Research on the Impact of Internet Platform Brand Crisis Types on Consumers' Purchase Intention

-- Intermediary Role of Consumer Perceived Value

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Abstract

With the continuous popularity of the Internet, a large number of Internet platforms have emerged. From information exchange to online shopping, online news, instant messaging, etc., the development of Internet platforms has really changed people's life concepts. However, the crisis events on the Internet platform have damaged consumers' original good cognition and evaluation of the Internet platform brand, and greatly affected consumers' willingness to buy. Some platforms are gradually declining under the influence of the brand crisis, while others survive the crisis, which is closely related to the type of brand crisis. Therefore, understanding the impact of Internet platform brand crisis types on consumers' purchase intention has important theoretical value and practical significance. This paper selects the o2o catering takeout Internet platform, uses the situational questionnaire experiment method, and uses SPSS and other statistical software to carry out variance analysis on the data obtained from the experiment. The research finds that: compared with the moral brand crisis of the company, the product performance brand crisis has a more negative impact on consumers' perceived value and purchase intention; Compared with the product performance-based brand crisis, the moral performance composite brand crisis has a more negative impact on consumers' perceived value and purchase intention. And consumer perceived value plays a part of the intermediary role in the process of the impact of platform brand crisis types on consumer purchase intentions. This study helps Internet platforms to have a more detailed perception of the impact and degree of harm of different types of brand crisis events, and helps enterprises to take the most appropriate corporate posture and crisis response measures in the face of sudden outbreak of different types of brand crisis events, so as to reduce the negative impact of brand crisis.

Keywords

Brand Crisis Type; Internet Platform; Perceived Value; Purchase Intention.

1. Introduction

With the continuous popularity of the Internet, China's Internet platform has been growing. They focus on people's living needs, attract a large number of consumers, and realize real-time connection between products, services and consumers. Consumers can browse and buy a large number of products or services through mobile phones and computers without leaving home, and enjoy information, distribution, payment and other services provided by the platform, which is convenient and affordable. However, it is obvious that the development of Internet enterprises has not only brought convenience to people's lives, but also produced many negative effects. Internet platform brand crises such as false donation, monopoly operation, differential pricing, big data killing, flood of fake goods and information leakage have greatly

affected consumers' original good cognition and evaluation of Internet platform brands, and have a great impact on consumers' purchase intentions.

The Internet platform brand is significantly different from the brands studied in the past. The role of the Internet platform is more of a connection between the buyer and the seller, and it does not directly provide products and services to consumers (except for some self operated platforms). Therefore, the impact of the Internet platform brand crisis on consumers' purchase intentions may be quite different from the impact of other physical brand crises on consumers. For example, the platform is exposed to be sold by unscrupulous merchants, Consumers may have negative feedback about the business but their negative feelings about the platform are not so strong; Some brands, such as jumeiyoupin, a beauty e-commerce platform, declined sharply due to the scandal; Although some brands have been exposed to scandals or crisis events that weaken public trust, many consumers still have great enthusiasm and willingness to buy their products, such as pinduoduo, a social e-commerce platform; Consumers' reactions to different negative events of the same brand are also very different. For example, consumers' negative reactions to Didi's big data killing event are far less intense than those to Didi's hitch ride event. Why is there such a big difference? How does the Internet platform brand crisis affect consumers' willingness to buy, and what factors play an important role? Therefore, we need to classify brand crises from different perspectives, analyze the impact mechanism of Internet platform brand crises on consumer brand cognition and brand behavior intention from the perspective of consumer perception, and explore how different types of brand crises affect consumer brand attitude and purchase intention.

Based on the reality that the sustainable development of the Internet platform is restricted by brand crises, brand scandals continue and brand public relations response lacks systematic theoretical guidance, this paper empirically studies the impact of different types of brand crises (product performance type & Company moral type & moral performance composite type) on consumers' purchase intention, and explores the intermediary role of consumers' perceived value in it. So as to help the Internet platform systematically understand the brand crisis and its impact mechanism on consumers' brand purchase intention, deepen the cognition and understanding of the brand crisis, especially have a more detailed perception of the impact and injury degree of different types of brand crisis events. This helps enterprises to take the most appropriate corporate posture and crisis response measures when facing different types of brand crisis events that break out suddenly, reduces the negative impact of brand crisis, maintains consumers' purchasing willingness, and helps enterprises ride out the crisis smoothly.

2. Research Hypothesis and Model

2.1. The Impact of Internet Platform Brand Crisis Types on Consumer Perceived Value

Many scholars have summarized the classification of brand crisis from a variety of angles by studying the brand crisis events that have occurred. In his research, Coombs (2007) classified brand crises into victimized, accidental and intentional types from the perspective of "crisis attribution"; Wang Xingdong (2013), a domestic scholar, believes that the injury crisis of enterprises can be divided into excusable and non excusable categories. The classification standard is whether brand products will harm personal safety. Votola and unnava divided brand crisis events into two categories in their research in 2006, namely, ability related events and moral related events; Among them, crisis events caused by the inability of enterprises to meet consumer needs at present are classified as capability related; If a brand crisis occurs because consumers feel that their moral cognition is violated by brand values, it is classified as a moral related crisis. Dutta (2011) further divided brand crisis into performance related and

value related in his article; Sohn (2012) also divided corporate crises into two categories, namely, corporate social responsibility crisis and corporate capacity crisis.

With the expansion of the research scope and the deepening of the research degree of brand negative information, brand negative information has gradually become more comprehensive And in-depth classification. Yu Weiping and Zhuang ailing (2013) divided the types of brand crisis into three categories, namely, product performance type, company moral type and moral performance composite type. Product performance-based brand negative information refers to the negative information caused by platform service defects or injuries caused by objective factors such as technical errors, which causes consumers to doubt whether the brand can meet functional needs; The company's moral brand negative information refers to the negative brand information caused by corporate crimes and misconduct related to safety, health and social ethics issues, which do not affect the normal use of the platform; Moral function composite brand negative information refers to the platform service defects or injuries caused by enterprises or employees violating the basic social ethics and ethics, and the specific brand or product attribute defects or injuries, which affect the functional interests of the brand and cause consumers to doubt whether the brand can meet the symbolic needs. Based on the characteristics of the complexity of Internet platforms and using this classification method for reference, this paper divides the types of Internet platform brand crisis into product performance type, company moral type and moral performance composite type.

With the development of economy and society, people pay more attention to the evaluation and experience of brand perceived value in consumption. Consumer perceived value has become an important factor affecting brand crisis. Similarly, the occurrence of brand crisis events also has a significant impact on consumer perceived value, and different types of brand crises have different degrees of impact on consumer perceived value. Existing literature shows that consumers' response to brands depends on the nature of brand crisis events and the relationship between consumers and brands. Dutta and pullig (2011) believe that negative events that are more diagnostic of the brand because they are linked to the core of the brand have a stronger negative impact on the evaluation of the brand. However, some other scholars believe that customers with obvious positive relationship with the brand generally have a low degree of negative news reaction to the brand.

Based on the above related studies, the following assumptions are proposed in this paper:

H1: compared with the moral brand crisis of the company, the product performance brand crisis has a more negative impact on the perceived value of consumers;

H2: compared with the product performance-based brand crisis, the moral performance composite brand crisis has a more negative impact on consumers' perceived value.

2.2. The Influence of Internet Platform Brand Crisis Types on Consumers' Purchase Intention

The outbreak of brand crisis events will greatly reduce the original value perception of consumer groups. In the following period of time, consumers can not avoid receiving a lot of negative information related to this, which will further directly reduce their willingness to buy and interfere with their buying behavior. Jorgensen (1996) pointed out that when the consequences of the enterprise brand crisis are implemented in the behavior of consumers, the biggest impact of the consequences is reflected in the reduction or even disappearance of consumers' willingness to buy. The reason why enterprise brand crisis is called crisis is that enterprise managers can not avoid the impact of crisis events on consumers' purchase intention, purchase behavior, brand loyalty and other aspects. However, some scholars have proved through experiments that although this negative impact is inevitable, business operators can interfere through other ways and means. Birch (1996), a foreign scholar, pointed out that the quality of the brand relationship established by operators is in fact a very obvious interaction

with the brand crisis. Maintaining a high-quality, stable and long-term brand relationship between enterprises and consumers is an effective measure to reduce the scope and degree of damage suffered by enterprises in brand crisis events. On the domestic side, the experiment carried out by founder (2007) tested that these brand crises suddenly erupted in enterprises can indeed affect and interfere with the perceived risks and purchase intentions of consumers, and mentioned that the age of consumers and the preventive measures taken by the public can adjust this effect. Han Bing, Wang Liangyan and Yu Mingyang (2018) - Qi carried out an experiment on the role of brand crisis events on consumers' subjective evaluation and subsequent purchase intention and behavior. In this experiment, they introduced the adjusting variable of social stratum. The results prove that brand crisis does have an impact on brand evaluation and purchase intention, and social stratum has a certain adjusting effect.

Based on the above research, we should further consider another question: whether there are differences in the impact of different brand crises on consumers' brand attitudes. Kervyn et al. (2014) pointed out on the basis of research that if the brand relationship between consumers and brands is relatively close, the negative effects brought by brand scandals will be weakened, but this weakening effect can only play the consequences caused by negative events related to insufficient enterprise capacity, and can not buffer the impact of moral mistakes made by enterprises. More follow-up studies (Roehm and tybout, 2006; Qiao Jun and song Zhiqi, 2020) show that there are differences in the impact of capability crisis and moral crisis on consumers' brand perception and response.

Based on the above related research, this paper proposes the following assumptions:

H3: compared with the moral brand crisis of the company, the product performance brand crisis has a more negative impact on consumers' purchase intention;

H4: compared with the product performance brand crisis, the moral performance composite brand crisis has a more negative impact on consumers' purchase intention.

2.3. Intermediary Role of Consumer Perceived Value

Zeithaml (1988) pointed out that when consumers pay value to obtain products or services, a set of measurement and evaluation standards is established according to the value perception they get and the value perception they pay. This set of standards is called customer perceived value. At the same time, empirical research using consumer interviews in different regions confirms that when consumers obtain products or services, their own perceived profits are far greater than their perceived losses, It will promote the significant increase of consumers' perceived value, and thus enhance consumers' willingness to purchase brand a products instead of Brand B products. Eggert and Dubinsky (2012) pointed out that customer satisfaction and perceived value have a positive impact on consumers' willingness to purchase when it comes to whether consumers are willing to purchase a product or service, and the weight of driving factors of perceived value is higher than that of customer satisfaction. Zhong Kai (2013) took the perceived value of consumers when purchasing products or services as the entry point, based on the Internet network environment, conducted empirical research on the relationship between perceived value and purchase intention, and built an empirical model on perceived value and purchase intention under the Internet. Wang Jing (2018) proposed a process path model of "brand image - customer perceived value - purchase behavior" by using the relevant theoretical knowledge of the generation process theory of customer purchase behavior theory, sor model and halo effect theory, and verified the intermediary role of perceived value. Li Dalin and Yu Weiping (2021) explored the matching effect of advertising target framework and regulatory orientation on green purchase intention according to self-determination theory, and verified that green perceived value plays a mediating role in this matching effect.

Based on the above relevant studies, the following assumptions are proposed in this paper:

H5: consumer perceived value plays an intermediary role in the process of the impact of platform brand crisis types on consumers' purchase intentions.

According to the above assumptions, the research model constructed in this paper is as follows:
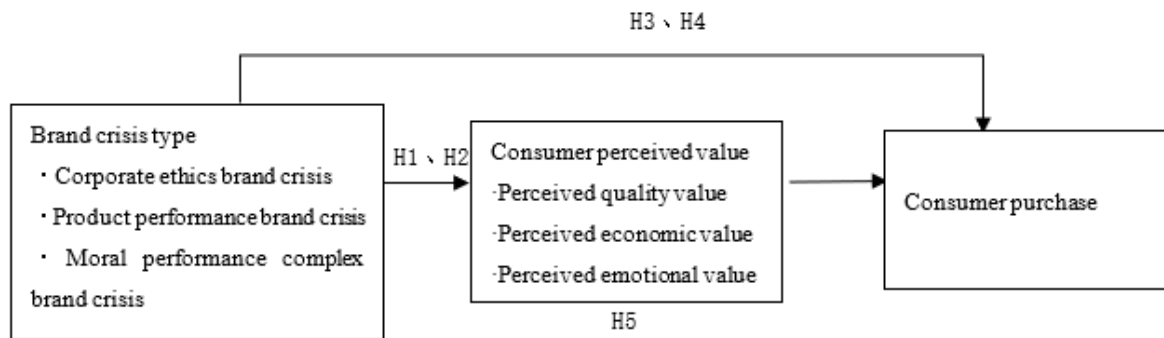

Figure 1. Conceptual model of this study

3. Study Design and Data Collection

This paper aims to explore the mechanism of different types of brand crisis events on consumers' purchase intention in the context of brand crisis events on Internet platforms, and to test the intermediary role of consumers' perceived value. First of all, this paper selects o2o catering takeout platform as the category of Internet platform studied in this paper. The transaction volume of the catering takeout market in China's o2o mode has been growing at a high speed for seven consecutive years since 2015. The catering takeout market has moved from the era of "traffic dividend" to the era of "experience economy". Consumers' experience is increasingly valued by businesses. Under this background, optimizing the consumer experience of users, improving consumer satisfaction and enhancing user stickiness will become the focus of the development of the catering takeout industry; Secondly, this paper uses the mature variable scale to design three questionnaires representing different types of brand crises, which are distributed through different channels; Finally, the three questionnaire data are summarized, and the three questionnaire data are distinguished by the "brand crisis type" variable. Specifically, "1" means that the data is ethics performance composite questionnaire data, "2" means that the data is product performance questionnaire data, and "3" means that the data is company ethics questionnaire data.

3.1. Questionnaire Design

The background of this study is brand crisis events based on Internet platforms. The communication channels of such events mainly appear on mobile media such as mobile phones. Therefore, in order to ensure that the subjects are familiar with internet platforms, this paper mainly makes questionnaires through questionnaire stars, and distributes them on Internet social platforms to collect data. In this paper, the virtual catering takeout brand "a takeout platform" is selected. At the same time, virtual materials are also used in the experimental materials, which ensures that the initial preference of the subjects for the brand and the initial cognition of the brand crisis events tend to be consistent to a certain extent, and improves the scientificity and reliability of this experiment.

According to three different types of brand crisis, this paper designs three sets of questionnaires to correspond to three different types. Except for the different descriptions of brand crisis events, the other measurement items of the three sets of questionnaires are the same. In order to prevent the same subject from filling in multiple versions of the questionnaire, this paper distributed links to three questionnaires through three different channels. The reading materials for specific situations are shown in Table 1.

Table 1. Reading materials of brand crisis

Product performance brand crisis	Corporate ethics brand crisis	Moral performance complex brand crisis
Please read the following materials carefully: Established in 2008, a takeout platform mainly deals with online takeout, new retail, instant delivery and catering supply chain, accounting for 45% of the market share of catering o2o platform and ranking second in the industry. In June 2021, you saw the following reports in the mobile news push: According to a professional vulnerability reporting platform, the user database of a takeout platform is suspected to be leaked. The event involves more than 100 million users of a takeout platform. The leaked information includes user name, login password, secret protection information, login IP, consignee, consignee telephone, receiving address, etc.	Please read the following materials carefully: Established in 2008, a takeout platform mainly deals with online takeout, new retail, instant delivery and catering supply chain, accounting for 45% of the market share of catering o2o platform and ranking second in the industry. In June 2021, you saw the following reports in the mobile news push: A news media revealed that the chairman of a takeout platform established a charity foundation in the name of the enterprise, donating money to poor mountain areas every year, helping poor college students to go to school, and organizing various charitable fund-raising activities from time to time. However, recently, a reliable organization revealed that the charitable foundation managed by the chairman of the board of directors had delayed the donations promised to poor mountain areas for about half a year in the past two years, and the tuition and living expenses promised to poor college students had also been lowered. A: the takeout platform did not respond.	Please read the following materials carefully: Established in 2008, a takeout platform mainly deals with online takeout, new retail, instant delivery and catering supply chain, accounting for 45% of the market share of catering o2o platform and ranking second in the industry. In June 2021, you saw the following reports in the mobile news push: A takeaway platform was exposed by CCTV at the March 15 evening party for tacitly allowing unscrupulous merchants to operate without a license and upload false photos. Food safety problems were common in the meals sold by these unscrupulous merchants, which caused harm to consumers. It is reported that platform a has been questioned more than once because of the quality of meals.

The questionnaire is mainly divided into three parts. In the first part, let the subjects see a piece of basic information about a takeout platform, and then measure the subjects' attitude towards a takeout platform, so as to ensure that there is no difference between the three groups of subjects' attitude towards a takeout platform before seeing the brand crisis event; In the second part, the subjects were shown a brand crisis event about a takeout platform (product performance type: user information disclosure; company morality type: false donation; morality performance composite type: tacitly allowing unscrupulous merchants to operate without licenses). Then, the perceived value of consumers to the brand crisis event of a takeout platform and their willingness to buy a takeout platform were measured; The third part is some basic information questions, including age, income and frequency of using the takeout platform.

3.2. Measurement of Study Variables

In this paper, the research on the effect of brand crisis events on consumers mainly considers the role of the following variables: consumer perceived value and consumer purchase intention.

This study adopts the form of electronic questionnaire to investigate consumers' perception and attitude towards the information itself, brand and brand behavior tendency when facing brand crisis events of different types of Internet platforms (specifically, a takeout platform). Five subscales are used to measure the subjects' approval or disapproval of relevant expressions. "1-5" represents "very disagree", "disagree", "average" "I agree" and "I agree very much". On the basis of previous relevant studies, combined with the research content of this paper, the variable scale suitable for this study was selected, and the variable items were optimized according to the characteristics of this study, so that the subjects could better understand the meaning of the items. The items of the study variables are shown in Table 2.

Table 2. Measurement scale of each variable

variable	Item No	Measurement item
Perceived quality value	A1	I am very satisfied with the quality of the meals provided by the takeout platform and the merchants
	A2	I am very satisfied with the delivery quality of takeout provided by the takeout platform and merchants
	A3	I am very satisfied with the after-sales service quality provided by the takeout platform and the merchants
Perceived economic value	B1	The price of takeout food is reasonable and worth it
	B2	Take out platform and merchants' preferential activities let me save costs
	B3	Take out food is more cost-effective than hall food
Perceived emotional value	C1	I feel happy to order meals through the takeout platform
	C2	The takeout platform can meet the diversity of meals
	C3	The service of the takeout platform gave me a satisfactory dining experience
Consumer purchase intention	D1	I will probably spend on a takeout platform
	D2	I think it's worth spending on a takeout platform
	D3	I will recommend a takeout platform to my friends around

3.3. Questionnaire Distribution and Collection

The official survey time is from May 15, 2022 to June 2, 2022. The research objects are people who are familiar with the Internet and takeaway platforms, mainly including school students and young white-collar workers. The receipt data of this study is mainly in the form of online questionnaires, and the online research website "questionnaire star" is used to generate, distribute and recover the links of this questionnaire. Finally, 306 questionnaires were collected, 278 of which were valid, and the effective rate was 90.85%.

Among them, 94 moral performance composite brand crisis questionnaires, 94 product performance brand crisis questionnaires and 90 company moral brand crisis questionnaires were collected. In this paper, three types of questionnaire data are integrated into one data for follow-up research, so the variable "brand crisis type" is added. The value of the moral performance composite brand crisis questionnaire is "1", the value of the product performance

brand crisis questionnaire is "2", and the value of the company's moral brand crisis questionnaire is "3".

4. Data Analysis and Hypothesis Testing

4.1. Descriptive Statistical Analysis

Table 3. Sample descriptive statistical analysis results

Sample characteristics	type	frequency	percentage
Gender	male	130	46.76%
	female	148	53.24%
Age	Under 20 years old	52	18.71%
	21-30 years old	135	48.56%
	31-40 years old	65	23.38%
	Over 40 years old	26	9.35%
education	High school / technical secondary school and below	20	7.19%
	junior college	74	26.63%
	undergraduate	95	34.17%
	Master and above	89	32.01%
occupation	student	121	43.53%
	Enterprise personnel	65	23.38%
	Government and public institution personnel	35	12.59%
	liberal professions	9	3.24%
	other	48	17.26%
monthly income	Less than 3000	122	43.88%
	3001-5000	20	7.19%
	5001-8000	43	15.47%
	8001-15000	63	22.66%
	Over 15000	30	10.79%
Duration of using takeout platform	Within 3 months	8	2.88%
	3-12 months	13	4.68%
	1-3 years	98	35.25%
	More than 3 years	159	57.19%
Frequency of visiting takeout platform (monthly)	4 times or less	66	23.74%
	4-8 times	134	48.21%
	8-12 times	54	19.42%
	More than 12 times	24	8.63%

The descriptive statistical characteristics of samples are shown in Table 3. In the gender distribution of the questionnaire sample, men accounted for 46.76%, women 53.24%, and the proportion of men and women was relatively balanced. In the age distribution, users under 20 years old account for 18.71% of the total sample, users between 21 and 30 years old account for 48.56%, users between 31 and 40 years old account for 23.38%, and users over 40 years old account for 9.35%. It can be seen that the survey sample is mostly young. In the distribution of academic qualifications, the proportion of bachelor's degree and master's degree is equal, with 34.17% of bachelor's degree and 32.01% of master's degree and above. From the perspective of monthly income, most of the samples are concentrated in the range below 3000 yuan per month, which is in line with the income characteristics of young people, especially students. In terms of the duration of using the takeaway platform, most of the subjects chose

"more than 3 years", accounting for 57.19% of all the subjects, and less "less than 3 months", accounting for 2.88% of the total sample; On the frequency of visiting the takeout platform, most of the subjects chose to use it "4-8 times" every month, accounting for 48.21% of all the subjects.

4.2. Reliability and Validity Test

In this paper, spss23.0 is used to test the reliability and validity of the measurement model. Standard load of each factor, Cronbach's α, The combined reliability (CR) and mean variance extraction (AVE) are shown in Table 3. It can be seen that Cronbach's α The combined reliability (CR) and the mean variance extraction scale (AVE) are both greater than 0.7 and 0.5, which indicates that the scale has good internal consistency and convergent validity. Exploratory factor analysis was used to test the structural construct validity of the scale. The results of factor analysis passed the kmo test and Bartlett's spherical test. The results are shown in Table 4. Kmo = 0.760, P ＜ 0.001, indicating that the latent variables have good structural validity.

Table 4. Standard load of each factor, Cronbach's α, CR and AVE values

variable		Observation variable	Standard load	Cronbach's α coefficient	CR	AVE
consumer Perceived value	Perceived quality value	A1	0.768	0.817	0.869	0.690
		A2	0.872			
		A3	0.848			
	Perceived economic value	B1	0.808	0.712	0.822	0.607
		B2	0.742			
		B3	0.786			
	Perceived emotional value	C1	0.953	0.923	0.949	0.861
		C2	0.952			
		C3	0.876			
Consumer purchase intention		D1	0.918	0.905	0.924	0.802
		D2	0.887			
		D3	0.881			

Table 5. KMO test and Bartlett spherical test

KMO sampling suitability quantity		0.760
Bartlett spherical test	Approximate chi square	1921.952
	sig	0.000

4.3. Hypothesis Test

4.3.1. The Influence of Brand Crisis Types on Consumers' Perceived Value and Purchase Intention

Research (1) mainly starts from the brand crisis itself, and studies the difference of the impact of three different types of brand crises on consumers' perceived value and purchase intention, that is, whether product performance brand crisis will have a greater impact on consumers' perceived value and purchase intention than company moral brand crisis. At the same time, compared with product performance brand crisis, Whether the moral performance composite brand crisis has a greater impact on consumers. Because compared with the moral brand crisis of the company, the product performance brand crisis directly damages the interests of consumers, and consumers are more sensitive to this kind of information, so they are more

susceptible to this kind of information; The moral performance composite brand crisis not only endangers the interests of consumers, but also damages the image of the brand in the hearts of consumers, so its negative impact on consumers is even worse than the product performance brand crisis.

This study adopts a single factor inter subject design. The independent variables are brand crisis types (product performance brand crisis, company moral brand crisis and moral performance composite brand crisis), and the dependent variables are consumer perceived value and purchase intention. In order to explore the difference of the impact of three types of brand crisis types on consumers' perceived value and purchase intention, this study designed three experimental conditions, and each subject only accepted one experimental condition. As mentioned above, this paper distributed three questionnaires through three different questionnaire distribution channels. Except for the different descriptions of brand crisis, the other contents of these three questionnaires are the same.

(1) Main effect analysis

In this study, three groups of data were analyzed by one-way ANOVA. First, the main effect analysis of the impact of brand crisis types on dependent variables (perceived value and purchase intention) is carried out. Because one-way ANOVA requires that the data meet the conditions of homogeneity of variance, and the significance in the variance homogeneity test of perceived value and purchase intention in this study is 0.000, that is, it does not meet the requirements of homogeneity of variance. After consulting relevant literature, it can be seen that the Welch distribution is similar to the F distribution, and the Welch test has no requirement on the homogeneity of variance, so when the distribution of dependent variables does not meet the requirement of homogeneity of variance, the Welch test is more robust. After selecting the Welch option, the results of Welch's ANOVA are shown in Table 5 and table 6.

Table 6. Impact of brand crisis types on consumer perceived value

	statistic	df1	df2	Significance
Welch	91.715	2	164.888	0.000

It can be seen from the table that the significance is 0.000 and the main effect is significant. It shows that there are significant differences in the impact of three different types of brand crises on consumers' perceived value.

Table 7. Impact of brand crisis types on consumers' purchase intention

	statistic	df1	df2	Significance
Welch	135.480	2	169.571	0.000

It can be seen from the table that the significance is 0.000, and the main effect is significant. It shows that there are significant differences in the impact of three different types of brand crises on consumers' purchase intention.

As the main effect of brand crisis type on consumer perceived value and purchase intention is significant, further research is needed Post test analysis, in-depth discussion of the impact of three different types of brand crises on consumer perceived value and purchase intention.

(2) Post test analysis

Biostatistician John H. McDonald recommended the Game Howell test for pairwise comparison in the case of uneven variance. After checking the Game Howell option, the post test analysis results of the impact of brand crisis types on consumers' perceived value and purchase intention are shown in Table 7 and table 8.

Table 8. Post test analysis results of brand crisis types on consumer perceived value

(I) Brand crisis type	(J) Brand crisis type	Mean difference(I-J)	p
Moral performance complex brand crisis	Product performance brand crisis	-3.266*	.000
	Corporate ethics brand crisis	-10.375*	.000
Product performance brand crisis	Moral performance complex brand crisis	3.266*	.000
	Corporate ethics brand crisis	-7.109*	.000
Corporate ethics brand crisis	Moral performance complex brand crisis	10.375*	.000
	Product performance brand crisis	7.109*	.000

*: The average difference was significant at 0.05 level.

Table 9. Post test analysis results of brand crisis types on consumer perceived value

(I) Brand crisis type	(J) Brand crisis type	Mean difference (I-J)	p
Moral performance complex brand crisis	Product performance brand crisis	-3.734*	.000
	Corporate ethics brand crisis	-6.013*	.000
Product performance brand crisis	Moral performance complex brand crisis	3.734*	.000
	Corporate ethics brand crisis	-2.279*	.000
Corporate ethics brand crisis	Moral performance complex brand crisis	6.013*	.000
	Product performance brand crisis	2.279*	.000

*: The average difference was significant at 0.05 level.

The post test analysis results show that the scores of perceived value and purchase intention of consumers in the moral function composite Brand Crisis Group are lower than those in the product performance Brand Crisis Group (P < 0.05) and the company moral Brand Crisis Group (P < 0.05). Moreover, the scores of perceived value and purchase intention of consumers in the product performance brand crisis group are lower than those in the company moral Brand Crisis Group (P < 0.05). That is to say, compared with the moral brand crisis of the company, the product performance brand crisis has a more negative impact on consumers' perceived value and purchase intention; Compared with the product performance brand crisis, the moral performance composite brand crisis has a more negative impact on consumers' perceived value and purchase intention; H1, H2 and H3, H4 of this study were verified.

4.3.2. Intermediary Role of Consumer Perceived Value

Research (2) based on the above research, further analyze and determine how consumer perceived value plays a relevant role in the two concepts of brand crisis and purchase intention. Therefore, this study uses bootstrap method to test the simple mediation effect, and analyzes whether the concept of consumer perceived value has a significant mediation effect between brand crisis and consumer purchase intention.

The independent variable involved in the process of this experiment is the brand crisis event of the enterprise, and then the intermediary variable involved is consumer perceived value, while the dependent variable is consumer purchase intention. Therefore, this study designed a

theoretical research model with these three concepts as the core. In the process of mediating effect test, test models 4 and 5000 were selected as sample sizes. The specific data analyzed are shown in Table 9 and table 10:

Table 10. Test of mediation model

		b	SE	T	95% confidence interval		R^2	F
					LLCI	ULCI		
Perceived value	constant	18.64	0.72	25.77***	17.21	20.06	0.46	235.69***
	Brand crisis	5.17	0.34	15.35***	4.51	5.84		
Purchase intention	constant	7.85	0.74	10.68***	6.4058	9.3022	0.50	140.20***
	Brand crisis	3.73	0.25	14.74***	3.23	4.23		
	Perceived value	-0.14	0.03	-4.18***	-0.20	-0.07		

According to the results of data analysis, it can be concluded that the independent variable brand crisis has a significant impact on the perceived value of the intermediary variable (the confidence interval is [4.51, 5.84], excluding 0); The independent variable brand crisis has a significant impact on the dependent variable purchase intention (confidence interval [3.23, 4.23], excluding 0); The perceived value of the intermediary variable has a significant impact on the purchase intention of the dependent variable (the confidence interval is [- 0.2, - 0.07], excluding 0).

Table 11. Intermediary effect test of consumer perceived value

	Effect	Boot SE	T	P	95% confidence interval	
					LLCI	ULCI
Direct effect	3.73	0.25	14.74***	0.000	3.23	4.23
Indirect effect	-0.72	0.21	-	-	-1.14	-0.31

According to the results of data analysis, we can draw the conclusion that the intermediary effect of consumer perceived value is -0.72. At the same time, we can also know that its confidence interval is [- 1.14, - 0.31], excluding 0, which indicates that consumer perceived value plays an intermediary role. After controlling the intermediary variable of consumer perceived value, the independent variable brand crisis and the dependent variable consumer purchase intention also have a significant direct effect (confidence interval is [3.23, 4.23], excluding 0), so consumer perceived value only plays a part of the intermediary role. Hypothesis H5 is supported.

4.4. Summary of Inspection Results

Through the empirical test, the hypothesis test results involved in the research model are shown in Table 11.

Table 12. Summary of all hypothesis test results

Serial number	research hypothesis	result
H1	Compared with the moral brand crisis of the company, the product performance brand crisis has a more negative impact on the perceived value of consumers	establish
H2	Compared with the product performance-based brand crisis, the moral performance composite brand crisis has a more negative impact on consumers' perceived value	establish
H3	Compared with the moral brand crisis of the company, the product performance brand crisis has a more negative impact on consumers' purchase intention	establish
H4	Compared with the product performance-based brand crisis, the moral performance composite brand crisis has a more negative impact on consumers' purchase intention	establish
H5	In the process of the impact of platform brand crisis types on consumers' purchase intentions, consumers' perceived value plays an intermediary role	establish

5. Conclusion and Enlightenment

5.1. Research Conclusion

Starting from the social reality that Internet platforms are booming and plagued by scandals, this paper discusses the impact mechanism of Internet platform brand crisis on consumers' purchase intention. This paper mainly discusses the impact of brand crisis types on the consumer effect of brand crisis, divides brand crisis into three types: product performance type, company moral type and moral performance composite type, and studies the changes of consumer perceived value and purchase intention under different types of brand crisis situations; It also studies the intermediary role of consumer perceived value in the process of brand crisis affecting consumer purchase intention. The final conclusions of this study are as follows:

The type of brand crisis has a significant impact on the consumer effect of brand crisis. Compared with the moral brand crisis of the company, the product performance brand crisis has a more negative impact on consumers' perceived value and purchase intention; Compared with the product performance-based brand crisis, the moral performance composite brand crisis has a more negative impact on consumers' perceived value and purchase intention.

Brand crisis partially affects consumers' purchase intention by affecting consumers' perceived value, that is, perceived value plays an intermediary role in brand crisis events and purchase intention, and it is part of the intermediary role.

5.2. Practical Enlightenment

Nowadays, the Internet, especially the mobile Internet, is developing rapidly. Smart phones and mobile Internet have realized real-time communication between people and information. People can receive and forward information transmitted by media, we media and individuals anytime and anywhere. Under this situation, the possibility of consumers obtaining brand information has greatly increased, and more and more brand crisis events have appeared in front of consumers. On the other hand, with the rapid development of social media, Internet platform enterprises are increasingly weak in handling brand scandals, and the previous public relations routines can no longer effectively deal with different brand crisis events and satisfy consumers. Enterprises' handling of brand crisis is too subjective and lacks theoretical guidance, and the current relevant research does not comprehensively analyze the consumer's reaction process under the brand crisis situation. Therefore, this paper tries to find out the important

factors and their links in this process, so as to help Internet platform enterprises maintain the consumer's willingness to buy when there is a brand crisis.

First of all, in the period of brand crisis information dissemination, Internet platforms should be committed to the maintenance and consolidation of consumer perceived value. There are many ways to maintain perceived value, such as providing consumer protection, public certification reports, endorsement by professional institutions, positive word-of-mouth communication, etc., but these measures can effectively maintain consumers' brand contact and reduce the erosion of brand assets by negative information only when they are adapted to the brand crisis situation. Internet platform enterprises can collect consumers' feedback on the brand crisis through social media and customer service systems, extract relevant factors that consumers care about, provide consumers with certain brand protection against these factors, and reduce the negative impact of the brand crisis on consumers' value perception and purchase intention.

Secondly, when the Internet platform enterprise has a crisis, it should first analyze the situation of the crisis, extract the situation factors and their impact on the brand operation. For the moral performance composite brand crisis, it not only affects the functional interests of the brand, but also causes consumers to doubt whether the brand can meet the symbolic needs. The harm to the enterprise is more fatal than the product performance crisis and the company moral crisis. Therefore, the platform should attach great importance to it and handle it cautiously. The platform should eliminate the negative impact of the crisis in a timely manner, and actively provide positive information that can promote consumers' perception of quality value, economic value and emotional value, such as providing consumer protection measures, after-sales service, price promotion, excellent historical performance of the brand, positive corporate image, and high evaluation of the enterprise by external subjects; For the product performance-based brand crisis, especially the brand crisis that causes harm to personal safety, positive measures should be taken, such as strengthening the contingency and uniqueness of events, highlighting the positive values shared by the industry, and actively strengthening self-examination and self-examination, to control the problem within one or a few individual cases, maintain the perceived value of consumers on the platform, and maintain consumers' confidence in the platform as a whole; As for the moral brand crisis of the company, it can be solved through negotiation with the parties involved in the scandal to lead things to a better direction. At the same time, with the help of scandal hotspots, the good reputation of past customers can be provided to users who have browsed the scandal through intelligent recommendation algorithms, which can arouse users' brand interest, improve users' perceived value, and attract consumers to buy brands. It should also emphasize the difference of brands and the positive values of enterprises, cooperate with advertising and new product development and other measures, turn risks into opportunities, expand its market share and enhance its market position.

Acknowledgments

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