MANAGING CRISES IN REAL-TIME

A research into the effects of live streaming in crisis communication

Bachelor Thesis
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Abstract

Live streaming is a steadily growing and developing technology especially popular within social media networks. Current literature already suggests live streaming to have significant effects on people's emotions within entertainment environments. The aim of this paper is, however, to explore the technology of live streaming in a corporate setting. This study examines the impact of live streaming as a crisis communication tool on consumer's trust, anger, and purchase intentions and how live streams behave in different crisis types and while using various crisis response strategies. A scenario-based 2 (crisis type: accident vs. transgression) x 2 (response strategy: denial vs. full apology + remediation) x 2 (channel interactivity: live stream vs. pre-recorded video) experiment was set up, and responses of 164 German participants within the age of 18 to 30 were collected. Multivariate analyses based on the gathered data showed that the usage of live streams indeed have positive effects on consumer's trust, purchase intentions, and lowered customer's anger. It was also revealed that there is a significant interaction effect between the channel interactivity, the response strategy, and trust, stating that live streams are especially useful when applying a denial response strategy when dealing with a corporate crisis. Finally, the analyses displayed that consumers' purchase intentions are higher when the crisis is accidental and that a denial response strategy has a positive effect on customers' trust and anger. These findings suggest that companies should always carefully assess the crisis and apply a matching response strategy. This paper also argues that the usage of live streams as a crisis communication tool has great potential for companies when dealing with future corporate crises, especially when a denial approach is inevitable. To confirm this first attempt of exploring the effects of live streaming in a corporate setting, further scientific studies should be undertaken.

key words: crisis communication, communication technology, live streaming, crisis type, crisis response strategies, trust, anger, purchase intentions

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1. Introduction

Corporate crises are the nightmare of any organization. A corporate crisis can generate threats to the company's performance and reputation (Cornelissen, 2017), leading to negative outcomes for the organization (Coombs, 2014). It is, therefore, essential for any company to react immediately to the crisis to avoid any negative consequences which may arise with it (Beldad, van Laar & Hegner, 2018). As a result of this significant relevance for companies to successfully confront organizational crisis situations, the field of corporate crisis management and communication has been greatly studied within recent years (Claeys & Coombs, 2019). While crisis communication professionals have developed extensive crisis response strategies over the years (Cornelissen, 2017), the scientific landscape examining the most useful media channels for crisis communication still offers room for further, more in-depth research, as new communication tools and technologies keep emerging.

The current scientific crisis communication literature landscape suggests that using traditional media channels such as written texts or pre-recorded video statements is most successful when publishing a crisis response statement (Coombs & Holladay, 2009). Pre-recorded video statements have the advantage that they can generally be categorized within the richest media channel types according to the media-richness theory. The media-richness theory claims that the amount of natural human interaction characteristics a medium can pass on to the message receiver has a significant influence on people's trust perception of the message (Cho, Philipps, Hageman & Patten, 2009).

Both text and video statements are performing well within corporate crisis situations, but none of these media channels can deliver a "real-time" and "in-the-moment" statement. Crisis responses using traditional media channels such as video or text statements are always created in advance and in a way that all formulations are well selected. This could evoke mistrust among stakeholders towards the message since the assumption can be made that organizations use this factor as an advantage to ensure the crisis response is formulated in a way that it soothes all stakeholders by meticulously screening the situations beforehand to leave no room for further assaults by the message receiver.

A solution to this issue would be with the usage of live stream videos. In live streams, it is nearly impossible to perform a statement without small verbal errors or to clinically prepare every formulation beforehand. Live streams are "in the moment" and therefore come closest to a real human interaction. The assumption can therefore be drawn that according to the media

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richness theory, live streams should have a significant effect on the trustworthiness of the message among the message receivers.

The technology of live streaming has already seen a wide acceptance within social media and the entertainment branch over the years, but during the COVID-19 pandemic in 2020, live streaming suddenly turned into the centre of communication. Live streaming quickly became the new way to communicate, to be entertained, and to stay in touch with each other in times of social distancing and lockdowns. The number of active streamers on the most popular streaming service platform, "twitch.tv," has tripled in 2020 (Clement, 2021). Music artists started streaming virtual concerts to compensate for cancelled events, and governments started to implement live streams on a daily basis to update their citizens about current developments concerning new COVID-19 measures. Current literature already suggests that entertainment live streams have a significant effect on people's emotions and well-being due to the nature of live streaming itself since viewers can engage with streamers in real-time as they would do in real-life conversations (De Wit, Van der Kraan & Theeuwes, 2020).

However, at the current state of research, there is no scientific literature about live streaming as a corporate communication tool and, more precisely, no literature about the usage of live streaming as a crisis communication tool. Technologies around live streaming are becoming cheaper, easier to use, and generally more popular among the general public (Zhicong, 2019). Therefore, looking into the effects of live streaming as a crisis communication tool is of great importance, as it could possibly open new opportunities for companies to engage with their stakeholders and minimize the negative outcomes coming along with corporate crisis situations.

The aim of this paper is, therefore, to make a first step in exploring this field and gather data about possible impacts of live streaming in the field of crisis communication. To start this field of research, this paper will investigate the effects of live streaming in contrast to pre-recorded videos on consumer's trust, anger, and purchase intentions towards a company in different crisis types and with different response strategies:

RQ1: *To what extent does channel interactivity (live stream vs. pre-recorded video) have effects on consumer's trust, anger, and purchase intentions towards a company?*

Next, to further dive into this field, the study will also test whether there are interaction effects in between the different crisis types, response strategies, and different channel types on the variables of trust, anger, and purchase intentions.

RQ2: *To what extent does channel interactivity (live stream vs. pre-recorded video) interact with crisis type (accident vs. transgression) and response strategy (denial vs. full apology + remediation) and influences consumer's trust, anger, and purchase intentions towards a company?*

These research questions were tested using a 2 x 2 x 2 study design, including the variables crisis type (accident vs. transgression), response strategy (denial vs. full apology + remediation), and channel interactivity (live stream vs. pre-recorded video) to gather data on the effects on trust, anger and purchase intentions using responses from 164 German adults between the age of 18 to 30.

2. Theoretical background

2.1 Organizational crises and the negative impact on an organization

An organizational crisis is one of the worst enemies of any organization because it can "seriously impact an organization's performance and generate negative outcomes" (Coombs, 2014, p.3) while posing "both a financial and reputational threat" (Cornelissen, 2017, p.215).

The financial threat arises from the assumption that a crisis can be seen as an organization's betrayal towards their stakeholders by failing to meet standards that stakeholders perceive as fundamental to their relationship, ultimately leading to stakeholders avoiding the organization in future encounters (Baghi & Gabrielli, 2021). At the same time, an unfavourable or damaged reputation can harm the organization's competitive chances to be perceived as the best and most attractive option to choose from among any of its competitors (Carmeli & Tishler, 2005). On the other hand, a favourable reputation enhances trust and purchase intentions among stakeholders (Sawahla, 2020). Trust can hereby be seen as the "willingness of a party to be vulnerable to the actions of another party based on the expectation that the other will perform a particular action important to the trustor, irrespective of the ability to monitor or control that other party" (Mayer, Davis & Schoorman, 1995, p.712), while purchase intention refers to the stakeholders' general interest in a certain product leading up to the possibility of finally purchasing a product (Kim & Ko, 2012). Both trust and purchase intentions form the crucial base for long-term strategic partnerships between an organization and its stakeholders (Sawahla, 2020). The organizational reputation can therefore be seen as an essential resource that must be managed and addressed correctly (Carmeli & Tishler, 2005), especially in crisis situations, where the organizational reputation is at greater risk (Cornelissen, 2017). The organizational reputation can therefore be seen as an essential resource that must be managed and addressed correctly (Carmeli & Tishler, 2005), especially in crisis situations, where the organizational reputation is at greater risk (Cornelissen, 2017).

2.2 Organizational crisis types and response strategies

The need for a correct crisis response strategy to impede the previously mentioned negative consequences is crucial to ensure the organization's survival (Beldad et al., 2018). Developing an adequate crisis communication strategy is grounded on the assumption that the crisis type must be identified when dealing with an organizational crisis (Cornelissen, 2017) because it is necessary to distinguish whether the organization is responsible for the crisis or not (Coombs, 2020).

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Organizational crises can therefore be categorized into four different types based on a two-dimensional crisis-type matrix, including the dimensions "internal-external" and "intentional-unintentional" (Coombs, 2012, as cited in Cornelissen 2017). The four different types are:

Table 1

Crisis type matrix by Coombs (2012)

	Unintentional	**Intentional**
External	Faux pas	Terrorisms
Internal	Accidents	Transgressions

Faux pas: organizational crisis emerging due to an unintentional action by an external actor of the organization

Accidents: organizational crisis emerging due to an unintentional action by the organization itself

Transgressions: organizational crisis emerging due to an intentional action by the organization itself

Terrorisms: organizational crisis emerging due to an intentional action by an external actor of the organization

As mentioned beforehand, the identification of the present organizational crisis type forms the starting point for the development of the applicable crisis response type (Coombs, 2020). Based on this assumption, Coombs (2012), as cited in Cornelissen (2017), developed a set of crisis reputation repair strategies with adequate crisis response types based on the perceived level of responsibility of the organization. This set ranges from crises with a low level of responsibility perception by the organization to a high level of responsibility perception by the organization. The associated response strategies can then range from simply denying the crisis, which is implemented when the organization perceives the crisis as non-existent (low level of responsibility perception), to a full apology and remediation strategy, where the organization

accepts possible mistakes made from its side and claims that similar issues will be prevented from reoccurring in the future (high level of responsibility perception).

According to Coombs (2020), people have the urge to blame someone or something for a negative event. The responsibility level of the organization is therefore affecting people's emotions and behaviours, such as trust and purchase intentions, towards the organization. Accepting the responsibility of the crisis and offering compensations is likely to help the organization in limiting the reputational damage by presenting goodwill and liability (Singha, Crisafullib, Quaminac & Tao Xued, 2020).

2.3 Channel interactivity within crisis communication

Applying the correct crisis response strategy within a crisis situation is one challenge. The next objection is to correctly portray the messages to the stakeholders via different channels. The landscape within crisis communication channels has significantly enlarged over the past years (Stephens & Malone, 2010). Organizations used to rely on traditional mass media channels such as newspapers, advertisements, or websites to perform crisis communication (Sano & Sano, 2019). Especially the usage of pre-recorded video statements has been a common technique in crisis communication (Pfau & Wan, 2006). One reason for this can be linked to the media richness theory, stating that "communication media differ[s] in the richness of the information processed" (Suh, 1999, p.296). The more characteristics of a natural human interaction a medium can deliver to the receiver, the richer it is. According to the media richness theory, it can generally be stated that the richer a medium is, the more trustworthy the message is perceived since the human brain has more cues to process and rule out possible ambiguities through missing information in conversations (Cho et al., 2009). A video statement comes closest to the richest way of communication, which is face-to-face interaction (Suh, 1999). However, video statements still only facilitate one-way communication, meaning that there is no interaction between the organization and stakeholders (Sano & Sano, 2019).

This changed with the emergence of digital platforms, where social media apps turned out to be significant new channels for organizations to communicate during crisis situations since they allow organizations to quickly reach a large number of people (Atkinson, Young, Lee, 2021) and also allow two-way communication between organization and stakeholders (Du Plessis, 2018). A recent trend within social media is the usage of live streaming, as high-speed internet and video technologies are increasingly becoming popular and more affordable (Zhicong, 2019). The worldwide number of active streamers on the most popular streaming

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service platform "twitch.tv" has skyrocketed in 2020 from 3.94 million streamers in January 2020 1to 9.89 million in January 2021 (Clement, 2021).

Live streaming has a great potential for the usage within crisis communication. It adds the aspect of two-way communication to the already well-performing video channels since people watching a live stream can interact with the organization by using chat functions, for instance (De Wit et al., 2020). Live streaming generally comes closest to face-to-face interaction because people perceive the statement as "in the moment", allowing small mispronunciations, for example, which also occur in real human interactions and make the interaction feel natural. This once again relates to the media richness theory and its impact on trust (Cho et al., 2009).

The current streaming landscape almost exclusively focuses on entertainment streaming (Zhicong, 2019). However, within the entertainment field, live streaming has already proved that it has a positive effect on the consumer's well-being since it allows people to build a close relationship with live streamers through close interactions (De Wit et al., 2020). Within the COVID-19 pandemic in 2020, the usage of live streaming was first widely used as a crisis tool when governments started using streaming technologies to inform citizens about new measures and to answer questions. Nevertheless, scientific research on live streaming as a crisis communication tool is currently still a blank page.

The promising benefits of live streams as a highly rich medium leads to the assumption that live streaming can be beneficial within crisis communication, as it should have a significant impact on trust perceptions, the anger towards the organization and consumer's purchase intentions, according to the media richness theory (Cho et al., 2009) and the findings that live streams have a positive impact on people's well-being (De Wit et al., 2020). This leads to the first three hypotheses of this research.

H1: Trust in an organization is higher when a live stream is used during a crisis response compared to the use of a pre-recorded video for crisis communication.

H2: The anger towards an organization is lower when a live stream is used during a crisis response compared to the use of a pre-recorded video for crisis communication.

H3: Purchase intentions of a product from an organization is higher when a live stream is used during a crisis response compared to the use of a pre-recorded video for crisis communication.

2.4 Interaction effects of channel interactivity

As mentioned in paragraph 2.2, four different crisis types can be identified within organizational crises (Coombs, 2012, as cited in Cornelissen 2017). Since research suggests that people tend to always blame the responsible actors and lose trust in them (Coombs, 2020), it can be assumed that live streams are especially useful when dealing with transgression crises in contrast to accident crises, because in transgression crises the organization is perceived as responsible and the loss in trust is higher. Therefore, according to the media richness theory, the richer the medium used for a message is, the higher the perceived trust subsequently is (Cho et al., 2009). This ultimately leads to the fourth hypothesis of this research.

> H4: A live stream performs better than a pre-recorded video when dealing with a transgression crisis compared to an accident crisis.

In line with the assumption that live streams are especially relevant and useful when dealing with transgression crises, it can also be expected that live streams will strengthen the effect of the application of a full apology and remediation strategy. As previously mentioned, a crisis can be seen as an organizational betrayal towards their stakeholders (Baghi & Gabrielli, 2021). A live stream should therefore enhance the apology of this betrayal in a better way than a pre-recorded video would do since the message should be regarded as more trustworthy in line with the assumption that a live stream is a richer medium than a pre-recorded video. This leads to the final hypothesis of this research, claiming that live streams are especially useful when applying a full apology and remediation strategy.

> H5: A Live stream performs better than a pre-recorded video when applying a full apology and remediation strategy compared to applying a denial strategy.

2.5 Conceptual research model

The presented literature and the thus derived hypotheses result into the following conceptual research model, visualized in figure 1.

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**Figure 1**

Conceptual research model
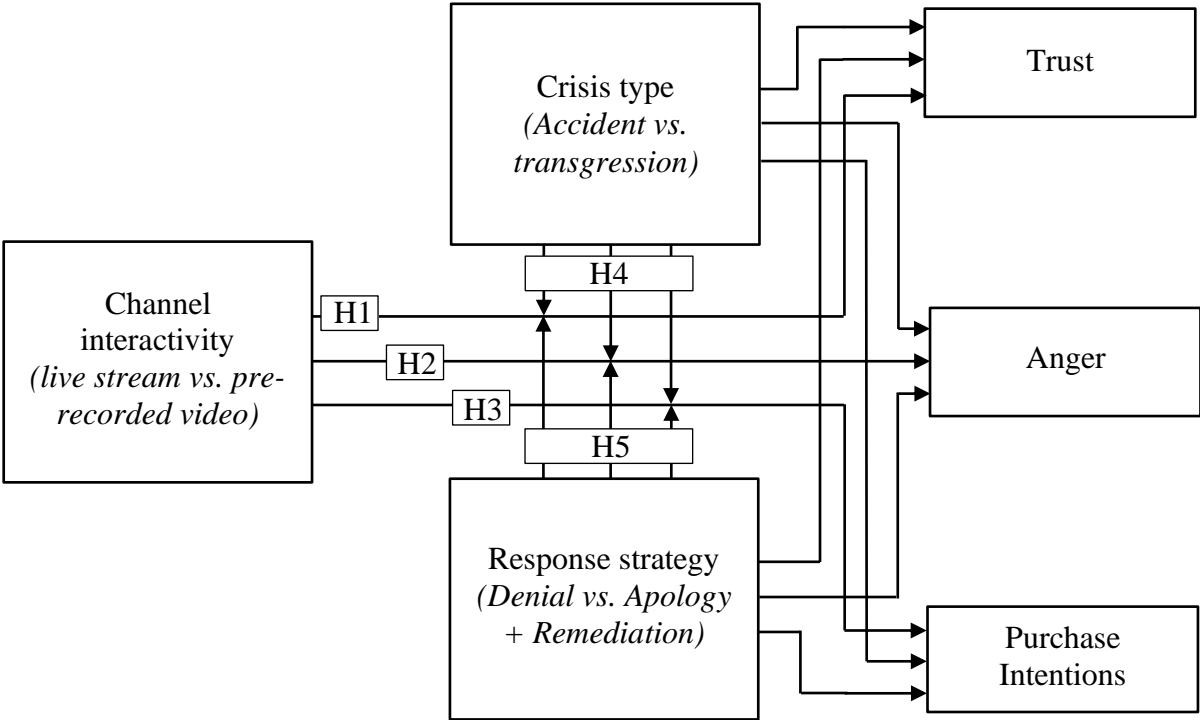
3. Method

3.1 Design

To test the research question and hypotheses of this study, a scenario-based experiment with a 2 (crisis type: accident vs. transgression) x 2 (response strategy: denial vs. full apology + remediation) x 2 (channel interactivity: live stream vs. pre-recorded video) design was conducted. The usage of a scenario-based experiment is especially useful when designing a study aiming at retrieving data about consumers judgements, preferences and decisions and is therefore, a common technique for data collection within crisis communication studies (Rungtusanatham, Wallin, & Eckerd, 2011) and best suitable for this research. The experiment was set into a corporate crisis of a fictional beverage company, where the organization had to recall one of its products and respond to several accusations of the media and general public. This experimental design resulted into a study design with eight manipulated scenarios, visualized in figure 2.

Figure 2

Research design
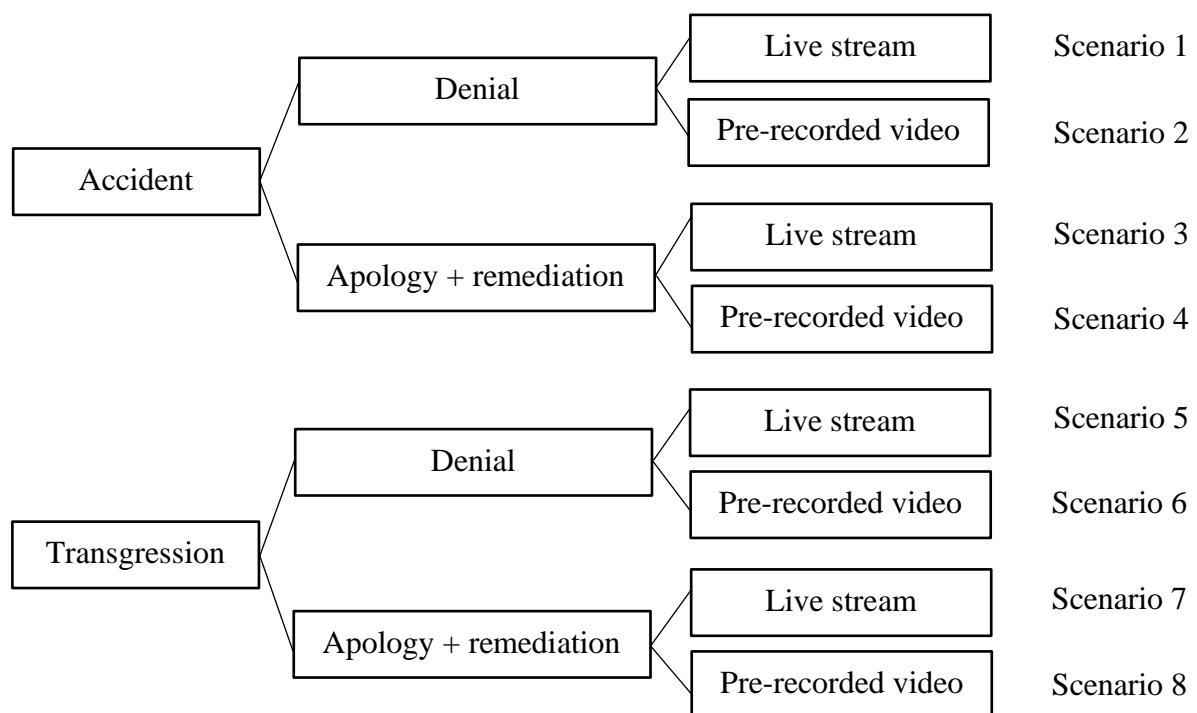
3.2 Pre-tests

To make sure the study design and stimulus material is correctly selected and applied, a list of pre-tests has been conducted before launching the main experiment. In a first pre-test, the characteristics of the CEO of the fictional company were developed using a short questionnaire including three questions. A total of N=11 people (five females, six males) within an age range starting from 20 to 24 (mean age = 22,55) were asked to indicate their preferences on age, gender and clothing style for a start-up CEO. The results of the first pre-test showed that eight out of eleven respondents indicated that the CEO of the fictional company should be male. Next, six out of eleven respondents indicated that the CEO of the fictional start-up company should be between 25 and 30 years old. Finally, the respondents were asked to suggest their preferred clothing style for the fictional CEO. The results showed that the actor of the CEO should be dressed in a casual business style.

The second pre-test was about testing the crisis response scripts. Once again, participants (N=8) were randomly asked to participate in a pre-test. The respondents were requested to read through the different crisis response scripts created for the fictional crisis situation and indicate whether they can identify the crisis type manipulation (accident vs. transgression) and the response strategy manipulation (denial vs. apology + remediation). The results showed that some sentences had to be adjusted in order to make the distinctions between the different manipulations clear to avoid confusion among the participants.

After adjusting the crisis response scripts, the last pre-test was about checking the final study and questionnaire design. A total of eight participants (N=8) were once again asked to take part and check the final survey on formulations, flow-logic of the survey and spelling mistakes. The feedback from this pre-test was then incorporated.

3.3 Stimulus material

For this experiment, a fictional beverage company producing a range of different iced tea products called "Cuban Link" was created. This fictional organization served as a base for the experiment. The reason a fictional company was used in contrast to a real one was to avoid any bias by the participants relating to personal attitudes towards the brand as well as to eradicate bias concerning pre-crisis reputation (Claeys & Cauberghe, 2015). To compensate for this, the company was introduced to the participants within the study in the form of a fictional storyline including some background information about the company, as well as visual illustrations of the brand, the iced tea cans, and their advertisements as presented in figure 3.

Figure 3

Fictional company stimulus material

Next, the crisis scenario itself was introduced to the respondents. This was once again achieved by providing a fictional storyline backed up with illustrations of fictional news articles (figure 4) to provide the participants with a first glance of information about the crisis. Since the crisis type (accident vs. transgression) was part of the manipulation, the reasons why the crisis occurred was not mentioned in this fictional storyline. This information was provided in each manipulated scenario within the next step.

Figure 4

Fictional news stimulus material

After reading through the fictional storyline at the beginning of the survey, the participants were assigned to one of the eight manipulated response scenarios. Within these scenarios, the respondents were presented with a crisis response statement by the fictional CEO of the company. Therefore, each scenario was manipulated differently according to the study design with combinations of either a live stream or a pre-recorded video (channel interactivity), an accident or a transgression crisis (crisis type), and a denial or apology and remediation response statement (response strategy). An example response can be found in figure 5.

Figure 5

Example response statement (transgression – denial manipulation)

> Hallo zusammen, mein Name ist Austin Dinero und ich bin Gründer und Geschäftsführer von „Cuban Link". Ich möchte mich hiermit zu den Ereignissen der letzten Tage zu Wort melden und öffentlich Stellung nehmen.
>
> Seit einigen Tagen wurden uns zum jetzigen Zeitpunkt Deutschlandweit insgesamt 57 Vergiftungen auf Grund einer Einnahme von Natriumhydroxid gemeldet. Diese Vergiftungen haben bei den Betroffenen zu einer Schwellung des Kehlkopfes, Ansammlung von Flüssigkeit in der Lunge sowie leichte Verätzungen der Speiseröhre geführt.
>
> Nachdem erste Gerüchte aufgekommen sind, dass diese Vergiftungsfälle durch den Konsum unserer neuen Eistee Sorte „Mangifiera" ausgelöst worden sind, haben wir sofort eine interne Untersuchung eingeleitet, um diesem Gerücht nachzugehen. Die Untersuchungen haben ergeben, dass in der Tat Rückstände von Natriumhydroxid in den Dosen unserer neuen Eistee Sorte nachzuweisen waren. Weitere Untersuchungen haben zudem ergeben, dass die Natriumhydroxid Rückstände aufgrund von neuartigen Dosen entstanden sind, die für das neue Produkt entwickelt worden sind.
>
> Cuban Link ist von der Idee geprägt, qualitativ hochwertige und vor allem gesunde Produkte auf den Markt zu bringen. Dazu steht jeder unserer Mitarbeiter und ich als Geschäftsführer ebenfalls. Und ich möchte hierbei auch nochmals klarstellen, dass dies immer der Fall war und auch in Zukunft der Fall sein wird. Wir als Unternehmen distanzieren uns hiermit von den teilweise absolut falschen Vorwürfen der Medien.
>
> Für die Zukunft versichere ich, dass die Kontroll- und Qualitätsverfahren in der Produktion und Abfüllung verschärft werden. Hierfür werde ich persönlich Sorge tragen und dementsprechende Vorkehrungen einleiten, damit ein ähnlicher Verunreinigungsfall nicht wieder eintreten wird.

The distinction between the channel interactivity manipulations was made by the inclusion of a fictional and vivid chat, a "live" button, and a viewer count on the top right of the screen. These elements were added to mimic the live stream interface of the social media app Instagram. In contrast to that, the pre-recorded videos did not have any of these visual features. Next, the live stream manipulation had a vertical screen, while the pre-recorded video was aligned horizontally, as presented in figure 6.

Figure 6

Channel interactivity manipulations
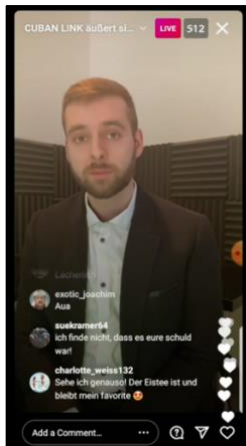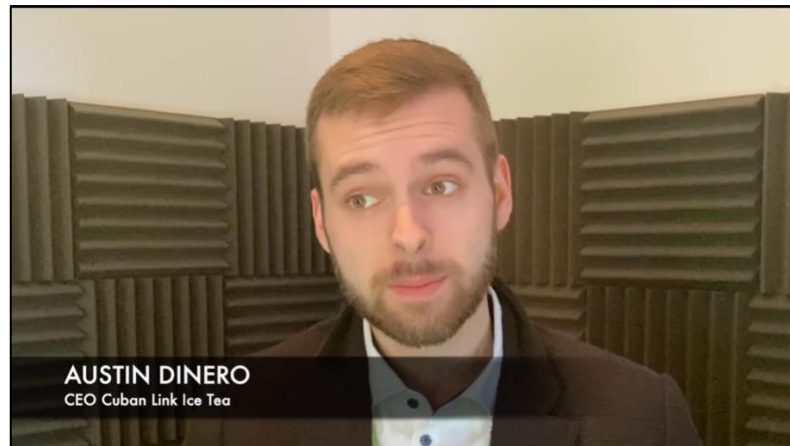
Live stream   Pre-recorded video

The manipulations for the crisis types were implemented in the response statement by either stating that the poisonings of the iced teas were caused by the filling partner and that the issue was out of the company's control (accident), or by poised cans which were intentionally used for the simple reason that these cans were cheaper in the production process which, thus, makes the company responsible for the disaster (transgression).

Lastly, the way the company responded to the crisis was manipulated by either fully apologizing for the happenings and offering a financial remediation for all harmed stakeholders involved (apology + remediation), or by simply denying the crisis and stating that the company has nothing to do with the happenings (denial).

3.4 Validity of the manipulations

After reading through the fictional crisis storyline and being assigned to one of the eight manipulated scenarios, the participants were asked to fill in a set of survey questions reviewing the validity of the manipulations. All items were measured with the same 5-point Likert scale ranging from "1" = "Stimme ich garnicht zu" ("strongly disagree") to "5" = "Stimme ich vollkommen zu" ("strongly agree"). The Likert scale has been extensively researched and has been proven to capture individual's attitudes "in a scientifically accepted and validated manner" (Joshi, Kale, Chandel & Pal, 2015, p.397).

To check the channel interactivity manipulation, the participants were asked to identify the channel type (live stream vs. pre-recorded) by indicating whether they agree to a certain question such as "Das Statement des Unternehmens war live" ("The statement of the company

was live") or "Das Statement des Unternehmens wurde mit einem vorab aufgezeichneten Video veröffentlicht" ("The statement was published with a pre-recorded video").

To measure whether respondents correctly identified the crisis type manipulation, the participants were asked to fill in their indications towards additional statements such as "Das Unternehmen ist schuld an der Krise" ("The company is to blame for the crisis") or "Die Krise ist durch einen unglücklichen Unfall entstanden" ("The crisis was caused by an unfortunate accident).

All manipulations were checked with two questions and two additional inverted versions of these questions. To identify whether these items are correlated, Cronbach's alpha values were computed for each manipulation statement. The results of the Cronbach's alpha analysis are listed in table 2. Since all alpha values are above .70, the manipulation checks are valid.

Table 2

Cronbach's alpha values of the manipulation check items

Manipulation check	Cronbach's alpha
Channel interactivity	
Live stream	.95
Pre-recorded video	.97
Crisis type	
accident	.72
transgression	.80

Lastly, all manipulations were checked by conducting independent t-tests. The first independent t-tests for the channel interactivity manipulations (live stream vs. pre-recorded video) showed that those who were assigned to a live stream scenario and those assigned to a pre-recorded video scenario also indicated that they saw one of the specific manipulations. The same result was found for the crisis type manipulation (accident vs. transgression).

The independent t-test for the live stream manipulation showed a significant difference ($t(162) = -22.29$, $p < .001$). The group statistics revealed that those who were ascribed to a live stream scenario also indicated that they indeed saw a live stream ($M = 4.60$, $SD = 0.79$) and, in contrast, not a pre-recorded video ($M = 1.57$, $SD = 0.94$). On the other hand, another

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independent t-test for the pre-recorded video manipulation showed significant differences as well (t (162) = 16.33, $p < .001$). This confirms that participants being assigned to a pre-recorded video scenario, also saw a pre-recorded video (M = 4.49, SD = 0.83) and not a live stream (M = 1.79, SD = 1.24).

For the transgression crisis manipulation, the independent t-test revealed a significant difference as well (t (162) = 9.92, $p < .001$). Next, the group statistics for this manipulation showed that the participants assigned to a transgression crisis also indicated that they indeed perceived this crisis as a transgression (M = 3.95, SD = 0.87) and not as an accidental crisis (M = 2.44, SD = 1.06). In contrast to that, a final independent t-test for the accident crisis manipulation showed significant differences as well (t (162) = -8.87, $p < .001$). This also confirms that participants being assigned to an accident crisis scenario also perceived the crisis as an accident (M = 3.41, SD = 1.21) and not as a transgression crisis (M = 1.95, SD = 0.84).

3.5 Measurements

After filling in the manipulation check questions, respondents were asked to answer an additional set of questions measuring the variables trust, anger, and purchase intentions towards the company. Once again, a 5-point Likert scale ranging from "1" = "Stimme ich garnicht zu" ("strongly disagree") to "5" = "Stimme ich vollkommen zu" ("strongly agree") was implemented. In total, 23 survey items were included for the measurement of the dependent variables trust, purchase intentions and anger towards the company.

To avoid any response bias, the real purpose of the study was not mentioned to the participants before filling in all items. The only information respondents were provided with at the start was that the aim of the study was to better understand the communication strategies of beverage companies. The actual purpose of the study was, however, mentioned at the end of the experiment, and all participants were instructed about the real intent of the research. Every respondent had the chance to withdraw from the study if this was not in line with their consent.

Finally, the respondents had to indicate information about their age, gender, their region of residence within Germany, their highest educational degree, and express how much they generally like iced teas on three different survey questions.

3.6 Survey items

The survey items measuring the dependent variable trust were derived from the integrative model of organizational trust by Mayer, James & Schoorman (1995). According to this work, trust is defined by the three dimensions ability, benevolence, and integrity. Each dimension was

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measured with five questions such as "Das Unternehmen weiß, wie es mit der Situation umzugehen hat" ("The company knows how to deal with the situation") or "Das Unternehmen wird alles tun, um mir zu helfen ("The company will do everything to help me") leading into a total set of 15 questions for the variable of trust.

The effects on the dependent variable of anger towards the company were tested with a set of four additional items from the research of McDonald, Glendon, and Sparks (2011). These items were for instance worded as "Ich fühle mich sauer" ("I feel angry") or "Ich fühle mich empört" ("I feel outraged).

Finally, the variable of purchase intention was measured with four items based on the paper from Kim and Cameron (2011). Examples for questions examining the effects on purchase intentions are statements such as "Ich werde in Zukunft Produkte des Unternehmens kaufen" ("I will buy the company's products in the future") or "Die Wahrscheinlichkeit, dass ich in Zukunft Produkte des Unternehmens kaufe, ist hoch" ("The likelihood that I will buy the company's products in the future is high").

To check whether all items are correctly measuring the intended variables and to ensure all items were loaded on the correct factors, a factor analysis was conducted. Within this step, reverse coded items were recoded to make sure all items are measuring in the same direction.

For the variable of purchase intention, all four items were immediately loaded correctly. For the dependent variable of anger, the item "Ich fühle mitleid" ("I feel pity") was loaded on a different factor than the other three items. In consequence, this statement was removed for further analyses. The same was done for two items measuring the dependent variable of trust, namely "Das Unternehmen ist dafür bekannt, erfolgreich zu sein" ("The company is known to be successful") and "Das Unternehmen würde wissentlich alles tun, um mich zu verletzen" ("The company would knowingly do anything to hurt me").

Table 3 shows an overview of the factor analysis after removing the previously mentioned items. The Kaiser-Meyer-Olkin measure of sampling adequacy had a significant value of 0.941. Finally, a Cronbach's alpha analysis was conducted in order to check the validity of the dependent variables that loaded correctly. All Cronbach's alpha values are above .70. The dependent variables are therefore reliable.

Table 3

Factor analysis of the dependent variables

Item	Trust	Purchase Intentions	Anger
I feel angry.			.87
I feel upset.			.86
I feel outraged.			.80
I will buy the company's products in the future.		.88	
If I had the chance to buy the company's products in the future, I would do so.		.88	
The likelihood that I will buy the company's products in the future is high.		.92	
I believe that I will buy the company's products in the future.		.87	
The company knows how to deal with the situation.	.78		
The company does not know what its doing.	.66		
The company has insufficient qualifications to deal with the situation.	.64		
I am confident about the company's capabilities.	.72		
The company is concerned for my well-being.	.85		
My needs and wishes are important to the company.	.76		
The company will do everything possible to help me.	.75		
The company does not pay attention to what is important to me.	.62		
The company has a strong sense of justice.	.78		
I do not have to worry about the company sticking to their word.	.73		
The company makes no effort to treat others fairly.	.64		
The company's behavior is constant.	.72		
Unsound principles seem to guide the company's behavior.	.71		
Cronbach's alpha	.96	.98	.92

KMO= .941

3.7 Participants

Participants for the study were either invited by approaching them on social media or face-to-face. The survey was only available as a digital version online. Therefore, participants were able to participate whenever they wanted to and within a personal environment of their choice. It was also ensured that the survey was compatible with all common web browsers as well as smartphone software. The survey was completely anonymous, meeting all ethical research standards and was approved by the BMS Ethics Committee of the University of Twente.

In total, a number of 178 responses by Germans between the age of 18 and 30 were collected. 14 individuals were removed from the dataset because of incomplete responses, leading to a final dataset consisting of 164 responses.

The mean age of the participants was 22.26 ($SD = 2.01$). The gender distribution among the dataset was comparably equal, with 87 (53%) of the participants being female and 77 (47%) being male. The majority of the participants had their residence in North Rhine-Westphalia, with 65 (39,6%) living in this region. 55 (33.5%) additional respondents were living in Lower Saxony, followed by Baden-Wuerttemberg with 9 (5.5%) participants. The largest part of the respondents had at least an Abitur (A-level) degree, with a total of 101 (61.6%), followed by 45 (27,4%) with a completed academic bachelor's degree. The full demographical description can be found in Appendix A.

The gender distribution among the scenarios was relatively equal. Within the dataset of 164 respondents, 87 (53%) of the participants were female, and 77 (47%) identified themselves as males. The distribution within the scenarios had a greater variance, but it was ensured that all scenarios were seen by both genders. The full gender distribution can be found in table 4.

Table 4

Distribution among scenarios

Scenario*	N	%	Male**	Female**
Scenario 1	24	14.6	12 (50.0%)	12 (50.0%)
Scenario 2	21	12.8	15 (71.4%)	6 (28.6%)
Scenario 3	19	11.6	11 (57.9%)	8 (42.1%)
Scenario 4	22	13.4	11 (50.0%)	11 (50.0%)
Scenario 5	22	13.4	6 (27.3%)	16 (72.7%)
Scenario 6	20	12.2	6 (30.0%)	14 (70.0%)
Scenario 7	17	10.4	9 (52.9%)	8 (47.1%)
Scenario 8	19	11.6	7 (36.8%)	12 (63.2%)
Total	**164**	**100.0**		

*Scenario 1=Live stream, Accident, Denial

 Scenario 2=Pre-recorded video, Accident, Denial

 Scenario 3=Live stream, Accident, Apology+remediation

 Scenario 4= Pre-recorded video, Accident, Apology+remediation

 Scenario 5=Live stream, Transgression, Denial

 Scenario 6=Pre-recorded video, Transgression, Denial

 Scenario 7=Live stream, Transgression, Apology+remediation

 Scenario 8= Pre-recorded video, Transgression, Apology+remediation

**% within each scenario

4. Results

4.1 Main Effects

In order to check the research question and hypotheses, the collected data was examined using a multivariate analysis of variance (MANOVA). The analysis revealed that there are several main effects within the data.

4.2 Crisis type

First, the multivariate analysis of variance (MANOVA) showed that there are significant effects between the crisis types on the variable of purchase intentions (F (1,156) = 6.56, p = .011). Respondents assigned to the transgression crisis scenario had lower purchase intentions (M = 1.99, SD = .13) in contrast to when they were confronted with the accident crisis scenario (M = 2.43, SD = .12). However, the multivariate analysis of variance also revealed that there were no significant effects of the crisis type on the variables of trust (F (1,156) = 1.75, p = .188) and anger (F (1,156) = .10, p = .747).

Table 5

MANOVA effects – Crisis type

Dependent measures	Sum of sq.	df	Mean sq.	F	Sig.
Trust	1.32	1	1.32	1.750	.188
Anger	.11	1	.11	.104	.747
Purchase intentions	7.97	1	7.97	6.557	.011

Table 6

Means and standard deviations – Crisis type

	Accident		Transgression	
Dependent measures	M	SD	M	SD
Trust	3.06	.09	2.87	.10
Anger	3.00	.11	3.05	.12
Purchase intention	2.43	.12	1.99	.13

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4.3 Response strategy

The multivariate analysis of variance (MANOVA) also revealed the effects of the response strategy on the variable of anger (F (1,156) = 7.58, p = .007). Participants exposed to a denial response strategy had a higher level of anger (M = 3.25, SD = .11) in contrast to when they were assigned to the apology strategy (M = 2.80, SD = .12). Similar results were revealed for the effect of response strategy on the variable of trust (F (1,156) = 12.17, p <.001). People who were confronted with the apology response scenario scored a higher level of trust (M = 3.20, SD = .10) in contrast to those who were confronted with the denial response strategy (M = 2.73, SD = .09). For the effects of response strategy on purchase intentions, the multivariate analysis of variance showed no significant effects between the response strategy and the variable of purchase intention (F (1,156) = .10, p = .752).

Table 7

MANOVA effects – Response strategy

Dependent measures	Sum of sq.	df	Mean sq.	F	Sig.
Trust	9.19	1	9.19	12.17	<.001
Anger	8.02	1	8.02	7.58	.007
Purchase intentions	.12	1	.12	.100	.753

Table 8

Means and standard deviations – Response strategy

	Apology		Denial	
Dependent measures	M	SD	M	SD
Trust	3.20	.10	2.73	.09
Anger	2.80	.12	3.25	.11
Purchase intention	2.34	.13	2.18	.12

4.4 Channel interactivity

Finally, the multivariate analysis of variance (MANOVA) revealed effects of the channel interactivity on all three dependent variables. There were significant effects found between the

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channel interactivity and the variable of anger (F (1,156) = 24.59, p <.001). People who were assigned to a live stream scenario scored a significantly lower level of anger (M = 2.62, SD = .12) than participants assigned to the pre-recorded video scenario (M = 3.42, SD = .11). Similar results were found for the effect of channel interactivity on the variable of trust (F (1,156) = 25.97, p <.001). Respondents assigned to a live stream scenario indicated a higher level of trust (M = 3.31, SD = .10) in contrast to those assigned to a response statement via a pre-recorded video (M = 2.62, SD = .10). Lastly, there were significant effects of channel interactivity found on the dependent variable of purchase intentions (F (1,156) = 13.43, p <.001). Those who were assigned to a live stream statement had higher purchase intentions (M = 2.52, SD = .12) than those who were linked to a pre-recorded video scenario (M = 1.89, SD = .12).

Table 9

MANOVA effects – Channel interactivity

Dependent measures	Sum of sq.	df	Mean sq.	F	Sig.
Trust	19.62	1	19.62	25.97	<.001
Anger	26.02	1	26.02	24.59	<.001
Purchase intentions	16.33	1	16.33	13.43	<.001

Table 10

Means and standard deviations – Channel interactivity

	Live stream		Pre-recorded video	
Dependent measures	M	SD	M	SD
Trust	3.31	.10	2.62	.10
Anger	2.62	.12	3.42	.11
Purchase intention	2.52	.12	1.89	.12

4.5 Interaction effects

To further analyse the data and check the research question and hypotheses, multivariate analyses of variance (MANOVA) were conducted in order to examine whether there are interaction effects between the manipulations on the three dependent variables. However, only

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one of the interaction effects were found to be significant. The results showed that channel interactivity and response strategy combined have effects on the level of trust (F (1,156) = 4.09, p = .045). Respondents indicated a significantly higher level of trust when they were assigned to a denial strategy presented via a live stream (M = 3.21, SD = .13) than when they saw the denial statement via a pre-recorded video (M = 2.24, SD = .14). Similarly, participants indicated that they trust an apology response strategy more when it was presented via a live stream (M = 3.41, SD = .15) than with a pre-recorded video (M = 2.99, SD = .14). This interaction effect is visualized in figure 7.

Table 11

MANOVA effects – Interaction effect response strategy & channel interactivity

Dependent measures	Sum of sq.	df	Mean sq.	F	Sig.
Trust	3.09	1	3.09	4.09	.045
Anger	3.09	1	3.09	2.92	.090
Purchase intentions	3.65	1	3.65	3.00	.085

Figure 7

Interaction effect of channel interactivity and response strategy
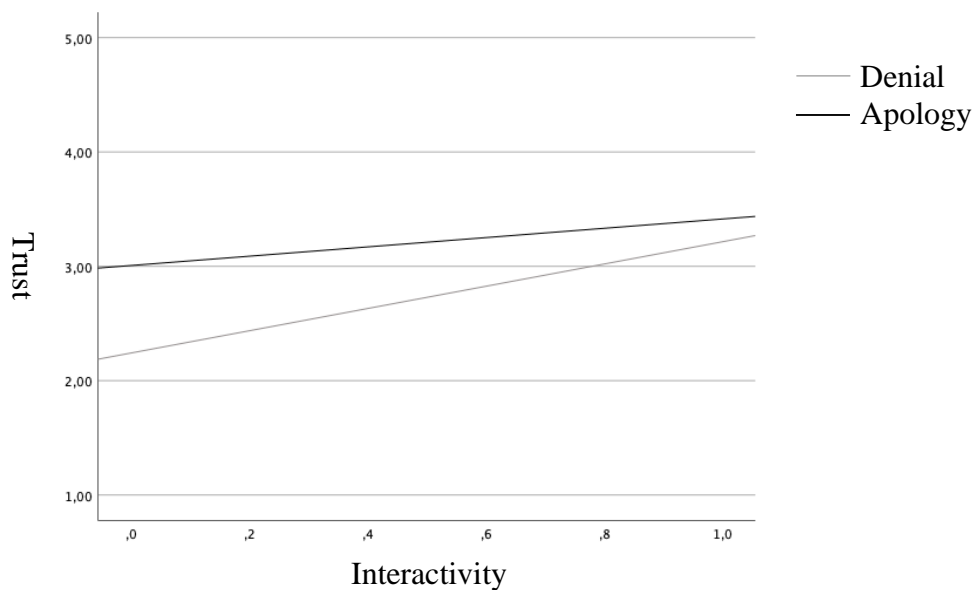
4.6 Supported and rejected hypotheses

In total, the experiment revealed results that confirmed three and rejected two hypotheses out of the five hypotheses initially formulated. A full overview of the supported and rejected hypotheses can be found in table 12.

Table 12

Supported and rejected hypotheses

Hypothesis	Supported or rejected
H1: Trust in an organization is higher when a live stream is used during a crisis response compared to the use of a pre-recorded video for crisis communication.	Supported by this experiment
H2: The anger towards an organization is lower when a live stream is used during a crisis response compared to the use of a pre-recorded video for crisis communication.	Supported by this experiment
H3: Purchase intentions of a product from an organization is higher when a live stream is used during a crisis response compared to the use of a pre-recorded video for crisis communication.	Supported by this experiment
H4: A live stream performs better than a pre-recorded video when dealing with a transgression crisis compared to an accident crisis.	Rejected by this experiment
H5: A Live stream performs better than a pre-recorded video when applying a full apology and remediation strategy compared to applying a denial strategy.	Rejected by this experiment

5. Discussion

Crises are unpredictable and can hit organizations at any time (Claeys & Cauberghe, 2015). Responding appropriately while using the correct media channels is therefore crucial in order to successfully navigate through the crisis (Coombs & Holladay, 2009). The overall aim of this study was to investigate the effects of live streaming as a crisis communication tool on consumer's trust, anger, and purchase intentions in different crisis scenarios in thus how this technology could help communication specialists in improving their crisis communication. In the following paragraphs, the results of this experiment will be interpreted and classified.

5.1 Crisis type

The experiment revealed that there are significant effects of the crisis type on customer's purchase intentions. The respondents indicated that their intentions of buying products of the company were higher when the crisis was an accident and not caused by the organization. These results confirm current scientific research findings that people have the urge to identify the responsible actors within crisis situations and blame them for the negative happenings (Coombs, 2020) while then re-evaluating their own image of the company (Cornelissen, 2017). This could lead to lower purchase intentions from the customer's perspective. When the company is not to blame for the incidents, people tend to forgive the organization and give their products a second chance.

This study, however, did not confirm current scientific literature claiming that the crisis type has a significant effect on customer's trust (Hegner, Beldad & Kraesgenberg, 2016). Similarly, there were no effects on consumer's anger identified. This is an unexpected finding as current research clearly stresses the relationship between these variables (Hegner et al., 2016). Therefore, the insignificance of the relationship between crisis type, trust and anger should thus be traced back to issues within the study design of this experiment.

5.2 Response strategy

Next, the results showed that there are significant effects of the response strategy on consumer's anger and trust. The participants hereby indicated that when the company denied the crisis, the level of trust was lower, while the level of anger was higher in contrast to when the company took the situation seriously and apologized. This confirms current research within the crisis communication landscape, which claims that the response strategy is strongly related to consumer's trust perceptions (Coombs, 2007). Based on the results of this study, it can generally

be argued that if the overall goal of the organization's crisis communication strategy is to limit damage to the consumer's trust and to avoid a customer's emotional backlash, a denial strategy should be avoided. This again supports the current research landscape stating that a denial response strategy should not be implemented or only applied if there are absolutely no indications that the company is at fault (Coombs, 2006).

The effect of the response type on purchase intention was not found to be significant. This is once again an unexpected finding as previous experiments discovered clear relationships between a company's response strategy and consumers purchase intentions (Coombs, 2007). Thus, these results should again be related to issues within the study design of this experiment.

5.3 Channel interactivity

According to the results of this study, the communication channel choice has a highly significant effect on all three variables tested in this experiment. This a highly interesting finding, as the results revealed that live streams have indeed a positive effect on consumer's trust, anger, and purchase intentions within corporate crises. Therefore, these findings confirm the first three hypotheses of this research (H1; H2; H3).

When a live stream was applied, both trust and purchase intentions were higher, while the level of anger towards the company was lower, respectively. This is a crucial new finding supporting the hypothetical idea that live streams should work well in crisis communication, as the technology allows two-way communication and is generally seen as one of the richest media channels, which has already been confirmed by research to have a significant impact on trust and consumer behaviour (Cho et al., 2009). Subsequently, it can be stated that according to the results of this study, live streams perform better than pre-recorded statement videos in corporate crisis situations.

5.4 Interaction effects

Building up on the previously mentioned findings relating to the effects of channel interactivity, the results revealed that according to this study, people tend to trust response strategies more when they are presented via a live stream. However, when closely checking the mean values of all scenarios, it can be stated that a live stream is especially useful when applying a denial strategy in contrast to an apology strategy. This disproves the hypotheses that a live stream performs better than a pre-recorded video when applying a full apology and remediation strategy compared to applying a denial strategy (H5). This is interesting as it implies that if a denial strategy is necessary or suitable in specific crises, a live stream is the only way to perform

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this crisis communication approach. However, evidence is missing if this would also overrule the findings by Coombs (2006), stating that a denial strategy only has benefits if the company is at fault.

The hypothesis that a live stream performs better than a pre-recorded video when dealing with a transgression crisis compared to an accident crisis (H4) was not supported by the results. This result is also notable as it states that according to this study, the channel choice does not specifically matter when dealing with differing crisis types but rather with the response strategy.

6. Practical implications, limitations, and further research directions

6.1 Practical implications

The results of this study entail some very important findings for companies, organisations, and scholars. Generally, companies need to handle corporate crises in a way it is grounded in scientific research and carefully assess and analyse the situation in order to appropriately react to the crisis (Coombs, 2020). This paper does make several claims on how to properly deal with corporate crises as a company or communication expert.

First, it is important for an organisation to carefully assess the crisis in order to develop an adequate crisis communication strategy (Coombs, 2020). This is necessary as the response strategy has a significant impact on consumer's trust and anger. If companies want to avoid trust losses and emotional backlashes from consumers, it is thus necessary to find a fitting response strategy for the crisis.

This leads to the next practical implication for companies which is the usefulness of using live streams or respectively rich and interactive media channels to communicate about and during the crisis. Live streams have positive effects on consumer's trust and purchase intentions, and they will lower the level of customer's anger in contrast to commonly used pre-recorded statement videos.

Finally, if companies decide to apply a denial strategy, a live stream seems to be inevitable and the best channel to communicate about and during a crisis as they perceive the denial strategy as more trustworthy then. Generally, denial strategies should be avoided Coombs (2006), but if internal analyses have shown that denying the crisis can lead to an overall better outcome for the company, this strategy can be beneficial. However, according to this study, a denial strategy should only be communicated via a live stream.

6.2 Limitations

This study has made a first attempt in exploring the field of live streaming within the field of crisis communication. Some significant results could be retrieved, and practical implications for researchers and professionals could be formed. However, there are some limitations that need to be mentioned at the same time.

A crucial limitation are the characteristics of the participants. This study only focussed on Germans between the age of 18 and 30. Therefore, inferences about the effects of live

streaming within corporate crises can only be made for a young target group. Young people are generally more interested in using new technologies than older people and are also more likely to accept and implement new technologies within their lives (Chen & Chan, 2011). Thus, it could be possible that older people tend to dislike new technologies being implemented as a corporate communication tool. This could affect the impact of live streams being used to communicate about crises to the entire population. It is also important to mention that the majority of Germans included in the analysis are from the same region. Therefore, cultural differences within Germany could not be covered in this study.

Next, the fictional product used for the stimulus material was an iced tea, which is a quite specific product. The respondents indicated that they like to drink iced tea ($M = 3.57$, $SD = 1.19$) but also mentioned that they do not do so on a daily basis ($M = 1.90$, $SD = 1.08$). It is, therefore, important to mention that the results could differ when a product is used, which people have a stronger connection with (Mugge, Schoormans & Schiffernstein, 2008) and are thus more emotionally affected by a crisis relating to this specific product.

This leads to another limitation relating to the stimulus material itself. For this research, a fictional company was used in order to avoid any bias concerning pre-crisis reputation (Claeys & Cauberghe, 2015). However, this leads to the issue that the participants were not actually affected by the crisis, and the entire experiment was just a thought experiment. As Coombs (2020) indicated, one important factor for consumers to judge the crisis situation is how much they are affected by it. The level of trust, anger, and purchase intentions could therefore highly differ if the respondents were affected by the crisis in real life.

One limitation needs to be mentioned concerning the survey design. The questionnaire did not include manipulation check questions for the response strategy manipulation. Consequently, the results relating to the response strategy could not be validated, and the reliability of the inferences made based on these results are thus limited.

As a final limitation, it is important to mention that some well-researched findings have not been supported by this experiment. This evokes the idea that some parts of the study design could have been biasing the participants in a way that their behaviour was not in line with current scientific findings.

6.3 Further research

As mentioned in the limitations section, this study only focused on a relatively young German target group. To further test the results obtained from this study, the experiment must be replicated and tested within different countries, cultural communities, age groups, societal

stratums, and educational levels. This must be done to validate if live streams also perform positively within different settings. Based on this, the results should also be further tested with different stimulus materials, products, and crisis types in order to check if there are differences in effects when various scenarios are applied.

Generally, the field of live streaming in crisis communication should be further researched. This paper made a starting point in exploring the effects of live streaming in corporate crisis scenarios. Thus, there are still many more possible effects that need to be explored within this field. Next to the level of trust, purchase intentions and anger, scientific research should be conducted in order to test engagement levels of live streams in contrast to traditional media channels, for instance. It should also further explore whether the live stream should be recorded, or an additional transcript should be released after the original live stream video as the stream is normally closed once they are finished. Another important research direction would be to analyse the impact of a live chat on consumers. Since, in most cases, people watching a live stream have a chat function where they can share their opinions, it is important to understand how this feature could possibly steer or bias consumers attitudes towards the streamed content and messages.

Finally, it is important to test whether the impact of live streams is overruling the findings by Coombs (2006), that a denial strategy is only useful if there is clearly no indication of a company's mistake before and during the crisis. Specifically, testing whether live streams make a denial strategy work even if the company made mistakes would be a decent starting point for future research.

7. Conclusion

Reacting appropriately to a corporate crisis is crucial for any organization. This paper suggests that using live streams to respond to a crisis can increase the level of trust, anger, and purchase intentions. These findings can be grounded into the media richness theory and the theory of two-way communication, claiming that rich and interactive communications channels have a positive influence on individual's message trust perceptions and their behaviours. Additionally, when applying denial response strategies, live streams seem to perform better than the currently common pre-recorded video statements as the denial response will also be received and categorized as more trustworthy by the consumers. All in all, the usage of live streaming as well as rich and interactive communication channels are great additions for communications specialists to implement when dealing with corporate crises to prevent harmful damage to the company.

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Appendix

Appendix A:

Demographic information of the participants

Demographics	N	%	M	SD
Age			22.26	2.01
Gender				
Male	77	53.0		
Female	87	47.0		
Education				
Realschulabschluss	7	4.3		
Fachabitur	5	3.0		
Abitur	101	61.6		
Bachelor	45	27.4		
Master	6	3.7		
Region				
Baden-Wuerttemberg	9	5.5		
Bavaria	5	3.0		
Berlin	3	1.8		
Brandenburg				
Bremen	7	4.3		
Hamburg	5	3.0		
Hesse	5	3.0		
Mecklenburg-Western Pomerania				
Lower Saxony	55	33.5		
North Rhine-Westphalia	65	39.6		
Rhineland-Palatinate	4	2.4		
Saarland	2	1.2		
Saxony	1	.6		
Saxony-Anhalt	1	.6		
Schleswig-Holstein	2	1.2		
Thuringia				
Total	164	100		

Appendix B:

Questionnaire German

B2C Kommunikationsstrategien von Getränkeherstellern

Sehr geehrte*r Teilnehmer*in,

du wurdest hiermit eingeladen, an einer Forschungsstudie mit dem Titel „B2C Kommunikationsstrategien von Getränkeherstellern" teilzunehmen. Diese Studie wird von Luca Angelo Cavallo von der Fakultät für Verhaltens-, Management- und Sozialwissenschaften der University of Twente geleitet und durchgeführt.

Ziel dieser Studie ist es, Einblicke über die Effekte verschiedener Kommunikationsstrategien von Getränkeherstellern gegenüber ihren Kunden zu gewinnen. Die Teilnahme an diesem Experiment dauert ungefähr 10 Minuten.

Die Teilnahme an dieser Studie ist anonym und es können keine persönlichen Informationen auf dich zurückgeführt werden. Daher kann und wird deine Identität in keiner Veröffentlichung, die basierend auf den gesammelten Daten dieser Studie entsteht, offengelegt. Deine Daten werden außerdem nur zur Analyse von Gesamtergebnissen verwendet. Das heißt, dass niemals einzelne Antworten einer einzelnen Person isoliert und unabhängig betrachtet oder verwendet werden. Deine Daten werden des weiteren ausschließlich für diese Studie und nicht für andere Zwecke verwendet.

Die Teilnahme an dieser Studie ist völlig freiwillig. Du kannst dich jeder Zeit dazu entscheiden, nicht mehr an dieser Studie teilzunehmen, oder deine Einwilligung zur Teilnahme jederzeit widerrufen. Wenn du dich dazu entscheidest, nicht an dieser Studie teilzunehmen oder dich von dieser zurückziehen willst, wirst du hierfür nicht bestraft.

Unter den ersten 100 Teilnehmern wird ein 20€ Gutschein aus einem Onlineshop deiner Wahl verlost.

Bei weiteren Fragen wende dich gerne an Luca Angelo Cavallo (l.a.cavallo@student.utwente.nl).

Einverständniserklärung

Ich erkläre mich hiermit einverstanden, dass ich die oben genannten Informationen gelesen, oder sie mir vorlesen lassen habe, und diese danach verstanden habe. Ich wurde darüber informiert, dass ich jeder Zeit Fragen bezüglich dieser Studie stellen kann und diese zu meiner Zufriedenheit beantwortet werden. Ich bin freiwillig damit einverstanden, an dieser Studie teilzunehmen, und verstehe, dass ich die Beantwortung von Fragen ablehnen und mich jederzeit ohne Angabe von Gründen von der Teilnahme dieser Studie zurückziehen kann. Ich habe verstanden, dass meine Daten anonym interpretiert werden und diese ausschließlich für die Studie verwendet werden.

Ich erkläre mich hiermit mit den oben genannten Bedingungen einverstanden	◯

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Weiter

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Zunächst möchte ich dir ein paar Fragen zu deiner Person stellen

Wie alt bist du?

| 18 | 26 | 34 | 42 | 50 | 59 | 67 | 75 | 83 | 91 | 99 |

Bitte gib auf dieser Skala dein Alter an

18

Mit welchem Geschlecht identifizierst du dich?

Aus welchem Bundesland kommst du?

Was ist dein aktuell höchster Bildungsabschluss?

	▼

Trinkst du Eistee?

	Stimme ich überhaupt nicht zu	Stimme ich nicht zu	Teils, teils	Stimme ich zu	Stimme ich völlig zu
Ich trinke gerne Eistee	○	○	○	○	○
Ich trinke täglich Eistee	○	○	○	○	○
Eistee gehört zu meinem Lifestyle	○	○	○	○	○

←	→

0%   Umfragenfortschritt   100%

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Ich werde dir jetzt die Eistee Firma "Cuban Link" vorstellen. Bitte lies dir den folgenden Text sorgfältig durch und klicke danach auf weiter.

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Cuban Link - Established 2021

"Cuban Link" ist ein aufstrebendes Getränke Startup aus Deutschland. Gegründet von drei Studenten, möchte das junge Unternehmen den Deutschen Getränkemarkt revolutionieren. Hohe Qualität und Nachhaltigkeit stehen im Mittelpunkt der Unternehmensphilosophie. Das Design der Marke und der Getränke basiert auf aktuellen Trends der Hip/Hop Kultur und verkörpert gleichzeitig Sommeratmosphäre.

Die ausgeklügelten Marketingstrategien führen schnell dazu, dass "Cuban Link" zu einer Trendmarke unter Jugendlichen und jungen Erwachsenen wird. Zudem sprechen zahlreiche Kollaboration mit bekannten Persönlichkeiten die Zielgruppe an und es wird ein regelrechter Hype um das Getränk in den Sozialen Medien losgetreten.

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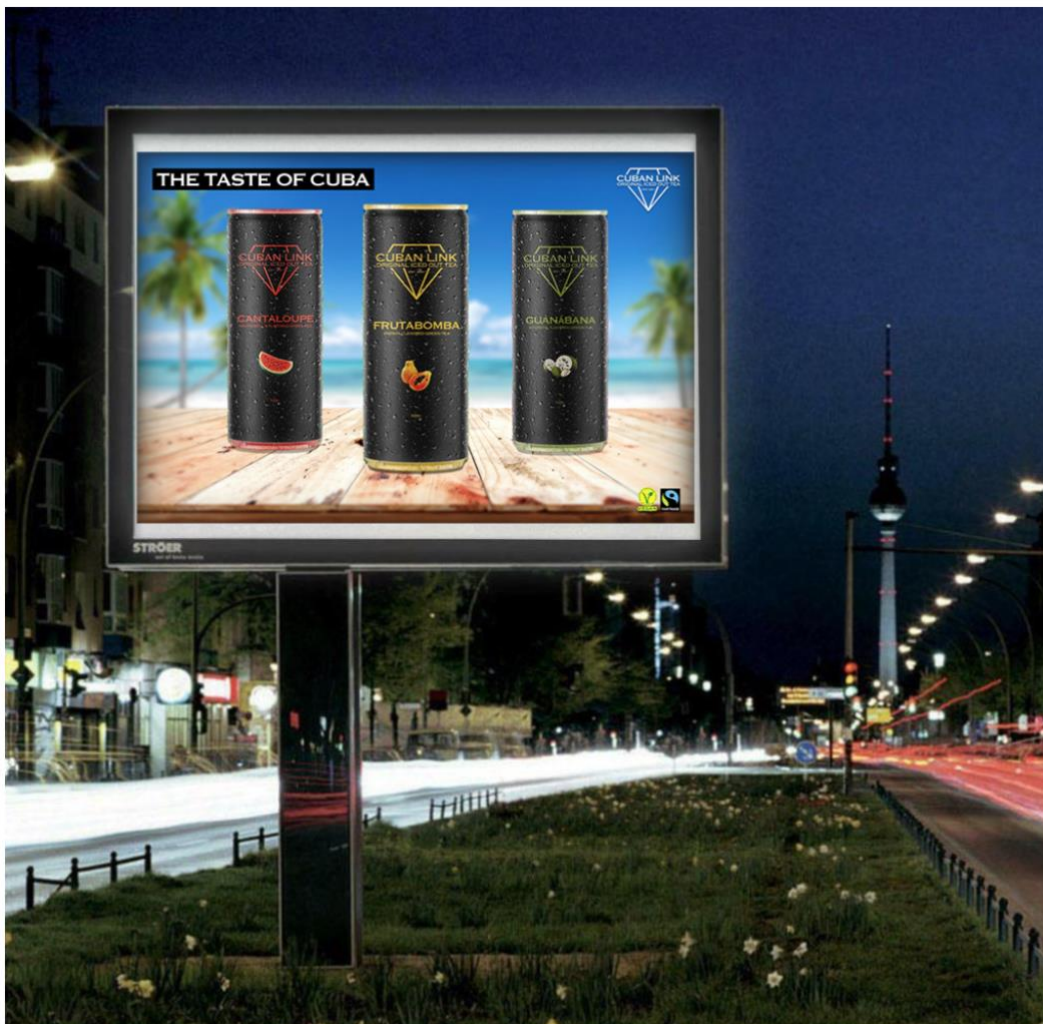
Nach dem Launch der ersten drei Eistee-Sorten, wurde nach einigen Monaten eine weitere Sorte ins "Cuban Link" Sortiment aufgenommen. Allerdings führte diese bei einigen Menschen zu Vergiftungen. Bitte lies dir den folgenden Text sorgfältig durch um dich mit der Situation vertraut zu machen und klicke danach auf weiter.

Vergiftungsfälle durch "Cuban Link" Produkte?
Nach dem Launch der neuen "Cuban Link" Eistee-Sorte "Mangifiera", kam es Deutschlandweit zu einer ungewöhnlichen Welle an Vergiftungen. Ärzte sind vorerst ratlos, woher die Vergiftungsfälle stammen könnten. Nach Untersuchung der Lage kommen jeodch Gerüchte auf, dass die Vergiftungsfälle durch den Konsum der neuen "Cuban Link" Eistee Sorte verschuldet sein könnten.

Diese Gerüchte verbreiten sich rasch über die sozialen Netzwerke und lösen rege Diskussionen aus. Auch die traditionellen Medien stürzen sich auf das Thema, trotz der Tatsache, dass es noch keine Bestätigungen beziehungsweise klare Fakten zu der Situation gibt. Das Unternehmen "Cuban Link" schweigt zunächst, jedoch wächst der mediale Druck weiter und weiter.

←   →

0%   **Umfragenfortschritt**   **100%**

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"Cuban Link" entschließt sich nach steigendem Druck ein Statement zu der Lage zu veröffentlichen. Bitte sieh und höre dir das folgende Statement so genau es geht an und klicke danach auf weiter.

→

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Lies dir nun bitte die folgenden Aussagen durch und gib an, ob die Aussagen deiner Meinung nach zutreffen oder nicht.

Wie wurde das Statement des Unternehmens "Cuban Link" veröffentlicht?

	Stimme ich überhaupt nicht zu	Stimme ich nicht zu	Teils, teils	Stimme ich zu	Stimme ich vollkommen zu
Das Statement des Unternehmens wurde mit einem Livestream veröffentlicht	○	○	○	○	○
Das Statement des Unternehmens wurde mit einem vorab aufgezeichneten Video veröffentlicht	○	○	○	○	○
Das Statement des Unternehmens war live	○	○	○	○	○
Das Statement des Unternehmens war vorab aufgezeichnet	○	○	○	○	○

Nachdem du das Statement gesehen hast, wem gibst du die Schuld für die Vorfälle?

	Stimme ich überhaupt nicht zu	Stimme ich nicht zu	Teils, teils	Stimme ich zu	Stimme ich vollkommen zu
Das Unternehmen "Cuban Link" ist schuld an der Krise	○	○	○	○	○
Das Unternehmen "Cuban Link" ist nicht schuld an der Krise	○	○	○	○	○
Die Krise ist durch einen unglücklichen Unfall entstanden	○	○	○	○	○
Die Krise ist nicht durch einen unglücklichen Unfall entstanden	○	○	○	○	○

←   →

0%   Umfragenfortschritt   100%

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Lies dir nun bitte die folgenden Aussagen durch und gib an, ob die Aussagen deiner Meinung nach zutreffen oder nicht.

Nachdem du dir das Statement von "Cuban Link" angesehen hast, wie fühlst du dich?

	Stimme ich überhaupt nicht zu	Stimme ich nicht zu	Teils, teils	Stimme ich zu	Stimme ich vollkommen zu
Ich fühle mich sauer	○	○	○	○	○
Ich fühle mich verärgert	○	○	○	○	○
Ich fühle mich empört	○	○	○	○	○
Ich fühle Mitleid	○	○	○	○	○

← →

0%   Umfragenfortschritt   100%

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Lies dir nun bitte die folgenden Aussagen durch und gib an, ob die Aussagen deiner Meinung nach zutreffen oder nicht.

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Nachdem du dir das Statement von "Cuban Link" angesehen hast, vertraust du dem Unternehmen "Cuban Link"?

	Stimme ich überhaupt nicht zu	Stimme ich nicht zu	Teils, teils	Stimme ich zu	Stimme ich vollkommen zu
Das Unternehmen "Cuban Link" weiß, wie es mit der Situation umzugehen hat	○	○	○	○	○
Das Unternehmen "Cuban Link" ist dafür bekannt, erfolgreich zu sein	○	○	○	○	○
Das Unternehmen "Cuban Link" weiß nicht was es tut	○	○	○	○	○
Ich bin zuversichtlich, was die Fähigkeiten des Unternehmens "Cuban Link" angeht	○	○	○	○	○
Das Unternehmen "Cuban Link" hat unzureichende Qualifikationen um mit der Situation umzugehen	○	○	○	○	○

Nachdem du dir das Statement von "Cuban Link" angesehen hast, vertraust du dem Unternehmen "Cuban Link"?

	Stimme ich überhaupt nicht zu	Stimme ich nicht zu	Teils, teils	Stimme ich zu	Stimme ich vollkommen zu
Das Unternehmen "Cuban Link" ist um mein Wohlergehen besorgt	○	○	○	○	○
Dem Unternehmen "Cuban Link" sind meine Bedürfnisse und Wünsche wichtig	○	○	○	○	○
Das Unternehmen "Cuban Link" würde wissentlich alles tun, um mich zu verletzen	○	○	○	○	○
Das Unternehmen "Cuban Link" wird alles tun, um mir zu helfen	○	○	○	○	○
Das Unternehmen "Cuban Link" achtet nicht darauf, was für mich wichtig ist	○	○	○	○	○

Nachdem du dir das Statement von "Cuban Link" angesehen hast, vertraust du dem Unternehmen "Cuban Link"?

	Stimme ich überhaupt nicht zu	Stimme ich nicht zu	Teils, teils	Stimme ich zu	Stimme ich vollkommen zu
Das Unternehmen "Cuban Link" hat einen starken Sinn für Gerechtigkeit	○	○	○	○	○
Ich muss mir bei dem Unternehmen "Cuban Link" keine Sorgen machen, ob es an ihrem Wort festhält	○	○	○	○	○
Das Unternehmen "Cuban Link" ist nicht bemüht, fair mit anderen umzugehen	○	○	○	○	○
Das Verhalten des Unternehmens "Cuban Link" ist konstant	○	○	○	○	○
Unsolide Prinzipien scheinen das Verhalten des Unternehmens "Cuban Link" zu leiten	○	○	○	○	○

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Das war's schon! Vielen Dank, dass du mitgemacht hast.
Ich möchte dich hiermit darüber aufklären, dass dir der wahre
Zweck des Experiments zu Beginn vorenthalten wurde. Das
eigentlich Ziel der Studie ist, Unterschiede in der Wahrnehmung
von Livestreams und vorgefertigten Videos bei
Krisenkommunikationen festzustellen, und ob diese das
Vertrauen, die Kaufabsichten, sowie die Emotionen von Kunden
beeinflussen.

Wenn du nach dieser Aufklärung deine Teilnahme an der Studie
widerrufen willst, wähle dies bitte hier aus. Wenn du weiterhin
teilnehmen möchtest, teile mir dies bitte ebenfalls mit, indem die
passende Option unten auswählst.

Ich bin damit einverstanden, dass meine Antworten weiterhin verwendet werden dürfen	○

Ich bin nicht damit einverstanden, dass meine Antworten weiterhin verwendet werden dürfen	○

**Wenn du an den Ergebnissen der Studie interessiert bist und
du an dem Gewinnspiel teilnehmen willst, trage bitte hier
deine E-mail Adresse ein:**

[   ]

←   →

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