Research on the Enterprise's Response Strategies in Negative Product Quality Crisis

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Abstract

The negative impact from negative product quality crisis compromises the interests of consumers. Although the crisis is not deliberately caused by the enterprise, but companies involved, they can hardly absolve oneself from the blame. Therefore, Consumers' willingness for Enterprise-made products is reduced, and then affecting the sustainable development of enterprises. In order to make the sustainable development of enterprises not be threatened by the negative product quality crisis, this paper uses the method of questionnaire to find effective coping strategies. The results show that the use of clarification and apology strategies and positive compensation strategies can enhance consumers 'purchase intention, deny the strategy and ignore the strategy will reduce the consumers' purchase intention; the corporate reputation of the enterprise response strategies and consumer purchase There is a moderating role between the willingness to clarify and apologize strategies and positive compensation strategies and consumers 'willingness to buy, and to play a negative role in denying the strategy, ignoring the strategies and consumers' purchase intention.

Keywords

negligence product quality crisis, coping strategy, corporate reputation, consumers' purchase intention.

1. Introduction

Product quality crisis refers to the sudden danger which have negative infect on human health, property safety due to the products' quality problems, and resulting in increased customer complaints, corporate reputation and even survival.(Siomokos and Kurabard, 1994) [1] The event is similar to the sensational Japanese Kobe steel fraud scandal, the Shuanghui Group's "bodybuilding pig" incident, and the "sweet orange" taste. The quality crisis of negligent product is a kind of product quality crisis. It is the crisis that the quality of the product is not in conformity with the required standards due to management negligence or technical defects. The crisis is not caused by the enterprise. For example, the Zhongtai Automobile quality door exposed at the 315th party in 2017, the technical flaws in the face recognition technology, the sensational sea fishing mouse incident and so on. Whether the root cause of the crisis has subjective intentionality is a problem that consumers are more concerned about, and it is the direction that enterprises take remedial measures to focus on (Xu Xiaolong and Su Yong, 2014)[2]. Therefore,enterprises should rely on the root cause of the crisis to make up for the damage that the crisis brings to consumers. Enterprise risk of negligence product qualityThe coping strategy of the crisis truly reflects the degree of corporate attitude towards the crisis and the degree of responsibility to consumers. Consumers perceive whether the enterprise is credible through the crisis response strategy, and whether the credibility of the enterprise directly affects the willingness of consumers to purchase. Therefore, it is very important for enterprises to adopt coping strategies to effectively solve the crisis of negligence product quality.The response strategy of enterprises to the quality crisis of negligence product truly

reflects the corporate attitude towards the crisis and the degree of responsibility to consumers.Consumers perceive whether the enterprise is credible through the crisis response strategy, and the credibility of the enterprise directly affects the purchase intention of customs.Therefore, it is very important for enterprises to adopt effective strategies to solve the crisis of negligence product quality.

In order to explore the different impact of strategies on the purchase intention of consumers after the quality crisis of the negligence product.happened. This paper takes the enterprise strategy as the independent variable, the corporate reputation as the moderating variable, the consumer's purchase intention as the dependent variable to construct the relationship model, and through the virtual scenario as the background questionnaire method, using SPSS17.0 statistical analysis software to make the hypothesis verification of the data. The conclusions of the study are drawn, and some attempts are made to provide some reference for enterprises to deal with the quality crisis of negligence product.

2. literature Review and Research Hypothesis

Enterprises handling crisis complaints need to establish a sound acceptance, investigation, rectification channels and take prompt, positive and effective response measures, which helps to minimize the damage suffered by enterprises (Jolly, 1985) [3]. Consumers' perceived responsibility is affected by three factors: crisis level, attribution and crisis response strategy after the product quality crisis happened.(Fang Zheng and Yang Yang, 2011) [4].From the perspective of consumers, attribution affects the purchase intention of consumers, the smaller the attribution to the company, the greater purchase intention of consumers, the greater the attribution to the company, the smaller purchase intention of consumers (Fangzheng, 2007) [5]. From the enterprise perspective,after the crisis, companies must set up a special crisis management team to use various coping styles to solve the crisis. Wang Xiaoyu (2006) divided the crisis response methods into non-response, enterprise response, expert response, and double response.From the perspective of organizational behavior, corporate response shows the attitude of the company to the event, then the way of the enterprise responds is an important factor affecting the purchase intention of consumers [6]. There are many types of corporate responses. Siomokos and Kurabard (1994) believe that the crisis response strategy is a continuum from firm denial to responsibility, and is subdivided into firm denial, forced recovery, voluntary recall, and active responsibility [1].Marcus and Godman (1991)believe that companies respond to crisis methods in three ways: defense, reconciliation, and silence[7]. Coombs (1998) believe that corporate crisis response strategies have a rejection attitude, a reduced posture, a reconstructed posture, and a supportive posture [8]. Fang zheng(2011) divided the crisis response strategy into three kinds of reconciliation strategy, defense strategy, and silence strategy [9]. Combining the research of domestic and foreign scholars on the crisis response strategy, this paper divides the crisis response strategy into denial strategy, ignore strategy, recall strategy, clarification and apology strategy and active compensation strategy.

2.1. The Impact of Corporate Coping Strategies on the Purchase Intention of Consumers

Mallaris (1992) research shows that the company's own efforts after the crisis help to win consumer confidence in the business [10]. Niraj Dawar and Madan Mpilikita (2000)[11], Wang Xiaoyu (2008)[12] believe that crisis response strategies have an impact on the purchase intention of consumers. This gives the hypothesis H1.

H1: Negligent product quality crisis response strategy has a significant impact on the willingness of crisis products to enter consumers.

According to the research by Simokos (1994),consumers believe that it is irresponsible to adopt a negative coping strategy in the process of corporate crisis management, which causes great dissatisfaction. Consumers' dissatisfaction with the company is reducing the purchase of products [13].Naraganan (2001) showed that the negative attitudes of enterprises are not conducive to consumers' attitudes towards enterprises in the process of studying crisis response methods [14]. This gives the hypothesis H1a.

H1a: Under the crisis of negligence product quality, companies adopting a denial strategy has a negative impact on the purchase intention of consumers.

Wang Xiaoyu, Wu Jiyuan, and Huang Gangling (2006) in the process of studying crisis response methods for Chinese consumers to consider the set, indicating that the company's non-response will be excluded from the consumer's consideration set. George, Rao, and Naraganan (2001) demonstrate that companies adopt a negative or indifferent attitude to respond to crises that affect consumers' attitudes toward the business[15]. If the enterprise ignores it, it will expand the negative public opinion, so that the information that the enterprise and the consumer grasp of the event is asymmetrical, Cause the perceived risk of the consumer increases and the intention purchase decreases. This gives the hypothesis H1b.

H1b: Under the crisis of negligent product quality, companies adopt a disregarded strategy that has a negative impact on the purchase intention of consumers.

Siomkos and Kurabard (1994) believe it is a effective way to recall the negligence product in the market and prevents the number of victims from continuing to increase. Hearit (1994) showed that companies adopt product recalls or exchanges to help appease consumers' emotions, enhance the purchase intention of consumers, and remediate the damage caused by the crisis [16]. This gives the hypothesis H1c.

H1c: Under the crisis of negligence product quality, companies adopt a recall strategy that has a positive impact on the purchase intention of consumers.

Madan (2000) research shows that the way companies actively communicate helps to reduce consumer misconduct and reduce risk perception[17]. Wang Xiaoyu (2006) believes that after the crisis, the company's positive interpretation and statement will increase consumer trust and reduce consumer perceived risk. This gives the hypothesis H1d.

H1d: Under the crisis of negligence product quality, companies adopt a clarification and apology strategy that has a positive impact on the purchase intention of consumers.

Simokos (1994) believes that companies adopt a positive attitude and establish a more responsible image in the minds of consumers, which is a reasonable crisis response method. Niraj (2000) viewed the corporate response strategy as a continuous function between "clearly denying responsibility" and "clearly taking responsibility", confirming that clear accountability helps to reduce corporate asset losses. Sen and Bhattacharya's research shows that corporate social responsibility has a significant impact on consumers' willingness to consume. This gives the hypothesis H1e.

H1e: Under the crisis of negligence product quality, companies adopt positive compensation strategies that have a positive impact on the purchase intention of consumers.

2.2. Moderating Role of Corporate Reputation

Milliaris (1992) examined the degree of corporate crisis management and corporate attitudes toward consumer crisis products and companies, and argued that corporate reputation has a buffering effect on the crisis [18]. Further research by Laczniak (2001) shows that high corporate reputation can cushion consumers' attribution of disadvantages and enhance the purchase intention of consumers [19]. To solve crisis events, enterprises need to combine corporate strategy and corporate reputation and propose a reasonable response strategy. A good corporate reputation shows that consumers have a positive and optimistic attitude

towards the company. Ahluwalia Unnava Burkrant (2001) believe that in the process of processing information, persuasiveness tends to be more consistent with previous information [20]. Dean (2004) research confirms that the company's historical reputation and corporate social responsibility can have an important impact on consumer attribution and repurchase intentions. For high-reputation companies, consumers are more inclined to externally attribute responsibility after the crisis [21].Fangzheng (2007) believes that after the crisis occurs, the greater the external attribution of the enterprise, the stronger of the repurchase intentions, the greater the internal attribution of the enterprise, the smaller of the repurchase intentions [22]. Wang Dongchen (2013) said that corporate reputation is a long-term reputation accumulated by consumers in the minds of consumers. Occasionally, the quality crisis of negligent products is also difficult to change the good image of enterprises in the hearts of consumers, so high-reputation enterprises are happening crisis, consumers are more willing to attribute responsibility to the outside of the company, so high-enterprise reputation companies are not susceptible to consumer purchases after the crisis [23]. In addition, Lafferty. and Goldsmith (2004) point out that corporate reputation is closely related to consumers' wishes and behaviors [24]. Vassilikopoulou (2009) shows that the higher the reputation of a pre-crisis company, the stronger the sense of social responsibility, and the stronger the consumer's repurchase intentions[25]. Laczniak (2001) believes that if a company has a good reputation, the purchase intention of consumers other products will not be affected by the crisis, and further study the corporate reputation and consumer responsibility attribution in the crisis context. The link between the two points out that high corporate reputation can reduce consumer attribution to the business. Therefore, in order to further explore whether the reputation of the company has a moderating role in the relationship between corporate coping strategies and consumer purchase intentions after the quality crisis of the negligence product, the following hypotheses are proposed:

H2: Under the crisis of negligent product quality, corporate reputation has a moderating effect on the relationship between corporate coping strategies and consumer purchasing intentions.

H2a: Under the crisis of negligence product quality, corporate reputation has a negative moderating effect on the relationship between denial strategies and consumer purchase intentions;

H2b: Under the crisis of negligent product quality, the relationship between corporate reputation and the willingness to purchase has a negative moderating effect;

H2c: Under the crisis of negligence product quality, corporate reputation has a positive moderating effect on the relationship between recall strategy and consumer purchase intention;

H2d: Under the crisis of negligence product quality, corporate reputation has a positive moderating effect on the relationship between clarification and apology strategy and consumer purchase intention;

H2e: Under the crisis of negligence product quality, corporate reputation has a positive moderating effect on the relationship between positive compensation strategies and the purchase intention of consumers.

3. Research Design

The research method of this paper is a questionnaire survey based on context. In order to prevent the halo effect of the respondents, the questionnaire uses a virtual situation. By studying the typical cases of the quality crisis of negligent products in China in the past two years, it is found that the food industry is a crisis-prone industry. Therefore, the stimulant chooses mineral water, and because mineral water is a common product in our life, it has a high degree of familiarity and a wide range of users.

3.1. Situational Design

The company is called A company. The channels for the outbreak of the crisis are newspapers, the Internet, TV and other media. The quality of the A brand mineral water is not as good as that of some cities. The quality is not in line with national standards. Regarding the root cause of the crisis, the report pointed out that the incident originated from an employee at a production base who accidentally produced excessive water for the filtration system. The new employee responsible for filtering the operating system mistakenly filtered the filter with a pore size of 0.55 μm. The pore size of the membrane is too large, resulting in an excessive E. coli content and heavy metal content. At the same time, it is pointed out that excessive E. coli levels may cause diarrhea in large doses. The heavy metal content in the water is too high, and it is harmful to the human body after drinking. Because heavy metals can not be decomposed in water, the toxicity is amplified after drinking, and combined with other toxins in the water to produce more toxic organic substances. Toxins are in some organs of the human body. Long-term accumulation, when exceeded the limits that the human body can tolerate, can cause acute poisoning, subacute poisoning, chronic poisoning and other hazards, directly threatening people's life and health.

3.2. Variable Design and Scale

The enterprise coping strategy is an independent variable, including five strategies: denial strategy, ignore strategy, recall strategy, clarification and apology strategy and positive compensation strategy. Each independent variable is set with three measurement items. The setting of the item is based on the scholars such as Fangzheng . The design method is adapted from the actual case. For example, the three indicators of the denial strategy are: X1: insists that the standard is met, denies the quality problem of the A brand mineral water, X2: the product quality defect is not caused by the company A, is a malicious competition created by the competitor, X3: A The quality of branded mineral water meets the standards and is the physical cause of individual consumers. The measurement of the reputation of moderating variables is based on the measurement methods of Fombrum and Van Riel (1997), asking the participants "What do you think of the company's corporate reputation?" [26]. The purchase intention of consumers is a dependent variable. The measurement of the purchase intention of consumers is based on the scale used by Zeitham and Parasuraman (1996). The scale is divided into three indicators (Y1: After the crisis, it will not affect the products I buy, Y2: I am not affected by the crisis and I am willing to recommend the products of the company, Y3: I am very willing to buy this product)[27]. Considering that people's sensory perception is not so sensitive, the variables are measured using a Level 5 Likert attitude scale, ranging from 1 (very disagree) to 5 (very agree).

3.3. Questionnaire Survey and Pre-survey

Before the questionnaire survey, a pre-survey was conducted. The respondents selected 30 students (15 males and 15 females) from the sophomores in the Department of Business Administration of Inner Mongolia University of Technology. Check whether the questionnaire design is reasonable, whether the sentence expression is accurate, and whether the subjects are tested. Can understand. The problem areas are summarized and concentrated, and a unified plan is finally formed to make the questionnaire more effective.

The location of the questionnaire was selected in densely populated areas such as Hailiang Shopping Plaza in Hohhot and the entrance of Yongshengcheng Supermarket. In order to thank the participants for their high participation, we have prepared 30 bottles of 14 different brands of mineral water, a total of 420 bottles, which can be filled freely by the respondents. First, the investigators introduced the mineral water brands and their manufacturing companies to the respondents in the form of pictures and texts. Some of these mineral waters are often purchased

by us, and some are not common in ordinary stores. They are usually found in high-end supermarkets, e-commerce platforms, and some stores in certain areas. Such as Quanyangquan, Guoshui Royal Spring, volcanic rock, Shuda source and so on. The information about the many mineral waters introduced to the participants is to let them know to a certain extent that the mineral water is not limited to the common brands, and the purpose is to reduce or even eliminate the limitations of the subject's perception of mineral water. Then, the investigator handed the questionnaire to the respondent. The whole questionnaire consists of five parts. The first part is the first part of the questionnaire; the second part is demographic information; the third part is the virtual situation, the fourth part is the fourth part. The items of independent variables, manipulated variables, and dependent variables.

4. Data Analysis and Testing

4.1. Descriptive Statistical Analysis

The questionnaire included a total of 300 copies, of which 285 were collected, the recovery rate was95%, the number of valid questionnaires was 266, the effective rate was88.67%,males accounted for 48%, and women accounted for 52%. The descriptive statistical characteristics available through SPSS 17.0 are shown in Table1:

Table 1: Descriptive statistical characteristics of the sample

Demographic characteristics	category	Number of samples	percentage	Cumulative percentage
Gender	men	127	47.74	47.74
	women	139	52.26	100
Age	<=20	23	8.64	8.64
	21-30	134	50.38	59.02
	31-40	67	25.18	84.22
	>=41	42	15.78	100
Degree	High school and below	42	15.79	15.79
	Specialist	99	37.22	53.01
	Bachelor	86	37.54	90.55
	Master degree and above	39	14.66	100
Income (unit: yuan)	<=1000	21	7.89	7.89
	1001-3000	76	28.57	36.46
	3001-5000	128	48.12	84.58
	>=5000	41	15.41	100

According to the statistical analysis results in the above table, it can be seen that male subjects accounted for 47.74%, female subjects accounted for 52.26%, and females were slightly higher than males. The gender differences of the samples were moderate and within reasonable limits. In terms of age distribution, 21-30 years old is the most, accounting for 59.02% of the total number of subjects. In terms of academic distribution, the undergraduate occupation has a maximum proportion of 37.54%, followed by a specialist of 37.22%. The gap between the two types is very small. The monthly income level is the highest at 3001-5000 yuan, accounting for 48.12% of the total, which is significantly higher than that of other income levels. The result is mainly that the experiment is in the vicinity of supermarkets and shopping malls with a large population.

4.2. Reliability and Validity Analysis

Reliability refers to the consistency, stability and reliability of the test results. Generally, the consistency of the test is expressed by internal consistency. The higher the reliability coefficient, the more consistent, stable and reliable the results of the test. The overall Cronbach's α value of this questionnaire was 0.720, which was greater than the critical value of 0.7. Indicates that the reliability of the measurement work is good.

Validity is the degree of validity of a measurement, that is, the degree to which a measurement tool can measure its measured characteristics, or simply the accuracy and usefulness of the test. Using the SPSS17.0, the KMO and Bartlett tests were performed on the relevant data of the enterprise coping strategy for the consumer's purchase intention survey. The test results are shown in Table 2:

Table 2: KMO and Bartlett's test of corporate coping strategies under the crisis of negligence.

KMO and Bartlett's inspection		
Take sufficient Kaiser-Meyer-Olkin metrics		.777
Bartlett's sphericity test	Approximate chi square	2336.265
	df	153
	Sig.	.000

According to Table 2, the Bartlett sphere test of the survey data is 0.000, indicating that the survey data is suitable for factor analysis. Under the situation of negligence product quality crisis, the overall KMO value of the five coping strategies adopted by the company is 0.777, which is greater than 0.7, indicating that the validity of the questionnaire is good.

4.3. Factor Analysis

Factor Analysis is a multivariate statistical analysis method that uses several integrated factors to describe variables based on the relevant dependencies within the study variables. A summary table of factor analysis for each variable is shown in Table 3.

The results of factor analysis showed that the Cronbach's α of each variable were 0.875, 0.871, 0.782, 0.853, 0.844, 0.834, which were greater than the critical value of 0.7, and the KMO value of the sample was at least 0.701, indicating that the measurement index of the variable has good reliability and Validity. The factor load value is above 0.7, and the combined validity CR of each variable is 0.759, which is higher than 0.7. The average variability of variable AVE is 0.55, which is higher than the critical value of 0.5, which has good discriminant validity.

Table 3: Factor Analysis Summary Table

Independent variable	Measurement item	Factor load	Cronbach's α	KMO	AVE	CR
Denial strategy	X1	0.798	0.875	0.743	0.660	0.853
	X2	0.804				
	X3	0.797				
Ignore the strategy	X4	0.778	0.871	0.734	0.633	0.838
	X5	0.827				
	X6	0.780				
Recall strategy	X7	0.724	0.782	0.701	0.550	0.786
	X8	0.752				
	X9	0.749				
Clarify and apologize strategy	X10	0.788	0.853	0.728	0.594	0.814
	X11	0.741				
	X12	0.782				
Active compensation	X13	0.747	0.844	0.729	0.582	0.807
	X14	0.772				
	X15	0.769				
Consumer purchase intention	Y1	0.738	0.834	0.725	0.564	0.759
	Y2	0.754				
	Y3	0.760				

4.4. Correlation Analysis

Correlation analysis was carried out between the variables using the Pearson method. The correlation analysis showed that the tail probability Sig. value of the two samples of the denial strategy, the ignore strategy, the recall strategy, the clarification and apology strategy, the positive compensation strategy and the consumer's purchase intention were 0.000, 0.001. , 0.003, 0.001, 0.000, indicating the correlation between the independent variable and the dependent variable.

4.5. Regression Analysis

This paper uses hierarchical regression to test the research hypothesis. First, the method introduced by Aiken and West is used to "centering" the variables, that is, the standardization processing, so that the variance expansion factor (VIF) of the regression equation model satisfies the analysis requirements and avoids the collinearity problem. Second, put the independent variables and dependent variables into the regression equation, and observe the standard coefficient of the model and the size of R^2. Again, put the moderating variables and

independent variables into the regression equation and observe the changes in the standard coefficients β and R^2. Finally, the interaction product of the moderating variable and the independent variable, that is, the normalized product of the two, is put into the regression equation, focusing on the size and direction of the normalization coefficients of the interaction term and their degree of interpretation of the dependent variable R^2. The analysis results are shown in Table 4:

Table 4: Regression analysis of the reputation of the negligence product quality crisis

Model	variable	First step	second step	third step	VIF
1	Denial strategy	-0.429***	-0.429***	-0.354***	1.055
2	Ignore the strategy	-0.225***	-0.225***	-0.288***	1.041
3	Recall strategy	0.092(0.154)	0.092(0.148)	0.082(0.354)	1.103
4.	Clarify and apologize strategy	0.214**	0.214**	0.257**	1.045
5.	Active compensation strateg	0.393***	0.393***	0.432***	1.031
6	Corporate reputation		-0.002(0.967)	0.018(0.487)	1.029
7	Denial of strategy and corporate reputation			-0.349***	1.061
8	Ignore the strategy and corporate reputation			-0.304***	1.023
9	Recall strategy and corporate reputation			0.097(0.324)	1.098
10	Clarify and apologize strategy and corporate reputation			0.256***	1.056
11	Active compensation strateg and corporate reputation			0.345***	1.043
	R^2	0.371	0.371	0.659	
	Adj R^2	0.364	0.361	0.650	
	△F	0.798***	0.799***	0.591***	
	F	51.484***	38.47***	71.385***	

The results in the above table show that the VIF values of the interaction variables of the respective variables, the moderating variables and the independent variables and the moderating variables are less than 2, indicating that there is no multicollinearity problem for the independent variables of the regression equation. In the first step, the denial strategy, the ignore strategy, the recall strategy, the clarification and apology strategy, and the positive compensation strategy entered the regression equation as independent variables. The recall strategy (P=0.154>0.05) was not significant, and other strategies were significant. Assuming H1c does not hold, it is assumed that H1a, H1b, H1d, and H1e are verified. Therefore, assume that H1 is partially verified. In the second step, when the denial strategy, the ignore strategy, the recall strategy, the clarification and apology strategy, the positive compensation strategy and the corporate reputation enter the regression equation as independent variables, the recall strategy (significant coefficient is 0.148, greater than 0.05) and corporate reputation (P =0.967>0.05) Not significant, other strategies are significant; R^2 is still 37.1% compared with the first step, there is no significant change, indicating that corporate reputation is a denial strategy, ignore strategy, recall strategy, clarification and apology strategy,positive compensation strategy and The manipulated variable of the consumer's purchase intentions . In the third step, when the respective variables,moderating variables, and the interactions between the independent variables and the moderating variables enter the regression equation, the recall strategy (P=0.354>0.05), corporate reputation (P=0.487>0.05), and corporate reputation and recall are obtained. The interaction term of the strategy (P=0.324>0.05) was not significant, and other strategies and their interaction terms were significant; R2 increased to 65.9 %. Therefore, it can be judged that the denial of the strategy and the disregard of the strategy have a negative impact on the consumer's willingness to purchase. The clarification and apology strategy and the positive compensation strategy have a positive impact on the consumer's willingness to purchase. The recall strategy has no significant effect on the consumer's willingness to purchase. Adopting coping strategies has an impact on the purchase intention of consumers; corporate reputation has a negative impact on denial strategies and the purchase intention of consumers, and corporate reputation has a negative impact on the strategy of ignoring and the purchase intention of consumers. Corporate reputation clarifies and apologizes strategies and consumption. The purchase intention has a positive impact. The corporate reputation has a positive impact on the positive compensation strategy and the consumer's willingness to purchase. The corporate reputation has no significant impact on the recall strategy and the consumer's willingness to purchase, indicating that the corporate reputation takes coping strategies and consumer purchases. There is a regulation between the wills, that is, if H2c is not established, it is assumed that H2a, H2b, H2d, and H2e are verified. Therefore, assume that H2 is partially verified.

5. Conclusion and Marketing Implications

Through a variety of methods, enterprises consume a lot of manpower, material resources and financial resources to enhance the purchase intention of consumers and promote the sustainable development of enterprises. A negligence product quality crisis can completely change the purchase intention of consumers and make corporate assets tangible assets and intangible assets. Reduce or even bankrupt. What kind of coping strategies to choose after the crisis can resolve the crisis is the most concerned issue for enterprises. In the real case, companies usually deal with crises by experience and intuition, and the way of crisis response is not uniform. Therefore, this paper uses the method of questionnaire survey to study the effective response strategies of enterprises under the crisis of quality products. There are two conclusions in the study. First, to deal with the quality crisis of negligence product, companies can adopt a clarification and apology strategy and a positive compensation strategy. These two strategies can restore the purchase intention of consumers, while denying the strategy and

ignoring the strategy have a negative impact on the purchase intention of consumers. Second, under the crisis of negligence product quality, corporate reputation has a moderating effect on corporate coping strategies and consumer purchasing intentions. Corporate reputation is a moderating variable that denies strategy, ignores and the purchase intention of consumers, and plays a negative moderating role. It is also a positive compensation strategy and a consumer's willingness to purchase, and plays a positive role.

In the course of business operations, enterprises should pay attention to checking loopholes in management, improve relevant systems, and pay attention to the accumulation of reputation. For example, participate in public welfare activities, create a communication platform for consumers and enterprises, and serve the development of enterprises and consumers. Closely connected and so on. High corporate reputation can not only help companies establish a good corporate image in the minds of consumers, but also help to increase consumer loyalty to the company, and also ease consumer dissatisfaction after the crisis. In the event of a product quality crisis, a special investigation team should be quickly established to investigate the actual situation of the incident, establish communication channels between the enterprise and the public, announce the progress and final results of the investigation in a timely manner, and make compensation for different degrees and methods according to the actual situation. Such as gift coupons, return and cash compensation. While effectively recovering the economic losses of enterprises, it is more conducive to building a good image of the company and regaining the trust of consumers in the enterprise, in order to turn the crisis into a turning point.

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