

Leveraging Safety Messages to Improve Product Registration Rates and Brand Performance

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Cite as:

von Schlieben-Troschke Jan (2025), Leveraging Safety Messages to Improve Product Registration Rates and Brand Performance. *Proceedings of the European Marketing Academy*, 54th, (125791)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025



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Abstract:

The unreachability of affected customers is a major obstacle to effective product recall management. Product registrations offer a valuable solution to this challenge. However, research on what motivates customers to register their products remains limited. This study explores the impact of safety messages in product registration notices on registration intentions and brand performance. Through a field experiment ($N = 168,400$) and an online experiment ($N = 788$), we demonstrate that safety messages positively influence registration intentions without harming brand attitude or repurchase intention. These effects are mediated by perceived benefits and perceived brand trust. Moreover, offering a warranty extension as a registration incentive negatively moderates the effects of a safety message. Our findings provide actionable insights for managers to optimize product registration notices, enhancing registration rates and protecting brand performance.

Keywords: Product safety, Brand attitude, Product registration

Track: Product and Brand Management