speakers (Burke & Stets, 2009).

Moreover, using “we” also associated with situation, responsibility and trustworthiness (Fukumura & van Gompel, 2012; Rumšienė & Rumšas, 2014). These studies found that the first person pronoun can be used as the communication strategies, and can lead to effect on trustworthiness and organization. As a result, it can be inferred that using the first person pronoun choices in crisis situation can lead to organizational reputations and purchase intentions.

Loftus (2015) supported that customers reacted differently when using the different the first person pronouns and pronoun related with credibility. The experimental study found the different pronoun choices of manager credibility between using “I” and “we” of the manager. This study supported using “we” as the first person pronoun because “I” had less credibility than “we”.

Kacewicz et, al. (2014) found pronoun associated with power of leader. This research pointed out that leaders use “we” as the first-person plural pronoun more than non-leaders. In contrast, using the first person pronoun “I” relates paying attention to the self (Davis & Brock, 1975). Ho (2013) also supported that in political

communication, the speakers use “we” to associate themselves with the hearers to reduce the power of the speakers.

As for the relationships among the first person pronoun and negative situations, Yilmaz (2014) found that “we” was used in negative or problem situation higher than “I” because we as the first person pronoun can engage people in the topic while using “I” is not related to positive behavior. It can be inferred that using “we” as the first person plural pronoun might lead to receivers' focus on the crisis situation content than using “I” as the first person singular pronoun.

First Person Pronoun and Purchase Intention

A few studies exist on pronoun choices in crisis communication responses, even fewer regarding the studies on the relationship between the first person pronoun choices; “I” and “We” and attitude towards brand and company which might lead to the organizational reputations and purchase intentions (Casañ-Pitarch, 2016; Fukumura & van Gompel, 2012; Packard & Moore, & McFerran, 2015; Rumšienė & Rumšas, 2014). The positive effect on using “we” as the first person pronoun to communicate with customers can be beneficial for crisis communication responses. It can be summarized that the effectiveness of using “we” in communication can lead to positive outcome in organization reputation and purchase intention in crisis communication strategy.

According to the literature, the conceptual review, the conceptual model, research questions, and hypotheses are proposed as follows:

Hypotheses

H1a: In victim cluster, a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of organization reputation from using “I” as the first person pronoun.

H1b: In victim cluster, a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of purchase intention from using “I” as the first person pronoun.

H2a: In preventable cluster, a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of organization reputation from using “I” as the first person pronoun.

H2b: In preventable cluster, a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of purchase intention from using “I” as the first person pronoun.

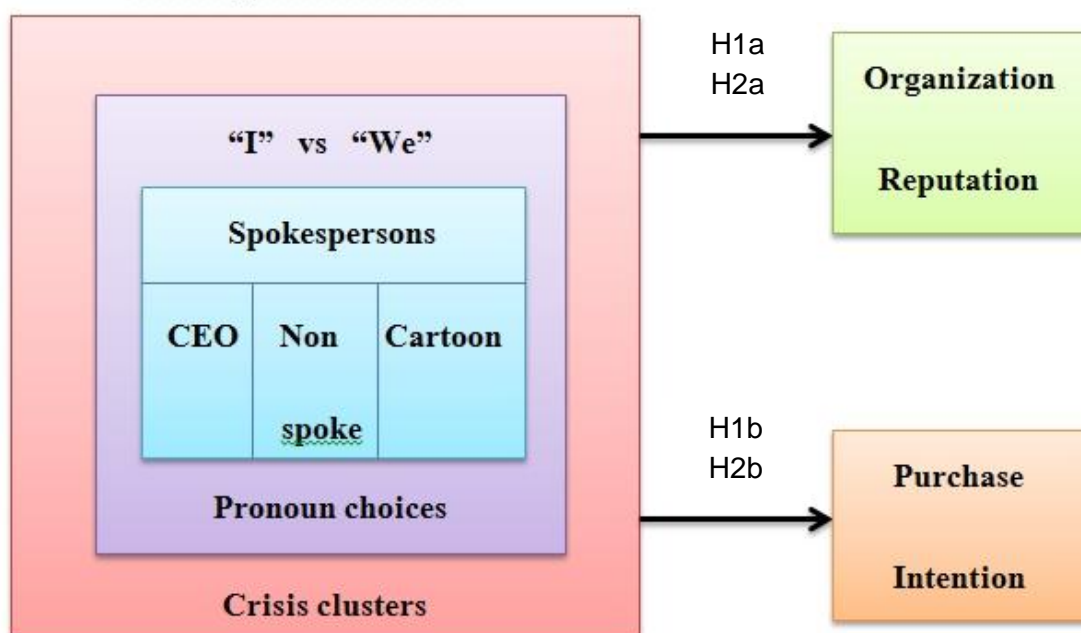


Figure 2.2: Causal Model

CHAPTER 3

METHOD

This chapter describes the research methodology which are research design, independent variables and dependent variables, reliability, population and sample selection, research instrument and development, data collection process, and data processing, analysis and presentation.

Introduction

In support of providing a prescriptive path of crisis response strategies, this study examined the effect of different crisis situations, spokespersons, and the first person pronouns used in the crisis communication response on the crisis response message to repair organization reputation and purchase intentions perceived by using organization reputation scales, and purchase intention scales.

An experiment study was recommended as suitable for studying crisis communication in public relations because it can be used to find out the relationship between variables and effect of independent variables on dependent ones (Stacks, 2016). At present, using an experiment study in public relations studies is rather limited, and it may be useful for crisis communication model (Morling, 2015; Turpin, 2015). Moreover, a factorial design is used in crisis communication because this study involves multi independent variables and dependent (Fraenkel, Wallen, & Hyun, 1993) that contribute to crisis communication, such as different situations and spokespersons. (Claey & Cauberghe, 2014; Gorn, Jiang & Johar, 2008; Hong & Len-Ríos, 2015; Kim & Choi, 2014; Shi, 2017).

Research design

This study use the experimental research design, a 2 x 3 x 2 factorial, one shot case experimental design with 12 experimental groups, a 2 (crisis clusters: victim vs. preventable clusters) x 3 (spokesperson types; CEO vs. the cartoon vs. non-spokesperson) x 2 (the first person pronoun choices: “I” vs. “we”). The factorial design, using more than two independent variables, can study the possible combination among the independent variables which can explain several influences on individuals’ behaviors (Morling, 2015). To test the effectiveness of crisis responses strategies by using different spokespersons and different first person pronouns, 12 different options were created. (see appendix E)

Table 3.1: Treatments

Crisis Clusters	Types of spokespersons and the first person pronouns					
	CEO		The cartoon		Non-spokesperson	
Victim Cluster	“I”	“we”	“I”	“we”	“I”	“we”
	G1	G2	G3	G4	G5	G6
Preventable Cluster	CEO		The cartoon		Non-spokesperson	
	“I”	“we”	“I”	“we”	“I”	“we”
	G7	G8	G9	G10	G11	G12

In this one shot case experiment, one treatment group was designed for each crisis situational strategy. Each of twelve treatment groups was provided with a crisis scenario. Two hundred and eight college students were randomly assigned into twelve treatment groups. The twelve treatment groups were crisis situation clusters as following:

G₁ The participants in this group were given the victim cluster, with using CEO as a spokesperson and the first person pronoun “I”.

G₂ The participants in this group were given the victim cluster, with using CEO as a spokesperson and the first person pronoun “we”.

G₃ The participants in this group were given the victim cluster, with using the cartoon as a spokesperson and the first person pronoun “I”.

G₄ The participants in this group were given the victim cluster, with using the cartoon as a spokesperson and the first person pronoun “we”.

G₅ The participants in this group were given the victim cluster, with using non-spokesperson and the first person pronoun “I”.

G₆ The participants in this group were given the victim cluster, with using non-spokesperson and the first person pronoun “we”.

G₇ The participants in this group were given the preventable cluster, with using CEO as a spokesperson and the first person pronoun “I”.

G₈ The participants in this group were given the preventable cluster, with using CEO as a spokesperson and the first person pronoun “we”.

G₉ The participants in this group were given the preventable cluster, with using the cartoon as a spokesperson and the first person pronoun “I”.

G₁₀ The participants in this group were given the preventable cluster, with using the cartoon as a spokesperson and the first person pronoun “we”.

G₁₁ The participants in this group were given the preventable cluster, with using non-spokesperson and the first person pronoun “I”.

G₁₂ The participants in this group were given the preventable cluster, with using non-spokesperson and the first person pronoun “we”

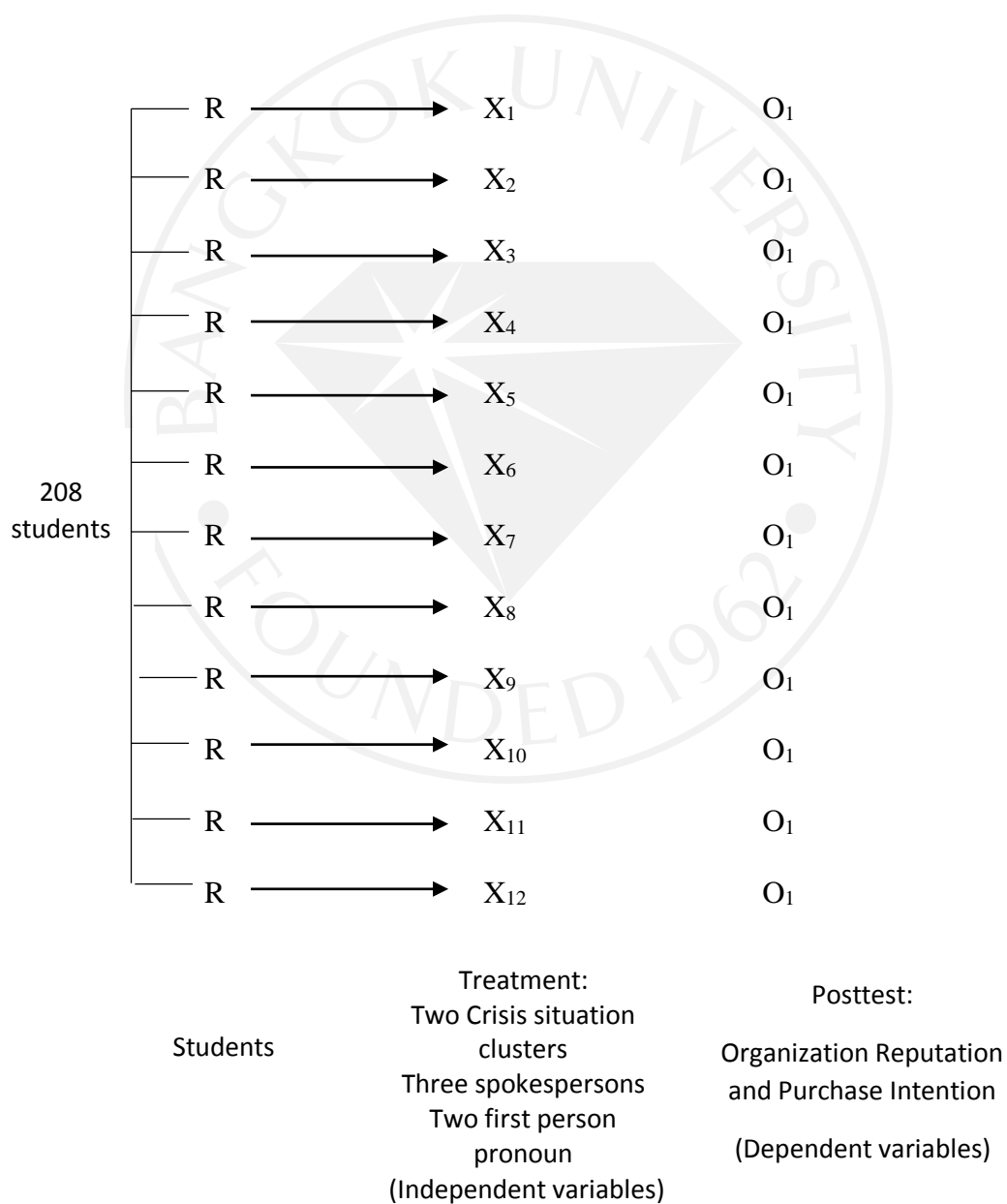


Figure 3.1: Research Design

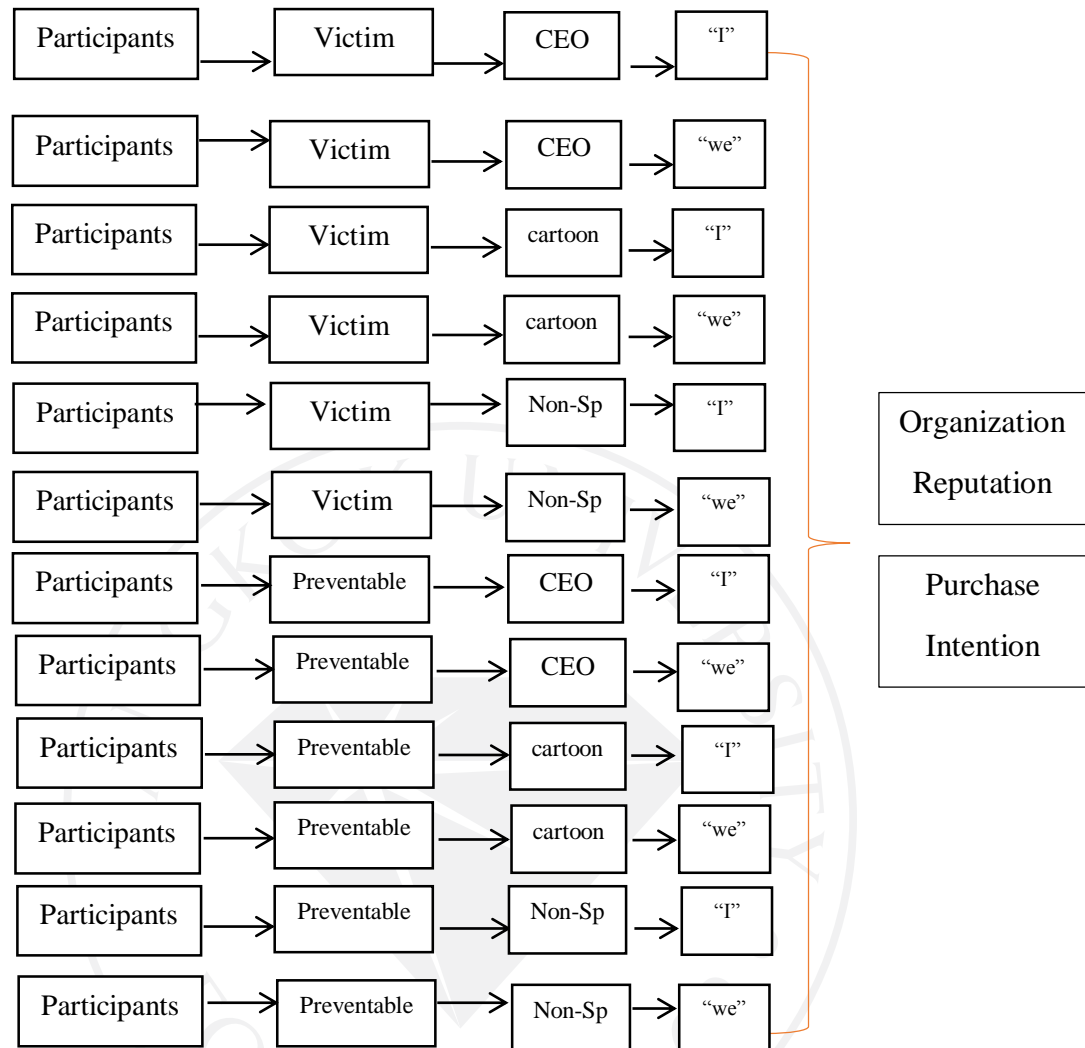


Figure 3.2: Twelve Treatment Groups

Measurement

Independent variables and dependent variables

Three independent variables in this study are crisis clusters, spokespersons, and the first person pronoun choices.

1. Crisis Clusters

The two crisis clusters with low (victim clusters) and high (preventable clusters) responsibility used to operationalize the variables in this study. First, victim cluster is the lowest responsibility from the organization. Another cluster is preventable cluster, which elicits the highest responsibility from the organization (Coombs, 2014). Crisis clusters was conceptualized by crisis situations (Coombs, 2014; Kim & Sung, 2014). This study used victim and preventable situations which are high and low organization responsibility as defined by Kim and Choi (2014) and Kim and Sung (2014). The situation is operationalized by blame and responsibility of the organization. A 7-point Likert scale used to find out the different levels of blame and responsibility used by Lovins (2017) which ranges from 1= Not at all to be blamed to 7= absolutely to be blamed, and 1= Not at all responsible to 7= totally responsible. Regarding score transformation, the highest mean score is 7, and the lowest mean score is 1, and then dividing the score by 7 gives an interval of 0.85 ($\text{interval} = 7-1 / 7 = 0.85$).

2. Spokesperson Types

Source types used to manipulate the between-subjects design, There are three spokesperson types to be used in this study; CEO, cartoon, and non-spokesperson. Trustworthiness and goodwill used to operationalize the source credibility (Gorn,

Jiang & Johar, 2008; Lee, Kim & Wertz, 2014; Hong & Len-Ríos, 2015; Muraliaharm & Xue, 2015). Graham (2010) provided scale with three dimensions; competence, trustworthiness, and goodwill/caring. This study uses two dimensions which are trustworthiness and goodwill/caring, and exclude expertise because it is not suitable for the cartoon as spokesperson. Trustworthiness includes six items, such as “honest/dishonest,” “untrustworthy/trustworthy,” and “honorable/dishonorable,” while goodwill/caring includes six items, such as “care about me/ doesn’t care about me,” “has my interest at heart/doesn’t have my interests at heart,” and “self-centered/ not self-centered.” The alpha reliabilities of these measures usually range between .80 and .94. Regarding score transformation, the highest mean score is 7, and the lowest mean score is 1, and then dividing the score by 7 gives an interval of 0.85 (interval = $7-1 / 7 = 0.85$). The scale was reliable for this study ($\alpha = .732$).

For source credibility, the Cronbach’s alpha value is equal to .732, which is greater than the acceptable level of 0.6. Therefore, the items in this questions are considered reliable and can be used in the actual survey.

3. The First Person Pronoun

Two first person pronoun choices, “I” and “we,” were used in the experimental study. The first person pronoun choice “I” and “we” were used to understand the relationship between senders and receivers (Casañ-Pitarch, 2016; Packard, Moore & McFerran, 2015; Sela, Wheeler & Sarial-Abi, 2012). McCroskey and McCain’s (n.d.) social attraction scale was used to explain the relationship between senders and receivers and to understand the perception of using different first person pronoun choices in communication (Yilmaz, 2014). Social Attraction includes ten items such as “I think he (she) could be friend of mine,” “I would like to have a

friendly chat with her/him,” and “It would be difficult to meet and talk with him (her).” The items is organized a ranging from Likert-type scale 1 (strongly disagree) to 7 (strongly agree.) The social attraction scale’s reliability was acceptable ($\alpha = .89$). Regarding score transformation, the highest mean score is 7, and the lowest mean score is 1, and then dividing the score by 7 gives and interval of 0.85 (interval = $7-1 / 7 = 0.85$).

For the analysis of the reliability of opinion towards the social attraction, according to Table 2, the value of the Cronbach’s Alpha is equal to .741, which means that the items of the questions are reliable and can be included from the actual study. The social attraction scale’s reliability was acceptable ($\alpha = .741$).

Dependent Variables

1. Organizational Reputations

This measurement was developed by Coombs and Holladay (1996) and used by Kiambi and Shafer (2016), Lovins (2017), and Wang and Wanjek (2018) to measure the crisis organization. This measurement includes ten items, such as “the organization is basically honest,” “The organization is concerned with the well-being of its publics,” and “I do trust the organization to tell the truth about the incident.” This measurement uses the responses ranging from 1 (strongly disagree to 7 strongly agree). The scale was reliable for this study ($\alpha = .775$).

Regarding score transformation, the highest mean score is 7, and the lowest mean score is 1, and then dividing the score by 7 gives and interval of 0.85 (interval = $7-1 / 7 = 0.85$). For the value of the Cronbach’s Alpha is equal to .775, which means that the questionnaire is reliable and that the items can be put in the questionnaire.

2. Purchase Intentions

The purchase intention scale was created and used by Yoo and Donthu (2001) and Hayes and Carr (2015). This measurement uses three 7-point Likert-type items to ask “How likely participants would be to “purchase the product, given the information shown in the review,” “How probable it is that you would consider the use of this product,” and “How likely you would be to purchase this product.” The scale was reliable for this study ($\alpha = 0.944$). Regarding score transformation, the highest mean score is 7, and the lowest mean score is 1, and then dividing the score by 7 gives an interval of 0.85 (interval = $7-1 / 7 = 0.85$).

For value of the Cronbach's Alpha is equal to 0.944, which exceeds the acceptable level of 0.6. This means that the items in this questions are reliable and can be used in the actual questionnaire.

Reliability Analysis

Because this survey relied on Likert scales, Cronbach's alpha coefficient was used to determine if the scales worked together for optimal reliability.

After examining the reliability estimate for the four questions, source credibility, social attraction, organization reputation, and purchase intentions.

Forty two undergraduate at North Bangkok University, who were not participate in main study, were conduct questionnaires. For the questionnaire reliability, the instrument is considered reliable when the items on the questionnaire produces the same result. To come up with the reliability of the questionnaire, the most widely used method is Cronbach's Alpha. The values produced from the analysis can range from 0 to 1, where 0 indicates an unreliable questionnaire and 1

indicates a perfectly reliable questionnaire. The acceptable level of Cronbach's Coefficients is the value that is greater than or equal to 0.6. The results of the reliability analyses of this study can be concluded and discussed as follows.

Table 3.2: Reliability Statistics

	Cronbach's Alpha	N of Items
Source Credibility	0.732	12
Social Attraction	0.741	6
Organization Reputation	0.775	10
Purchase Intention	0.944	3

Pilot Study

Eighty four undergraduate students in Communication Studies at North Bangkok University, who were not participate I main study, were randomly assigned questionnaires. This study used external pilot survey. To promote efficiency in conducting questionnaires, In February 2019, respondents in pilot study was 84 college students who were studied Public Relations course at North Bangkok University which was not the same respondents in the main study.

After students did the questionnaire, the researcher asked for adapting appropriateness of questions to the target population to fulfill the purpose of the study. The researcher also watched students' reactions, asked their comments and their suggestions. Moreover, the researcher also asked questionnaires are clear or not, and questionnaires are hard to answer and understand or not.

Table 3.3: Interpretation of Means

Interpretation of Means						
Range of Mean	Blamed	Responsibility	Source Credibility	Social Attraction	Organization Reputation	Purchase Intentions
1.00 – 1.85	Not at all blamed	Very low responsible	Very low credibility	Very low social attraction	Very negative reputation	Very low purchase intention
1.86 – 2.71	Not Blamed	Low responsible	Low credibility	Low social attraction	Negative reputation	Low purchase intention
2.72 – 3.57	Somewhat not to be blamed	Somewhat low responsible	Somewhat low credibility	Somewhat low social attraction	Somewhat negative reputation	Somewhat low purchase intention
3.58 – 4.43	Undecided	Undecided	Medium credibility	Medium social attraction	Neutral reputation	Medium purchase intention
4.44 – 5.29	Somewhat to be blamed	Somewhat high responsibility	Somewhat high credibility	Somewhat high social attraction	Somewhat positive reputation	Somewhat high purchase intention
5.30 – 6.15	Blamed	high responsibility	high credibility	high social attraction	Positive reputation	High purchase intention
6.16 – 7.00	Absolutely to be blamed	Very high responsibility	Very high credibility	Very high social attraction	Very positive reputation	Very high purchase intention

Population and Sample Selection

This study focuses on finding the effectiveness of using different spokespersons and the first person pronoun choices in different crisis situations. Since cartoons as spokespersons were significant in communication strategies and contribute to purchase intention of teenagers (Jongsreruttanagul, 2018; Suntonpitug, 1998), this study choose college students who study in Communication studies because they relate to this study's purpose. Moreover, The National Statistical Office (2017) found that college students have the ability to make their purchase intentions,

and they mostly spend money on food product, and young adults (15-24 year olds) mostly purchase convenience food. In this aspect college students also prefer purchasing convenience food because of limited time and money (Brown et al, 2011; Kim & Sung, 2014).

Since the factorial design of this study requires the population who have similar experiences and backgrounds, this study selected the subjects from a single university and faculty to be randomly assigned in the experimental study. This study use controlling background by choosing one faculty college students as this homogeneous group of subjects were also used in other experimental studies (see, for example, Kramraksa (2008) and Santhadkolkarn (2012).

This study chose communication students from Suan Sunandha Rajabhat University. Based on previous studies on crisis communication studies, public relations students were usually selected to be participants because they have the knowledge and experiences about communication strategies, together with purchase intentions which are the main focus of this study (Shi, 2017).

Of the 208 participants, 33.2% identified as 19 years of age ($n = 69$), 31.3% identified as 21 years of age ($n = 65$), 27.4 identified as 20 years of age ($n = 57$), 5.8% identified as 22 years of age ($n = 12$), 1.9% identified as 23 years of age ($n = 4$), and 0.5% identified as 24 years of age ($n = 1$). Regarding gender, participants were 80.3% female ($n = 167$), 19.7% male ($n = 41$), respectively.

Moreover, Chayankul (2016) also supported that students in Suan Sunandha University spend money on purchasing food and drinking products at the convenience stores much more than other products. These students are also concerned about the quality, prices, brand, promotion, and media before they purchased the products.

Thus, this study chose communication studies students from Suan Sunandha University as the subjects, since they possess all qualifications required to serve as the subjects of this study.

Using G*Power, the researcher was to use a minimum of 168 subjects (or 14 participants in each group) in order to achieve a large effect size ($F = 40$). Thus, this study had 208 participants. A 2 (crisis clusters: victim and preventable) X 3 (spokespersons types: CEO, cartoon, and non-spokesperson) X 3 (first person pronoun types: “I” and “we”) between subject experimental design.

The total number of subjects were therefore adequate for using the 3-way Multivariate Analysis of Variance (MANOVA). The number of subjects in each group appears in the table.

Table 3.4: Participant Distribution among Experimental Conditions

Group	Crisis Clusters	Spokesperson Types	First Person Pronoun Types	Frequency	Percentage
1	Victim	CEO	“I”	17	8.2
2	Victim	CEO	“we”	18	8.7
3	Victim	Cartoon	“I”	18	8.7
4	Victim	Cartoon	“we”	18	8.7
5	Victim	Non-Spokesperson	“I”	18	8.7
6	Victim	Non-Spokesperson	“we”	16	7.7
7	Preventable	CEO	“I”	16	7.7
8	Preventable	CEO	“we”	18	8.7
9	Preventable	Cartoon	“I”	18	8.7
10	Preventable	Cartoon	“we”	16	7.7
11	Preventable	Non-Spokesperson	“I”	17	8.2
12	Preventable	Non-Spokesperson	“we”	18	8.7
Total				208	100

Treatment group 1 read victim news with using CEO as a spokesperson and “I” first person pronoun (8.2%). Treatment group 2 read victim news with using CEO and “we” (8.7%). Treatment group 3 read victim news with using the cartoon and “I” first person pronoun (8.7%). Treatment group 4 read victim news with using the cartoon and “we” first person pronoun (8.7%). Treatment group 5 read victim news with using non-spokespersons and “I” first person pronoun (8.7%). Treatment group 6 read victim news with using Non-Spokespersons and “we” first person pronoun (7.7%). Treatment group 7 read preventable news with using CEO and “I” first person pronoun (7.7%). Treatment group 8 read preventable news with using CEO and “we” first person pronoun (8.7%). Treatment group 9 read preventable news with using the cartoon and “I” first person pronoun (8.7%). Treatment group 10 read preventable news with using the cartoon and “we” first person pronoun (7.7%). Treatment group 11 read preventable news with using Non-Spokespersons and “I” first person pronoun (8.2%). Treatment group 12 read preventable news with using Non-Spokespersons and “we” first person pronoun (8.7%).

Research Instrument and Development

The Analysis of the Item-objective Congruence Index (IOC)

From the analysis of the item-objective congruence index or IOC, all of the questions except the question asking about the appropriate CEO for food product are found to be congruent, having the IOC values of greater than 0.5. The result suggests that the researcher can include all of the questions except the question regarding the suitable CEO for the actual survey.

To focus on finding the effectiveness of using cartoon spokespersons in crisis response, this study used convenience food products as crisis problem because cartoons have been regularly and successfully used as spokespersons (Jose & Saraswathiamma, 2014; Kraak & Story, 2015; Mizerski, 1995), and that relates to purpose of this study. Moreover, previous factorial studies in crisis communication, for example, Kim and Sung (2014)'s compared victim and preventable situations for cup-a-soup, and used a victim crisis type which was a product-tampering crisis created by unknown. They also use preventable crisis type by selecting dirty conditions situation that led to E-coli in Haley & Schumann Foods' Cup-A-Soup Product. Crisis were harmful, making two victims die and 58 became ill. Furthermore, Claeys and Cauberghe (2014) compared different crisis situations and different crisis responses by using water drink as preventable crisis because everyone purchases water. Additionally, Lee and Lariscy (2008) also used milk product in their experimental study to find out the effectiveness of crisis response strategies.

Moreover, previous studies in crisis communication studies suggested using food as the crisis situation in a factorial design for crisis communication response strategies because it is the common product, and food can result in high or low crisis that make it suitable to be a high or low responsibilities of organization. Those food types are, for example, drinking water, milk, and soup (Claeys & Cauberghe, 2014; Kim & Sung, 2014; Lee & Lariscy, 2008). Thus, this study select convention food to be the subject in this factorial design.

Crisis Problem and Food Product Selected

Based on previous research, 15 students who were not participated in the experiment study were used to develop the instrument (Santhadkolkarn, 2012). This study used conveniently selected 17 communication studies at North Bangkok University because they have similar experiences and backgrounds as the participants in the experimental study.

Based on NSO, (2017), young adult consumers' behavior who were 15-24 years old of 5 types consumed convenience food which were canned food, frozen food, ready-to-cook food, processed vegetables, and semi-finished food. This study asked the students to choose only one of those types of convenience food that they consume (See Appendix A).

To select the food problem, based on crisis clusters of victim cluster, product-tampering were used (Kim & Sung, 2014) because product-tampering was the least responsible performance of the organization, while dirty conditions were used as preventable cluster (Kim & Sung, 2014) since both food problems can harm a lot of people (Kim & Sung, 2014).

Table 3.5: Type of the Convenience Food Product

		Frequency	Percentage
Type of Convenient Food Product	Canned Food	0	0.0
	Frozen Food	11	64.7
	Ready-to-cook Food	1	5.9
	Processed Food	0	0.0
	Semi-finished Food	5	29.4
	Total	17	100.0

For the type of convenient food product that the respondents always purchase, the finding showed that most of the respondents, 64.7 percent, always purchase frozen food, followed by semi-finished food (29.4 percent) and ready-to-cook food (5.9 percent). For the canned food and processed food, none of the respondents always purchase the products.

After selecting food type, news stories for victim and preventable scenarios were created and checked by 7 experts of news story (See Appendix D). Then, news scenarios were leaded to, and a graphic designer created familiar news layout for victim and preventable clusters (See Appendix E).

CEO selected

The same group of 17 students who selected the food product were asked to select only one CEO on the food product. Based on previous studies on factorial design in communication studies, both real and unknown people were used in the

experimental studies; for example, Santhadkolkarn (2012) used the real women pictures leaded to as a model in the questionnaire. This study used two pictures of real food CEOs who have different characteristics. To compare the effectiveness of using different spokespersons in the experimental study, Kim, Wang, and Ahn (2013) used real spokespersons which were customer, chef, and owner in their experimental study. This study also used the real CEO who were unfamiliar and unknown because they do not usually appear on media. That is, this study has already asked for permission to use two CEO pictures on this study. This study use the real picture of Kijja Laowsuwan (the owner of Hello Kitty House Bangkok) and Wannee Somsri (the owner of Langhua restaurant) because, despite being unknown owners of food products, they have experiences on food products for more than 5 years, and have their own cartoon spokespersons for their companies.

However, based on IOC, this study only used the name of CEOs which was selected the gender by participants. In this study, the researcher used male as the CEOs spokesperson for convenience food.

The Cartoon Selected

Fifteen students who were the same group that selected the food product and CEO were asked to fill out the questionnaire for cartoon creation. To create the appropriated cartoon spokesperson for this experiment study, Questions by Pruengphong's (2014) were used to find out suitable cartoon's characteristics (See Appendix c).

After the students select cartoon character, the cartoon were created and developed by the graphic designer then the expert of the cartoon gave comments advices and

possible modification. Then, a graphic designer create a cartoon based on the expert's advices.

Table 3.6: Characteristics of the Cartoon Spokesperson for Convenience Food

Product		Frequency	Percentage
Characteristics	Human	3	17.6
	Animal	6	35.3
	Object	8	47.1
	Total	17	100.0

For the characteristics of the cartoon spokesperson for convenience food product, from Table 2, the research found out that the majority of the respondents, 47.1 percent, prefer objects to be used as the cartoon characters for convenient food product, followed closely by animals and human with the percentages of 35.3 percent and 17.6 percent, respectively.

Table 3.7: Age of the Cartoon Spokesperson for Convenient Food Product

		Frequency	Percentage
Age	Kid (10-12 years old)	4	23.5
	Teenage (18-20 years old)	10	58.8
	Young Adult (21-30 years old)	3	17.6
	Total	17	100.0

For the age of the cartoon spokesperson for convenient food product, more than half of the respondents, 58.8 percent, prefer the cartoon characters to be teenagers with the age range of 18 to 20 years old. 23.5 percent of the respondents prefer the cartoons to be kids, and 17.6 percent of them prefer the cartoons to be young adults.

Table 3.8: Gender of the Cartoon Spokesperson for Convenient Food Product

		Frequency	Percentage
Gender	Male	2	11.8
	Female	1	5.9
	Undefined Gender	14	82.4
	Total	17	100.0

For the gender of the cartoon spokesperson for the convenient food product, majority of the research participants, 82.4 percent, prefer the cartoon characters to have undefined gender while 11.8 percent of them prefer male characters and 5.9 percent of them prefer female characters.

Table 3.9: The Appearance of the Cartoon Spokesperson for Convenient Food

Product		Frequency	Percentage
Appearance	Skinny	2	11.8
	Slim	14	82.4
	Hardy	1	5.9
	Total	17	100.0

For the appearance of the cartoon spokesperson for convenient food product, 82.4 percent of the respondents prefer the cartoon characters with slim bodies while only 11.8 percent prefer the characters to be skinny and 5.9 percent of them prefer the characters to be hardy.

Table 3.10: The Realism of the Cartoon Spokesperson for Convenient Food Product

		Frequency	Percentage
Realism	Realistic	6	35.3
	Extremely Modified	11	64.7
	Total	17	100.0

For the realism of the cartoon spokesperson for convenient food product, most of the study participants prefer the cartoon characters to be extremely modified whereas 35.3 of them prefer the characters to be realistic.

After selecting the food problem, CEO, and cartoon, the next step is the implementation of all research instrument structures followed by seeking advice from the adviser. All data taken from such process then be provided to experts in cartoon design, organizational communication, public relations and graphic design (See Appendix D). The researchers also asked advice from those experts regarding the suitability of the design chosen by the students. After that, the researcher modified the design as per advice and arrange a photographic composition of the chosen executives which were attired in clothes according to students and cartoon experts' suggestions before the graphic designer carries out the process of cartoon character and product logo design. However, this process as to design must be done following suggestions of the experts' and students choosing topics concerning food, issues of food selection and crisis. The researcher further wrote crisis news as well as public statements from the company according to experts in public relations and organizational communication to enhance trustworthiness of news and statements. The next process is the optimization of layout arrangement according to the suggestions of the design experts' suggestions alongside the verification carried out by all experts participating in this study to create much more realistic results. Experts in public relations, cartoon character design, and marketing communication which were selected for assessing the research instruments to be used in this study include public relations/cartoon character design and graphic design instructors, marketing communication business owner, mascot business owner and people having at least 10 years of experience in writing news for public relations and marketing communication (See Appendix E).

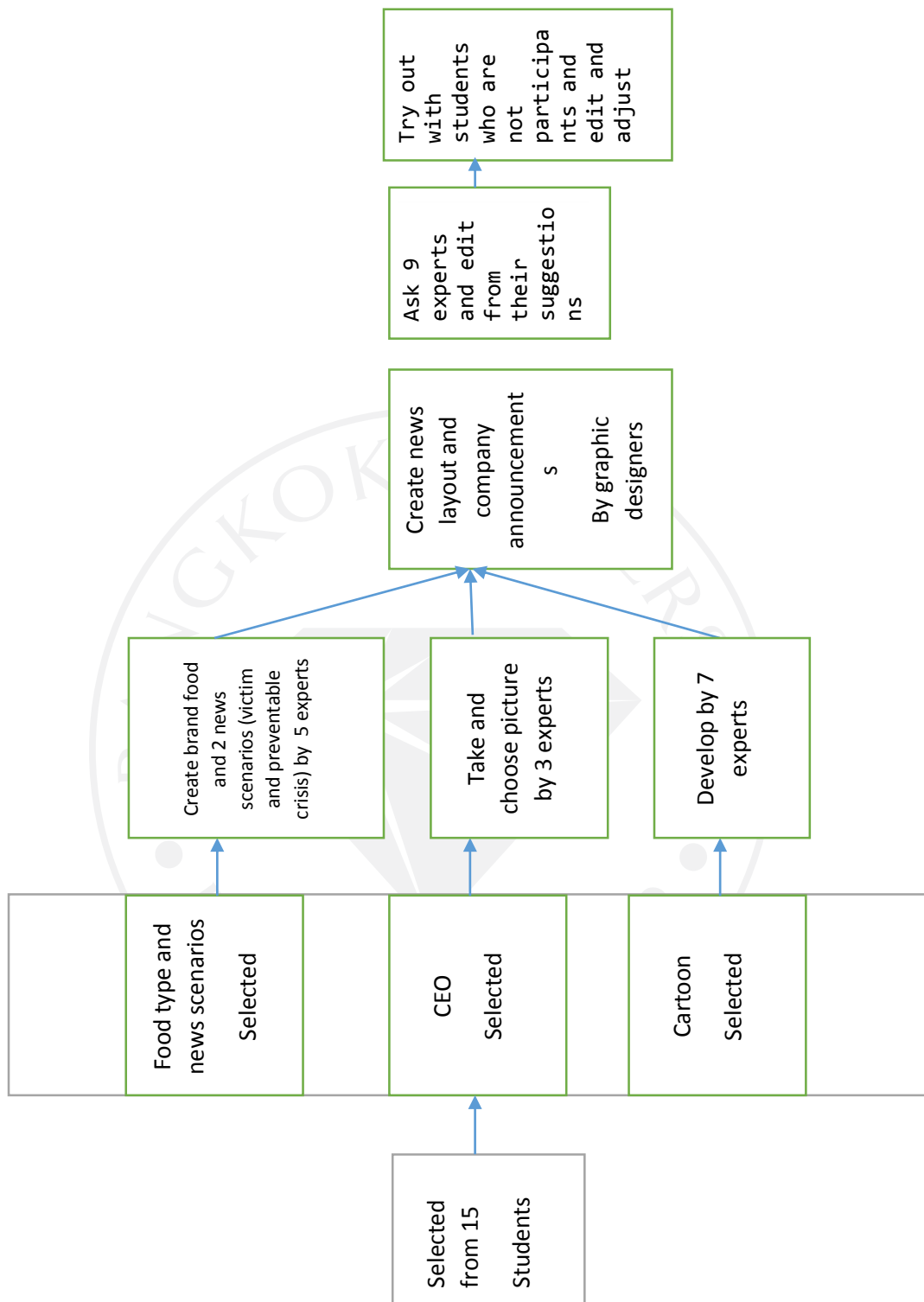


Figure 3.3: The Process of Instrument Development

Questionnaires

The first part of the questionnaire asks about this independent variables which are crisis responsibility and blame scales, spokespersons credibility, and social attraction in crisis response. The second part concerns the dependent variables which are organizational reputation and purchase intentions. The third part also about the age of the participants (see appendix G).

Pilot Study

The researcher carried out a research instrument pretest by gathering data from a sampling group based on their similar attributes to the one to be used in the experimental study. Data collection derived from a total of undergraduate students of Public Relations Program, North Bangkok University whereas 12 sets of questionnaire employed for measurement of questionnaire reliability. Then, the researcher performed the reliability test of questionnaire using the method of reliability coefficient.

Data Collection Process

1. The researcher contacted Suan Sunandha Rajabhat University to make inquiries and request permission from the instructors of undergraduate students of Public Relations Program for data collection. The undergraduate students of each year consisted of two classes.
2. Before data collection, the researcher described to them the objectives of this study and disclose the facts to avoid bias towards research.
3. Twelve sets of questionnaire consisting of news, statements of the company and questions gave to those students by the researcher and their assistants.

4. Before completing the sets of questions, the researcher explained the participants to ensure they understand them. This process took about 20-25 minutes.

5. After the participants completed the questionnaire, the researcher collect them and presenting gifts and expressing gratitude to their participants.

Data Processing, Analysis and Presentation

After all data were collected, the next steps in the research process was data verification and coding. The researchers further carried out data processing using statistical package and Multivariate Factorial Analysis (MFA) for statistic computation based on hypothesis with a set of the significant level of .05 or 95% reliability. In this study, the researcher used descriptive hypothesis testing alongside concepts and theories according to retrospective study and the timing of experience.

To answer all research questions and hypotheses, this study used Multivariate Factorial Analysis (MFA) because in this study has more than two IV (crisis clusters, spokespersons, and the first person pronoun = nominal) and multiple DVs (Organizational reputation and purchase intention = interval). So, Tabachnick and Fidell, (2007, p. 22) suggested MFA can be used in factorial analysis because "Comparisons can be made among margins or cells in the design, and the influence of variences effects on combined or individual DVs can be assessed".

1. Descriptive Analysis

The researcher use descriptive analysis to explain variables. They are mean, standard deviation, frequency and percentage.

2. Hypothesis testing

Based on Hypotheses

H1a: In victim cluster, a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of organization reputation from using “I” as the first person pronoun.

H1b: In victim cluster, a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of purchase intention from using “I” as the first person pronoun.

H2a: In preventable cluster, a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of organization reputation from using “I” as the first person pronoun.

H2b: In preventable cluster, a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of purchase intention from using “I” as the first person pronoun.

CHAPTER 4

RESULTS

This chapter presents results of this study, which were analyzed from data analysis of the use of crisis situation clusters, spokespersons types, and first person pronoun types. Followed by the main analysis for hypotheses.

In this study, a 3- way Multivariate Analysis of Variance (MANOVA) was used to test two hypotheses of a 2 (crisis clusters: victim and preventable) X 3 (spokespersons types: CEO, cartoon, and non-spokesperson) X 2 (first person pronoun types: “I” and “we”) between subject experimental design.

The researcher used blame, responsibility, source credibility and social attraction to measure crisis cluster, spokesperson types, and first person pronouns, respectively. The dependent variables are organization reputation and purchase intentions.

Participants

As shown Table 4.1, a total of 238 people consented to participate in this study, but only 208 completed the questionnaires. Participants were recruited from Communication students from a state university in Bangkok. Almost all of the participants identified their age between 19-21 years old (91.9%). Regarding gender, participants were 80.3% female (n = 167), and 19.7% male (n = 41).

All students were enrolled in Communication Studies majoring in Public Relations during the 2018 academic year. They were randomly assigned to one of twelve treatment groups. Participants in all treatment groups read news scenarios and company announcements of either of the two crisis cluster (victim and preventable),

each of which used either “I” or “we” first-person pronoun using CEO, cartoon, or nobody as a spokesperson.

Table 4.1: Demographics Profile of the Samples

	Frequency	Percentage
Gender		
Male	41	19.7
Female	167	80.3
	208	100
Age		
19 years old	69	33.2
20 years old	57	27.4
21 years old	65	31.3
22 years old	12	5.8
23 years old	4	1.9
24 years old	1	.5
Total	208	100.0

Between Subject Factor

The crisis cluster was categorized into two groups (victim and preventable) measured using two dimensions of blame and responsibility scales as perceived by the participants. Three types of spokespersons which were CEO, cartoon, and non-spokesperson were measured using source credibility. Two first person pronoun types which were “I” and “we” were measured using social attraction.

Table 4.2: Treatment Groups

Crisis	Spokesperson	Pronoun	Group	Total
Clusters			Number	
Victim	CEO	I	1	17
		We	2	18
	Cartoon	I	3	18
		We	4	18
	Non-spokesperson	I	5	18
		We	6	16
Total				105

(Continued)

Table 4.2 (Continued): Treatment Groups

Crisis	Spokesperson	Pronoun	Group	Total
Clusters			Number	
Preventable	CEO	I	7	16
		We	8	18
	Cartoon	I	9	18
		We	10	16
	Non-spokesperson	I	11	17
		we	12	18
			Total	103

Blame and Responsibility

Blame and responsibility was the concept used to measure the participants' perception on the crisis clusters of organization. For blame measurement, it was the 7-Likert scale, with 1= not at all to be blamed and 7 = absolutely to be blamed. For responsibility measurement, it was the 7-Likert scale, with 1= very low responsible and 7 = very high responsible.

Table 4.3: Means and Standard Deviation of Respondents' Perceived Blame

Crises	Mean	Std. Deviation	Meaning
Victim	3.21	1.774	Somewhat not to be blamed
Preventable	5.82	1.377	Blamed
Total	4.50	2.055	

Table 4.3 compared the use of different spokesperson types with first person pronouns between the victim and the preventable crisis situations. As shown in the table, the mean scores of the use of all spokesperson types with any first person pronoun in the preventable crisis situation were higher than those of the use of spokesperson types with any first person pronoun in the victim crisis situation cluster.

Table 4.4: Comparison of the Mean Scores of Blame in the Victim and Preventable Crisis Situations

Victim crisis cluster		Preventable crisis cluster	
spokesperson	Mean	spokesperson	Mean
CEO “I”	2.65	CEO “I”	4.63
CEO “we”	3.83	CEO “we”	6.00
Cartoon “I”	2.72	Cartoon “I”	6.11
Cartoon “we”	2.83	Cartoon “we”	5.88
Non-spokesperson “I”	4.11	Non-spokesperson “I”	6.12
Non-spokesperson “we”	3.06	Non-spokesperson “we”	6.06

Table 4.5: Means and Standard Deviation of Respondents' Perceived Responsibility

Crises	Mean	Std. Deviation	Meaning
Victim	4.04	1.921	Undecided
Preventable	6.39	1.148	Very high responsibility
Total	5.20	1.973	

It can be seen in table 4.5 that the overall mean score of respondents' perceived preventable crisis situation was higher than that of the victim crisis situation.

Table 4.6: Comparison of the Mean Scores of Responsibility in the Victim and Preventable Crisis Situations

Victim crisis cluster		Preventable crisis cluster	
spokesperson	Mean	spokesperson	Mean
CEO “I”	3.47	CEO “I”	5.62
CEO “we”	4.50	CEO “we”	6.44
Cartoon “I”	3.56	Cartoon “I”	6.67
Cartoon “we”	3.94	Cartoon “we”	6.31
Non-spokesperson “I”	5.06	Non-spokesperson “I”	6.41
Non-spokesperson “we”	3.63	Non-spokesperson “we”	6.78

The results on table 4.6 compared the use of different spokesperson types with first person pronouns between the victim and the preventable crisis situations. As shown in the table, the mean scores of the use of all spokesperson types with any first person pronoun in the preventable crisis situation were higher than those of the use of spokesperson types with any first person pronoun in the victim crisis situation cluster.

Table 4.7: Means and Standard Deviation of Respondents' Perceived Blame and Responsibility

Group	Crisis Clusters	Spokespersons	Pronoun	Blame*		Responsibility**	
				Mean	SD	Mean	SD
1	Victim	CEO	I	2.65	1.766	3.47	1.841
2	Victim	CEO	We	3.83	1.886	4.50	1.757
3	Victim	Cartoon	I	2.72	1.406	3.56	2.007
4	Victim	Cartoon	We	2.83	1.425	3.94	1.765
5	Victim	Non-SP	I	4.11	2.166	5.06	2.071
6	Victim	Non-SP	We	3.06	1.526	3.63	1.784
7	Preventable	CEO	I	4.63	1.708	5.62	1.928
8	Preventable	CEO	We	6.00	1.029	6.44	0.705
9	Preventable	Cartoon	I	6.11	1.745	6.67	1.188
10	Preventable	Cartoon	We	5.88	1.025	6.31	0.946
11	Preventable	Non-SP	I	6.12	0.993	6.41	0.939
12	Preventable	Non-SP	We	6.06	1.110	6.78	0.548

Remarks: *Blame 1.00 - 1.85 = Not at all to be blamed, 1.86– 2.71 = Not Blamed, 2.72– 3.57 = Somewhat not to be blamed, 3.58– 4.43 = Undecided, 4.44– 5.29 = Somewhat to be blamed, 5.30 – 6.15 = Blamed, 6.16– 7.00 = Absolutely to be blamed

**Responsibility 1.00 – 1.85 = Very low responsible, 1.86– 2.71 = Low responsible, 2.72– 3.57 = Somewhat low responsible, 3.58– 4.43 = Undecided, 4.44– 5.29 = Somewhat high responsible, 5.30– 6.15 = high responsible, 6.16– 7.00 = Very high responsible

When measuring the perceived blame in crisis clusters, it was found that the participants rated higher blame on the organization in the preventable cluster ($\bar{x} = 5.82$, S.D. = 1.377) as compared with the victim cluster ($\bar{x} = 3.21$, S.D. = 1.774) in which the organization is somewhat not to be blamed.

In the preventable crisis cluster, participants perceived the organization using non spokesperson with using “I” as first person pronoun (group 11) as having the highest blame ($\bar{x} = 6.12$, S.D. = .993), and rated using CEO and “I” as first person pronoun as somewhat to be blamed ($\bar{x} = 4.63$, S.D. = 1.708) which is the lowest blame level (group 7).

In the victim crisis cluster, participants also perceived the organization using non spokesperson with “I” as the first person pronoun as being undecided (group 5) ($\bar{x} = 4.11$, S.D. = 2.166) which is the highest blame level, while perceiving the lowest blame level for using CEO with using “I” as the first person pronoun as not to be blamed ($\bar{x} = 2.65$, S.D. = 1.766) (group 1).

Responsibility

When measuring the perceived responsibility in crisis clusters, it was found that the participants rated higher responsibility on the organization in the preventable cluster ($\bar{x} = 6.39$, S.D. = 1.148) as compared with the victim cluster ($\bar{x} = 4.04$, S.D. = 1.921) in which the organization is perceived as undecided.

In the victim crisis cluster, participants rated somewhat responsible for non-spokespersons when using “I” as the first person pronoun which is the highest responsibility level ($\bar{x} = 5.06$, S.D. = 2.071), while rating the use of CEO “I” as the

first person pronoun as somewhat responsibility which is the lowest responsibility level ($\bar{x} = 3.47$, S.D. = 1.841)

In the preventable crisis cluster, the participants perceived the organization as absolutely responsible ($\bar{x} = 6.78$, S.D. = .548) for using non-spokespersons and “we” as the first person pronoun (group 12), and rated high responsible ($\bar{x} = 5.62$, S.D. = 1.928) for the organization that used CEO and “I” as the first person pronoun (group 7).

Source Credibility and Spokesperson Types

As show in Table 4, when the organization used CEO as the spokesperson, the participants perceived CEO as having both positive and negative credibility, but rating the CEO higher in the positive ($\bar{x} = 4.9019$) than in the negative ($\bar{x} = 4.9558$) way. In the positive way, the CEO was perceived as honest ($\bar{x} = 5.2500$, S.D. = 1.2383), moral ($\bar{x} = 5.0735$, S.D. = 1.2009), caring about them ($\bar{x} = 4.9559$, S.D. = 1.1899), honorable ($\bar{x} = 4.8235$, S.D. = 1.3264), having the customer’s interest at heart ($\bar{x} = 4.7206$, S.D. = 1.1950), and concerned with the customers’ ($\bar{x} = 4.5882$, S.D. = 1.1874). (Table 4.7)

In the negative way, the participants perceived CEO as phoney ($\bar{x} = 5.3235$, S.D. = 1.3542), not understanding them ($\bar{x} = 5.1176$, S.D. = 1.4915), insensitive ($\bar{x} = 5.0882$, S.D. = 1.4936) unethical ($\bar{x} = 4.9118$, S.D. = 1.7254), untrustworthy ($\bar{x} = 4.8382$, S.D. = 1.6171), and self-centered ($\bar{x} = 4.4559$, S.D. = 1.5591). (Table 4.7)

When the organization used cartoon as the spokesperson, the participants perceived it as following:

Table 4.8: Source Credibility Means for Positive and Negative Ways

Source Credibility	CEO	Cartoon	Non-spokesperson
	\bar{x}	\bar{x}	\bar{x}
Positive	4.9019	4.8427	4.3357
Negative	4.9558	5.0211	4.5410

In the positive way, cartoon was perceived as honorable ($\bar{x} = 4.9577$, S.D. = 1.28103), has the customers' interest at heart ($\bar{x} = 4.8873$, S.D. = 1.12820), honest ($\bar{x} = 4.8592$, S.D. = 1.64139), care about the customers ($\bar{x} = 4.8451$, S.D. = 1.27221), moral ($\bar{x} = 4.9577$, S.D. = 1.28103), and concern with the customers ($\bar{x} = 4.6761$, S.D. = 1.21625).

In the negative way, cartoon was perceived as unethical ($\bar{x} = 5.4225$, S.D. = 1.50866), phoney ($\bar{x} = 5.3803$, S.D. = 1.52471), insensitive ($\bar{x} = 5.0000$, S.D. = 1.61245), not understand ($\bar{x} = 4.9859$, S.D. = 1.32550), untrustworthy ($\bar{x} = 4.7746$, S.D. = 1.46577), and self-centered ($\bar{x} = 4.5634$, S.D. = 1.62773), respectively.

The third type of spokespersons was non-spokespersons. When the organization used non-spokesperson to communicate with the public in a crisis, the participants' perceived non-spokespersons as following:

In the positive way, the participants perceived using of non-spokespersons as caring about them ($\bar{x} = 4.6232$, S.D. = 1.47630), having their interest at heart ($\bar{x} = 4.4203$, S.D. = 1.36560), honorable ($\bar{x} = 4.4203$, S.D. = 1.37633), honest ($\bar{x} = 4.2609$, S.D. = 1.54969), concerned with them ($\bar{x} = 4.1884$, S.D. = 1.38559), and moral ($\bar{x} = 4.1014$, S.D. = 1.49651).

Table 4.9: Source Credibility Means for each Spokesperson Type

Source Credibility		CEO		Cartoon		Non-Spokesperson	
		Mean	S.D.	Mean	S.D.	Mean	S.D.
1	Care about them	4.9559	1.1899	4.8451	1.27221	4.6232	1.47630
2	Has my interest at heart	4.7206	1.1950	4.8873	1.12820	4.4203	1.36560
3	Self-centered	4.4559	1.5591	4.5634	1.62773	3.8116	1.50758
4	Concerned with me	4.5882	1.1874	4.6761	1.21625	4.1884	1.38559
5	Insensitive	5.0882	1.4936	5.0000	1.61245	4.7971	1.62318
6	Not understanding	5.1176	1.4915	4.9859	1.32550	4.3333	1.32473
7	Honest	5.2500	1.2383	4.8592	1.64139	4.2609	1.54969

(Continued)

Table 4.9 (Continued): Source Credibility Means for each Spokesperson Type

Source Credibility	CEO		Cartoon		Non-Spokesperson	
	Mean	S.D.	Mean	S.D.	Mean	S.D.
8 Untrustworthy	4.8382	1.6171	4.7746	1.46577	4.4783	1.48134
9 Honorable	4.8235	1.3264	4.9577	1.28103	4.4203	1.37633
10 Moral	5.0735	1.2009	4.8310	1.48310	4.1014	1.49651
11 Unethical	4.9118	1.7254	5.4225	1.50866	4.6087	1.77580
12 Phoney	5.3235	1.3542	5.3803	1.52471	5.2174	2.65058

Source Credibility and Crisis Clusters

Table 4.10: Source Credibility Mean Categorized by Crisis Situations

Crises	Mean	Std. Deviation	Meaning
Victim	4.9492	1.03411	Somewhat high credibility
Preventable	4.5817	0.81874	Somewhat high credibility
Total	4.7654	0.9264	Somewhat high credibility

The participants rated the source credibility of the spokesperson used in both the victim and preventable crisis clusters as somewhat high ($\bar{x} = 4.7654$, S.D. =

0.9264). However, they perceived that source credibility is higher for the victim crisis cluster ($\bar{x} = 4.949$ vs $\bar{x} = 4.5817$).

In the victim crisis cluster, participants rated somewhat high credibility when the organization used CEO and “I” as the first person pronoun, (group 1) ($\bar{x} = 5.294$, S.D. = 0.927), followed by using cartoon and “we” as the first person pronoun ($\bar{x} = 5.217$, S.D. = 0.858), using cartoon and “I” as the first person pronoun ($\bar{x} = 5.111$, S.D. = 0.916), using CEO and “we” as the first person pronoun ($\bar{x} = 4.944$, S.D. = 0.958), using non-spokesperson and “I” as the first person pronoun ($\bar{x} = 4.944$, S.D. = 0.958), and using non-spokesperson and “we” as the first person pronoun (group 6) ($\bar{x} = 4.500$, S.D. = 1.263). In the victim crisis cluster, source credibility mean is in the level of somewhat high credibility ($\bar{x} = 4.949$).

In the preventable crisis cluster, the participants rated somewhat high credibility for using CEO and “I” as the first person pronoun ($\bar{x} = 4.796$, S.D. = 0.964) (group 7), followed by using cartoon and “I” as the first person pronoun ($\bar{x} = 4.694$, S.D. = 0.771), using CEO and “we” as the first person pronoun ($\bar{x} = 4.689$, S.D. = 0.623), using cartoon and “we” as the first person pronoun ($\bar{x} = 4.671$, S.D. = 0.783), using non-spokesperson and “we” as the first person pronoun ($\bar{x} = 4.504$, S.D. = 0.778), and using for non-spokesperson and “I” as the first person pronoun ($\bar{x} = 4.142$, S.D. = 0.917) (group 11)

Table 4.11: Source Credibility Means for each Group

Group	Crisis Clusters	Spokes-person Types	First person Pronoun	Mean	SD	Meaning
1	Victim	CEO	I	5.2941	0.92708	Somewhat high credibility
2	Victim	CEO	We	4.9444	0.95828	Somewhat high credibility
3	Victim	Cartoon	I	5.1111	0.91600	Somewhat high credibility
4	Victim	Cartoon	We	5.2176	0.85899	Somewhat high credibility
5	Victim	Non-SP	I	4.5972	1.13409	Somewhat high credibility
6	Victim	Non-SP	We	4.5000	1.26308	Somewhat high credibility
7	Preventable	CEO	I	4.7969	0.96416	Somewhat high credibility
8	Preventable	CEO	We	4.6898	.62348	Somewhat high credibility
9	Preventable	Cartoon	I	4.6944	0.77121	Somewhat high credibility
10	Preventable	Cartoon	We	4.6719	0.78379	Somewhat high credibility
11	Preventable	Non-SP	I	4.1422	0.91797	Medium credibility
12	Preventable	Non-SP	We	4.5046	0.77884	Somewhat high credibility
Total				4.7672	0.94948	

Table 4.11 shows that only the use of non-spokesperson with “I” first person pronoun in the preventable crisis situation leads to medium credibility, whereas other spokesperson types with any first person pronoun leads to somewhat high credibility.

Table 4.12: Comparison of the Mean Scores of Source Credibility in the Victim and Preventable Crisis Situations

Victim crisis cluster		Preventable crisis cluster	
spokesperson	Mean	spokesperson	Mean
CEO “I”	5.2941	CEO “I”	4.7969
CEO “we”	4.9444	CEO “we”	4.6898
Cartoon “I”	5.1111	Cartoon “I”	4.6944
Cartoon “we”	5.2176	Cartoon “we”	4.6719
Non-spokesperson “I”	4.5972	Non-spokesperson “I”	4.1422
Non-spokesperson “we”	4.5000	Non-spokesperson “we”	4.5046

It can be seen in table 4.12 that only the use of non-spokesperson with “we” first person pronoun in the victim crisis situation created the lower mean score than the use of non-spokesperson with “we” first person pronoun than in the preventable crisis situation. Table 4.12 compared the use of different spokesperson types with first person pronouns between the victim and the preventable crisis situations. As shown in the table, the mean scores of the use of all spokesperson types with any first person pronoun in the victim crisis situation were higher than those of the use of

spokesperson types with any first person pronoun in the preventable crisis situation cluster.

Social Attraction and First Person Pronoun

Social attraction was the concept used to measure the participants' perception on the first person pronoun type. It was the 7-Likert scale, with 1 = very low social attraction and 7 = very high social attraction. When the organization used first person pronouns "I" or "we", the participants perceived social attraction in both positive and negative ways.

Table 4.13: Social Attraction Means for Positive and Negative Ways

Social Attraction	"I" \bar{x}	"We" \bar{x}
Positive	4.1047	4.1877
Negative	4.5746	4.7411

In a positive manner, when the organization used "I" as the first person pronoun, the participants' indicated they would like to have a friendly chat with the said spokesperson" ($\bar{x} = 4.2381$, S.D. = 1.19714), he/she would be pleasant to be with ($\bar{x} = 4.1238$, S.D. = 1.11541), and they think he/she could be friend of theirs ($\bar{x} = 3.9524$, S.D. = 1.34723).

In a negative manner, when the organization used "I" as the first person pronoun, the participants perceived that they could never establish a personal friendship with him/her ($\bar{x} = 4.8571$, S.D. = 1.42389), he/she just wouldn't fit into

their circle of their friends ($\bar{x} = 4.4381$, S.D. = 1.40003) , and it would be difficult for them to meet and talk with him/her ($\bar{x} = 4.4286$, S.D. = 1.35772).

In a positive manner, when the organization used “we” as the first person pronoun, the participants’ perceived that they would like to have a friendly chat with him/her ($\bar{x} = 4.5534$, S.D. = 1.26590), they think he could be friend of theirs ($\bar{x} = 4.0971$, S.D. = 1.32483), and he/she would be pleasant to be with ($\bar{x} = 3.9126$, S.D. = 1.12987).

In a negative manner, when the organization used “we” as the first person pronoun, the participants’ perceived they could never establish a personal friendship with each other ($\bar{x} = 4.8350$, S.D. = 1.42180), he/she just wouldn’t fit into their circle of friends ($\bar{x} = 4.7864$, S.D. = 1.28834), and they would be difficult to meet and talk with him/her ($\bar{x} = 4.6019$, S.D. = 1.14052).

Table 4.14: Social Attraction on “I” and “we” First Person Pronoun

Social attraction	I		We	
	Mean	S.D.	Mean	S.D.
1 I think he could be friend of mine.	3.9524	1.34723	4.0971	1.32483
2 I would like to have a friendly chat with him	4.2381	1.19714	4.5534	1.26590
3 I would be difficult to meet and talk with him.	4.4286	1.35772	4.6019	1.14052
4 He just wouldn't fit into my circle of friends	4.4381	1.40003	4.7864	1.28834
5 We could never establish a personal friendship with each other.	4.8571	1.42389	4.8350	1.42180
6 He would be pleasant to be with.	4.1238	1.11541	3.9126	1.12987

In the victim crisis cluster, participants rated somewhat high social attraction when the organization used cartoon and “we” as the first person pronoun, group 4 ($\bar{x} = 4.805$, S.D. = 0.817), using cartoon “I” as the first person pronoun ($\bar{x} = 4.768$, S.D. = 0.930), using CEO and “I” as the first person pronoun ($\bar{x} = 4.421$, S.D. = 0.640), using CEO and “we” as the first person pronoun ($\bar{x} = 4.379$, S.D. = 0.80197), using non-spokesperson and “we” as the first person pronoun ($\bar{x} = 4.343$, S.D. = 1.016), and

using non-spokesperson and “I” as the first person pronoun (group 5) ($\bar{x} = 4.203$, S.D. = 1.180), respectively.

In the preventable crisis cluster, the participants rated somewhat high social attraction ($\bar{x} = 4.562$, S.D. = 0.971) when the organization used cartoon and “we” as the first person pronoun (group 10), which is the highest level using CEO and “I” as the first person pronoun ($\bar{x} = 4.510$, S.D. = 1.119), using CEO and “we” as the first person pronoun ($\bar{x} = 4.361$, S.D. = 0.786), using non-spokespersons and “we” as the first person pronoun ($\bar{x} = 4.361$, S.D. = 1.0166), using cartoon and “I” as the first person pronoun ($\bar{x} = 4.268$, S.D. = 0.939), and using non-spokesperson and “I” the first person pronoun ($\bar{x} = 3.823$, S.D. = 0.934), respectively.

Table 4.15: Social Attraction Mean for each Group

Group	Crisis Clusters	Spokesperson Types	First person Pronoun	Mean	Std. Deviation	Meaning
1	Victim	CEO	I	4.4216	0.64041	Medium social attraction
2	Victim	CEO	We	4.3796	0.80197	Medium social attraction
3	Victim	Cartoon	I	4.7685	0.93084	Somewhat high social attraction
4	Victim	Cartoon	We	4.8056	0.81700	High social attraction
5	Victim	Non-SP	I	4.2037	1.18067	Medium social attraction
6	Victim	Non-SP	We	4.3438	0.85086	Medium social attraction
7	Preventable	CEO	I	4.5104	1.11964	Somewhat high social attraction

(Continued)

Table 4.15 (Continued): Social Attraction Mean for each Group

Group	Crisis Clusters	Spokesperson Types	First person Pronoun	Mean	Std. Deviation	Meaning
8	Preventable	CEO	We	4.3611	0.78642	Somewhat high social attraction
9	Preventable	Cartoon	I	4.2685	0.93958	Somewhat high social attraction
10	Preventable	Cartoon	We	4.5625	0.97159	Somewhat high social attraction
11	Preventable	Non-SP	I	3.8235	0.93443	Medium social attraction
12	Preventable	Non-SP	We	4.3611	1.01661	Somewhat high social attraction
Total				4.4014	0.93497	

Table 4.16: Comparison of the Mean Scores of Social Attraction in the Victim and Preventable Crisis Situations

Victim crisis cluster		Preventable crisis cluster	
spokesperson	Mean	spokesperson	Mean
CEO “I”	4.4216	CEO “I”	4.5104
CEO “we”	4.3796	CEO “we”	4.3611
Cartoon “I”	4.7685	Cartoon “I”	4.2685
Cartoon “we”	4.8056	Cartoon “we”	4.5625
Non-spokesperson “I”	4.2037	Non-spokesperson “I”	3.8235
Non-spokesperson “we”	4.3438	Non-spokesperson “we”	4.3611

Table 4.16 compared the use of different spokesperson types with first person pronouns between the victim and the preventable crisis situations. As shown in the table, the use of CEO with “we” first person pronoun, cartoon with “I” first person pronoun, cartoon with “we” first person pronoun, and non-spokesperson with “I” first person pronoun leads to higher mean scores than in the preventable crisis situation.

Organization Reputation

In the overall picture, the participants rated somewhat positive reputation on the perception that the organization is concerned with the well-being of its public ($\bar{x} = 4.9615$, S.D. = 1.3720).

Table 4.17: Organization Reputation Mean

	Based on company response, I think company conversation is..	Mean	Std. Deviation	Meaning
4.1	The organization is basically honest.	4.8077	1.44514	Somewhat positive reputation
4.2	The organization is concerned with the well-being of its publics	4.9615	1.37207	Somewhat positive reputation
4.3	I do trust the organization to tell the truth about the incident.	4.7837	1.38533	Somewhat positive reputation
4.4	I would prefer to have NOTHING to do with this organization.	4.3317	1.61232	Neutral reputation

(Continued)

Table 4.17 (Continued): Organization Reputation Mean

	Based on company response, I think company conversation is..	Mean	Std. Deviation	Meaning
4.5	Under most circumstances I WOULD NOT be likely to believe what the organization says.	4.6394	1.45456	Somewhat positive reputation
4.6	The organization is basically DISHONEST.	4.9423	1.57165	Somewhat positive reputation
4.7	I do NOT trust the organization to tell the truth about the incident.	4.5481	1.50606	Somewhat positive reputation
4.8	Under most circumstances, I would be likely to believe what the organization says.	4.1490	1.28608	Neutral reputation
4.9	I would buy a product or service from this organization.	3.8558	1.37906	Neutral reputation
4.10	The organization is NOT concerned with the well- being of its publics.	4.6490	1.59616	Somewhat positive reputation

Organization reputation is the dependent variable for this study tested by using organization reputation scale as perceived by the participants.

Table 4.18: Organization Reputation Means for Positive and Negative Ways

Organization reputation	\bar{x}
Positive	4.51154
Negative	4.6221

In the positive way, the participants perceived that the organization is concerned with the well-being of its publics ($\bar{x} = 4.9615$, S.D. = 1.37207), followed by rating the organization is basically honest ($\bar{x} = 4.8077$, S.D. = 1.44514), they do trust the organization to tell the truth about the incident ($\bar{x} = 4.7837$, S.D. = 1.38533), under most circumstances, they would be likely to believe what the organization says ($\bar{x} = 4.1490$, S.D. = 1.28608), and they would buy a product or service from this organization ($\bar{x} = 3.8558$, S.D. = 1.37906).

In the negative way, the participants perceived that the organization is basically dishonest ($\bar{x} = 4.9423$, S.D. = 1.57165), the organization is not concerned with the well-being of its publics ($\bar{x} = 4.6490$, S.D. = 1.59616), under most circumstances they would not be likely to believe what the organization says ($\bar{x} = 4.6394$, S.D. = 1.45456), they do not trust the organization to tell the truth about the incident ($\bar{x} = 4.5481$, S.D. = 1.50606), and they would prefer to have nothing to do with this organization ($\bar{x} = 4.3317$, S.D. = 1.61232).

Organization Reputations Means

Participants perceived the organization in the victim crisis cluster as having somewhat positive reputation ($\bar{x} = 4.798$, S.D. = 1.045), while perceiving it in the preventable cluster as having neutral reputation ($\bar{x} = 4.331$, S.D. = 0.970).

Table 4.19: Organization Reputation Mean for the Victim and Preventable Crisis Situations.

Crises	Std.		Meaning
	Mean	Deviation	
Victim	4.7981	1.04569	somewhat positive reputation
Preventable	4.3311	0.97004	Neutral reputation

Table 4.20: Organization Reputations Means for each Group

Group	Crisis Clusters	Spokesperson Types	First person Pronoun	Mean	Std. Deviation	Meaning
1	Victim	CEO	I	4.8059	1.01210	Somewhat positive reputation
2	Victim	CEO	We	4.9000	1.08302	Somewhat positive reputation
3	Victim	Cartoon	I	5.1444	0.75788	Somewhat positive reputation
4	Victim	Cartoon	We	4.8500	0.78833	Somewhat positive reputation
5	Victim	Non-SP	I	4.4222	1.26610	Neutral reputation
6	Victim	Non-SP	We	4.6500	1.27854	Somewhat positive reputation
7	Preventable	CEO	I	4.6562	1.05386	Somewhat positive reputation
8	Preventable	CEO	We	4.3222	0.97471	Neutral reputation
9	Preventable	Cartoon	I	4.3056	0.93838	Neutral reputation
10	Preventable	Cartoon	We	4.5188	0.97585	Somewhat positive reputation
11	Preventable	Non-SP	I	3.8706	0.97389	Neutral reputation
12	Preventable	Non-SP	We	4.3444	0.86990	Neutral reputation
Total				4.5668	1.03336	

In the victim crisis cluster, the participants perceived the organization as having somewhat positive reputation when using cartoon and “I” as the first person

pronoun, (group 3) (\bar{x} = 5.144, S.D. = 0.757), followed by using CEO and “we” as the first person pronoun (\bar{x} = 4.900, S.D. = 1.083), using cartoon and “we” as the first person pronoun (\bar{x} = 4.850, S.D. = 0.788), using CEO and “I” as the first person pronoun (\bar{x} = 4.805, S.D. = 0.1012), using non-spokesperson and “we” as the first person pronoun (\bar{x} = 4.650, S.D. = 1.278), and using non-spokesperson an “I” as the first person pronoun (\bar{x} = 4.422, S.D. = 1.266).

In the preventable crisis cluster, the participants perceived the organization as having somewhat positive reputation which is the highest level (\bar{x} = 4.656, S.D. = 1.053) for using CEO and “I” as the first person pronoun (group 1), followed by using cartoon and “we” as the first person pronoun (\bar{x} = 4.518, S.D. = 0.975), using non-spokesperson and “we” as the first person pronoun (\bar{x} = 4.344, S.D. = 0.869), using CEO and “we” as the first person pronoun (\bar{x} = 4.322, S.D. = 0.974), using cartoon and “I” as the first person pronoun (\bar{x} = 4.305, S.D. = 0.938), and using non-spokesperson and “I” as the first person pronoun (\bar{x} = 3.870, S.D. = 0.973).

Table 4.21: Comparison of the Mean Score of Organization Reputation in the Victim and Preventable Crisis Situation

Victim crisis cluster		Preventable crisis cluster	
spokesperson	Mean	spokesperson	Mean
CEO “I”	4.8059	CEO “I”	4.6562
CEO “we”	4.9000	CEO “we”	4.3222
Cartoon “I”	5.1444	Cartoon “I”	4.3056
Cartoon “we”	4.8500	Cartoon “we”	4.5188
Non-spokesperson “I”	4.4222	Non-spokesperson “I”	3.8706
Non-spokesperson “we”	4.6500	Non-spokesperson “we”	4.3444

Table 4.21 compared the use of different spokesperson types with first person pronouns between the victim and the preventable crisis situation. As shown in the table, the mean score of the use of all spokesperson types with any first person pronoun in the victim crisis situation were higher than the mean score of the use of spokesperson types with any first person pronoun in the preventable crisis situation cluster.

Purchase Intention

The participants indicated that they would be likely to purchase this product (\bar{x} = 3.567, S.D. = 1.453), followed by would consider to use of this product (\bar{x} = 3.490, SD = 1.480), and would purchase this product (\bar{x} = 3.389, SD = 1.515).

Table 4.22: Purchase Intention Means

		Mean	Std. Deviation	Meaning
5.1	I would be likely to purchase this product.	3.5673	1.45306	Somewhat low purchase intention
5.2	I would consider to use of this product.	3.4904	1.48093	Somewhat low purchase intention
5.3	I would purchase this product.	3.3894	1.51555	Somewhat low purchase intention

Purchase Intentions and Crisis Clusters

The participants rated their perception of purchase intentions on the victim crisis cluster as in the medium level ($\bar{x} = 4.120$, S.D. = 1.152), and on the preventable cluster as somewhat low ($\bar{x} = 2.831$, S.D. = 1.349).

Table 4.23: Purchase Intention Means for the Victim and Preventable Crisis

Situations.			
Crises	Mean	Std. Deviation	Meaning
Victim	4.1206	1.15296	Medium purchase intentions
Preventable	2.8317	1.34947	Somewhat low purchase intentions

Table 4.24: Purchase Intentions Mean for each Group

Group	Crisis Clusters	Spokesperson Types	First person Pronoun	Mean	Std. Deviation	Meaning
Group1	Victim	CEO	I	4.0588	.56808	Medium purchase intentions
Group2	Victim	CEO	We	4.4074	1.00688	Medium purchase intentions
Group3	Victim	Cartoon	I	4.4259	.84641	Medium purchase intentions
Group4	Victim	Cartoon	We	4.2037	1.30929	Medium purchase intentions
Group5	Victim	Non-SP	I	4.0000	1.47750	Medium purchase intentions
Group6	Victim	Non-SP	We	3.5625	1.38628	Low purchase intentions
Group7	Preventable	CEO	I	3.6042	1.47683	Medium purchase intentions
Group8	Preventable	CEO	We	2.8148	1.10980	Somewhat low purchase intentions

(Continued)

Table 4.24 (Continued): Purchase Intentions Mean for each Group

Group	Crisis Clusters	Spokesperson Types	First person Pronoun	Mean	Std. Deviation	Meaning
Group9	Preventable	Cartoon	I	2.3148	1.01281	Low purchase intentions
Group10	Preventable	Cartoon	We	3.1042	1.35930	Somewhat low purchase intentions
Group11	Preventable	Non-SP	I	2.1569	1.11254	Low purchase intentions
Group12	Preventable	Non-SP	We	3.0741	1.58653	Somewhat low purchase intentions
Total				3.4824	1.40802	

Table 4.25: Comparison of the Mean Scores of Purchase Intention in the Victim and Preventable Crisis Situations

Victim crisis cluster		Preventable crisis cluster	
spokesperson	Mean	spokesperson	Mean
CEO “I”	4.0588	CEO “I”	3.6042
CEO “we”	4.4074	CEO “we”	2.8148
Cartoon “I”	4.4259	Cartoon “I”	2.3148
Cartoon “we”	4.2037	Cartoon “we”	3.1042
Non-spokesperson “I”	4.0000	Non-spokesperson “I”	2.1569
Non-spokesperson “we”	3.5625	Non-spokesperson “we”	3.0741

Table 4.25 compared the use of different spokesperson types with first person pronouns between the victim and the preventable crisis situations. As shown in the table, the mean scores of the use of all spokesperson types with any first person pronoun in the victim crisis situation were higher than the mean scores of the use of spokesperson types with any first person pronoun in the preventable crisis situation cluster.

Hypothesis Testing

The MANOVA revealed no significant multivariate effects of first person pronoun (Wilks' Lambda = 0.301, $p > 0.05$), crisis and spokesperson (Wilks' Lambda = 0.749, $p > 0.05$), crisis and first person pronouns (Wilks' Lambda = 1.134, $p > 0.05$), and spokespersons and pronouns (Wilks' Lambda = 1.045, $p > 0.05$).

Four hypotheses were formulated for this study

H1a: In victim cluster, a cartoon, CEO, or non-spokesperson that uses "we" as the first person pronoun will lead to different level of organization reputation from using "I" as the first person pronoun.

H1b: In victim cluster, a cartoon, CEO, or non-spokesperson that uses "we" as the first person pronoun will lead to different level of purchase intention from using "I" as the first person pronoun.

H2a: In preventable cluster, a cartoon, CEO, or non-spokesperson that uses "we" as the first person pronoun will lead to different level of organization reputation from using "I" as the first person pronoun.

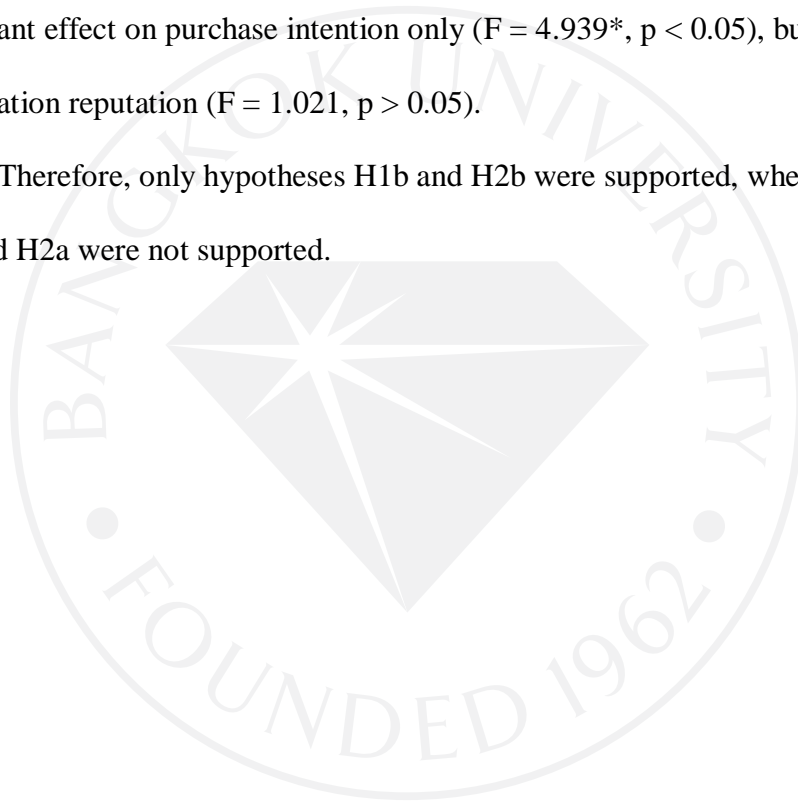
H2b: In preventable cluster, a cartoon, CEO, or non-spokesperson that uses "we" as the first person pronoun will lead to different level of purchase intention from using "I" as the first person pronoun.

To test the aforesaid hypotheses, the Multivariate Analysis of Variance (MANOVA) was used to investigate the 2 X 3 X 2 factorial design, to see whether the participants' perception of organization reputation and purchase intention was different, given the situation in which the organization had been facing two different crisis situations (victim and preventable), and using three different types of

spokespersons (CEO, cartoon, non-spokesperson) with two different first person pronoun types (I and we).

As shown in Table 4.26, the 3-ways MANOVA of three independent variables (crisis cluster, spokesperson types, and first person pronoun types) revealed a significant 3-way interaction effects on the dependent variables (Wilk's Lambda = 2.580*, $p < 0.05$). (Table 3.1). The univariate analysis, however, indicated the said significant effect on purchase intention only ($F = 4.939^*$, $p < 0.05$), but not on organization reputation ($F = 1.021$, $p > 0.05$).

Therefore, only hypotheses H1b and H2b were supported, whereas hypotheses H1a and H2a were not supported.



Three way MANOVA

Table 4.26: Multivariate Tests

Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept						
	Wilks' Lambda	0.044	2135.949 ^b	2.000	195.00	0.000
Crisis						
	Hotelling's Trace	0.291	28.348 ^b	2.000	195.00	0.000
Spokes						
	Wilks' Lambda	0.949	2.580 ^b	4.000	390.00	0.037
Pronoun						
	Hotelling's Trace	0.003	0.301 ^b	2.000	195.00	0.740
Crisis *						
Spokes	Wilks' Lambda	0.985	0.749 ^b	4.000	390.00	0.559
Crisis *						
Pronoun	Wilks' Lambda	0.989	1.134 ^b	2.000	195.00	0.324
Spokes *						
Pronoun	Wilks' Lambda	0.979	1.045 ^b	4.000	390.00	0.384
Crisis *						
Spokes *						
Pronoun	Wilks' Lambda	0.949	2.580 ^b	4.000	390.00	0.037

a. Design: Intercept + Crisis + Spokes + Pronoun + Crisis * Spokes + Crisis *

Pronoun + Spokes * Pronoun + Crisis * Spokes * Pronoun

b. Exact statistic

c. The statistic is an upper bound on F that yields a lower bound on the significance level.



Table 4.27: Univariate Test

Type III						
Source	Dependent Variable	Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	ORG	22.537 ^a	11	2.049	2.023	0.028
	PI	121.172 ^b	11	11.016	7.465	0.000
Intercept	ORG	4322.734	1	4322.734	4268.195	0.000
	PI	2512.025	1	2512.025	1702.431	0.000
Crisis	ORG	10.955	1	10.955	10.817	0.001
	PI	82.133	1	82.133	55.662	0.000
Spokes	ORG	6.264	2	3.132	3.093	0.048
	PI	10.351	2	5.175	3.507	0.032
Pronoun	ORG	0.133	1	0.133	0.131	0.717
	PI	0.881	1	0.881	0.597	0.441
Crisis * Spokes	ORG	0.318	2	0.159	0.157	0.855
	PI	4.129	2	2.064	1.399	0.249
Crisis * Pronoun	ORG	0.089	1	0.089	0.088	0.767
	PI	2.840	1	2.840	1.925	0.167

(Continued)

Table 4.27 (Continued): Univariate Test

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Spokes *	ORG	2.379	2	1.189	1.174	0.311
Pronoun	PI	2.330	2	1.165	0.790	0.455
Crisis * Spokes	ORG	2.068	2	1.034	1.021	0.362
* Pronoun	PI	14.576	2	7.288	4.939	0.008
Error	ORG	198.504	196	1.013		
	PI	289.208	196	1.476		
Total	ORG	4559.070	208			
	PI	2932.778	208			
Corrected Total	ORG	221.041	207			
	PI	410.380	207			

a. R Squared = 0.102 (Adjusted R Squared = 0.052)

b. R Squared = 0.295 (Adjusted R Squared = 0.256)

Hypothesis H1a and H2a

H1a : In victim cluster, a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of organization reputation from using “I” as the first person pronoun.

H2a : In preventable cluster, a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of organization reputation from using “I” as the first person pronoun.

Table 4.28: Means of the Use of Crises, Spokespersons, and First Person Pronouns on Organization Reputation

Crisis	Spokes		Mean	Std. Deviation	N
Pronoun					
Victim	CEO	I	4.805	1.01210	17
		We	4.900	1.08302	18
	Cartoon	I	5.144	0.75788	18
		We	4.850	0.78833	18
	Non-SP	I	4.422	1.26610	16
		We	4.650	1.27854	17
Preventable	CEO	I	4.656	1.05386	16
		We	4.282	0.98947	17
	Cartoon	I	4.342	0.92575	19
		We	4.518	0.97585	16
	Non-SP	I	3.870	0.97389	17
		We	4.344	0.86990	18

Hypothesis H1a and H2a predicted the interactive effect of using the different spokespersons and first person pronouns on organization reputation in the victim and preventable crisis cluster. However, these hypotheses were not supported. The univariate analysis revealed a non significant effect of three independent variable on organization reputation ($F = 1.012$, $p > 0.05$)

The descriptive statistics in Table 4.22 revealed that as for the organization in both crisis clusters (victim and preventable) which use any spokesperson (CEO, cartoon, non-spokesperson) and any first person pronoun type (I and we), the participants perceived its organization as having neutral ($\bar{x} = 3.8706$, S.D. = 0.97389) to somewhat positive reputation ($\bar{x} = 5.1444$, S.D. = 0.75788)

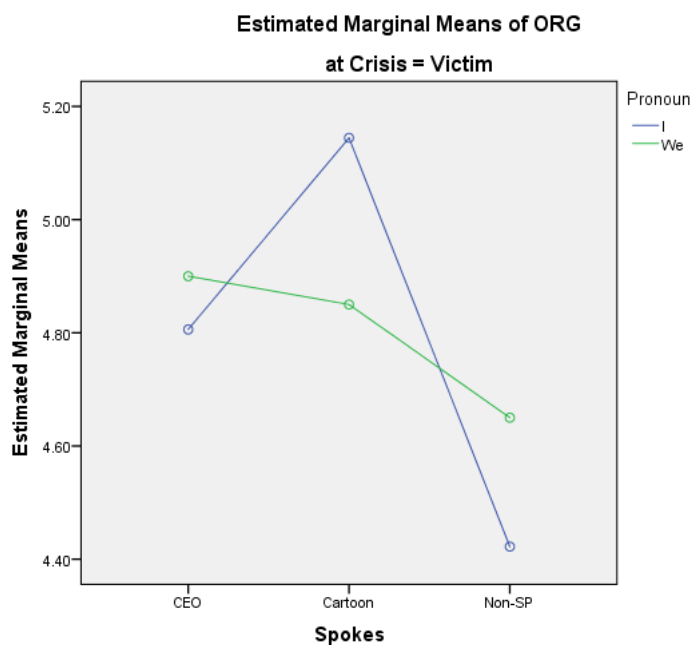


Figure 4.1: The 3-way Interaction Effects of Using Different Types of Spokespersons and First Person Pronouns in the Victim Crisis Cluster on Organization Reputation

Table 4.29: Mean Scores of Organization Reputation with the Use of Different Spokespersons and First Person Pronouns in the Victim Crisis Cluster

Victim Cluster		"I"	"we"
	CEO	4.805	4.900
	Cartoon	5.144	4.850
	Non-Spokespersons	4.422	4.650

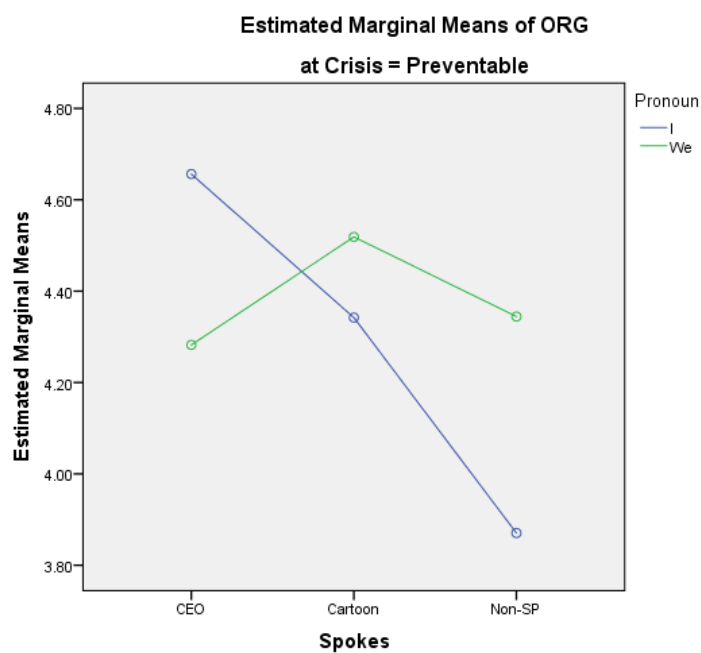


Figure 4.2: The 3-way Interaction Effects of Using Different Types of Spokespersons and First Person Pronouns in the Preventable Crisis Cluster on Organization Reputation

Table 4.30: Mean Scores of Organization Reputation with the Use of Different Spokespersons and First Person Pronouns in the Preventable Crisis Cluster

Preventable		“I”	“we”
Cluster	CEO	4.656	4.282
	Cartoon	4.342	4.518
	Non-Spokespersons	3.870	4.344

Hypothesis H1b and H2b

H1b In victim cluster, a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of purchase intention from using “I” as the first person pronoun.

H2b :In preventable cluster, a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of purchase intention from using “I” as the first person pronoun.

Table 4.31: Means of the Use of Crises, Spokespersons, and First Person Pronouns on Purchase Intention

Pronoun	Purchase Intention			Mean	Std. Deviation	N
	Crisis	Spokes				
Purchase Intention	Victim	CEO	I	4.0588	0.56808	17
			We	4.4074	1.00688	18
		Cartoon	I	4.4259	0.84641	18
			We	4.2037	1.30929	18
		Non-SP	I	4.0000	1.47750	18
			We	3.5625	1.38628	16
	Preventable	CEO	I	3.6042	1.47683	16
			We	2.9216	1.04436	17
		Cartoon	I	2.2456	1.02946	19
			We	3.1042	1.35930	16
		Non-SP	I	2.1569	1.11254	17
			We	3.0741	1.58653	18

The descriptive analysis revealed that when the organization had been facing the victim crisis cluster, their perceived purchase intention was in the medium level.

The purchase intention was found to be the highest in the medium level in the situation where the organization is facing the victim crisis when the organization used cartoon and “I” first person pronoun was found to be highest purchase intention ($\bar{x} = 4.4259$, $SD = 4.2037$), using CEO and “we” first person pronoun ($\bar{x} = 4.4074$, $SD = 1.00688$), using cartoon and “we” first person pronoun ($\bar{x} = 4.2037$, $SD = 1.30929$), using CEO and “I” first person pronoun ($\bar{x} = 4.0588$, $S.D. = 0.56808$), using non-spokesperson and “I” first person pronoun ($\bar{x} = 4.0000$, $S.D. = 1.47750$). However, when the organization used non-spokesperson and “we” first person pronoun, the purchase intention was in the somewhat low level ($\bar{x} = 3.5625$, $S.D. = 1.38628$).

In the preventable crisis clusters, only using CEO and “I” first person pronoun would lead to the highest purchase intention ($\bar{x} = 3.6042$, $S.D. = 1.47653$) which is in the medium level. In other situations, the customers’ purchase intention was in the low to somewhat low level. Those situations are using cartoon and “we” first person pronoun ($\bar{x} = 3.1042$, $S.D. = 1.35930$).

Preventable crisis cluster with using non-spokesperson and “we” first person pronoun ($\bar{x} = 3.0741$, $S.D. = 1.58653$), with using CEO and “we” first person pronoun ($\bar{x} = 2.9216$, $S.D. = 1.04436$), using cartoon and “I” first person pronoun ($\bar{x} = 2.2456$, $S.D. = 1.02946$), and using non-spokesperson and “I” first person pronoun ($\bar{x} = 2.1569$, $S.D. = 1.11254$).

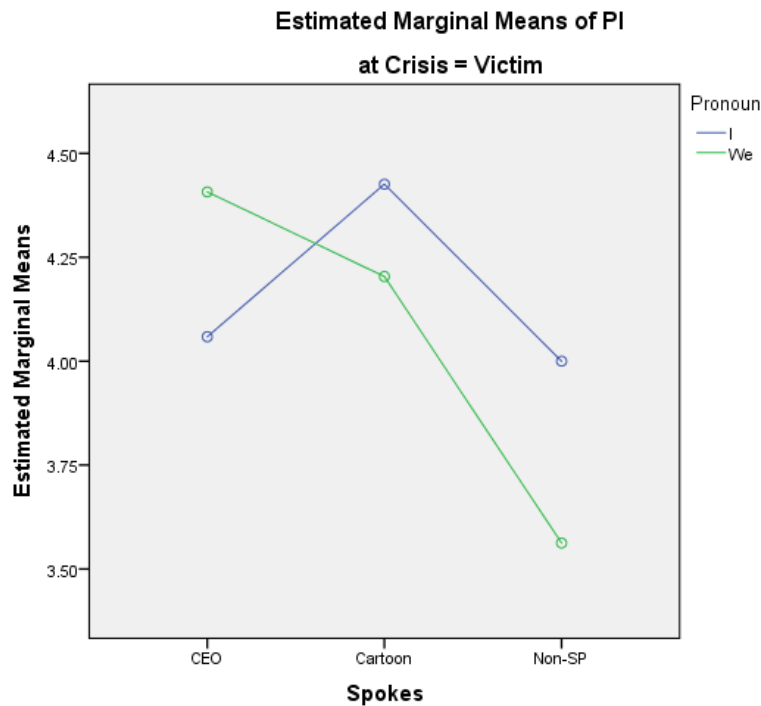


Figure 4.3: The 3-way Interaction Effects of Using Different Types of Spokespersons and First Person Pronouns in the Victim Crisis Cluster on Purchase Intention

Table 4.32: Mean Scores of Purchase Intention with the Use of Different Spokespersons and First Person Pronouns in the Victim Crisis Cluster

Victim Cluster*	"I"	"we"
CEO	4.058	4.407
Cartoon	4.425	4.203
Non- Spokespersons	4.000	3.562

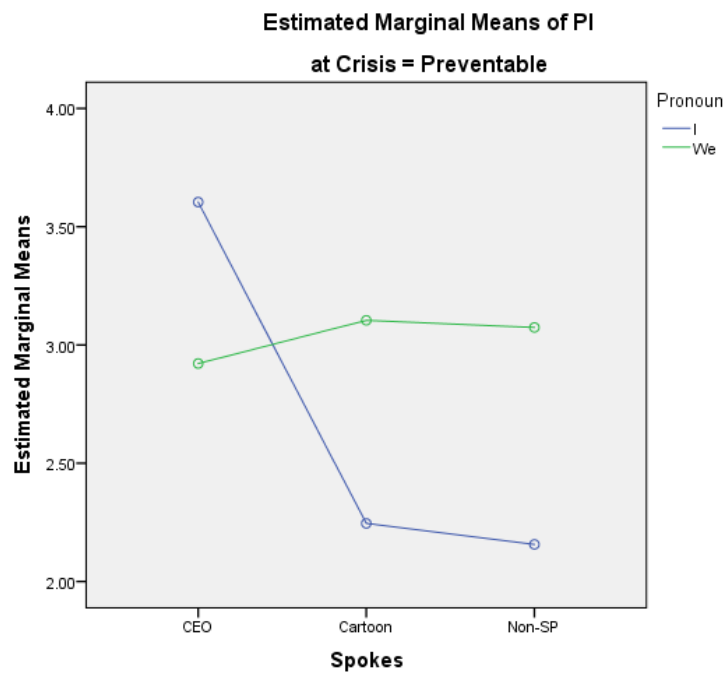


Figure 4.4: The 3-way Interaction Effects of Using Different Types of Spokespersons and First Person Pronouns in the Preventable Crisis Cluster on Purchase Intention

Table 4.33: Mean Scores of Purchase Intention with the Use of Different Spokespersons and First Person Pronouns in the Preventable Crisis Cluster

Preventable		"I"	"we"
Cluster*	CEO	3.604	2.921
	Cartoon	2.245	3.104
	Non-	2.156	3.074
	Spokespersons		

Table 4.34: Summary of Results

	Research Questions/Hypotheses	Variables	Statistics	Finding
H1a	In victim cluster, a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of organization reputation from using “I” as the first person pronoun.		MANOVA	Not Supported
H1b	In victim cluster, a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of purchase intention from using “I” as the first person pronoun.		MANOVA	Supported
H2a	In preventable cluster, a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of organization reputation from using “I” as the first person pronoun.		MANOVA	Not Supported
H2b	In preventable cluster, a cartoon, CEO, or non-spokesperson that uses “we” as the first person pronoun will lead to different level of purchase intention from using “I” as the first person pronoun.		MANOVA	Supported

The results confirmed the use of the different spokesperson types and first person pronoun types only on purchase intention but not on organization reputation.

The stakeholders might perceive all spokesperson types with any kind of first person pronoun are the representative from the organization on organization reputation.

In contrast, different spokesperson types with any kind of first person pronouns are effective on purchase intention on both in the victim and preventable crisis situations.

In victim crisis situation, the use of cartoon spokesperson in food crisis communication in the victim crisis situation is effective and can lead to higher purchase intention. In a victim crisis situation, the use of non-spokesperson is the worst spokesperson types with any first person pronoun types.

In preventable crisis situation, CEO spokesperson and “I” first person pronoun is required even though CEO had the lowest blame and responsibility for the preventable crisis situation because of power and ability of CEO. The first person pronoun “we” is also effective when the organization used the cartoon or non-spokesperson as spokesperson. In preventable crisis situation, the stakeholder’s perception on non-spokespersons and “we” is not the worst as same as in the victim crisis situation. The use of non-spokespersons and “we” first person pronoun is required because of the highest responsibility from the stakeholders’ perspectives. Using suitable spokesperson types with suitable first person pronoun types is significant for organization when communicate in different crisis situations.

CHAPTER 5

DISCUSSION

This chapter is the last part of this dissertation and discuss the results of this study. Discusses about the use of crisis situation clusters, spokesperson types and first person pronoun types by using previous researches. Following by implication, limitation, and future direction.

Introduction

Crisis communication strategies aim to improve crisis responses. This study focuses on the convenience food product; frozen food and use of different spokesperson types and different first person pronoun types in two crisis situations (the victim and the preventable crises). The objective of this study is to investigate the main and interactive effects of using spokesperson types and first person pronoun types on organization reputations and purchase intentions. This study showed that the use of different spokesperson types with first person pronoun types only affects purchase intention, but not organization reputations on both in the victim and preventable crisis situations.

In the similar manner, Beldad, van Laar, and Hegner (2018) found that crisis types can lead to stakeholders' purchase intentions. Specifically, on food products, the stakeholders seem to be concerned with their illness, health, and death. In this study, in the victim crisis situation, the stakeholders did not blame on the organization and ask for organization's responsibility. As a result, the stakeholders perceived higher purchase intention than in the preventable crisis situation when using different spokespersons with any kind of first person pronoun types. This finding corresponds to what was found in previous studies.

Summary of Research Hypotheses

The hypotheses testing revealed that the use of three spokesperson types with two first person pronouns had no effect on organization reputation in the victim situation cluster. The stakeholders perceived the organization reputation was somewhat not to be blamed in the victim crisis situation by using all types of spokesperson with any kind of first person pronouns.

Moreover, the stakeholders perceived the use of different spokesperson pronouns with any first person pronoun types differently in the victim crisis situation on purchase intention. The use of CEO and the cartoon spokespersons would lead to higher purchase intention level than the use of non-spokespersons. The use of cartoon with “I” first person pronoun can lead to the highest purchase intention level. Stakeholders perceived the use of “I” first person pronoun was higher than the use of “we” first person pronoun when using the cartoon and non-spokespersons. On the other hand, only CEO spokesperson and “we” can lead to the higher purchase intention than the use of “I” first person pronoun.

Similar to the results on the organization reputation on victim crisis situation, stakeholders perceived the use of any spokespersons with any kind of first person pronouns had no effect on organization reputation in the preventable crisis cluster. However, the use of different spokesperson types with any kind of first person pronoun can lead to different level purchase intentions in preventable crisis situation. That is stakeholders preferred the use of CEO spokespersons and “I” first person pronoun who had the highest source credibility and low level of blame and responsibility, while the use of “we” first person pronoun was effective with the use of the cartoon and non-spokesperson.

Discussion

Situational Crisis Communication Theory and Organization Reputation in the Victim Crisis Cluster

Since the stakeholders blamed the occurred crisis on the organization in the preventable crisis situation, they did not put that much blame on the organization in the victim crisis situation based on the levels of blame and responsibility of crisis situations in Situational crisis communication theory (Coombs, 2007). This discussion began with two different crisis situations focusing on the highest (victim cluster) and the lowest (preventable cluster) responsibilities of the organization in crisis situations. The positive and negative outcome from the crisis situation can occur and harm the organization reputation. SCCT focuses on the different level of organizational damage which lead to organization reputation. Moreover, the stakeholders also perceived very high responsibility in the preventable crisis situation, but they had undecided on the organization's responsibility the victim crisis situation. It was because the public tends to attribute low crisis responsibility to organizations experiencing a crisis (Coombs, 2007). However, any kind of spokespersons with first person pronoun was not significantly different on organization reputation in this study because the different crisis situations can affect the different levels of communication strategies (Coombs, 2014; Kiambi and Shafer, 2016; Kim, 2016). That is, stakeholders perceived the organization in the victim crisis cluster as having somewhat positive reputation, while perceiving it in the preventable cluster as having neutral reputation. This can be supported Ma and Zhan (2016)'s study that organization might not be maintained by using SCCT because the organization lacked of ability to make ethical and responsible choice (Kim & Sung, 2014; Krishna &

Vibber, 2017). Whereas the use of cartoon spokesperson led to the highest level of unethical source credibility, the use of cartoon and “I” or “we” can lead to the highest score for social attraction and purchase intention in the victim crisis situation. It might be because stakeholders perceived the power of using cartoon in the victim crisis situation. Kraak and Story (2015), Karunaruwat (2006) and Thawornwongsakul (2010) supported this notion that cartoons are used as spokespersons for companies to lead to attractiveness, purchase intention, and positive attitude.

The stakeholders’ perceptions on organization reputation in the victim crisis situation were mostly somewhat positive with the organization using any kinds of spokesperson types with any kinds of first person pronoun except the use of non-spokesperson and “I”. It might be because the use of non spokesperson cannot lead to stakeholders’ perception as being honest and honorable as CEO or the cartoon spokespersons.

It is quite troublesome to maintain stakeholders’ positive feedback in any kind of crisis situation whether it is victim or preventable crisis situations. Wall and Chen (2018) supported that food crisis can lead to an unjustifiable and anxiety on stakeholders’ perceptions. Crisis on food can undermine stakeholders’ confidences (Wall & Chen, 2018)

Whereas source credibility was significantly different with different spokesperson types, but on organization reputation it did not yield significantly difference in this study. Unlike the feedback in terms of purchase intention, organization reputation might rely basically on knowledge and attitude, especially for food product (Hoque & Alam, 2018).

The stakeholders might have the perception of good and bad organization reputation which is very important for organizations to protect their reputation (Kim, 2016) and they would have to protect itself carefully. The organization has to prevent reputational damage in crisis communication which may have an effect on organization reputation.

The stakeholders in this study perceived the organization reputation as, in the positive way, being concerned with the well-being of its publics, basically honest, and they trust the organization to tell the truth about the incident. Under most circumstances, they would also be likely to believe what the organization says, and they would buy a product or service from this organization. However, under some particular circumstances, that the organization might be dishonest and not concerned with the well-being of its publics, they would not believe what the organization says, nor trust the organization to tell the truth about the incident. Finally, they would prefer to have nothing to do with this organization.

Purchase Intentions in the Victim Crisis Situation

In contrast, the use of three spokesperson types with any kind of first person pronoun types affected the stakeholder's purchase intention in the victim crisis situation. On purchase intention, the stakeholders perceived the significant difference when using of different spokesperson pronoun types with any kind of first person pronoun types on both the victim and the preventable crisis situations. In crisis communication study, previous studies confirmed that crisis types can effect on purchase intention (Beldad, van Laar, & Hegner, 2018; He & Qu, 2018; Hoque & Alam 2018; Lee, 2018).

In the victim crisis situation, medium purchase intentions were found, while in the preventable crisis situation, somewhat low purchase intentions were stated. Stakeholders also prefer the use of “I” first person pronoun. This finding was supported the previous study of Atcha’s (1998) which food that using cartoon spokesperson can increase purchase intention, especially when the organization creates its own cartoon spokesperson in order to lead to the positive emotion (Manaf & Alallan, 2017; Yui, 2017).

This finding corresponds to what was investigated in previous studies that trustworthy, honest and reliable source credibility were significant factor predicting purchase intention (He, & Qu, 2018). Purchase intention, specifically on food product, was related to healthfulness and illness, the stakeholders might need to be confident to purchase the product (Bánáti, 2011).

Spokesperson Types and Source Credibility in the Victim Crisis Situation

Since “innovative and novel ways of communication are required to make food information more attractive to the public and to interact with the public” (Wall & Chen, 2018, p.3), the use of cartoon spokespersons in the victim crisis situation in this study can enhance the high level of purchase intention. However, the use of CEO, the cartoon, and non-spokesperson with “I” or “we” first person pronouns might not enhance trust and open-communication adequately in the preventable crisis situation in this study. When the organization did something wrong, the stakeholders blamed it on the organization and expected that the organization had high responsibility for the crisis. That is why the stakeholders might trust only on spokespersons but not the organization. While Hoque and Alam (2018) found that crisis communication

associates with source credibility, according to the finding in this study, the stakeholders seemed to focus on crisis types rather than on spokespersons type nor first person pronoun types. Hence, the use of any spokesperson pronoun types with any first person pronoun types were not significantly different.

This study supported the use of CEO or the cartoon in the victim crisis situation. The effect of using spokesperson types in the victim crisis situation was higher when using CEO and the cartoon than using of non-spokesperson. Barrett (2005) supported the use of limited company spokesperson was effective than the use of multi spokespersons. The opportunities for the organization in the victim crisis situation was the use of the most effective spokesperson in crisis situation.

The use of CEO or the cartoon in the victim crisis situation can lead to higher credibility level because the stakeholders might perceive the organization' message consistent (Barrett, 2005) than the use non-spokespersons which might refer to all members in the organization. Hence, in the victim crisis situation, the use of the cartoon or CEO as a spokesperson may lead to higher purchase intention than using non-spokesperson in the crisis communication.

Moreover, any kind of spokespersons with first person pronoun types might build organization reputation in the similar manner because it is difficult to build positive organization reputation when the organization was in the crisis situation (Wall & Chen, 2018). The use of "we" first person pronoun leaded to higher social attraction level than the use of "I" first person pronoun. The stakeholders may perceive the use of "we" first person pronoun as they would like to have a friendly chat with him/her, so they think he could be friend of theirs, and he/she would be pleasant to be with. However, the use of "we" might also be impossible to establish a

personal friendship with each other, he/she just would not fit into their circle of friends, and they would be difficult to meet and talk with him/her.

Moreover, the stakeholders also perceived the use of “I” first person pronoun in a positive manner in that they would like to have a friendly chat with the said spokesperson, he/she would be pleasant to be with, and they think he/she could be friend of theirs. The negative aspects were they could never establish a personal friendship with him/her, he/she just wouldn’t fit into their circle of their friends, and it would be difficult for them to meet and talk with him/her.

Hence, in the victim crisis situation, “we” first person pronoun can lead to higher social attraction with the use of cartoon or non-spokesperson. In contrast, the use of “I” first person pronoun with CEO spokesperson can lead to higher social attraction than the use of CEO and “we” first person pronouns. It might be because the stakeholders might need to communicate with CEO who was honest, moral, care about them, and honorable.

It is interesting that the stakeholders perceived the highest social attrition level with the use of cartoon spokesperson, followed by CEO and non-spokesperson with any kind of first person pronoun. It can be supported by previous studies that the use of creative and created spokesperson can lead to more attraction (Heiser & Sierra and Terres, 2008 & vander et al., 2009)

Moreover, the study of crisis situation clusters confirmed that the different crisis level can lead to different outcomes. Using suitable spokesperson types with first person pronoun types can affect the organization differently (Assed, 2017). SCCT also confirmed that different crisis situation clusters lead to different levels of organization’s blame and responsibility. The preferred stakeholders to be used is

“cartoon” spokesperson with “I” first person pronoun in the victim crisis cluster. It might be because stakeholders will deviate their attention from the blame on the organization’s reputation, since they might be familiar with using cartoon as a tool of marketing communication to represent an organization, such as Ronald McDonald who was the cartoon spokesperson of McDonald.

Interactive Effects of Using Spokespersons Types and First Person Pronouns

In the victim crisis clusters, the stakeholders rated somewhat not to be blamed on the organization and rated undecided on the preventable crisis situation. Based on the findings in this study, when the organization used CEO spokesperson, it can lead to the positive aspects in source credibility which was honest, moral, caring about them, honorable, having the stakeholder’s interest at heart, and concerned with the stakeholders. The use of CEO spokesperson also led to the negative aspects which were phoney, not understanding them, insensitive, unethical, untrustworthy, and self-centered.

As for the use of cartoon as a spokesperson, it was perceived as honorable, having the stakeholders’ interest at heart, honest, care about the stakeholders, moral, and concern with the stakeholders. Moreover, the negative aspects of using the cartoon were unethical, phoney, insensitive, not understand, untrustworthy, and self-centered.

Moreover, when the organization used non-spokesperson in its crisis communication, its message were perceived as caring about the stakeholders, having their interest at heart, honorable, honest, concerned with them, and moral. The non-spokesperson message also contained negative meaning, in that it might be perceived

as phoney, intensive, unethical, untrustworthy, not understanding, and self-centered.

As a result, it would seem reasonable that the positive aspects of the use of the cartoon and CEO which were honorable and honest can lead to higher levels of purchase intention than the use of non-spokesperson.

The different types of negative crisis clusters require different organization responsibilities. In this study, the use of different spokesperson types with first person pronoun types was found to have different credibility. According to Aiking and De Boer (2004), the spokesperson's credibility can lead to effective information in crisis communication strategies. This study support the study of Loftus (2015) that customers reacted differently when using the different the first person pronouns. In the victim crisis cluster, when CEO or cartoon spokesperson used "we" first person pronoun, the stakeholders may feel less antagonistic toward the organization. It might be because the public is familiar with the cartoon used by the organization as a communication strategy tool. Moreover, Jongsreuttanagul (2018) supported that using cartoon leads to friendliness and reduces serious result. Furthermore, since using "we" can help the organization avoid responsibility in difficult situations (Moberg & Ericsson, 2013), the stakeholders may not put high blame on the organization while perceiving it as having lower responsibility as well. This may be due to very little attribute of crisis responsibility (Clays, Cauberghe & Vyncke, 2010, p. 257).

However, in the preventable crisis situation cluster, strong attribution of crisis responsibility is put on the organization (Lee & Lariscy, 2008; Sisco, 2012; Kim, 2014). Unlike in the victim crisis situation, stakeholders perceive the organization had higher responsibility in the crisis situation in which the organization could prevent the occurrence of the said crisis.

As a result, stakeholders perceive higher purchase intention in the victim crisis situation cluster than in the preventable crisis situation. In preventable crisis situation cluster, especially on food products, stakeholders are concerned about their health, illness, and death that might occur out of the organization's negligence (Avery, Graham & Park, 2016; Greenberg & Elliott, 2009; Howell & Miller, 2010,).

The study also revealed that the stakeholders preferred the use of cartoon spokesperson when the organization had low blame and low responsibility. In contrast, when using CEO spokesperson, the stakeholders perceived that using "we" first person pronoun will yield a better effective outcome than using "I" first person pronoun.

It is interesting that stakeholders also perceived that using CEO spokesperson with "I" first person pronoun would provide the highest source credibility. It might be because, in the victim crisis situation, the stakeholders would not put high blame on CEO in the similar manner as on the organization in the victim crisis situation cluster. That is, as supported by Brown and White (2011), CEO might not be the one who takes responsibility for crisis situations.

Since CEO is basically perceived as having the highest source credibility, when compared with using a cartoon or non-spokesperson at all, hence, using CEO in the victim crisis situation cluster in which the organization is perceived as less blame and less responsibility, is significant for the organization (Hong & Len-Rios, 2015; Turk, Jin Stewart, Kim, Hipple, 2012). Thus, to lead to higher purchase intention, when the organization is facing a victim crisis situation, the organization should use CEO with "we" not "I" first person pronoun. It might be because the stakeholders did not blame on CEO individually.

Moreover, using non-spokesperson was found to lead to the lowest purchase intention in the victim crisis situation, since using non-spokesperson and “I” first person pronoun would lead to the highest blame and the highest responsibility, while non-spokesperson and “we” led to the lowest level purchase intention, and this finding confirmed that it might be because when using non-spokesperson and “I” first person pronoun, the stakeholders perceive the blame directly on the organization. In contrast, using CEO and cartoon in the said situation might alleviate the negative effects put straightly on the organization. The public’s attention, in this case, may be refocused on the CEO or cartoon since it represents the organization. It might be because the different source credibility would affect on purchase intention (Hoque & Alam, 2018).

When the organization used “I” first person pronoun, it was found to lead to high level purchase intention than using “we” first person pronoun. It might be because “we” first person pronoun seems to deviate direct responsibility from any individual. So, the stakeholder preferred to use “I” first person pronoun than non-spokesperson to communicate with them individually. This is because using “we” might seem to be too general and do not yield specific outcomes.

When a crisis occurs, stakeholders seem to prefer that the organization accepts the fault individually. Hence, using non-spokesperson and “I” first person pronoun was perceived to lead to the highest blame and responsibility and hence higher level of purchase intention than using non-spokesperson and “we” first person pronoun, to which low level of credibility and social attraction are linked.

Regarding source credibility, using a creative cartoon led to higher credibility than using no spokesperson (Ohanian, 1990; Atcha, 1998). Moreover, when the

organization did nothing wrong, using the spokesperson with high credibility and social attraction is preferred to lead to high level of purchase intention.

Using visible spokesperson than using no spokesperson is also preferable.

While CEO is perceived as having high responsibility, however, stakeholders would not blame directly on CEO. In the victim crisis situation cluster, the stakeholders would perceive the highest blame level and the highest responsibility level when the organization used non-spokesperson. They might need to communicate with the organization via a human or at least cartoon spokesperson as closer to human form. The stakeholders also preferred “I” first person than using “we” first person pronoun. It can be inferred that the stakeholders might need the organization to communicate with them without ambiguity, so they need the organization to be responsible for the crisis situation.

Organization Reputation in Preventable Crisis Situation

In the preventable crisis situation, the stakeholders perceived the organization as being blamed and having very high responsibility. The stakeholders blamed the highest on the use of non-spokesperson and “I” first person pronoun, and put very high responsibility on the use of non-spokesperson and “we” first person pronoun. It is interesting that the stakeholders blamed and perceived high responsibility on the use of non-spokespersons than the use of CEO or the cartoon. It might be because the stakeholders perceived that non-spokesperson communication fully represented the organization (Barrett, 2005).

The aforesaid incident is different from the use of CEO or the cartoon, since the stakeholders perceived CEO as having the lowest blame and responsibility in the

preventable crisis situation. It might be because the stakeholders know that the occurred crisis is due to the organization, not CEO's nor the cartoon's fault.

The stakeholders' perceptions on organization reputation were somewhat positive reputation in the preventable crisis situation only when the organization used CEO spokesperson and "I" and the cartoon spokesperson and "we". It might infer that the stakeholders required CEO and "I" who had the highest credibility and the cartoon and "we" who had the highest level of social attraction. In the preventable crisis situation, specifically in food health crisis, the stakeholders might need credibility as well as the cartoon with which they were familiar. It can be supported by studies from Romano and Becker (2005) and Lan and Zuo (2016) that cartoon has been successfully used as the effective spokesperson in marketing and advertising. Moreover, several organizations in Thailand used their cartoon spokespersons in serious situations such as in the preventable crisis situation. As a result stakeholders in this study might be familiar with using cartoon spokespersons as organization spokespersons. However, all spokesperson types with any kinds of first person pronouns cannot lead to the significant difference on organization reputation in this study.

Purchase Intention in Preventable Crisis Situation

In contrast, the use of three spokesperson types with any kind of first person pronoun types had significant effect on the stakeholders' purchase intention in the preventable crisis situation. The stakeholders seem to have both positive and negative opinion on each spokesperson with first person pronoun type. Specifically, food products that relate with safety and healthfulness were very significant for them (Spence, Stancu, Elliott, & Dean, 2018). They also need spokespersons who have

high level of credibility to maintain purchase intention of food products in crisis communication (Wall, & Chen, 2018).

In the preventable crisis situation, the stakeholders perceived the use of CEO, the cartoon, and non-spokespersons differently from in the victim crisis situation, in that stakeholders preferred the use of CEO or the cartoon than non-spokespersons. It seems to be that the stakeholders required all members of the organization to be the collective unit (Barrett, 2005). Therefore, the use of three types of spokespersons had the effect on purchase intention in the preventable crisis situation than in the victim crisis cluster. It might be because the stakeholders might as well link the crisis type and source credibility with purchase intention. It might be because on food problems, what the stakeholders need was trust, and open and transparent communication (Wall & Chen, 2018) and safe food was a critical problem for the stakeholders to decide to accept the organization. Therefore, the occurring food problem was solely the organization's responsibility (Wall & Chen, 2018).

Spokesperson Types and Source Credibility in the Preventable Crisis Situation

In the preventable crisis cluster, the use of all three spokesperson types were all significant. It is different from the victim crisis situation, in that CEO, the cartoon, and non-spokesperson were meaningful in the preventable crisis situation. Similarly, Barrett (2005) supported that organization's spokespersons had the ability to protect the organization. When the organization did something wrong, the stakeholders might perceive all spokesperson types used by the organization in the equal level. In this study, the stakeholders perceived CEO, the cartoon, or non-spokesperson credibility as similarly representing the organization credibility (Barrett, 2005).

Similar to the victim crisis situation cluster, the stakeholders seem not to blame on and do not ask for responsibility from CEO and “I” first person pronoun, in which they perceive the highest credibility. Hence, using CEO and “I” first person pronoun would lead to higher level of purchase intention than in the situation in which CEO and “we” first person pronoun were used. This might be because stakeholders prefer seeing the highest credible spokesperson in the preventable while in the victim crisis, in that they preferred CEO and “I” first person pronoun “we” first person pronoun. Hence, they prefer using the spokesperson with highest because “accurate information from a trustworthy source builds confidence” (Hoque & Alam, 2018, p.14). Moreover, Kacewicz et, al. (2014) found pronoun associated with power of leader, so CEO and “I” might be benefit for the organization to use in crisis situation because its stakeholders might need CEO and “I” which might represent power of CEO.

The stakeholders also preferred using “real human” than cartoon and non-spokesperson, hence they preferred to communicate with CEO and “I” first person pronoun. They might prefer a “CEO” individual for this situation when the organization is wrong because using “I” first person pronoun might lead to self-inclusive individual (I) (Sendén, Lindholm & Sikström, 2014).

This study supported previous studies that using CEO in the preventable crisis situation was significant because the use of CEO can enhance credibility (Hong & Len-Rios, 2015; Kim & Choi, 2014), even if stakeholders perceived the lowest blame and responsibility when the organization used CEO spokesperson in the preventable crisis situation. This can be supported by Brown & White (2011)’s study that CEO was a significant spokesperson to hold low responsibility in the crisis situation.

Moreover, the stakeholders perceived the use of CEO and “I” and “we” first person pronouns as having high source credibility (Auger, 2014; Lee, Kim, & Wertz, 2014). The stakeholders perceived the use CEO as trustworthiness, so it might because CEO might have the ability to protect the organization than the cartoon or non-spokesperson (Folse, Burton & Netemeyer, 2013). Since the stakeholders concerned with goodwill or caring from the organization (Westerman, Spence & Van Der Heide, 2014), purchase intention aspect can be affected when the stakeholders perceived organization cares about its stakeholders. The stakeholders might be concerned with using the organization is leader in the preventable crisis situation because CEO might be able to handle and protect the organization (Turk, Jin, Stewart, Kim, & Hipple, 2012).

Moreover, this study confirmed the effective use of cartoon spokesperson as credible communication strategies on purchase intention in the preventable. Since the use of cartoon spokespersons was effective in marketing and advertising, cartoon spokespersons might have ability and credibility to maintain purchase intention in the preventable crisis situation. That is, the use of cartoon might affect human cognitive process and trust of cartoon spokesperson that can provide benefit for brands (Yin, 2017).

First Person Pronoun Types and Social Attrition in the Preventable Crisis Situation

The use of the first person pronoun might reflect different perspectives of both senders and receivers in communication and relationship (Tausczik & Pennebaker, 2010). In the serious or preventable crisis situation, the use of first person pronoun

can be useful and meaningful in communication strategies (Casañ-Pitarch, 2016). Specifically, in organization communication, previous studies confirmed that the use of “we” can lead to more attraction than “I” (Packard, Moore, & McFervan, 2015). This study also confirmed that the use of cartoon or non-spokespersons and “we” first person pronoun can lead to higher social attraction level than the use of “I” first person pronoun.

In this serious situation, the stakeholders preferred the only spokesperson type, which was CEO, to use “I” first person pronoun. It might be because they need self-reference from the CEO which can affect on their positive attitude (Ahn & Bailenson, 2011). They might need self-presentation that can lead to the CEO’s power (Lee, 2012). They might prefer CEO and “I” because they would need the responsibility from said CEO to speak with them intentionally (Bresnahan, Levine, Lee, & Kim, 2009).

It is interesting that the use of different first person pronouns in this study can lead to different levels of social attraction. The stakeholders would blame on the CEO with “I” first person pronoun and the cartoon with “we” first person pronoun, but perceiving that non-spokesperson with “we” first person pronoun would carry the highest responsibility. It might confirm the previous studies that the stakeholders prefer the use of a spokesperson who represents the whole organization by using “we” first person pronoun.

Interactive Effects of Using Spokesperson Types and First Person Pronoun Types

In the preventable crisis situation, the stakeholders need a highly credible spokesperson, since they might need to talk with an individual speaker in the form of collective speaker (we). In this case, the stakeholders prefer a cartoon or no spokesperson at all with “we” first person pronoun. This may be because the stakeholders perceived that it is not the cartoon’s or non-spokesperson’s fault (non-human), and they prefer “collective” (we) spokesperson to represent of organization. Hence, using different first person pronouns may lead to different levels of purchase intention. It might be because the stakeholders prefer communicating with the spokesperson who provides open and transparent communication (Wall & Chen, 2018).

To be specific, using “we” might benefit the organization when using with “cartoon” and non-spokesperson.” It might be because the effect of using “we” first person pronoun is ambiguous and vague (Borthen, 2010) that might be beneficial because it refers to inclusive and exclusive speakers (Bazzanella, 2002). Stakeholders might perceive “we” first person pronoun as a spokesperson itself or functioning to represent its organization. So, stakeholders might prefer the use of cartoon or non-spokesperson and “we” first person pronoun than using “I” first person pronoun because they know that cartoon and non-spokesperson do not lead to a crisis by themselves.

In a preventable crisis situation, the stakeholders prefer the use of “we” first person pronoun to represent the organization together with using cartoon and non-

spokesperson. Moreover, using non-spokesperson and “we” first person pronoun lead to higher level of purchase intention than using cartoon or non-spokespersons and “I” first person pronoun, and CEO and “we” first person pronoun. This might be because the organizations seem to use “we” first person pronoun to communicate with their audiences to enhance positive attitude towards organization and use it as a cue in communication to make the stakeholders perceive they are in the same social category as the speakers (Burk & Stets, 2009). Moreover, Fukumura and van Gompel (2012) and Rumšienė and Rumšas (2014) also claimed that using “we” first person pronoun associated with the occurring situation, responsibility and trustworthiness. In the preventable crisis situation, stakeholders prefer using “we” with cartoon to and non-spokesperson to indicate the organization’s responsibility for only this situation.

Furthermore, the stakeholders preferred using the cartoon and “we” more than using non-spokespersons. When the organization use the cartoon and “we” first person pronoun, the stakeholders it as a better spokesperson than using no spokesperson at all. The stakeholders might be familiar with the use of “we” from organizations’ communication (Casañ-Pitarch, 2016) and the use of cartoon might lead to higher social attraction and credibility than the use of non-spokesperson. The stakeholders might realize that using the cartoon and “I” first person pronoun might play a role of representing the organization. The stakeholders might realize that the cartoon cannot do anything by itself, but it might be better to be the represent of the organization by using “we”. It might because the speakers use “we” to associate themselves with the hearers to reduce the power and distance of the speakers (Ho, 2013; Íñigo –Mora, 2004; Skelton, Wearn, and Hobbs, 2002). Cartoon and “we” in the stakeholders’ perceptions might be acceptable for them. As a result, the use of

cartoon and “we” first person pronoun seemed to make sense than using the cartoon and “I”. Hence, the stakeholders’ perceptions on the use of cartoon and “we” seemed to have the ability to enhance higher purchase intention in the preventable crisis situation than using CEO spokesperson.

Moreover, using “we” first person pronoun can lead to positive outcomes. This finding was supported by Yilmaz (2014) that speakers tend to use “we” first person pronoun in a negative or problem situation than using “I” first person pronoun, which is effective only when using with CEO. It might be because in the preventable crisis situation, the stakeholders preferred the use of CEO to communicate about his/her responsibility on a human form. Using CEO and “I” first person pronoun is effective because CEO is perceived as being highly credible and stakeholders prefer the spokesperson to focus on them to be more attractive (Kacewicz, Pennebaker, Davis, Jean & Graesser, 2014, p.13).

Thus, stakeholders require the organization to use highly credible spokespersons which are CEO or cartoon than using non-spokesperson, the lowest credible spokespersons. In this case, stakeholders perceive high credibility on CEO and cartoon, and they do not blame on CEO and cartoon. Moreover, they blame on the organization when the crisis occurs and ask for responsibility from the organization directly when a non-spokesperson that has the lowest credibility was used.

Implication

This study reported that the use of different spokesperson types can lead to different levels of source credibility and purchase intention. Organizations should have and prepare different kinds of spokespersons during and after crisis situations. This study also compared the use of the same spokesperson type with different first

person pronouns. The organization should select the suitably matching spokesperson types with first person pronoun types because the same spokesperson types with different first person pronoun types lead to different outcomes on the purchase intention aspect. Organizations should focus on their stakeholders' perspective on any kind of spokesperson.

The results confirmed the use of proper spokesperson and first-person pronoun when the organization wanted to communicate with its stakeholders in a food crisis situation. That is, a cartoon is a good spokesperson to be used in food crisis communication when the organization is in the victim situation, and can lead to higher purchase intention among the organization's stakeholders. Hence, a cartoon should be created to be used as a spokesperson as a part of integrated marketing communication in the victim situations. .

In a victim crisis situation, the organization's strategy to launch a message without a spokesperson may not be a good choice. If necessary, however, that kind of message should be used with a "we" pronoun to represent the organization's apology to its audiences. It is because the stakeholders basically asked for the organization's responsibility, so non-spokespersons and "we" first person pronoun might be suitable for the preventable food crisis situation when the organization need not carry a direct blame and responsibility.

Moreover, the organization should be significantly concerned with the crisis situation clusters. It is because stakeholders blamed on and asked for responsibility from the organization differently. The stakeholders might focus on the crisis situations, then blamed on the organization, and then directly focused on purchase intention (which relate to their health and illness) (Bánáti, 2011).

Organizations should be concerned with their cartoon spokesperson because the use of cartoon spokespersons would lead to higher level of purchase intention than using nothing on both the victim and the preventable crisis situations. Previous studies confirmed the use of cartoon spokespersons in different fields of researches. This study also confirmed the effectiveness of using cartoon spokesperson in crisis situation communication strategies. It is because the use of cartoon can lead to higher level of purchase intention when compared with CEO or non-spokesperson. Similarly, stakeholders might perceive source credibility on any spokespersons, but stakeholders might not perceive organization reputation because of the different crisis types. The cartoon is even a better choice than using non-spokesperson, since, in any crisis situation, a visible spokesperson can lead to a more positive effect than an invisible one. However, using a credible CEO may be a better choice only in the preventable crisis situation, since he/she could lead to higher credibility leading to higher purchase intention. Thus, using CEO in any food crisis situation might not be appropriate, but only when the organization committed a wrongdoing to the public. The “we” first person pronoun may also be a better strategy since it would shun away direct responsibility from both the CEO and the organization.

Limitations

This study would help to frame the use of spokespersons types with first person pronoun types in different crisis situations; the victim and preventable on organization and purchase intention, especially on food products. However, this study, like most others, does not lack limitations.

This study tested the use of three different spokesperson types and two first person pronoun types in two different crisis situation scenarios on food organization

reputations and purchase intentions. However, this was only three spokesperson types which do not cover all types of organization's spokespersons.

Second, two scenarios in this study focused on only frozen food crisis situation that might limit the generalizability. Therefore, other types of products and services may be brought in the crisis scenarios in the future studies.

Moreover, this study used only one type of the cartoon (objective cartoon) that created for this research methodology. So, there are other kinds of cartoon spokespersons that might be used, such as product cartoon and animal cartoon.

Furthermore, another limitation is that this study used only ungraduated communication students who preferred using cartoon spokespersons for frozen food product with unidentified gender, object cartoon, teenage, slim, and extremely modified cartoon spokesperson. This means the selected participations may not represent the other participant groups. Another limitation in this study is that female respondents outnumbered male respondents. Data were collected from communication field where the members tend to find more female than male.

Finally, this study should be generalized only for convenience food products, since this is the experiment study that focused specifically on the food products.

Further Application

An ample room for future research is still available. For example, future researches may explore the crisis situations of different kinds of products, services, or even ideologies, across various types of organizations, be it public, private, or non-profit ones. This is because nowadays, crisis is a common phenomenon in various fields. It may occur to tourism, politics, agriculture, etc., while deteriorating the credibility of related parties if handled improperly. Hence, strategic crisis

communication with proper spokespersons and messages is required to alleviate potential damages that might inflict on those parties. Further research of this issue will eventually shed a better light on the effectiveness of crisis communication.

It could benefit the future organizations in term of comparing three different levels of crisis situations; the victim, the accidents, and the preventable to use for the different outcomes on organization reputation and purchase intention.

Moreover, this study only tested on the three spokesperson types, so other organizations might use different spokesperson types by using the different genders, ages, and appearances. It might be useful for other organization to use well-known cartoon spokespersons and license cartoon spokespersons.

Based on the results of this study, the effectiveness of using cartoon in crisis communication, other food organizations might focus on the use of cartoon spokespersons in different crisis situations and different products.

Moreover, organizations might compare the use of different cartoon spokesperson types, which are animals, objects, and product cartoon, with the use of different first person pronoun types because the use of cartoon spokesperson types with different first person pronoun types might have different results.

Further Research

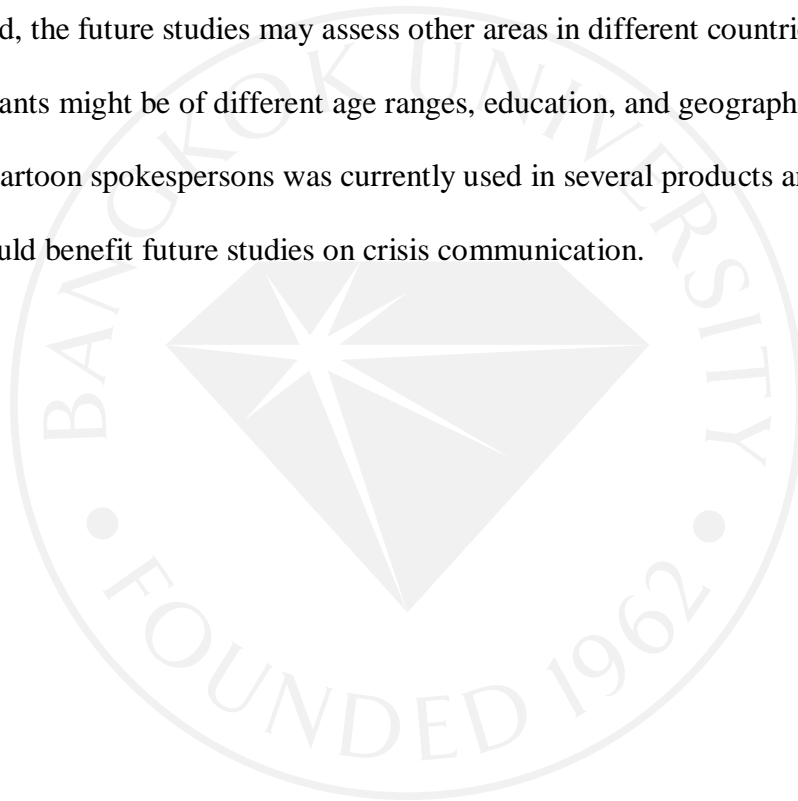
Based on the limitations on this study, the future studies might compare three different levels of crisis situations; the victim and the preventable to find out the different outcomes on organization reputation and purchase intention.

Moreover, this study only tested on the three spokesperson types, so future studies might compare different spokesperson types by using different genders, ages,

and appearances. The future study might use well-known cartoon spokespersons and licensed cartoon spokespersons.

Based on the results of this study, to generate the effectiveness of using cartoon in crisis communication, the future study might focus on the use of cartoon spokespersons in different crisis situations and different products and services.

Another future direction is that this study was conducted in a university of Thailand, the future studies may assess other areas in different countries. Other participants might be of different age ranges, education, and geographic because the use of cartoon spokespersons was currently used in several products and services. This could benefit future studies on crisis communication.



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Appendix A

Food selected

	Please choose <u>only one</u> food that you are always purchase	
	1. Canned foods	 <p>Source: https://sites.google.com/site/healthcare54/_/rsrc/1315281299421/xantray-cak-xahar-krapxng/untitled.bmp</p>
	2. Frozen food such as frozen food tray	 <p>Source: https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcQxNOFTSRZMZU8_Jk1N LNzYIXzhelPjGOyI6HCDbmhCi3yJBFW</p>
	3. Ready-to-cook food such as chicken, pork, chilled	 <p>Source: https://www.cpfreshmartshop.com/wp-content/uploads/2018/01/51035943_%E0%B8%AA%E0%B8%B8%E0%B8%97%E0%B8%98%E0%B8%B4%E0%B8%A5%E0%B8%B1%E0%B8%81%E0%B8%A9%E0%B8%93%E0%B9%8C-%E0%B9%81%E0%B8%AB%E0%B8%99%E0%B8%A1%E0%B9%80%E0%B8%AD%E0%B9%87%E0%B8%99%E0%B8%82%E0%B9%89%E0%B8%AD%E0%B9%84%E0%B8%81%E0%B9%88-220-</p>

		%E0%B8%81%E0%B8%A3%E0%B8%B1%E0%B8%A1-300x300.jpg
	<p>4. Processed foods from fruits and vegetables</p>	 <p>Source: https://cdn.shopify.com/s/files/1/1461/0630/products/TM1-0066_large.png?v=1477898001</p>
	<p>5. Semi-finished foods such as instant noodles</p>	 <p>Source: https://encrypted-tbn0.gstatic.com/images?q=tbn:ANd9GcTez2TEgKW3jlhToiSpg_rZfBFCbdTxuBokMHkgChySkz43elagNA</p>

Appendix B**CEO selected**

Please choose only one appropriated to be CEO of convenience food product

_____1.









_____2.



2. Age of the cartoon spokesperson for food product. **Please choose ONE**
____2.1 Kid ____2.2 Teenage ____2.3 Young adult ____2.4 Older
3. Gender of the cartoon spokesperson for food product. **Please choose ONE**
____3.1 Male ____3.2 Female ____3.3 Both ____3.4 Unsex
4. Anatomic of the cartoon 5 = strongly agree and 1= strongly disagree

5. Realistic of cartoon

— 5.1	 <p>https://static.artstation.com/Preview/2019/01/28_09_59_30/Screenshots_L.jpg?012C3FB-F8BD-473F-93BC-BE6A2FD7A83ED&ui=jpg</p>	 <p>https://x00.deviantart.net/YwKSLUKVE6toERk/Diva/Dogfile+to+File+in+VQ3Q30/Etherealhead_height(1.00)animation(pose000).flv?view=12010001_S+model+realism+by+grouchnovik@rjps</p>	 <p>https://cdn.vectormatic.com/1/1000x1000/60-22_image%2Bfruit-fresh-3d-realistic-image-vector-21476051.jpg</p>
— 5.2	 <p>Sources : Kikkisary & McDowell</p>	 <p>http://img.flickr.com/photos/victoria-dk/43681139.jpg?size=388&string</p>	 <p>https://cdn.vectormatic.com/1/1000x1000/2655_image%2Bcartoon-strawberry-292465.jpg</p>

Cartoon Spokesperson Development (continued)



Appendix D
The expert list

1. Asst.Prof.Walakkamol, Faculty of Communication Sciences, Prince of Songkla University, Pattani Campus
2. Dr. Wilawan Inchamnan, Head, Dept. of Interactive Design and Game Development, Information Technology Faculty, Dhurakij Pandit University
3. Dr. Tanawut Sekorarit Lecturer at school of fine arts, North Bangkok University
4. Jaturon Isarankura, Lecturer at school of fine and applied arts, Bangkok University, Graphic Design, Star fashion group
5. Panuwat Anuwattrakul, Graphic Design, Yong Santi
6. Krittaphon Wangpusit Lecturer at College of Teacher Education Phranakhon Rajabhat University
7. Fontip Surasith Public Relations at Department of Mineral Resources

The experts used in food types and news scenarios selected, CEO selected, and cartoon developed.

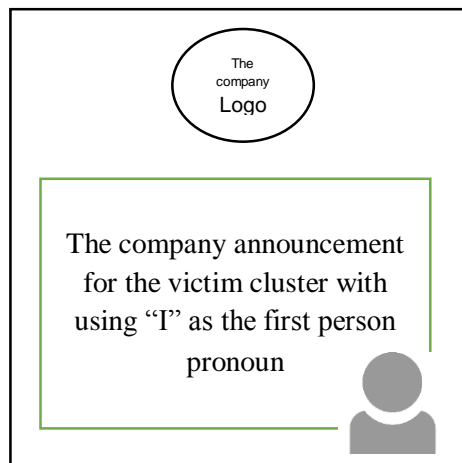
		Food type and news scenarios Selected	CEO developed	Cartoon developed
1	Asst.Prof.Walakkamol Changkamol			
2	Dr. Wilawan Inchamnan			
3	Dr. Tanawut Sekorarit			
4	Jaturon Isarankura			
5	Panuwat Anuwattrakul			
6	Krittaphon Wangpusit			
7	Fontip Surasith			

Graphic Designer Sutada Phisanoakkharaloedkun

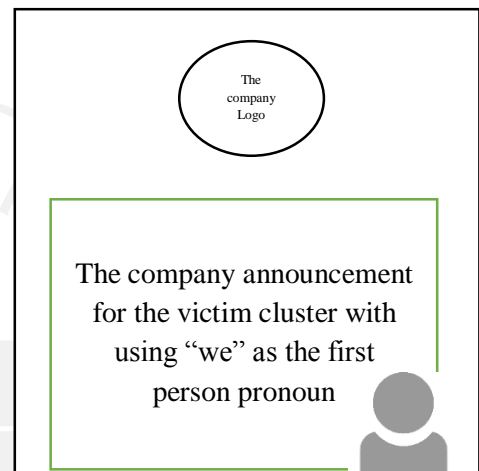
Appendix E

Company announcement for each 12 experiment group

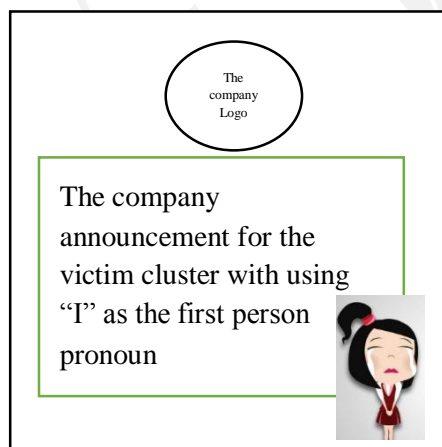
G.1



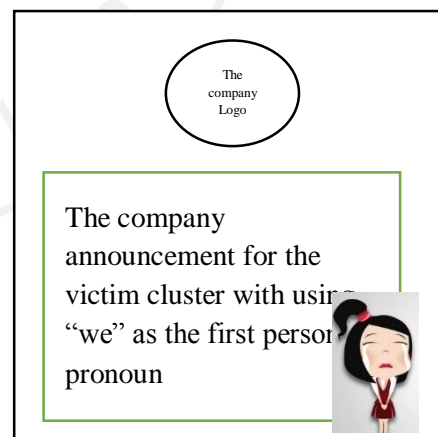
G2



G3

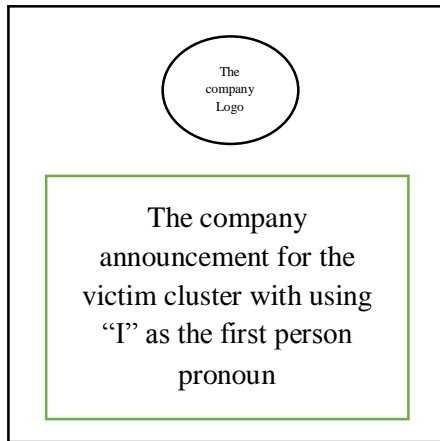


G4

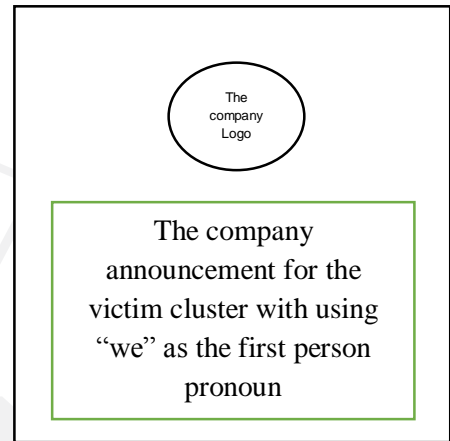


Source: https://m.facebook.com/story.php?story_fbid=461872757603366&id=100013419371414&_rdr

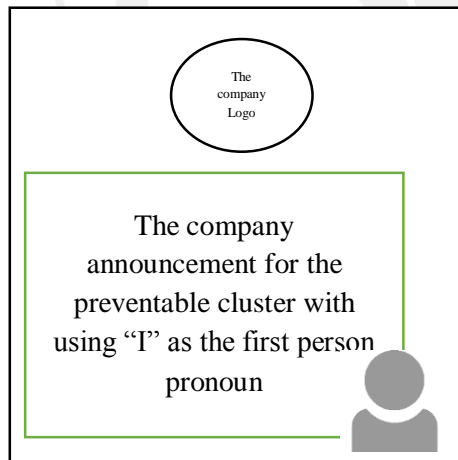
G5.



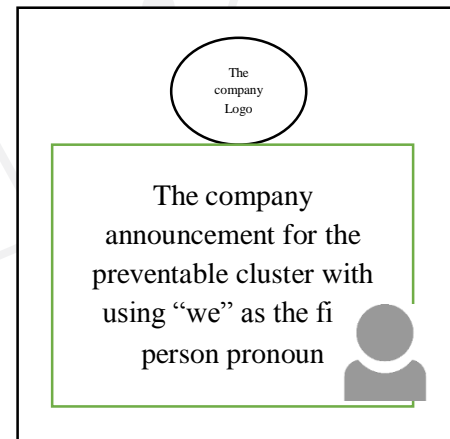
G6.



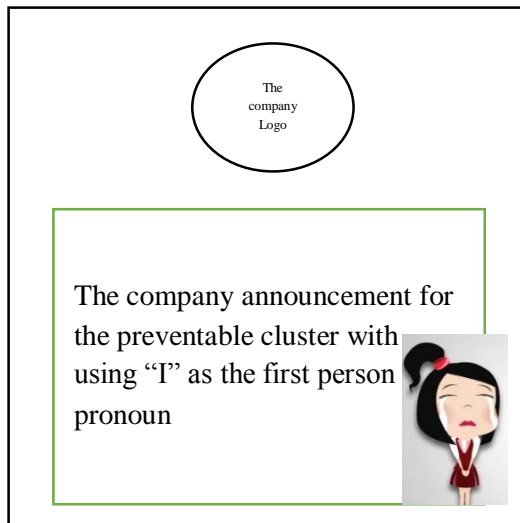
G7.



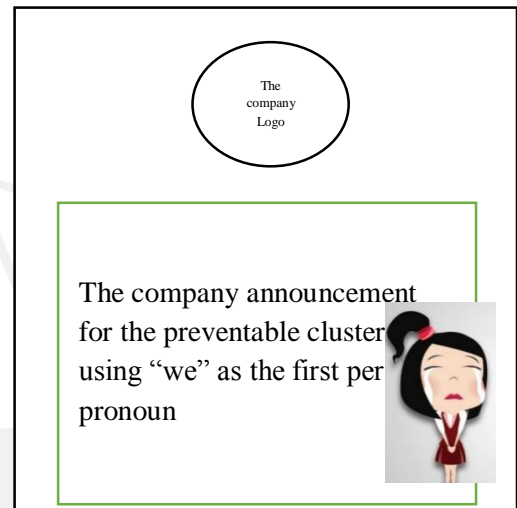
G8



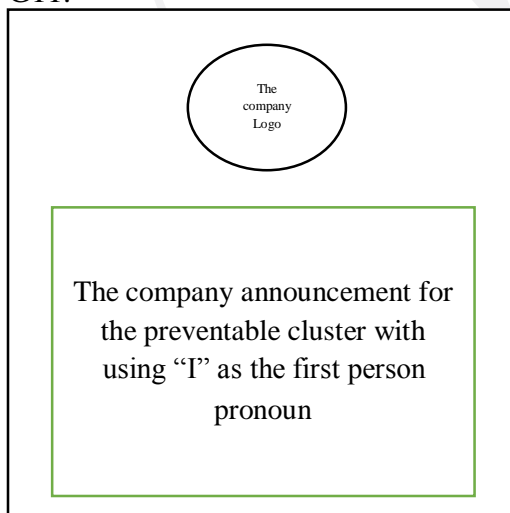
G9.



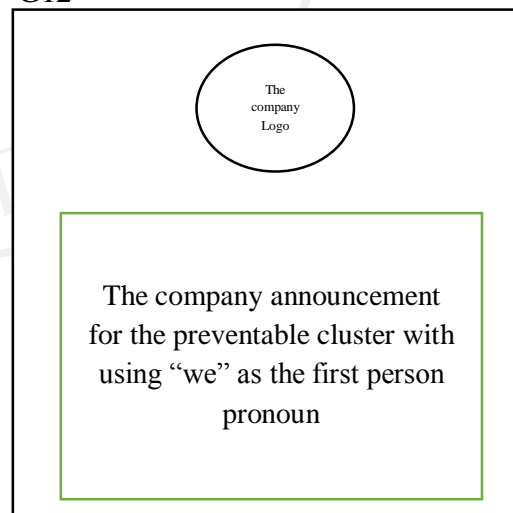
G10



G11.



G12



Appendix F

News scenarios

NEWS 1: FDA Arrested Manufacturer of Counterfeit Frozen Food “Aun Jingjang” Imitating Aunjang

The Food and Drug Administration arrested manufacturer of counterfeit ready-to-eat frozen food “Aun Jingjang”. The counterfeit products were produced in a factory not meeting the standards resulting in the deaths of two people. Several people were also taken to the hospital. According to investigations, there was chemical contamination during food processing as well as chemical contamination in the frozen food “Aun Jingjang” exceeding the maximum levels of the international standards between 0.9-67 mg/kg. As such consequence, people asked the government to carry out full investigations of Aun Jingjang frozen food manufacturing factory.

1 Feb.2019 (15.50 hrs)

Announcement

Aunjang Frozen Food Co., Ltd.

Re: FDA arrested manufacturer of counterfeit frozen food “Aun Jingjang” imitating Aunjang

Dear Valued Customer

We would like to express our sincere condolences to the deceased and their family and all those affected by ready-to-eat frozen food “Aun Jingjang” according to news appearing on websites and Facebook. We would like to inform you that the products are fakes and replicas of our products “Aunjang”. In addition, it was found that they copied many products of other businesses. In this case, there is explanation how to spot counterfeit products on our websites.

At this point, we are about to summarize evidence for taking a legal action against the manufacturer as well as distributors of the counterfeit products.

Best regards,
Mr. Kitti Laosuwanno
Chief Executives Officer
Aunjang Frozen Food Co., Ltd

NEWS 2: FDA Arrested Frozen Food Manufacturer “Aunjang”. Excessive Level of Chemical Contamination Found

According to the serious incident, two people were dead and many people were hospitalized after the consumption of ready-to-eat frozen food “Aunjang”. In this regard, the test of many frozen products sold in the market was carried out. Food and Drug Administration (FDA) declared that 26.1% of the products sold in the market is not chemically contaminated while the rest of 73.9% are, especially ready-to-eat frozen food “Aunjang” exceeding the maximum levels of the international standards between 0.9-67 mg/kg. As such consequence, people asked the government to carry out full investigations of Aunjang frozen food manufacturing factory.

1 Feb.2019 (15.50 hrs)

Announcement

Aunjang Frozen Food Co., Ltd.

Re: FDA arrested manufacturer of counterfeit frozen food “Aun Jingjang” imitating Aunjang

Dear Valued Customer

We would like to express our sincere condolences to the deceased and their family and all those affected by ready-to-eat frozen food “Aunjang” according to news appearing on websites and Facebook. As such result, the test of our product samples producing in the same lot of the company were carried out to check the quality of food as well as products to be sold at the shops. The result showed that there is chemical contamination in the products. In this case, the company will conduct investigations entirely associated with the issues. Once again, we would like to express our profound sadness to the deceased and all those affected by our products.

We reaffirm that we are committed to providing our customers with highest quality and safest products as your health is one of the most valuable things. It is our duty to find solution appropriateness and resolve the problems to the best of our ability.

Best regards,
Mr. Kitti Laosuwanno
Chief Executives Officer
Aunjang Frozen Food Co., Ltd

Appendix G:**Questionnaires**

naire for group 1

จากบทความข่าวด้านล่างเกี่ยวกับอาหารสำเร็จรูปสะดวกซื้อ โปรดตอบคำถามตรงกับความจริงมากที่สุด
แบบสอบถามนี้ไม่ควรใช้เวลาตอบนานเกินกว่า 25 นาที



ข่าว

อย. จับ อาหารแช่แข็งปลอม “อุ่นจริงจัง” เลียนแบบ “อุ่นจัง”

สำนักงานคณะกรรมการอาหารและยา จับกุมอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น “อุ่นจริงจัง” เลียนแบบอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง” ซึ่งอาหารแช่แข็งสำเร็จรูปปลอมนี้ ผลัดในโรงงานไม่ได้มาตรฐาน ทำให้เสียชีวิต 2 ราย และ นำส่งโรงพยาบาลอีกจำนวนหนึ่ง ตรวจพบสารเคมีตกค้างปนเปื้อนและ พบสารเคมีตกค้างในอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น “อุ่นจริงจัง” จนเกินมาตรฐานระหว่างประเทศ (0.9-67 มิลลิกรัม/กิโลกรัม) เรียกหรือรัฐบาลตรวจสอบโรงงานผลิตโรงงานอาหารแช่แข็ง “อุ่นจริงจัง” ที่มีปัญหา

🕒 1 ก.พ. 62 (15:50 น.)

3.6k share    

โปรดอ่านคำชี้แจงของบริษัทอาหารที่เป็นข่าวด้านล่าง และโปรดตอบคำถามตรงกับความจริงมากที่สุด



บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

คำชี้แจงเรื่อง อย. จับ อาหารแช่แข็งปลอม “อุ่นจริงจัง” เลียนแบบ “อุ่นจัง”

บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

เรียนลูกค้าทุกท่าน บริษัทฯ ผมแสดงความเสียใจกับผู้เสียชีวิตผู้ป่วยและญาติ ตามที่ปรากฏในข่าว อาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจริงจัง” ในเว็บไซต์ และ เฟซบุ๊กนั้น ผมขอชี้แจงให้ทราบว่าสินค้าในข่าวนั้น เป็นสินค้าปลอม ของยี่ห้อ “อุ่นจัง” และยังพบว่าได้มีการปลอมสินค้าอื่นอีกเป็นจำนวนมาก ซึ่งผมได้มีการอธิบาย วิธูลสินค้าปลอมในเว็บไซต์ของบริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง ขณะนี้ผมกำลังสรุปหลักฐานสำคัญ ผู้ผลิตสินค้าปลอมรวมถึงแหล่งจัดจำหน่ายสินค้า เพื่อดำเนินคดีทางกฎหมายต่อไป

ขอแสดงความนับถือ

นาย กิตติ เหล่าสุวรรณ โฉ

ผู้บริหารระดับสูง

บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

1. Please answer the following questions about how you felt about the company.

Blame and responsibility

To what degree should the company be blamed for this event?

Blame

Not at all To be blamed	Not Blamed	Somewhat Not blamed	Undecided	Somewhat blamed	Blamed	Absolutely to be blamed
1	2	3	4	5	6	7

How much responsibility should the company bear for this event?

Responsibility

Not at all responsible	Not responsible	Somewhat Not responsible	Undecided	Somewhat responsible	Responsible	Totally Responsible
1	2	3	4	5	6	7

Credibility

2. Please answer the following questions about how you felt about the **company spokesperson**.

Based on company response, I think company spokesperson is...		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
2.1	Care about me	1	2	3	4	5	6	7
2.2	Has my interest at heart	1	2	3	4	5	6	7
2.3	self-centered	1	2	3	4	5	6	7
2.4	Concerned with me	1	2	3	4	5	6	7
2.5	Insensitive	1	2	3	4	5	6	7
2.6	Non understanding	1	2	3	4	5	6	7
2.7	Honest	1	2	3	4	5	6	7
2.8	Untrustworthy	1	2	3	4	5	6	7
2.9	Honorable	1	2	3	4	5	6	7
2.10	Moral	1	2	3	4	5	6	7
2.11	Unethical	1	2	3	4	5	6	7
2.12	Phoney	1	2	3	4	5	6	7

Social Attraction

3. Please answer the following questions about how you felt about the **company conversation / message is..**

Based on company response, I think company conversation is..		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
3.1	I think he could be friend of mine.	1	2	3	4	5	6	7
3.2	I would like to have a friendly chat with him	1	2	3	4	5	6	7
3.3	I would be difficult to meet and talk with him.	1	2	3	4	5	6	7
3.4	He just wouldn't fit into my circle of friends	1	2	3	4	5	6	7
3.5	We could never establish a personal friendship with each other.	1	2	3	4	5	6	7
3.6	He would be pleasant to be with.	1	2	3	4	5	6	7

4. Organization Reputation Scale

Strongly Disagree 1 2 3 4 5 6 7 **Strongly Agree**

Please indicate how much you disagree or agree with each statement below.

	Based on company response, I think company conversation is..	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
4.1	The organization is basically honest.	1	2	3	4	5	6	7
4.2	The organization is concerned with the well-being of its publics	1	2	3	4	5	6	7
4.3	I do trust the organization to tell the truth about the incident.	1	2	3	4	5	6	7
4.4	I would prefer to have NOTHING to do with this organization.	1	2	3	4	5	6	7
4.5	Under most circumstances I WOULD NOT be likely to believe what the organization says.	1	2	3	4	5	6	7
4.6	The organization is basically DISHONEST.	1	2	3	4	5	6	7
4.7	I do NOT trust the organization to tell the truth	1	2	3	4	5	6	7

	about the incident.							
4.8	Under most circumstances, I would be likely to believe what the organization says.	1	2	3	4	5	6	7
4.9	I would buy a product or service from this organization.	1	2	3	4	5	6	7
4.10	The organization is NOT concerned with the well-being of its publics.	1	2	3	4	5	6	7

Purchase Intention

5. Please indicate how much you disagree or agree with each statement below.

	Based on company response,	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
5.1	I would be likely to purchase this product.	1	2	3	4	5	6	7
5.2	I would consider to use of this product.	1	2	3	4	5	6	7
5.3	I would purchase this product.	1	2	3	4	5	6	7

What is your age :

Questionnaire for group 2

จากบทความข่าวด้านล่างเกี่ยวกับอาหารสำเร็จรูปสะดวกซื้อ โปรดตอบคำถามตรงกับความจริงมากที่สุด
แบบสอบถามนี้ไม่ควรใช้เวลาตอบนานเกินกว่า 25 นาที

News Thai
นิวส์ไทย

ข่าว

อย. จับ อาหารแช่แข็งปลอม “อุ่นจริงจัง” เลียนแบบ “อุ่นจัง”

สำนักงานคณะกรรมการอาหารและยา จับกุมอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น “อุ่นจริงจัง” เลียนแบบอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นชื่อ “อุ่นจัง” ซึ่งอาหารแช่แข็งสำเร็จรูปปลอมนี้ ผลัดในโรงงานไม่ได้มาตรฐาน ทำผู้เสียชีวิต 2 ราย และ นำส่งโรงพยาบาลอีกจำนวนหนึ่ง ตรวจพบสารเคมีตกค้างปนเปื้อนและ พบสารเคมีตกค้างในอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น “อุ่นจริงจัง” จนเกินมาตรฐานระหว่างประเทศ (0.9-67 มิลลิกรัม/กิโลกรัม) เรียกห้องรัฐบาลตรวจสอบโรงงานผลิต โรงงานอาหารแช่แข็ง “อุ่นจริงจัง” ที่มีปัญหา

🕒 1 ก.พ. 62 (15:50 น.)

3.6k
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โปรดอ่านคำชี้แจงของบริษัทอาหารที่เป็นข่าวด้านล่าง และโปรดตอบคำถามตรงกับความจริงมากที่สุด



บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

คำชี้แจงเรื่อง อย. จับ อาหารแช่แข็งปลอม “อุ่นจริงจัง” เลียนแบบ “อุ่นจัง”

เรียนลูกค้าทุกท่าน เราขอแสดงความเสียใจกับผู้เสียชีวิตผู้ป่วยและญาติ ตามที่ปรากฏในข่าว อาหารแช่แข็งสำเร็จรูปพร้อมอุ่นชื่อ “อุ่นจริงจัง” ในเว็บไซต์ และ เฟซบุ๊ก นั้น ทางเราขอชี้แจงให้ทราบว่าสินค้าในข่าวนี้ เป็นสินค้าปลอม ของชื่อ “อุ่นจัง” และยังพบว่าได้มีการปลอมสินค้าอื่นอีกเป็นจำนวนมาก ซึ่งเราได้มีการอธิบาย วิธีดูสินค้าปลอมในเว็บไซต์ของบริษัท

ขณะนี้ทางเรากำลังสรุปหลักฐานสำคัญ ผู้ผลิตสินค้าปลอมรวมถึงแจ้งเจ้าหน้าที่สืบค้น เพื่อดำเนินคดีทางกฎหมายต่อไป

ขอแสดงความนับถือ

นาย กิตติ เหมสุวรรณ โฉ

ผู้บริหารระดับสูง

บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

1. Please answer the following questions about how you felt about the company.

Blame and responsibility

To what degree should **the company** be blamed for this event?

Blame

Not at all To be blamed	Not Blamed	Somewhat Not blamed	Undecided	Somewhat blamed	Blamed	Absolutely to be blamed
1	2	3	4	5	6	7

How much responsibility should **the company** bear for this event?

Responsibility

Not at all responsible	Not responsible	Somewhat Not responsible	Undecided	Somewhat responsible	Responsible	Totally Responsible
1	2	3	4	5	6	7

Credibility

2. Please answer the following questions about how you felt about the **company spokesperson**.

Based on company response, I think company spokesperson is...		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
2.1	Care about me	1	2	3	4	5	6	7
2.2	Has my interest at heart	1	2	3	4	5	6	7
2.3	self-centered	1	2	3	4	5	6	7
2.4	Concerned with me	1	2	3	4	5	6	7
2.5	Insensitive	1	2	3	4	5	6	7
2.6	Non understanding	1	2	3	4	5	6	7
2.7	Honest	1	2	3	4	5	6	7
2.8	Untrustworthy	1	2	3	4	5	6	7
2.9	Honorable	1	2	3	4	5	6	7
2.10	Moral	1	2	3	4	5	6	7
2.11	Unethical	1	2	3	4	5	6	7
2.12	Phoney	1	2	3	4	5	6	7

Social Attraction

3. Please answer the following questions about how you felt about the **company conversation / message is..**

Based on company response, I think company conversation is..		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
3.1	I think he could be friend of mine.	1	2	3	4	5	6	7
3.2	I would like to have a friendly chat with him	1	2	3	4	5	6	7
3.3	I would be difficult to meet and talk with him.	1	2	3	4	5	6	7
3.4	He just wouldn't fit into my circle of friends	1	2	3	4	5	6	7
3.5	We could never establish a personal friendship with each other.	1	2	3	4	5	6	7
3.6	He would be pleasant to be with.	1	2	3	4	5	6	7

4. Organization Reputation Scale

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Please indicate how much you disagree or agree with each statement below.

	Based on company response, I think company conversation is..	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
4.1	The organization is basically honest.	1	2	3	4	5	6	7
4.2	The organization is concerned with the well-being of its publics	1	2	3	4	5	6	7
4.3	I do trust the organization to tell the truth about the incident.	1	2	3	4	5	6	7
4.4	I would prefer to have NOTHING to do with this organization.	1	2	3	4	5	6	7
4.5	Under most circumstances I WOULD NOT be likely to believe what the organization says.	1	2	3	4	5	6	7
4.6	The organization is basically DISHONEST.	1	2	3	4	5	6	7
4.7	I do NOT trust the organization to tell the truth	1	2	3	4	5	6	7

	about the incident.							
4.8	Under most circumstances, I would be likely to believe what the organization says.	1	2	3	4	5	6	7
4.9	I would buy a product or service from this organization.	1	2	3	4	5	6	7
4.10	The organization is NOT concerned with the well-being of its publics.	1	2	3	4	5	6	7

Purchase Intention

5. Please indicate how much you disagree or agree with each statement below.

	Based on company response,	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
5.1	I would be likely to purchase this product.	1	2	3	4	5	6	7
5.2	I would consider to use of this product.	1	2	3	4	5	6	7
5.3	I would purchase this product.	1	2	3	4	5	6	7

What is your age :

Questionnaire for group 3

จากบทความข่าวด้านล่างเกี่ยวกับอาหารสำเร็จรูปสะดวกซื้อ โปรดตอบคำถามตรงกับความจริงมากที่สุด
แบบสอบถามนี้ไม่ควรใช้เวลาตอบนานเกินกว่า 25 นาที

NewsThai
นิวส์ไทย

ข่าว

อย. จับ อาหารแช่แข็งปลอม “อุ่นจริงจัง” เลียนแบบ “อุ่นจัง”

สำนักงานคณะกรรมการอาหารและยา จับกุมอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น “อุ่นจริงจัง” เลียนแบบอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง” ซึ่งอาหารแช่แข็งสำเร็จรูปปลอมนี้ ผลัดในโรงงานไม่ได้มาตรฐาน ทำผู้เสียชีวิต 2 ราย และ นำส่งโรงพยาบาลอีกจำนวนหนึ่ง ตรวจพบสารเคมีตกค้างปนเปื้อนและ พบสารเคมีตกค้างในอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น “อุ่นจริงจัง” จนเกินมาตรฐานระหว่างประเทศ (0.9-67 มิลลิกรัม/กิโลกรัม) เรียก้องรัฐบาลตรวจสอบโรงงานผลิตโรงงานอาหารแช่แข็ง “อุ่นจริงจัง” ที่มีปัญหา

🕒 1 ก.พ. 62 (15:50 น.)

3.6k share    

โปรดอ่านคำชี้แจงของบริษัทอาหารที่เป็นข่าวด้านล่าง และโปรดตอบคำถามตรงกับความจริงมากที่สุด



บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

คำชี้แจงเรื่อง อย. จับ อาหารแช่แข็งปลอม “อุ่นจริงจัง” เลียนแบบ “อุ่นจัง”

เรียนลูกค้าทุกท่าน “อุ่นจัง” ขอแสดงความเสียใจกับผู้เสียชีวิตผู้ป่วยและญาติ ตามที่ปรากฏในข่าว อาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจริงจัง” ในเว็บไซต์ และ เฟซบุ๊ก เมื่อวันที่ นั้น ทาง “อุ่นจัง” ขอชี้แจงให้ทราบว่าสินค้าในข่าวนี เป็นสินค้าปลอม ของยี่ห้อ “อุ่นจัง” และยังพบว่าได้มีการปลอมสินค้าอื่นอีกเป็นจำนวนมาก ซึ่ง “อุ่นจัง” ได้มีการอธิบาย วิธีดูสินค้าปลอมในเว็บไซต์ของบริษัท

ขณะนี้ทาง “อุ่นจัง” กำลังสรุปหลักฐานสำคัญ ผู้ผลิตสินค้าปลอมรวมถึงแหล่งจำหน่ายสินค้า เพื่อดำเนินคดีทางกฎหมายต่อไป



ขอแสดงความนับถือ

บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

1. Please answer the following questions about how you felt about the company.

Blame and responsibility

To what degree should the company be blamed for this event?

Blame

Not at all To be blamed	Not Blamed	Somewhat Not blamed	Undecided	Somewhat blamed	Blamed	Absolutely to be blamed
1	2	3	4	5	6	7

How much responsibility should the company bear for this event?

Responsibility

Not at all responsible	Not responsible	Somewhat Not responsible	Undecided	Somewhat responsible	Responsible	Totally Responsible
1	2	3	4	5	6	7

Credibility

2. Please answer the following questions about how you felt about the **company spokesperson**.

Based on company response, I think company spokesperson is...		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
2.1	Care about me	1	2	3	4	5	6	7
2.2	Has my interest at heart	1	2	3	4	5	6	7
2.3	self-centered	1	2	3	4	5	6	7
2.4	Concerned with me	1	2	3	4	5	6	7
2.5	Insensitive	1	2	3	4	5	6	7
2.6	Non understanding	1	2	3	4	5	6	7
2.7	Honest	1	2	3	4	5	6	7
2.8	Untrustworthy	1	2	3	4	5	6	7
2.9	Honorable	1	2	3	4	5	6	7
2.10	Moral	1	2	3	4	5	6	7
2.11	Unethical	1	2	3	4	5	6	7
2.12	Phoney	1	2	3	4	5	6	7

Social Attraction

3. Please answer the following questions about how you felt about the **company conversation / message is..**

Based on company response, I think company conversation is..		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
3.1	I think he could be friend of mine.	1	2	3	4	5	6	7
3.2	I would like to have a friendly chat with him	1	2	3	4	5	6	7
3.3	I would be difficult to meet and talk with him.	1	2	3	4	5	6	7
3.4	He just wouldn't fit into my circle of friends	1	2	3	4	5	6	7
3.5	We could never establish a personal friendship with each other.	1	2	3	4	5	6	7
3.6	He would be pleasant to be with.	1	2	3	4	5	6	7

4. Organization Reputation Scale

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Please indicate how much you disagree or agree with each statement below.

	Based on company response, I think company conversation is..	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
4.1	The organization is basically honest.	1	2	3	4	5	6	7
4.2	The organization is concerned with the well-being of its publics	1	2	3	4	5	6	7
4.3	I do trust the organization to tell the truth about the incident.	1	2	3	4	5	6	7
4.4	I would prefer to have NOTHING to do with this organization.	1	2	3	4	5	6	7
4.5	Under most circumstances I WOULD NOT be likely to believe what the organization says.	1	2	3	4	5	6	7
4.6	The organization is basically DISHONEST.	1	2	3	4	5	6	7
4.7	I do NOT trust the organization to tell the truth	1	2	3	4	5	6	7

	about the incident.							
4.8	Under most circumstances, I would be likely to believe what the organization says.	1	2	3	4	5	6	7
4.9	I would buy a product or service from this organization.	1	2	3	4	5	6	7
4.10	The organization is NOT concerned with the well-being of its publics.	1	2	3	4	5	6	7

Purchase Intention

5. Please indicate how much you disagree or agree with each statement below.

	Based on company response,	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
5.1	I would be likely to purchase this product.	1	2	3	4	5	6	7
5.2	I would consider to use of this product.	1	2	3	4	5	6	7
5.3	I would purchase this product.	1	2	3	4	5	6	7

What is your age :

Questionnaire for group 4

จากบทความข่าวด้านล่างเกี่ยวกับอาหารสำเร็จรูปสะดวกซื้อ โปรดตอบคำถามตรงกับความจริงมากที่สุด
แบบสอบถามนี้ไม่ควรใช้เวลาตอบนานเกินกว่า 25 นาที

NewsThai
นิวส์ไทย

ข่าว

อย. จับ อาหารแช่แข็งปลอม “อุ่นจริงจัง” เลียนแบบ “อุ่นจัง”

สำนักงานคณะกรรมการอาหารและยา จับกุมอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น “อุ่นจริงจัง” เลียนแบบอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง” ซึ่งอาหารแช่แข็งสำเร็จรูปปลอมนี้ ผลัดในโรงงานไม่ได้มาตรฐาน ทำให้เสียชีวิต 2 ราย และ นำส่งโรงพยาบาลอีกจำนวนหนึ่ง ตรวจพบสารเคมีตกค้างปนเปื้อนและ พบสารเคมีตกค้างในอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น “อุ่นจริงจัง” จนเกินมาตรฐานระหว่างประเทศ (0.9-67 มิลลิกรัม/กิโลกรัม) เรียกเครื่องรัฐบาลตรวจสอบ โรงงานผลิตโรงงานอาหารแช่แข็ง “อุ่นจริงจัง” ที่มีปัญหา

🕒 1 ก.พ. 62 (15:50 น.)

3.6k
share



โปรดอ่านคำชี้แจงของบริษัทอาหารที่เป็นข่าวด้านล่าง และโปรดตอบคำถามตรงกับความจริงมากที่สุด



บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

คำชี้แจงเรื่อง อย. จับ อาหารแช่แข็งปลอม “อุ่นจริงจัง” เลียนแบบ “อุ่นจัง”

เรียนลูกค้าทุกท่าน เราขอแสดงความเสียใจกับผู้เสียชีวิตผู้ป่วยและญาติ ตามที่ปรากฏในข่าว อาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจริงจัง” ในเว็บไซต์ และ เฟซบุ๊ก นั้น ทางเราขอชี้แจงให้ทราบว่าสินค้าในข่าวนี้นั้น เป็นสินค้าปลอม ของยี่ห้อ “อุ่นจัง” และยังพบว่าได้มีการปลอมสินค้าอื่นอีกเป็นจำนวนมาก ซึ่งเราได้มีการอธิบาย วิธีดูสินค้าปลอมในเว็บไซต์ของบริษัท

ขณะนี้ทางเรากำลังสรุปหลักฐานสำคัญ ผู้ผลิตสินค้าปลอมรวมถึงแหล่งจัดจำหน่ายสินค้า เพื่อดำเนินคดีทางกฎหมายต่อไป



ขอแสดงความนับถือ
บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

1. Please answer the following questions about how you felt about the company.

Blame and responsibility

To what degree should the company be blamed for this event?

Blame

Not at all To be blamed	Not Blamed	Somewhat Not blamed	Undecided	Somewhat blamed	Blamed	Absolutely to be blamed
1	2	3	4	5	6	7

How much responsibility should the company bear for this event?

Responsibility

Not at all responsible	Not responsible	Somewhat Not responsible	Undecided	Somewhat responsible	Responsible	Totally Responsible
1	2	3	4	5	6	7

Credibility

2. Please answer the following questions about how you felt about the **company spokesperson**.

Based on company response, I think company spokesperson is...		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
2.1	Care about me	1	2	3	4	5	6	7
2.2	Has my interest at heart	1	2	3	4	5	6	7
2.3	self-centered	1	2	3	4	5	6	7
2.4	Concerned with me	1	2	3	4	5	6	7
2.5	Insensitive	1	2	3	4	5	6	7
2.6	Non understanding	1	2	3	4	5	6	7
2.7	Honest	1	2	3	4	5	6	7
2.8	Untrustworthy	1	2	3	4	5	6	7
2.9	Honorable	1	2	3	4	5	6	7
2.10	Moral	1	2	3	4	5	6	7
2.11	Unethical	1	2	3	4	5	6	7
2.12	Phoney	1	2	3	4	5	6	7

Social Attraction

3. Please answer the following questions about how you felt about the **company conversation / message is..**

Based on company response, I think company conversation is..		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
3.1	I think he could be friend of mine.	1	2	3	4	5	6	7
3.2	I would like to have a friendly chat with him	1	2	3	4	5	6	7
3.3	I would be difficult to meet and talk with him.	1	2	3	4	5	6	7
3.4	He just wouldn't fit into my circle of friends	1	2	3	4	5	6	7
3.5	We could never establish a personal friendship with each other.	1	2	3	4	5	6	7
3.6	He would be pleasant to be with.	1	2	3	4	5	6	7

4. Organization Reputation Scale

Strongly Disagree 1 2 3 4 5 6 7 **Strongly Agree**

Please indicate how much you disagree or agree with each statement below.

	Based on company response, I think company conversation is..	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
4.1	The organization is basically honest.	1	2	3	4	5	6	7
4.2	The organization is concerned with the well-being of its publics	1	2	3	4	5	6	7
4.3	I do trust the organization to tell the truth about the incident.	1	2	3	4	5	6	7
4.4	I would prefer to have NOTHING to do with this organization.	1	2	3	4	5	6	7
4.5	Under most circumstances I WOULD NOT be likely to believe what the organization says.	1	2	3	4	5	6	7
4.6	The organization is basically DISHONEST.	1	2	3	4	5	6	7
4.7	I do NOT trust the organization to tell the truth	1	2	3	4	5	6	7

	about the incident.							
4.8	Under most circumstances, I would be likely to believe what the organization says.	1	2	3	4	5	6	7
4.9	I would buy a product or service from this organization.	1	2	3	4	5	6	7
4.10	The organization is NOT concerned with the well-being of its publics.	1	2	3	4	5	6	7

Purchase Intention

5. Please indicate how much you disagree or agree with each statement below.

	Based on company response,	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
5.1	I would be likely to purchase this product.	1	2	3	4	5	6	7
5.2	I would consider to use of this product.	1	2	3	4	5	6	7
5.3	I would purchase this product.	1	2	3	4	5	6	7

What is your age :

Questionnaire for group 5

จากบทความข่าวด้านล่างเกี่ยวกับอาหารสำเร็จรูปสะดวกซื้อ โปรดตอบคำถามตรงกับความจริงมากที่สุด
แบบสอบถามนี้ไม่ควรใช้เวลาตอบนานเกินกว่า 25 นาที



ข่าว

อย. จับ อาหารแช่แข็งปลอม “อุ่นจริงจัง” เลียนแบบ “อุ่นจัง”

สำนักงานคณะกรรมการอาหารและยา จับกุมอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น “อุ่นจริงจัง” เลียนแบบอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง” ซึ่งอาหารแช่แข็งสำเร็จรูปปลอมนี้ ผลิตในโรงงานไม่ได้มาตรฐาน ทำผู้เสียชีวิต 2 ราย และ นำส่งโรงพยาบาลอีกจำนวนหนึ่ง ตรวจพบสารเคมีตกค้างปนเปื้อนและ พบสารเคมีตกค้างในอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น “อุ่นจริงจัง” จนเกินมาตรฐานระหว่างประเทศ (0.9-67 มิลลิกรัม/กิโลกรัม) เรียกกร้องรัฐบาลตรวจสอบโรงงานผลิตโรงงานอาหารแช่แข็ง “อุ่นจริงจัง” ที่มีปัญหา

🕒 1 ก.พ. 62 (15:50 น.)

3.6k share    

โปรดอ่านคำชี้แจงของบริษัทอาหารที่เป็นข่าวด้านล่าง และโปรดตอบคำถามตรงกับความจริงมากที่สุด



บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจริง จำกัด

คำชี้แจงเรื่อง อย. จับ อาหารแช่แข็งปลอม “อุ่นจริงจัง” เลียนแบบ “อุ่นจัง”

เรียนลูกค้าทุกท่าน บริษัทฯ ขอแสดงความเสียใจกับผู้เสียชีวิตผู้ป่วยและญาติ คนที่ปรากฏในข่าว อาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจริงจัง” ในเว็บไซต์ และ เฟซบุ๊กนั้น ทางบริษัทฯ ขอชี้แจงให้ทราบว่าสินค้าในข่าวนี เป็นสินค้าปลอม ของยี่ห้อ “อุ่นจัง” และยังพบว่าได้มีการปลอมสินค้าอื่นอีกเป็นจำนวนมาก ซึ่งบริษัทฯ ได้มีการอธิบาย วิธีดูสินค้าปลอมในเว็บไซต์ของบริษัทฯ อาหารสำเร็จรูปแช่แข็งอุ่นจริง ขณะนี้ทางบริษัทฯ กำลังสรุปหลักฐานสำคัญ ผู้ผลิตสินค้าปลอมรวมถึงแหล่งจัดจำหน่ายสินค้า เพื่อดำเนินคดีทางกฎหมายต่อไป

ขอแสดงความนับถือ
บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจริง จำกัด

1. Please answer the following questions about how you felt about the Please answer the following questions about how you felt about the company.

Blame and responsibility

To what degree should the company be blamed for this event?

Blame

Not at all To be blamed	Not Blamed	Somewhat Not blamed	Undecided	Somewhat blamed	Blamed	Absolutely to be blamed
1	2	3	4	5	6	7

How much responsibility should the company bear for this event?

Responsibility

Not at all responsible	Not responsible	Somewhat Not responsible	Undecided	Somewhat responsible	Responsible	Totally Responsible
1	2	3	4	5	6	7

Credibility

2. Please answer the following questions about how you felt about the **company spokesperson**.

Based on company response, I think company spokesperson is...		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
2.1	Care about me	1	2	3	4	5	6	7
2.2	Has my interest at heart	1	2	3	4	5	6	7
2.3	self-centered	1	2	3	4	5	6	7
2.4	Concerned with me	1	2	3	4	5	6	7
2.5	Insensitive	1	2	3	4	5	6	7
2.6	Non understanding	1	2	3	4	5	6	7
2.7	Honest	1	2	3	4	5	6	7
2.8	Untrustworthy	1	2	3	4	5	6	7
2.9	Honorable	1	2	3	4	5	6	7
2.10	Moral	1	2	3	4	5	6	7
2.11	Unethical	1	2	3	4	5	6	7
2.12	Phoney	1	2	3	4	5	6	7

Social Attraction

3. Please answer the following questions about how you felt about the **company conversation / message is..**

Based on company response, I think company conversation is..		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
3.1	I think he could be friend of mine.	1	2	3	4	5	6	7
3.2	I would like to have a friendly chat with him	1	2	3	4	5	6	7
3.3	I would be difficult to meet and talk with him.	1	2	3	4	5	6	7
3.4	He just wouldn't fit into my circle of friends	1	2	3	4	5	6	7
3.5	We could never establish a personal friendship with each other.	1	2	3	4	5	6	7
3.6	He would be pleasant to be with.	1	2	3	4	5	6	7

4. Organization Reputation Scale

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Please indicate how much you disagree or agree with each statement below.

	Based on company response, I think company conversation is..	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
4.1	The organization is basically honest.	1	2	3	4	5	6	7
4.2	The organization is concerned with the well-being of its publics	1	2	3	4	5	6	7
4.3	I do trust the organization to tell the truth about the incident.	1	2	3	4	5	6	7
4.4	I would prefer to have NOTHING to do with this organization.	1	2	3	4	5	6	7
4.5	Under most circumstances I WOULD NOT be likely to believe what the organization says.	1	2	3	4	5	6	7
4.6	The organization is basically DISHONEST.	1	2	3	4	5	6	7
4.7	I do NOT trust the organization to tell the truth	1	2	3	4	5	6	7

	about the incident.							
4.8	Under most circumstances, I would be likely to believe what the organization says.	1	2	3	4	5	6	7
4.9	I would buy a product or service from this organization.	1	2	3	4	5	6	7
4.10	The organization is NOT concerned with the well-being of its publics.	1	2	3	4	5	6	7

Purchase Intention

5. Please indicate how much you disagree or agree with each statement below.

	Based on company response,	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
5.1	I would be likely to purchase this product.	1	2	3	4	5	6	7
5.2	I would consider to use of this product.	1	2	3	4	5	6	7
5.3	I would purchase this product.	1	2	3	4	5	6	7

What is your age :

1. Questionnaire for group 6

จากบทความข่าวด้านล่างเกี่ยวกับอาหารสำเร็จรูปสะดวกซื้อ โปรดตอบคำถามตรงกับความจริงมากที่สุด
แบบสอบถามนี้ไม่ควรใช้เวลาตอบนานเกินกว่า 25 นาที

News Thai
นิวส์ไทย

ข่าว

อย. จับ อาหารแช่แข็งปลอม “อุ่นจริงจัง” เลียนแบบ “อุ่นจัง”

สำนักงานคณะกรรมการอาหารและยา จับกุมอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น “อุ่นจริงจัง” เลียนแบบอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง” ซึ่งอาหารแช่แข็งสำเร็จรูปปลอมนี้ ผลัดในโรงงานไม่ได้มาตรฐาน ทำผู้เสียชีวิต 2 ราย และ นำส่งโรงพยาบาลอีกจำนวนหนึ่ง ตรวจพบสารเคมีตกค้างปนเปื้อนและ พบสารเคมีตกค้างในอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น “อุ่นจริงจัง” จนเกินมาตรฐานระหว่างประเทศ (0.9-67 มิลลิกรัม/กิโลกรัม) เรียกกร้องรัฐบาลตรวจสอบโรงงานผลิตโรงงานอาหารแช่แข็ง “อุ่นจริงจัง” ที่มีปัญหา

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3.6k
share



โปรดอ่านคำชี้แจงของบริษัทอาหารที่เป็นข่าวด้านล่าง และโปรดตอบคำถามตรงกับความจริงมากที่สุด



บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจริง จํากัด

คำชี้แจงเรื่อง อย. จับ อาหารแช่แข็งปลอม “อุ่นจริงจัง” เลียนแบบ “อุ่นจัง”

เรียนลูกค้าทุกท่าน เราขอแสดงความเสียใจกับผู้เสียชีวิตผู้ป่วยและญาติ ตามที่ปรากฏในข่าว อาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจริงจัง” ในเว็บไซต์ และ เฟซบุ๊กนั้น ทางเราขอชี้แจงให้ทราบว่าสินค้าในข่าวนั้น เป็นสินค้าปลอม ของยี่ห้อ “อุ่นจัง” และยังพบว่าได้มีการปลอมสินค้าอื่นอีกเป็นจำนวนมาก

ซึ่งเราได้มีการอธิบาย วิธีดูสินค้าปลอมในเว็บไซต์ของบริษัท ขณะนี้ทางเรากำลังสรุปหลักฐานสำคัญ ผู้ผลิตสินค้าปลอมรวมถึงแหล่งจำหน่ายสินค้า เพื่อดำเนินคดีทางกฎหมายต่อไป

ขอแสดงความนับถือ
บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจริง จํากัด

1. Please answer the following questions about how you felt about the company.

Blame and responsibility

To what degree should **the company** be blamed for this event?

Blame

Not at all To be blamed	Not Blamed	Somewhat Not blamed	Undecided	Somewhat blamed	Blamed	Absolutely to be blamed
1	2	3	4	5	6	7

How much responsibility should **the company** bear for this event?

Responsibility

Not at all responsible	Not responsible	Somewhat Not responsible	Undecided	Somewhat responsible	Responsible	Totally Responsible
1	2	3	4	5	6	7

Credibility

2. Please answer the following questions about how you felt about the **company spokesperson.**

Based on company response, I think company spokesperson is...		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
2.1	Care about me	1	2	3	4	5	6	7
2.2	Has my interest at heart	1	2	3	4	5	6	7
2.3	self-centered	1	2	3	4	5	6	7
2.4	Concerned with me	1	2	3	4	5	6	7
2.5	Insensitive	1	2	3	4	5	6	7
2.6	Non understanding	1	2	3	4	5	6	7
2.7	Honest	1	2	3	4	5	6	7
2.8	Untrustworthy	1	2	3	4	5	6	7
2.9	Honorable	1	2	3	4	5	6	7
2.10	Moral	1	2	3	4	5	6	7
2.11	Unethical	1	2	3	4	5	6	7
2.12	Phoney	1	2	3	4	5	6	7

Social Attraction

3. Please answer the following questions about how you felt about the **company conversation / message is..**

Based on company response, I think company conversation is..		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
3.1	I think he could be friend of mine.	1	2	3	4	5	6	7
3.2	I would like to have a friendly chat with him	1	2	3	4	5	6	7
3.3	I would be difficult to meet and talk with him.	1	2	3	4	5	6	7
3.4	He just wouldn't fit into my circle of friends	1	2	3	4	5	6	7
3.5	We could never establish a personal friendship with each other.	1	2	3	4	5	6	7
3.6	He would be pleasant to be with.	1	2	3	4	5	6	7

4. Organization Reputation Scale

Strongly Disagree 1 2 3 4 5 6 7 **Strongly Agree**

Please indicate how much you disagree or agree with each statement below.

	Based on company response, I think company conversation is..	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
4.1	The organization is basically honest.	1	2	3	4	5	6	7
4.2	The organization is concerned with the well-being of its publics	1	2	3	4	5	6	7
4.3	I do trust the organization to tell the truth about the incident.	1	2	3	4	5	6	7
4.4	I would prefer to have NOTHING to do with this organization.	1	2	3	4	5	6	7
4.5	Under most circumstances I WOULD NOT be likely to believe what the organization says.	1	2	3	4	5	6	7
4.6	The organization is basically DISHONEST.	1	2	3	4	5	6	7
4.7	I do NOT trust the organization to tell the truth	1	2	3	4	5	6	7

	about the incident.							
4.8	Under most circumstances, I would be likely to believe what the organization says.	1	2	3	4	5	6	7
4.9	I would buy a product or service from this organization.	1	2	3	4	5	6	7
4.10	The organization is NOT concerned with the well-being of its publics.	1	2	3	4	5	6	7

Purchase Intention

5. Please indicate how much you disagree or agree with each statement below.

	Based on company response,	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
5.1	I would be likely to purchase this product.	1	2	3	4	5	6	7
5.2	I would consider to use of this product.	1	2	3	4	5	6	7
5.3	I would purchase this product.	1	2	3	4	5	6	7

What is your age :

Questionnaire for group 7

จากบทความข่าวด้านล่างเกี่ยวกับอาหารสำเร็จรูปสะดวกซื้อ โปรดตอบคำถามตรงกับความจริงมากที่สุด
แบบสอบถามนี้ไม่ควรใช้เวลาตอบนานเกินกว่า 25 นาที



อย. จับ อาหารแช่แข็ง “อุ่นจัง” พบสารเคมีตกค้างเกินมาตรฐาน!!!

หลังจากเกิดเหตุการณ์ มีผู้ทานอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง” แล้วพบผู้เสียชีวิต 2 ราย และ
นำส่งโรงพยาบาลอีกจำนวนหนึ่ง ผลทดสอบอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อต่างๆ วางขายในท้องตลาด
สำนักงานคณะกรรมการอาหารและยา ร่วมแถลงอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น ร้อยละ 26.1
ไม่พบสารเคมีตกค้างปนเปื้อน ส่วนอีกร้อยละ 73.9 ตรวจพบสารเคมีตกค้างปนเปื้อน
โดยเฉพาะอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง” พบสารเคมีตกค้างมากที่สุด จนเกินมาตรฐานระหว่างประเทศ
(0.9-67 มิลลิกรัม/กิโลกรัม) เรียกร้องรัฐบาลตรวจสอบโรงงานผลิตอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง”
ที่มีปัญหา
🕒 1 ก.พ. 62 (15:50 น.)

3.6k share



โปรดอ่านคำชี้แจงของบริษัทอาหารที่เป็นข่าวด้านล่าง และโปรดตอบคำถามตรงกับความจริงมากที่สุด



บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

เรียนลูกค้าทุกท่าน ผมขอแสดงความเสียใจกับผู้เสียชีวิตและผู้ป่วย คนที่ปรากฏข่าว อาหารของบริษัท “อุ่นจัง” ของบริษัท ในเว็บไซต์ และ เฟซบุ๊ก จากการตรวจสอบตัวอย่างสินค้าในสื่อผลการผลิตที่เดียวกับบริษัท เก็บไว้เพื่อตรวจสอบคุณภาพและสินค้าในสื่อเดียวกันที่วางขาย ณ ร้านค้าเดียวกัน พบว่า สินค้ามีสารปนเปื้อนจริง บริษัทจะดำเนินการตรวจสอบปัญหาที่เกิดขึ้นจากข้อมูลที่มีทั้งหมด ผมขอแสดงความเสียใจกับผู้เสียชีวิตและผู้ป่วย

ผมขออภัยเรียนว่า ผมให้ความสำคัญสูงสุดต่อคุณภาพ และความปลอดภัยของสินค้า เช่นเดียวกับสุขภาพของผู้บริโภค ผมจะทำการดูแล และติดตามกรณีนี้อย่างเหมาะสมและรวดเร็วที่สุดตามความสามารถ ขอแสดงความนับถือ

ขอแสดงความนับถือ
นาย กิตติ เหล่าสุวรรณ โฉ
ผู้บริหารระดับสูง
บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

1. Please answer the following questions about how you felt about the company.

Blame and responsibility

To what degree should the company be blamed for this event?

Blame

Not at all To be blamed	Not Blamed	Somewhat Not blamed	Undecided	Somewhat blamed	Blamed	Absolutely to be blamed
1	2	3	4	5	6	7

How much responsibility should the company bear for this event?

Responsibility

Not at all responsible	Not responsible	Somewhat Not responsible	Undecided	Somewhat responsible	Responsible	Totally Responsible
1	2	3	4	5	6	7

Credibility

2. Please answer the following questions about how you felt about the **company spokesperson**.

Based on company response, I think company spokesperson is...		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
2.1	Care about me	1	2	3	4	5	6	7
2.2	Has my interest at heart	1	2	3	4	5	6	7
2.3	self-centered	1	2	3	4	5	6	7
2.4	Concerned with me	1	2	3	4	5	6	7
2.5	Insensitive	1	2	3	4	5	6	7
2.6	Non understanding	1	2	3	4	5	6	7
2.7	Honest	1	2	3	4	5	6	7
2.8	Untrustworthy	1	2	3	4	5	6	7
2.9	Honorable	1	2	3	4	5	6	7
2.10	Moral	1	2	3	4	5	6	7
2.11	Unethical	1	2	3	4	5	6	7
2.12	Phoney	1	2	3	4	5	6	7

Social Attraction

3. Please answer the following questions about how you felt about the **company conversation / message is..**

Based on company response, I think company conversation is..		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
3.1	I think he could be friend of mine.	1	2	3	4	5	6	7
3.2	I would like to have a friendly chat with him	1	2	3	4	5	6	7
3.3	I would be difficult to meet and talk with him.	1	2	3	4	5	6	7
3.4	He just wouldn't fit into my circle of friends	1	2	3	4	5	6	7
3.5	We could never establish a personal friendship with each other.	1	2	3	4	5	6	7
3.6	He would be pleasant to be with.	1	2	3	4	5	6	7

4. Organization Reputation Scale

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Please indicate how much you disagree or agree with each statement below.

	Based on company response, I think company conversation is..	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
4.1	The organization is basically honest.	1	2	3	4	5	6	7
4.2	The organization is concerned with the well-being of its publics	1	2	3	4	5	6	7
4.3	I do trust the organization to tell the truth about the incident.	1	2	3	4	5	6	7
4.4	I would prefer to have NOTHING to do with this organization.	1	2	3	4	5	6	7
4.5	Under most circumstances I WOULD NOT be likely to believe what the organization says.	1	2	3	4	5	6	7
4.6	The organization is basically DISHONEST.	1	2	3	4	5	6	7
4.7	I do NOT trust the organization to tell the truth	1	2	3	4	5	6	7

	about the incident.							
4.8	Under most circumstances, I would be likely to believe what the organization says.	1	2	3	4	5	6	7
4.9	I would buy a product or service from this organization.	1	2	3	4	5	6	7
4.10	The organization is NOT concerned with the well-being of its publics.	1	2	3	4	5	6	7

Purchase Intention

5. Please indicate how much you disagree or agree with each statement below.

	Based on company response,	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
5.1	I would be likely to purchase this product.	1	2	3	4	5	6	7
5.2	I would consider to use of this product.	1	2	3	4	5	6	7
5.3	I would purchase this product.	1	2	3	4	5	6	7

What is your age :

Questionnaire for group 8

จากบทความข่าวด้านล่างเกี่ยวกับอาหารสำเร็จรูปสะดวกซื้อ โปรดตอบคำถามตรงกับความจริงมากที่สุด
แบบสอบถามนี้ไม่ควรใช้เวลาตอบนานเกินกว่า 25 นาที

News Thai
นิวส์ไทย

ข่าว

อย. จับ อาหารแช่แข็ง “อุ่นจัง” พบสารเคมีตกค้างเกินมาตรฐาน!!!

หลังจากเกิดเหตุการณ์ มีผู้ทานอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง” แล้วพบผู้เสียชีวิต 2 ราย และ
นำส่งโรงพยาบาลอีกจำนวนหนึ่ง ผลทดสอบอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อต่างๆ วางขายในท้องตลาด
สำนักงานคณะกรรมการอาหารและยา ร่วมแถลงอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น ร้อยละ 26.1

ไม่พบสารเคมีตกค้างปนเปื้อน ส่วนอีกร้อยละ 73.9 ตรวจพบสารเคมีตกค้างปนเปื้อน

โดยเฉพาะอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง” พบสารเคมีตกค้างมากที่สุด จนเกินมาตรฐานระหว่างประเทศ
(0.9-67 มิลลิกรัม/กิโลกรัม) เรียกกร้องรัฐบาลตรวจสอบ โรงงานผลิตอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง”

ที่มีปัญหา

🕒 1 ก.พ. 62 (15:50 น.)

3.6k
share



โปรดอ่านคำชี้แจงของบริษัทอาหารที่เป็นข่าวด้านล่าง และโปรดตอบคำถามตรงกับความจริงมากที่สุด



บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

เรียนลูกค้าทุกท่าน เราขอแสดงความเสียใจกับผู้เสียชีวิตและผู้ป่วย ตามที่ปรากฏข่าว อาหาร “อุ่นจัง” ของบริษัท ในเว็บไซต์ และ เท
ลีนัท นั้น จากการตรวจสอบตัวอย่างสินค้าในล็อตการผลิตที่เดียวกับบริษัท เก็บไว้เพื่อตรวจสอบคุณภาพและสินค้าในล็อตเดียวกันที่วางขาย ณ
ร้านค้าเดียวกัน พบว่า สินค้ามีสารปนเปื้อนจริง เราจะดำเนินการตรวจสอบปัญหาที่เกิดขึ้นจากข้อมูลที่มีทั้งหมด. เราขอแสดงความเสียใจกับ
ผู้เสียชีวิตและผู้ป่วย

เราขอเรียนว่า เราให้ความสำคัญสูงสุดต่อคุณภาพ และความปลอดภัยของสินค้า เช่นเดียวกับสุขภาพของผู้บริโภค เราจะทำการ
ดูแล และคิดคำนึงนี้อย่างเหมาะสมและสูงสุดความสามารถ

ขอแสดงความนับถือ

นาย กิตติ เหล่าสุวรรณ โณ

ผู้บริหารระดับสูง

บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

1. Please answer the following questions about how you felt about the company.

Blame and responsibility

To what degree should the company be blamed for this event?

Blame

Not at all To be blamed	Not Blamed	Somewhat Not blamed	Undecided	Somewhat blamed	Blamed	Absolutely to be blamed
1	2	3	4	5	6	7

How much responsibility should the company bear for this event?

Responsibility

Not at all responsible	Not responsible	Somewhat Not responsible	Undecided	Somewhat responsible	Responsible	Totally Responsible
1	2	3	4	5	6	7

Credibility

2. Please answer the following questions about how you felt about the **company spokesperson**.

Based on company response, I think company spokesperson is...		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
2.1	Care about me	1	2	3	4	5	6	7
2.2	Has my interest at heart	1	2	3	4	5	6	7
2.3	self-centered	1	2	3	4	5	6	7
2.4	Concerned with me	1	2	3	4	5	6	7
2.5	Insensitive	1	2	3	4	5	6	7
2.6	Non understanding	1	2	3	4	5	6	7
2.7	Honest	1	2	3	4	5	6	7
2.8	Untrustworthy	1	2	3	4	5	6	7
2.9	Honorable	1	2	3	4	5	6	7
2.10	Moral	1	2	3	4	5	6	7
2.11	Unethical	1	2	3	4	5	6	7
2.12	Phoney	1	2	3	4	5	6	7

Social Attraction

3. Please answer the following questions about how you felt about the **company conversation / message is..**

Based on company response, I think company conversation is..		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
3.1	I think he could be friend of mine.	1	2	3	4	5	6	7
3.2	I would like to have a friendly chat with him	1	2	3	4	5	6	7
3.3	I would be difficult to meet and talk with him.	1	2	3	4	5	6	7
3.4	He just wouldn't fit into my circle of friends	1	2	3	4	5	6	7
3.5	We could never establish a personal friendship with each other.	1	2	3	4	5	6	7
3.6	He would be pleasant to be with.	1	2	3	4	5	6	7

4. Organization Reputation Scale

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Please indicate how much you disagree or agree with each statement below.

	Based on company response, I think company conversation is..	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
4.1	The organization is basically honest.	1	2	3	4	5	6	7
4.2	The organization is concerned with the well-being of its publics	1	2	3	4	5	6	7
4.3	I do trust the organization to tell the truth about the incident.	1	2	3	4	5	6	7
4.4	I would prefer to have NOTHING to do with this organization.	1	2	3	4	5	6	7
4.5	Under most circumstances I WOULD NOT be likely to believe what the organization says.	1	2	3	4	5	6	7
4.6	The organization is basically DISHONEST.	1	2	3	4	5	6	7
4.7	I do NOT trust the organization to tell the truth	1	2	3	4	5	6	7

	about the incident.							
4.8	Under most circumstances, I would be likely to believe what the organization says.	1	2	3	4	5	6	7
4.9	I would buy a product or service from this organization.	1	2	3	4	5	6	7
4.10	The organization is NOT concerned with the well-being of its publics.	1	2	3	4	5	6	7

Purchase Intention

5. Please indicate how much you disagree or agree with each statement below.

	Based on company response,	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
5.1	I would be likely to purchase this product.	1	2	3	4	5	6	7
5.2	I would consider to use of this product.	1	2	3	4	5	6	7
5.3	I would purchase this product.	1	2	3	4	5	6	7

What is your age :

Questionnaire for group 9

จากบทความข่าวด้านล่างเกี่ยวกับอาหารสำเร็จรูปสะดวกซื้อ โปรดตอบคำถามตรงกับความจริงมากที่สุด
แบบสอบถามนี้ไม่ควรใช้เวลาตอบนานเกินกว่า 25 นาที

News Thai
นิวส์ไทย

ข่าว

อย. จับ อาหารแช่แข็ง “อุ่นจัง” พบสารเคมีตกค้างเกินมาตรฐาน!!!

หลังจากเกิดเหตุการณ์ มีผู้ทานอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง” แล้วพบผู้เสียชีวิต 2 ราย และ
นำส่งโรงพยาบาลอีกจำนวนหนึ่ง ผลทดสอบอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อต่างๆ วางขายในท้องตลาด
สำนักงานคณะกรรมการอาหารและยา ร่วมแถลงอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น ร้อยละ 26.1
ไม่พบสารเคมีตกค้างปนเปื้อน ส่วนอีกร้อยละ 73.9 ตรวจพบสารเคมีตกค้างปนเปื้อน
โดยเฉพาะอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง” พบสารเคมีตกค้างมากที่สุด จนเกินมาตรฐานระหว่างประเทศ
(0.9-67 มิลลิกรัม/กิโลกรัม) เรียกร้องรัฐบาลตรวจสอบโรงงานผลิตอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง”
ที่มีปัญหา

🕒 1 ก.พ. 62 (15:50 น.)

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โปรดอ่านคำชี้แจงของบริษัทอาหารที่เป็นข่าวด้านล่าง และโปรดตอบคำถามตรงกับความจริงมากที่สุด



บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

เรียนลูกค้าทุกท่าน “อุ่นจัง” ขอแสดงความเสียใจกับผู้เสียชีวิตและผู้ป่วย คนที่ปรากฏข่าว อาหารของบริษัทอุ่นจัง ในเว็บ
ไซด์ และ เฟซบุ๊ก นั้น จากการตรวจสอบตัวอย่างสินค้าในล็อตการผลิตที่เดียวกับบริษัท เก็บไว้เพื่อตรวจสอบคุณภาพและสินค้า
ในล็อตเดียวกันที่วางขาย ณ ร้านค้าเดียวกัน พบว่า สินค้ามีสารปนเปื้อนจริง “อุ่นจัง” จะดำเนินการตรวจสอบปัญหาที่เกิดขึ้นจาก
ข้อมูลที่มีทั้งหมด “น้องอุ่นจัง” ขอแสดงความเสียใจกับผู้เสียชีวิตและผู้ป่วย “อุ่นจัง” ขออภัยเรียนว่า “อุ่นจัง” ให้ความสำคัญสูงสุดต่อ
คุณภาพ และความปลอดภัยของสินค้า เช่นเดียวกับสุขภาพของผู้บริโภค “อุ่นจัง” จะทำการดูแล และคิดคำนึงอย่างเหมาะสม
และสุดความสามารถ



ขอแสดงความนับถือ
บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

1. Please answer the following questions about how you felt about the company.

Blame and responsibility

To what degree should the company be blamed for this event?

Blame

Not at all To be blamed	Not Blamed	Somewhat Not blamed	Undecided	Somewhat blamed	Blamed	Absolutely to be blamed
1	2	3	4	5	6	7

How much responsibility should the company bear for this event?

Responsibility

Not at all responsible	Not responsible	Somewhat Not responsible	Undecided	Somewhat responsible	Responsible	Totally Responsible
1	2	3	4	5	6	7

Credibility

2. Please answer the following questions about how you felt about the **company spokesperson.**

Based on company response, I think company spokesperson is...		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
2.1	Care about me	1	2	3	4	5	6	7
2.2	Has my interest at heart	1	2	3	4	5	6	7
2.3	self-centered	1	2	3	4	5	6	7
2.4	Concerned with me	1	2	3	4	5	6	7
2.5	Insensitive	1	2	3	4	5	6	7
2.6	Non understanding	1	2	3	4	5	6	7
2.7	Honest	1	2	3	4	5	6	7
2.8	Untrustworthy	1	2	3	4	5	6	7
2.9	Honorable	1	2	3	4	5	6	7
2.10	Moral	1	2	3	4	5	6	7
2.11	Unethical	1	2	3	4	5	6	7
2.12	Phoney	1	2	3	4	5	6	7

Social Attraction

3. Please answer the following questions about how you felt about the **company conversation / message is..**

Based on company response, I think company conversation is..		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
3.1	I think he could be friend of mine.	1	2	3	4	5	6	7
3.2	I would like to have a friendly chat with him	1	2	3	4	5	6	7
3.3	I would be difficult to meet and talk with him.	1	2	3	4	5	6	7
3.4	He just wouldn't fit into my circle of friends	1	2	3	4	5	6	7
3.5	We could never establish a personal friendship with each other.	1	2	3	4	5	6	7
3.6	He would be pleasant to be with.	1	2	3	4	5	6	7

4. Organization Reputation Scale

Strongly Disagree 1 2 3 4 5 6 7 **Strongly Agree**

Please indicate how much you disagree or agree with each statement below.

	Based on company response, I think company conversation is..	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
4.1	The organization is basically honest.	1	2	3	4	5	6	7
4.2	The organization is concerned with the well-being of its publics	1	2	3	4	5	6	7
4.3	I do trust the organization to tell the truth about the incident.	1	2	3	4	5	6	7
4.4	I would prefer to have NOTHING to do with this organization.	1	2	3	4	5	6	7
4.5	Under most circumstances I WOULD NOT be likely to believe what the organization says.	1	2	3	4	5	6	7
4.6	The organization is basically DISHONEST.	1	2	3	4	5	6	7
4.7	I do NOT trust the organization to tell the truth	1	2	3	4	5	6	7

	about the incident.							
4.8	Under most circumstances, I would be likely to believe what the organization says.	1	2	3	4	5	6	7
4.9	I would buy a product or service from this organization.	1	2	3	4	5	6	7
4.10	The organization is NOT concerned with the well-being of its publics.	1	2	3	4	5	6	7

Purchase Intention

5. Please indicate how much you disagree or agree with each statement below.

	Based on company response,	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
5.1	I would be likely to purchase this product.	1	2	3	4	5	6	7
5.2	I would consider to use of this product.	1	2	3	4	5	6	7
5.3	I would purchase this product.	1	2	3	4	5	6	7

What is your age :

Questionnaire for group 10

จากบทความข่าวด้านล่างเกี่ยวกับอาหารสำเร็จรูปสะดวกซื้อ โปรดตอบคำถามตรงกับความจริงมากที่สุด
แบบสอบถามนี้ไม่ควรใช้เวลาตอบนานเกินกว่า 25 นาที

News Thai
นิวส์ไทย

ข่าว

อย. จับ อาหารแช่แข็ง “อุ่นจัง” พบสารเคมีตกค้างเกินมาตรฐาน!!!

หลังจากเกิดเหตุการณ์ มีผู้ทานอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นขึ้นชื่อ “อุ่นจัง” แล้วพบผู้เสียชีวิต 2 ราย และ
นำส่งโรงพยาบาลอีกจำนวนหนึ่ง ผลทดสอบอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นขึ้นชื่อต่างๆ วางขายในท้องตลาด
สำนักงานคณะกรรมการอาหารและยา ว่าพบเจออาหารแช่แข็งสำเร็จรูปพร้อมอุ่น ร้อยละ 26.1
ไม่พบสารเคมีตกค้างปนเปื้อน ส่วนอีกร้อยละ 73.9 ตรวจพบสารเคมีตกค้างปนเปื้อน
โดยเฉพาะอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นชื่อ “อุ่นจัง” พบสารเคมีตกค้างมากที่สุด จนเกินมาตรฐานระหว่างประเทศ
(0.9-67 มิลลิกรัม/กิโลกรัม) เรียกร้องรัฐบาลตรวจสอบโรงงานผลิตอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นชื่อ “อุ่นจัง”
ที่มีปัญหา

🕒 1 ก.พ. 62 (15:50 น.)

3.6k share



โปรดอ่านคำชี้แจงของบริษัทอาหารที่เป็นข่าวด้านล่าง และโปรดตอบคำถามตรงกับความจริงมากที่สุด



บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

เรียนลูกค้าทุกท่าน เราขอแสดงความเสียใจกับผู้เสียชีวิตและผู้ป่วย ตามที่ปรากฏข่าว อาหารของบริษัท “อุ่นจัง” ในเว็บไซต์ และ เฟซบุ๊ก จากการตรวจสอบตัวอย่างสินค้าในสื่อการผลผลิตที่ดีจากบริษัท เก็บไว้เพื่อตรวจสอบคุณภาพและสินค้าในสื่อที่ดีเช่นกันที่วางขาย ณ ร้านค้าเดียวกัน พบว่า สินค้ามีสารปนเปื้อนจริง เราจะดำเนินการตรวจสอบปัญหาที่เกิดขึ้นจากข้อมูลที่มีทั้งหมด

เราขอแสดงความเสียใจกับผู้เสียชีวิตและผู้ป่วย เราขออภัยที่เรารู้ว่า เราให้ความสำคัญสูงสุดต่อคุณภาพ และความปลอดภัยของสินค้า เช่นเดียวกับลูกค้าของทั่วโลก เราจะทำการดูแล และคิดค้นกรรมวิธีอย่างเหมาะสมและสุดความสามารถ ขอแสดงความนับถือ



ขอแสดงความนับถือ
บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

1. Please answer the following questions about how you felt about the company.

Blame and responsibility

To what degree should the company be blamed for this event?

Blame

Not at all To be blamed	Not Blamed	Somewhat Not blamed	Undecided	Somewhat blamed	Blamed	Absolutely to be blamed
1	2	3	4	5	6	7

How much responsibility should the company bear for this event?

Responsibility

Not at all responsible	Not responsible	Somewhat Not responsible	Undecided	Somewhat responsible	Responsible	Totally Responsible
1	2	3	4	5	6	7

Credibility

2. Please answer the following questions about how you felt about the **company spokesperson**.

Based on company response, I think company spokesperson is...		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
2.1	Care about me	1	2	3	4	5	6	7
2.2	Has my interest at heart	1	2	3	4	5	6	7
2.3	self-centered	1	2	3	4	5	6	7
2.4	Concerned with me	1	2	3	4	5	6	7
2.5	Insensitive	1	2	3	4	5	6	7
2.6	Non understanding	1	2	3	4	5	6	7
2.7	Honest	1	2	3	4	5	6	7
2.8	Untrustworthy	1	2	3	4	5	6	7
2.9	Honorable	1	2	3	4	5	6	7
2.10	Moral	1	2	3	4	5	6	7
2.11	Unethical	1	2	3	4	5	6	7
2.12	Phoney	1	2	3	4	5	6	7

Social Attraction

3. Please answer the following questions about how you felt about the **company conversation / message is..**

Based on company response, I think company conversation is..		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
3.1	I think he could be friend of mine.	1	2	3	4	5	6	7
3.2	I would like to have a friendly chat with him	1	2	3	4	5	6	7
3.3	I would be difficult to meet and talk with him.	1	2	3	4	5	6	7
3.4	He just wouldn't fit into my circle of friends	1	2	3	4	5	6	7
3.5	We could never establish a personal friendship with each other.	1	2	3	4	5	6	7
3.6	He would be pleasant to be with.	1	2	3	4	5	6	7

4. Organization Reputation Scale

Strongly Disagree 1 2 3 4 5 6 7 **Strongly Agree**

Please indicate how much you disagree or agree with each statement below.

	Based on company response, I think company conversation is..	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
4.1	The organization is basically honest.	1	2	3	4	5	6	7
4.2	The organization is concerned with the well-being of its publics	1	2	3	4	5	6	7
4.3	I do trust the organization to tell the truth about the incident.	1	2	3	4	5	6	7
4.4	I would prefer to have NOTHING to do with this organization.	1	2	3	4	5	6	7
4.5	Under most circumstances I WOULD NOT be likely to believe what the organization says.	1	2	3	4	5	6	7
4.6	The organization is basically DISHONEST.	1	2	3	4	5	6	7
4.7	I do NOT trust the organization to tell the truth	1	2	3	4	5	6	7

	about the incident.							
4.8	Under most circumstances, I would be likely to believe what the organization says.	1	2	3	4	5	6	7
4.9	I would buy a product or service from this organization.	1	2	3	4	5	6	7
4.10	The organization is NOT concerned with the well-being of its publics.	1	2	3	4	5	6	7

Purchase Intention

5. Please indicate how much you disagree or agree with each statement below.

	Based on company response,	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
5.1	I would be likely to purchase this product.	1	2	3	4	5	6	7
5.2	I would consider to use of this product.	1	2	3	4	5	6	7
5.3	I would purchase this product.	1	2	3	4	5	6	7

What is your age :

Questionnaire for group 11

จากบทความข่าวด้านล่างเกี่ยวกับอาหารสำเร็จรูปสะดวกซื้อ โปรดตอบคำถามตรงกับความจริงมากที่สุด
แบบสอบถามนี้ไม่ควรใช้เวลาตอบนานเกินกว่า 25 นาที

NewsThai
นิวส์ไทย

ข่าว

อย. จับ อาหารแช่แข็ง “อุ่นจัง” พบสารเคมีตกค้างเกินมาตรฐาน!!!

หลังจากเกิดเหตุการณ์ มีผู้ทานอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง” แล้วพบผู้เสียชีวิต 2 ราย และ
นำส่งโรงพยาบาลอีกจำนวนหนึ่ง ผลทดสอบอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อต่างๆ วางขายในท้องตลาด
สำนักงานคณะกรรมการอาหารและยา ร่วมแถลงอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น ร้อยละ 26.1
ไม่พบสารเคมีตกค้างปนเปื้อน ส่วนอีกร้อยละ 73.9 ตรวจพบสารเคมีตกค้างปนเปื้อน
โดยเฉพาะอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง” พบสารเคมีตกค้างมากที่สุด จนเกินมาตรฐานระหว่างประเทศ
(0.9-67 มิลลิกรัม/กิโลกรัม) เรียกร้องรัฐบาลตรวจสอบโรงงานผลิตอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง”
ที่มีปัญหา

🕒 1 ก.พ. 62 (15:50 น.)

3.6k
share



โปรดอ่านคำชี้แจงของบริษัทอาหารที่เป็นข่าวด้านล่าง และโปรดตอบคำถามตรงกับความจริงมากที่สุด



บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

เรียนลูกค้าทุกท่าน บริษัทฯ ขอแสดงความเสียใจกับผู้เสียชีวิตและผู้ป่วย คนที่ปรากฏข่าว อาหารของบริษัท “อุ่นจัง” ในเว็บไซต์ และ เฟซบุ๊ก
นั้น จากการตรวจสอบตัวอย่างสินค้าในสื่อผลการผลิตที่ติดอยู่กับบริษัท เก็บไว้เพื่อตรวจสอบคุณภาพและสินค้าในสื่อติดต่อกันที่วางขาย ณ ร้านค้าเดียวกัน
พบว่า สินค้ามีสารปนเปื้อนจริง บริษัทฯ จะดำเนินการตรวจสอบปัญหาที่เกิดขึ้นจากข้อมูลที่มีทั้งหมด

บริษัทฯ ขอแสดงความเสียใจกับผู้เสียชีวิตและผู้ป่วย บริษัทฯ ขออภัยที่บริษัทฯ ให้ความสำคัญสูงสุดต่อคุณภาพ และความปลอดภัยของ
สินค้า เช่นเดียวกับสุขภาพของผู้บริโภค บริษัทฯ จะทำการดูแล และติดตามกรณีนี้อย่างเหมาะสมและสุดความสามารถ

ขอแสดงความนับถือ

บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

1. Please answer the following questions about how you felt about the company.

Blame and responsibility

To what degree should the company be blamed for this event?

Blame

Not at all To be blamed	Not Blamed	Somewhat Not blamed	Undecided	Somewhat blamed	Blamed	Absolutely to be blamed
1	2	3	4	5	6	7

How much responsibility should the company bear for this event?

Responsibility

Not at all responsible	Not responsible	Somewhat Not responsible	Undecided	Somewhat responsible	Responsible	Totally Responsible
1	2	3	4	5	6	7

Credibility

2. Please answer the following questions about how you felt about the **company spokesperson**.

Based on company response, I think company spokesperson is...		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
2.1	Care about me	1	2	3	4	5	6	7
2.2	Has my interest at heart	1	2	3	4	5	6	7
2.3	self-centered	1	2	3	4	5	6	7
2.4	Concerned with me	1	2	3	4	5	6	7
2.5	Insensitive	1	2	3	4	5	6	7
2.6	Non understanding	1	2	3	4	5	6	7
2.7	Honest	1	2	3	4	5	6	7
2.8	Untrustworthy	1	2	3	4	5	6	7
2.9	Honorable	1	2	3	4	5	6	7
2.10	Moral	1	2	3	4	5	6	7
2.11	Unethical	1	2	3	4	5	6	7
2.12	Phoney	1	2	3	4	5	6	7

Social Attraction

3. Please answer the following questions about how you felt about the **company conversation / message is..**

Based on company response, I think company conversation is..		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
3.1	I think he could be friend of mine.	1	2	3	4	5	6	7
3.2	I would like to have a friendly chat with him	1	2	3	4	5	6	7
3.3	I would be difficult to meet and talk with him.	1	2	3	4	5	6	7
3.4	He just wouldn't fit into my circle of friends	1	2	3	4	5	6	7
3.5	We could never establish a personal friendship with each other.	1	2	3	4	5	6	7
3.6	He would be pleasant to be with.	1	2	3	4	5	6	7

4. Organization Reputation Scale

Strongly Disagree 1 2 3 4 5 6 7 **Strongly Agree**

Please indicate how much you disagree or agree with each statement below.

	Based on company response, I think company conversation is..	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
4.1	The organization is basically honest.	1	2	3	4	5	6	7
4.2	The organization is concerned with the well-being of its publics	1	2	3	4	5	6	7
4.3	I do trust the organization to tell the truth about the incident.	1	2	3	4	5	6	7
4.4	I would prefer to have NOTHING to do with this organization.	1	2	3	4	5	6	7
4.5	Under most circumstances I WOULD NOT be likely to believe what the organization says.	1	2	3	4	5	6	7
4.6	The organization is basically DISHONEST.	1	2	3	4	5	6	7
4.7	I do NOT trust the organization to tell the truth	1	2	3	4	5	6	7

	about the incident.							
4.8	Under most circumstances, I would be likely to believe what the organization says.	1	2	3	4	5	6	7
4.9	I would buy a product or service from this organization.	1	2	3	4	5	6	7
4.10	The organization is NOT concerned with the well-being of its publics.	1	2	3	4	5	6	7

Purchase Intention

5. Please indicate how much you disagree or agree with each statement below.

	Based on company response,	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
5.1	I would be likely to purchase this product.	1	2	3	4	5	6	7
5.2	I would consider to use of this product.	1	2	3	4	5	6	7
5.3	I would purchase this product.	1	2	3	4	5	6	7

What is your age :

Questionnaire for group 12

จากบทความข่าวด้านล่างเกี่ยวกับอาหารสำเร็จรูปสะดวกซื้อ โปรดตอบคำถามตรงกับความจริงมากที่สุด
แบบสอบถามนี้ไม่ควรใช้เวลาตอบนานเกินกว่า 25 นาที

News Thai
นิวส์ไทย

ข่าว

อย. จับ อาหารแช่แข็ง “อุ่นจัง” พบสารเคมีตกค้างเกินมาตรฐาน!!!

หลังจากเกิดเหตุการณ์ มีผู้ทานอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง” แล้วพบผู้เสียชีวิต 2 ราย และ
นำส่งโรงพยาบาลอีกจำนวนหนึ่ง ผลทดสอบอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อต่างๆ วางขายในท้องตลาด
สำนักงานคณะกรรมการอาหารและยา ร่วมแถลงอาหารแช่แข็งสำเร็จรูปพร้อมอุ่น ร้อยละ 26.1
ไม่พบสารเคมีตกค้างปนเปื้อน ส่วนอีกร้อยละ 73.9 ตรวจพบสารเคมีตกค้างปนเปื้อน
โดยเฉพาะอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง” พบสารเคมีตกค้างมากที่สุด จนเกินมาตรฐานระหว่างประเทศ
(0.9-67 มิลลิกรัม/กิโลกรัม) เรียกร้องรัฐบาลตรวจสอบโรงงานผลิตอาหารแช่แข็งสำเร็จรูปพร้อมอุ่นยี่ห้อ “อุ่นจัง”
ที่มีปัญหา

🕒 1 ก.พ. 62 (15:50 น.)

3.6k share



โปรดอ่านคำชี้แจงของบริษัทอาหารที่เป็นข่าวด้านล่าง และโปรดตอบคำถามตรงกับความจริงมากที่สุด



บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง จำกัด

เรียนลูกค้าทุกท่าน เราขอแสดงความเสียใจกับผู้เสียชีวิตและผู้ป่วย ตามที่ปรากฏข่าว อาหารของบริษัท “อุ่นจัง” ในเว็บไซต์ และ เฟซบุ๊ก นั้น จาก
การตรวจสอบตัวอย่างสินค้าในสื่อการผลิตที่เดียวกับบริษัท เก็บไว้ เพื่อตรวจสอบคุณภาพและสินค้าในสื่อเดียวกันที่วางขาย ณ ร้านค้าเดียวกัน พบว่า สินค้า
มีสารปนเปื้อนจริง บริษัทฯ จะดำเนินการตรวจสอบปัญหาที่เกิดขึ้นจากข้อมูลที่มีทั้งหมด

เราขอแสดงความเสียใจกับผู้เสียชีวิตและผู้ป่วย เราขอเรียนว่า เราให้ความสำคัญสูงสุดต่อคุณภาพ และความปลอดภัยของสินค้า เช่นเดียวกับ
สุขภาพของผู้บริโภค เราจะทำการดูแล และติดตามกรณีนี้อย่างเหมาะสมและสุดความสามารถ

ขอแสดงความนับถือ
บริษัท อาหารสำเร็จรูปแช่แข็งอุ่นจัง

1. Please answer the following questions about how you felt about the company.

Blame and responsibility

To what degree should **the company** be blamed for this event?

Blame

Not at all To be blamed	Not Blamed	Somewhat Not blamed	Undecided	Somewhat blamed	Blamed	Absolutely to be blamed
1	2	3	4	5	6	7

How much responsibility should **the company** bear for this event?

Responsibility

Not at all responsible	Not responsible	Somewhat Not responsible	Undecided	Somewhat responsible	Responsible	Totally Responsible
1	2	3	4	5	6	7

Credibility

2. Please answer the following questions about how you felt about the **company spokesperson**.

Based on company response, I think company spokesperson is...		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
2.1	Care about me	1	2	3	4	5	6	7
2.2	Has my interest at heart	1	2	3	4	5	6	7
2.3	self-centered	1	2	3	4	5	6	7
2.4	Concerned with me	1	2	3	4	5	6	7
2.5	Insensitive	1	2	3	4	5	6	7
2.6	Non understanding	1	2	3	4	5	6	7
2.7	Honest	1	2	3	4	5	6	7
2.8	Untrustworthy	1	2	3	4	5	6	7
2.9	Honorable	1	2	3	4	5	6	7
2.10	Moral	1	2	3	4	5	6	7
2.11	Unethical	1	2	3	4	5	6	7
2.12	Phoney	1	2	3	4	5	6	7

Social Attraction

3. Please answer the following questions about how you felt about the **company conversation / message is..**

Based on company response, I think company conversation is..		Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
3.1	I think he could be friend of mine.	1	2	3	4	5	6	7
3.2	I would like to have a friendly chat with him	1	2	3	4	5	6	7
3.3	I would be difficult to meet and talk with him.	1	2	3	4	5	6	7
3.4	He just wouldn't fit into my circle of friends	1	2	3	4	5	6	7
3.5	We could never establish a personal friendship with each other.	1	2	3	4	5	6	7
3.6	He would be pleasant to be with.	1	2	3	4	5	6	7

4. Organization Reputation Scale

Strongly Disagree 1 2 3 4 5 6 7 Strongly Agree

Please indicate how much you disagree or agree with each statement below.

	Based on company response, I think company conversation is..	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
4.1	The organization is basically honest.	1	2	3	4	5	6	7
4.2	The organization is concerned with the well-being of its publics	1	2	3	4	5	6	7
4.3	I do trust the organization to tell the truth about the incident.	1	2	3	4	5	6	7
4.4	I would prefer to have NOTHING to do with this organization.	1	2	3	4	5	6	7
4.5	Under most circumstances I WOULD NOT be likely to believe what the organization says.	1	2	3	4	5	6	7
4.6	The organization is basically DISHONEST.	1	2	3	4	5	6	7
4.7	I do NOT trust the organization to tell the truth	1	2	3	4	5	6	7

	about the incident.							
4.8	Under most circumstances, I would be likely to believe what the organization says.	1	2	3	4	5	6	7
4.9	I would buy a product or service from this organization.	1	2	3	4	5	6	7
4.10	The organization is NOT concerned with the well-being of its publics.	1	2	3	4	5	6	7

Purchase Intention

5. Please indicate how much you disagree or agree with each statement below.

	Based on company response,	Strongly Disagree	Disagree	Somewhat Disagree	Undecided	Somewhat Agree	Agree	Strongly Agree
5.1	I would be likely to purchase this product.	1	2	3	4	5	6	7
5.2	I would consider to use of this product.	1	2	3	4	5	6	7
5.3	I would purchase this product.	1	2	3	4	5	6	7

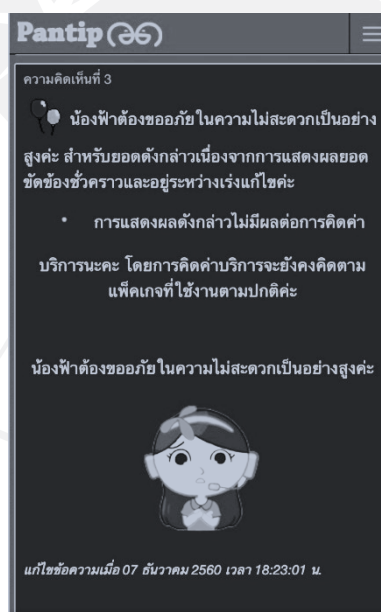
What is your age :

Appendix H

The example of the use of a cartoon as spokespersons during problem situations



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