

The effects of Media Coverage During Product Harm Crisis on Product Recall Effectiveness

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Abstract

The rise in recent product recalls and low recovery rates pose a challenge for companies striving for high recall effectiveness, i.e., the proportion of recovered products. While this metric measure ongoing recall success, limited research explores the media's impact. This study explores the influence of media coverage, negativity, and content on recall effectiveness. The results indicate that media coverage and media negativity do not have a significant impact on recall effectiveness independently. However, the influence of heightened media coverage becomes pronounced when accompanied by high media negativity and media reports emphasizing health safeguards. These findings underscore the media's pivotal role in public safety and product recall effectiveness.

Subject Areas: *Branding, Consumer Behaviour*

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