

Optimization and Implementation of Sunday Algorithm

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Abstract: “Countries people oriented, food is what matters to the people”. For a decade food safety was not only a major livelihood issue, but also a major political issue. Chinese governments have paid more and more attention to food safety work, and food safety policies and regulations have gradually improved, however, food safety crises still happend frequently. Based on the above background, this paper establishes the research content and draws on the “5W1H” analysis model. Therefore, it was main to use six aspects as a standardized analytical framework. Finally, as the main result, it refined concrete feactures of the food safety crises in six aspects of the decade, including spatial distribution, the subject of exposure, crisis-prone food category, crisis-prone security issues category, food supply chain and the mass media.

1. Introduction

The "China Consumer Food Safety Trust Research (2016)" report shows that consumers lack trust in the overall situation of food safety, and the trust index is only 15%. The 2017 government work report once again mentioned the inclusion of food safety in the work of improving people's livelihood. The 15th Central No. 1 document issued in 2018 re-emphasizes the implementation of food safety strategies and the improvement of agricultural product quality and food safety standards systems. With the rapid development of mobile internet, information dissemination has the characteristics of diversified channels and speed indexing, which makes food safety risks more likely to evolve into crises, which not only poses a huge threat to food companies, but also impacts on harmonious society and directly affects them. National happiness. In the past decade, the appearance of China's food safety problems has been concentrated in the frequent occurrence of food safety crises (Jun Tang, Danting Li, 2008). In addition, the figurative features of the food safety crisis can intuitively show the intuitive characteristics of the crisis itself. The resulting post-event situation, therefore, exploring the characteristics of the crisis can effectively capture the key attributes of the food safety crisis and effectively address food safety issues. Based on the realistic background, based on the research results of the characteristics of food safety crisis, this study draws on the “5W1H” analysis method proposed by Hutchinson and Waters (1932), from What, Why, Who. , When (When), Where (Where) and How (Hefa) as the standardization analysis framework, and the spatial distribution characteristics of the current food safety crisis in China are usually mainly caused by food safety issues of which food category, Which part of the food supply chain is often exposed through which exposure subjects are exposed, and analyzes which part of the food supply chain itself is exposed, and how the media can be made known to the crisis through the media. 2007-2016 10 During the year, the food safety crisis case was analyzed to try to summarize the visual characteristics of the food safety crisis in terms of spatial distribution, exposure subjects, crisis-prone food categories, crisis-prone safety issues, food supply chain links and media.

2. Concrete features of crises

2.1. Features of spatial distribution

The spatial distribution characteristics of the food safety crisis provinces are mainly based on the case study of the 2007-2016 food safety crisis case base, and descriptive statistics are carried out by

case to realize the preliminary analysis of the characteristics of food safety crisis in 10 years. First of all, this study summarizes the incidents of each food safety crisis case through the authoritative news reports of the case, and describes the spatial characteristics of the food safety crisis provinces, trying to summarize the spatial distribution of the outbreak food safety crisis nationwide.

From the situation of the food safety crisis in the province, it can be seen that the spatial distribution of the crisis-prone provinces is characterized by a step-like distribution, mostly concentrated in the eastern region, including Beijing (33), Guangdong (16) and Shandong (11 times) the most concentrated, followed by Zhejiang Province (10 times), Jiangsu Province (9 times), Shanghai (8 times) Liaoning Province (5 times) and Hebei Province (5 times), the crisis in the central and western regions The frequency of transmissions has been decreasing in turn, and the frequency of food safety crises in the western provinces far away from the eastern region such as Qinghai Province (0 times) and Tibet (0 times) is low. This is basically consistent with the statistical results of Lesong Chen (2013) based on the spatial distribution characteristics of the food safety crisis in 2004-2011.

Based on the spatial distribution characteristics of the existing food safety crisis provinces, this study further explores the distribution characteristics of the provinces in the period from 2007 to 2016, thus forming the distribution characteristics of the food safety crisis provinces in time series (Figure 1). In this study, the provinces in the province were ranked in descending order of frequency. From the time series, the annual distribution of food safety crisis provinces in 2007-2016 is mainly concentrated in Beijing, followed by the eastern regions such as Guangdong Province, Shandong Province and Zhejiang Province. Most of them are economically developed provinces and food markets. Large circulation capacity.

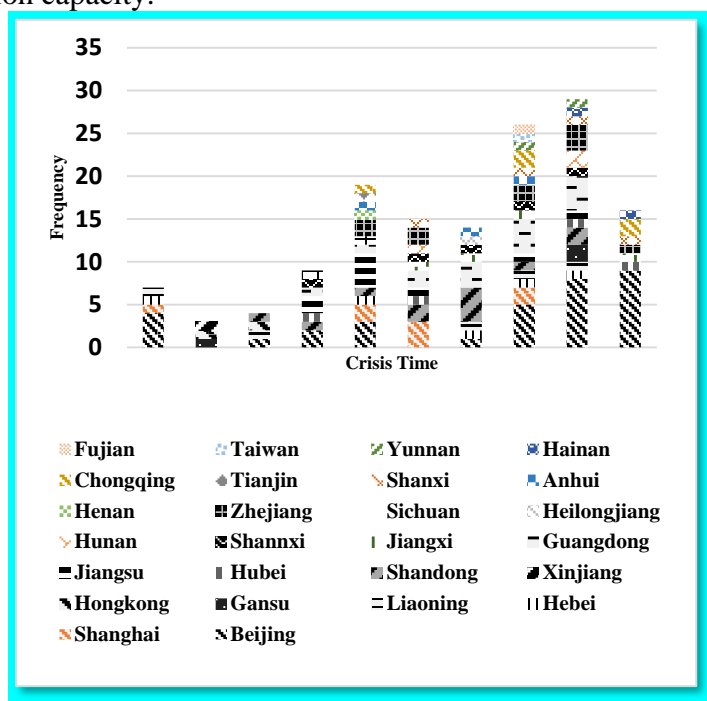


Figure 1 Distribution of Chinese food safety crisis in the time series

In summary, this study finds that the spatial distribution of China's food safety crisis has a step-by-step distribution. The provinces with high incidences are mainly concentrated in the eastern region, and the provinces with high incidences in the east are mostly developed in the eastern part of Beijing, Guangdong, and Shandong. The province and Zhejiang Province, etc., followed by the central region to the western region. The possible reason for the formation of such stepped spatial distribution characteristics is that the difference in the circulation capacity of the food market due to the different levels of regional economic development makes the relevant government departments and media have a high probability of exposure to food safety issues, and may also be consumed by provinces in different regions. The level of difference in their own safety protection awareness.

2.2. Features of subjects of exposure

Based on the hierarchical distribution characteristics of the provinces, this study further explored the exposure subjects of crisis events in the provinces and found that the food safety crisis exposed the main characteristics. Judging from the statistics of the food safety crisis exposure (see Table 1), China's food safety crisis exposure mainly came from official institutions (38.7%), media (33.8%) and consumers (26.8%). The official institutions are mainly supervised by the government to supervise food safety and discover food safety issues. The media mainly found through unannounced interviews with media reporters that there is a food safety problem in the production and processing of a specific food in the food supply chain. Foods with food safety issues are exposed by reports from relevant departments, reports to media reporters, and sharing and dissemination of social platforms. However, the results obtained are slightly different from those of Zhang Hongxia et al. (2014) in the study of the food safety crisis in 2009-2013 (34%), media (32%) and official institutions (18%).

Table 1 Statistics of exposure subjects of Chinese food safety crisis from 2007 to 2016

		Frequency	Percentage	Effective percentage	Cumulative percentage
Effective	Official institutions	55	38.7	38.7	38.7
	Media	48	33.8	33.8	72.5
	Consumer	38	26.8	26.8	99.3
	Company staff	1	0.7	0.7	100.0
	Total	142	100.0	100.0	

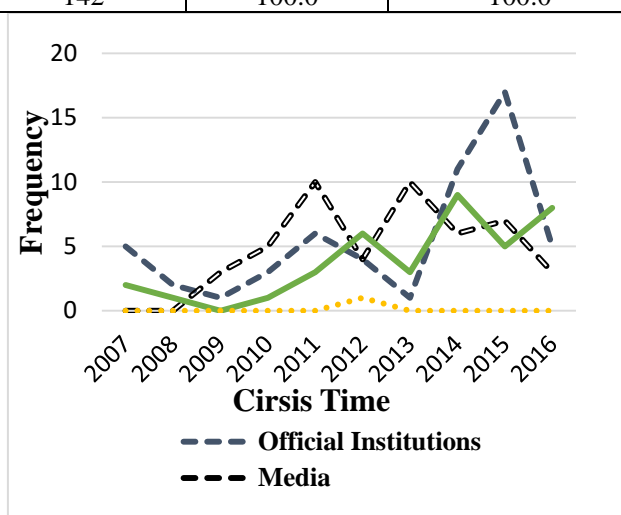


Figure 2 Distribution of exposed subjects in Chinese food safety crisis under time series

In order to better analyze the difference of this exposure subject, this study needs to further analyze the exposure of the food safety crisis from the time series (Figure 2). The study found that the 2008 melamine milk powder crisis caused the media to occupy food. The proportion of exposure subjects in the security crisis has suddenly increased, and the media has been paying attention to food safety issues since 2009, and has shown a steady exposure; the proportion of official institutions as exposure subjects has also increased year by year, which shows the importance attached by government agencies to food safety issues. It has increased year by year, and it has become the most important source of exposure in the past two years. The proportion of consumers as the subject of exposure has fluctuated greatly, which may be due to the randomness of the exposure behavior of consumers, but overall, The proportion of consumers as the subject of exposure is also increasing year by year. Especially in the case sample of the first half of 2016, the exposure of the food safety crisis incident mainly comes from consumers. In addition, the study also found that the frequency of food safety crises increased year by year, which may be due to the development of mobile Internet development and enhanced information exchange channels, combined with the government's relevant departments to increase food supervision, the media attaches importance to food safety,

consumer awareness of consumer protection Reinforcement and other reasons are related.

In summary, this study concludes that the main features of China's food safety crisis are mainly exposed by official institutions, media and consumers, and the proportion of exposure to official institutions has increased year by year. The proportion of media exposure is relatively stable, and consumers are exposed. The proportion is a large fluctuation due to the randomness of the exposure behavior.

2.3. Features of crisis-prone food category

According to the above analysis results, China's food safety crisis involves almost all major provinces in the country, and the food safety crisis has increased year by year due to the strengthening of supervision by relevant government departments and the multi-subject exposure reports of the media and consumers. In order to ensure that food companies can better carry out food safety crisis management, this study starts a case study from the food safety crisis itself and finds the characteristics of food categories that are prone to crisis.

This study re-researched and analyzed the content of food safety crisis incidents, mainly based on authoritative platforms such as People's Daily, Xinhuanet and Sina.com, and launched the National Health and Family Planning Commission of the People's Republic of China on May 24, 2015. The food classification system in the National Food Safety Standard and the Food Additive Use Standard was issued as the food category classification standard. Through the collection and collation of information, the results of the induction concluded that the food safety crisis in the past 10 years was mainly concentrated in 21 categories of foods such as beverages, alcohol and vegetables. The study found that food safety crisis occurred more than 10 food categories in 10 years. Mainly concentrated in meat and meat products (18), food and food products (16), vegetables (15), beverages (11), basically non-aqueous fats and oils (11). This study can initially reflect that food safety problems in China are common in most food categories. It is also seen that foods with more frequent crisis are more relevant to consumers' daily life and are more likely to receive widespread attention from all walks of life. It is widely spread by the media as an information carrier, which is likely to cause a food safety crisis.

2.4. Features of crisis-prone security issues category

The above analysis shows that China's food safety crisis involves 21 types of foods, especially in the five categories that are closely related to consumers' daily lives. In order to find out the direct causes of these food safety crises, this study is prone to safety problems from food quality crisis. Start by summarizing its category characteristics. Through the collation and analysis of all cases, the results show that the categories of food safety crisis in 2007-2016 mainly include 15 categories of microbial over-standard, product expiration, product deterioration, and the main concentration of problems in 10 years. Adding non-edible substances (45), falsifying (22), and abusing food additives (16) illegally.

2.5. Features of the food supply chain

2.5.1. The link of exposure

This study further explores and analyzes existing case bases. Based on the five major links of raw material supply, production and processing, logistics [storage, transportation], sales and consumption, the five-year case-related reports are carefully read and refined in various crisis events. The characteristics of the food supply chain in which the exposed subject finds food safety issues. By summarizing and discovering (as shown in Table 2), crisis events were identified and exposed mainly in production and processing (58 times), sales (49 times) and consumption (27 times). Among the main exposure subjects in the production and processing sectors, the media (26 times), the official institutions (19 times) and the consumers (12 times) were successively declining, and occasionally there were food safety problems in the production and processing links of the company's internal employees (1 time). Exposure may be mainly due to media reporters often paying attention to food safety issues, often visiting the market, discovering food safety problems and

conducting news exposure, while official agencies are conscientiously implementing supervision work for food safety supervision duties, consumers consume The level of awareness of rights protection has increased, thus forming a certain important supervisory status; in the sales process, the official institutions (33 times) are the main subject of exposure, which may be mainly due to the importance of food safety by relevant authorities such as China Food and Drug Administration. The problem is that the food safety supervision work is paid attention to every year, and the supervision and spot checks are often carried out in the sales process. Therefore, the food platform is exposed to the society to expose the foods with quality and safety problems; in the consumption chain, the consumers (19 times) are the main exposure subjects. , followed by the media (8 times), this should probably be In the improvement of consumer awareness of protection of rights and interests, while the channels for consumer rights protection are sound, consumers will actively defend their rights when they encounter food safety problems in the consumption process, and expose them on the online platform or report to relevant departments, while media reporters attach importance to food safety issues. Unexpected visits are often made in the consumer market, and after purchasing, the food testing is conducted to the relevant testing department to expose food safety issues.

Table 2 Exposure subject & Exposure link Cross statistics

		Exposure subject				Total
		Official institutions	Media	Consumer	Company staff	
The link of exposure	Raw material supply	0	5	0	0	5
	Production and processing	19	26	12	1	58
	Logistics (storage, transportation)	3	0	0	0	3
	Sales	33	9	7	0	49
	Consumption	0	8	19	0	27
Total		55	48	38	1	142

2.5.2. The link of problem

In the analysis of the characteristics of the exposure based on the food supply chain, it was found that the food safety issue was first exposed to the three major links of production, processing, sales and consumption. Based on this research, the research further explored the food safety crisis. The problem is focused on the characteristics of the food supply chain, in order to effectively avoid food safety issues, avoid food safety crisis, and improve food safety levels of food companies. Based on the analysis results of the case library report content, this study summarizes the links of the food safety issues of authoritative news reports, and the statistics are shown in Table 3.

Table 3 Statistics on the link of problem of the food safety crisis

		N	percentage	Percentage of one case
The link of problem	Raw material supply	16	10.1%	11.3%
	Production and processing	115	72.8%	81.0%
	Logistics (storage, transportation)	13	8.2%	9.2%
	Sales	13	8.2%	9.2%
	Consumption	1	0.6%	0.7%
Total		158	100.0%	111.3%
Note: The same food safety crisis may have two or more problems coexisting				

It can be seen from Table 3 that the problem of China's food safety crisis in the past 10 years is mainly concentrated in production and processing, accounting for 72.8% of the total number of problems, accounting for 81.0% of the total number of food safety crisis cases. This is often caused by improper handling of the processing in the production process or lack of subjective responsibility of the food. For example, in 2015, the State Food and Drug Administration, in the special

supervision and inspection of infant formula milk powder, found that the goat milk powder exceeded the standard. Therefore, food companies should focus on the food safety crisis management in the production and processing links, avoid food safety problems and cause widespread dissemination, and eventually evolve into crisis events. At the same time, from Table 3-6, it can also be found that the proportion of the total number of problems in the other problems in the food safety crisis is from raw material supply (10.1%), logistics (8.2%), sales (8.2%). And consumption (0.6%), in which the proportion of food safety crisis in the consumer sector is the lowest, and the proportion of raw material supply, logistics and sales is equal.

In addition, the statistical results also show that the problem links often coexist (such as Table 4), and mainly concentrated in beverages, special dietary foods, nuts and seeds, meat and meat products, fruits, and basically non-aqueous fats and oils. In the food categories such as aquatic products and their products, food and food products, tea, coffee and tea products, it can be seen that food enterprises should pay attention to multi-link linkage management in the process of food safety crisis management, and avoid “single fighting” and "Doing a closed door to build a car" ignores the phenomenon of coexistence of multiple links in food safety.

Table 4 Statistics on the coexistence of food supply chain problems under the food category

Food category	The problems of the food supply chain					Total
	Raw material supply	Production and processing	Logistics (storage, transportation)	Sales	Consumption	
Beverages	√	√				2
		√		√		
Special dietary food	√	√		√		1
Nuts and seeds	√	√	√			1
Meat and meat products	√	√				3
		√		√		
Fruits	√	√				1
Basically non-hydrated fats and oils	√		√			1
Aquatic products and products		√	√			2
Commissariat and commissariat products		√	√	√		2
		√		√		
Tea, coffee and tea products		√	√			1

2.6. Characteristics of the mass media

After the food safety issue is discovered, the relevant exposure subjects will expose the problem events through the appropriate media platform. This study is based on the media platform by which the first exposure problem of the relevant exposure subject in the 10-year case sample is summarized (Table 5). The media as the main newspaper (online version) (38 times), the government official website (33 times) with government departments as the main body, and Internet news (26 times) with Internet companies as the main body are the first exposures of China's food safety crisis. Large media platform. At the same time, it is also seen that the media platform exposed by the problem incident is diversified. In addition to the newspaper (online version), the government official website

and Internet news, the report hotline (12 times), television (11 times), complaint hotline (9 times), Weibo Blogs and forums (8 times) and radio broadcasts (5 times) have also become sources of exposure for problem events.

Table 5 Statistics of the first exposure media platform of the problem event

		Frequency	Percentage	Effective percentage	Cumulative percentage
Effective	Newspaper (network)	38	26.8	26.8	26.8
	Governments official website	33	23.2	23.2	50.0
	Internet news	26	18.3	18.3	68.3
	Report hotline	12	8.5	8.5	76.8
	Television	11	7.7	7.7	84.5
	Complaint hotline	9	6.3	6.3	90.8
	Weibo, blogs and forums	8	5.6	5.6	96.4
	Radio broadcast	5	3.5	3.5	100
Total		142	100	100	

Although the problem has been first exposed by the relevant subjects on the media platform, the problem events may not be subject to the general public's attention and evolve into a food safety crisis. Therefore, based on the problem that the incident first triggered media reprint and the public's extensive attention, this study further Inductive problem events raise the category characteristics of the media platform that the public is paying close attention to, and the problem of incidents is widely spread by the public through the dissemination of the media platform. With the development of mobile internet technology in the media platform, through the inductive analysis of the sample of food safety crisis cases in the 10 years from 2007 to 2016 (see Table 6), food safety incidents are spread by the media platform that the public is paying close attention to. The path presents a diversity of features. This study found that food safety incidents are mainly caused by the dissemination of newspapers (online version), Internet news, television and radio broadcasts, which will quickly attract public attention and lead to crisis in food safety incidents, which will lead to government, enterprises and other related subjects. Timely response. Among the media found that the problem has been widely concerned by the public, the newspaper (online version) (71 times) still dominates the media. With the development of mobile internet technology, the public use of the Internet frequency has increased from 10 years of case samples. In summary, Internet news (54 times) as the event media has become the main media platform that promotes and quickly attracts public attention along with newspapers (online). Television (11 times) and radio broadcasts (6 times) account for a lower proportion of the media that disseminate food safety incidents and receive rapid public attention.

Table 6 Statistics of media platforms that are quickly concerned by the public

		Frequency	Percentage	Effective percentage	Cumulative percentage
Effective	Newspaper (network)	71	50.0	50.0	50.0
	Internet news	54	38.0	38.0	88.0
	Television	11	7.7	7.7	95.8
	Radio broadcast	6	4.2	4.2	100.0
	Total	142	100.0	100.0	

The development process of mobile internet technology will directly affect the way the media

platform pays attention to the public's timely news of social events such as enterprises. This study is based on the results of the media platform that has been quickly noticed by the public. The following is a list of the media platform categories that can attract widespread public attention during the 10-year food safety crisis (Figure 3). As can be seen from Figure 3, the annual food safety crisis is mainly reproduced by other media and the media is widely concerned. The media platform is mainly based on newspapers (online version), which may be due to the online version of traditional newspapers in the last three years. The emergence of the public allows the public to get the relevant news of the newspaper under the mobile internet platform in the first time, and is also reprinted by other related media. Internet news is still the second largest media platform, and in 2009-2011 it became the main media platform that has received rapid public attention to problem issues. Nowadays, the frequency of Internet use is increasing, and the proportion of Internet news is spreading. It is showing an upward trend year by year. Television and radio broadcasts account for a relatively small percentage of the main media platforms for food safety crises each year.

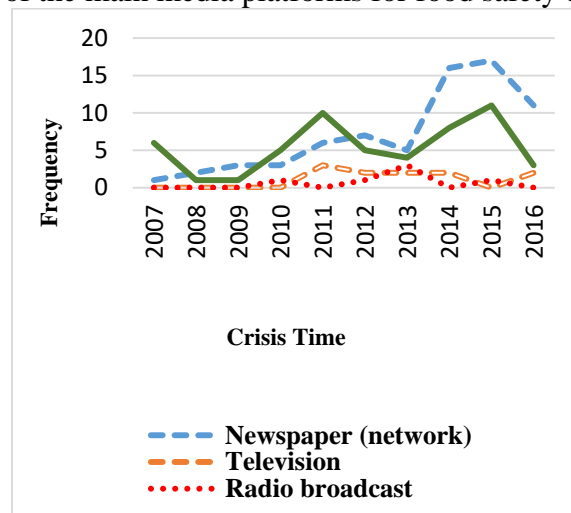


Fig.3

3. Research summary

This study combines the 5W1H analytical logic framework to analyze the figurative characteristics of the food safety crisis case samples from 2007 to 2016, and finally concludes that the food safety crisis is in the spatial distribution, exposure subjects, crisis-prone food categories, crisis-prone safety issues, Based on the links in the food supply chain and the links in the problem, the characteristics of the media 7 are summarized.

3.1. Spatial distribution

During the period of 2007-2016, the spatial distribution of Chinese food safety crisis provinces showed a step-by-step distribution. The provinces with high incidences were mainly concentrated in the eastern region, and the provinces with high incidences each year were mostly developed in the eastern part of Beijing, Guangdong, Shandong and Zhejiang Province and so on, followed by the central region to the western region.

3.2. Subjects of exposure

The main characteristics of the crisis exposure are mainly the official institutions, mass media and consumer as the main exposure subjects, and the proportion of exposure institutions gradually increasing, and the proportion of mass media exposure is relatively stable. While, the proportion of consumer exposure is fluctuating due to the randomness of exposure behavior

3.3. Crisis-prone food category

In 2007-2016, Chinese food safety crises mainly occurred in 21 categories of foods such as Beverages, Liquor, Basically non-hydrated adipose and oils, Vegetables, Aquatic products, Puffed

food, Meat and meat products, Sweeteners (including honey), Food additive, Milk and dairy products, Egg and egg products, Special dietary food, Commissariat and commissariat products, Frozen drink, Baked food, Tea, coffee and tea products, Condiment, Bean products, Nuts and seeds, Fruits, Cocoa products, chocolate and chocolate products, and sweets. Among them, food categories with more than 10 food safety crises were mainly concentrated in Meat and meat products, Commissariat and commissariat products, Vegetables, Beverages, and Basically non-hydrated adipose and oils

3.4. Crisis-prone security issues category

The categories of food safety crisis problems in 2007-2016 mainly include 15 categories of microbial exceeding standards, product expiration, product deterioration, etc., and problems mainly occurred in illegal addition of non-edible substances, fraud, and abuse of food additives.

3.5. Based on the exposure of the food supply chain

Firstly, the main problems found and exposed are mainly in the production, processing, sales and consumption links.

Secondly, in the production and processing links, the main exposure subjects are successively declining by the media, official institutions and consumers, and occasionally there are internal employee exposures; In the sales process, the official agency is the main subject of exposure; In the consumer segment, consumers are the main exposure subject, followed by the media.

3.6. Based on the problem of the food supply chain

On the one hand, between 2007 and 2016, Chinese food safety crisis is mainly focused on production and processing. At the same time, it is found that the proportion of the total number of problems in the other problems in the food safety crisis is from raw material supply, logistics, sales and consumption. Among them, the proportion of food safety crisis in the consumer sector is the lowest, and the proportion of raw material supply, logistics and sales is quite.

On the other hand, the problem link often has the phenomenon of coexistence of links, and mainly focuses on food categories such as Beverages, Special dietary food, Nuts and seeds, Fruits, Basically non-hydrated adipose and oils, Aquatic products, Commissariat and commissariat products, Tea, coffee and tea products.

3.7. Mass media

First of all, in the first exposure of the problem media platform, newspapers (network), governments official website and Internet news are the three media platforms for the first exposure of Chinese food safety crisis.

Secondly, the media platform for the exposure of problem events is diversified. In addition to newspapers (online version), government official website and Internet news, the reporting hotline, complaint hotline, television, weibo, blogs and forums, and radio broadcasts have also become sources of exposure for problem events.

Thirdly, the media platform that attracts public attention is mainly based on newspapers (online version), Internet news, television and radio broadcasts. The annual newspaper (online version) still dominates the media, followed by Internet news. This proportion of television and radio broadcasts is small.

Finally, based on the story line, the figurative features of China's food safety crisis are combed in tandem: the main institutions, media and consumers have found food safety problems in a certain part of the food supply chain, and the reasons for the occurrence of problem foods through authoritative institutions. The investigation and confirmation were carried out, so that the foods confirmed by the media platform were exposed, and the public was continuously concerned by the public during the communication process, and a food safety crisis was formed based on the spread of the problem food information, and the food safety crisis broke out through 10 years. The current situation of spatial distribution shows that the current food safety crisis has a step-like feature in the country, with the probability of outbreak in the eastern region being higher, and the central region and the western region decreasing in turn.

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