

CONSUMER EMOTIONS MAY RUN HIGH DURING ORGANIZATIONAL CRISES

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Abstract

Media reports on organizational crises provide evidence that consumer emotions may run high as demonstrated by behaviours such as international boycotts and anti-company web sites. Despite the negative implications for companies, both the range of emotions consumers experience during a crisis, their duration and their behavioural implications appear not to have been examined. This article reports preliminary findings of a focus group study investigating consumer reactions to crises. This paper reports on data emerging from focus group discussions around five different crises. Data could be organized around the three key themes of consumer attributions about crisis cause and responsibility, and the range of emotions and behaviours various crises evoked. The preliminary findings from the focus group study are discussed and implications summarised.

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