**CRISIS COMMUNICATION THROUGH CONSUMERS' PERSPECTIVE**

**ABSTRACT**

Crisis interrupts company's operations and requires specific communication with stakeholders. Good communication in crisis can improve company's reputation. On the other hand, poor management communication or lack of communication can ruin the reputation and endanger survival of a company. Therefore, crisis communication presents one of the most important aspects of contemporary communications.

It is necessary to make communication plan during the crisis regardless if it is a multinational or a small company. Literature on crisis communication is full of advices and instructions on how to plan, organise and conduct crisis communication. However, there is limitied research on consumers’ reactions on company communication in crises. Insights on consumers’ reactions are important for improvement of future crisis communication plans.

Therefore, this paper will research consumers’ attitudes on company communication in crises and also provide with recommendations for more successful crisis communication depending on conducted research results.

**Keywords:** crisis, crisis communication, consumers’ attitudes