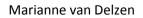
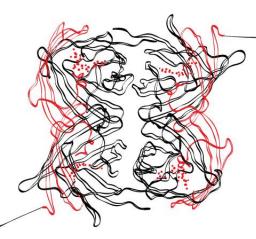


# IDENTIFYING THE MOTIVES AND BEHAVIORS OF BRAND HATE



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# **UNIVERSITY OF TWENTE.**

Identifying the motives and behaviors of brand hate

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# Abstract

The web 2.0 has given the consumer more power in the relationship with companies. Several websites have emerged where consumers can share the experiences they have with the brand. In recent years, there is an increase in brand websites where consumers can ventilate their extreme negative feelings about the brand. Brand hate can be a serious risk for companies, since it can damage the brand image and reputation of the company. To limit the consequences, this study aims at identifying the motives and behaviors of brand hate. First, different scales were adjusted to fit the brand hate context and an online pre-test was carried out via social media (N=45). The main questionnaire was carried out via a marketing based German website. A total of 298 respondents participated in the survey. Results provided evidence that experiential avoidance, identity avoidance, and moral avoidance are motivations for brand hate. In addition, experiential avoidance can lead to negative word-of-mouth, online complaining, and direct revenge. Identity avoidance can lead to rejection of the brand. It is remarkable that moral avoidance does not lead to behavior at all in this study. This study provides a better understanding of the reasons and the consequences of brand hate. It also further developed the frameworks of current work on brand hate. Companies should try to avoid the brand hate motivations as much as possible and manage the brand hate behaviors. This subject is still in its infancy, so further research is necessary to fully understand the phenomenon brand hate.

Keywords: Brand hate, brand avoidance, motivation, consumer behavior

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# 1. Introduction

Consumers tend to share their product experience with family and friends. Good evaluations can be valuable and give free publicity for companies. Unfortunately, bad experiences spread much faster than good experiences (Richins, 1983), resulting in negative word-of-mouth for the concerning companies. The web 2.0 makes this phenomenon even more relevant. User-generated content has significantly increased in the last few years. There are numerous websites that allow consumers to review, rate and evaluate the products and the services of companies. As a result, negative word-of-mouth is spread not only to friends and family, but to everyone who wants to read, see or hear it.

Although this negative affect towards brands is less researched than the positive affect towards brands (i.e. brand loyalty, brand love), there is an increase in studies in this research area. Examples of these topics are anti-consumption and brand avoidance (lyer & Muncy, 2009; Lee, Motion, & Conroy, 2009; Portwood-Stacer, 2012). Lee et al. (2009) see brand avoidance as a specific form of anti-consumption and define it as 'the incidents in which consumers deliberately choose to reject a brand' (p. 170). A more active manner to express negative thoughts about a brand is negative word-of-mouth. Many studies have focused on the reasons to engage in word-of-mouth, such as: product involvement, self involvement, and vengeance (Dichter, 1966; Sundaram, Mitra, & Webster, 1998). On top of that, the internet made it possible to spread all this negativity faster and further.

There are different websites where consumers of a specific product, service or brand interact with each other about these brands (Krishnamurthy & Kucuk, 2009). For example, there are complaining websites (www.klacht.nl) and websites where consumers can rate and evaluate product quality (www.kieskeurig.nl). However, in recent years, there has been an increase of anti-brand websites (Krishnamurthy & Kucuk, 2009). According to Krishnamurthy & Kucuk (2009), these websites use expressions, memorable domain names and critical languages to create a negative identity for the concerning company or brand, for example ihatestarbucks.com. These websites are a form of extreme dissatisfaction and go further than just a complaint or a negative review, but focus on multiple problems (Kucuk, 2007). The content of the websites can vary in for example ventilating bad experience, and discussing moral standards.

However, brand hate is most likely not limited to anti-brand websites. An example of a brand that is the victim of brand hate is Abercrombie & Fitch. They received negative attention in the news and on the internet due to their controversial business strategies. They limited their clothing size to L for men and not above size 10 for women. They stated that offering larger sizes would make the product unattractive (Trefis Team, 2013). The CEO of the company, Mike Jeffries, indicated in an interview that Abercrombie & Fitch wants to target the better looking and popular kids (Denizet-Lewis, 2006).

In addition, the company also stated that the clothes were intended for consumers with a certain status and not for poor people (Trefis Team, 2013). The reactions to these incidents were significant. Ellen DeGeneres strongly criticized the strategies in her own TV show that is broadcasted in multiple countries (The Ellen Show, 2013). Also, U.S.C graduate named Greg Karber purchased Abercrombie & Fitch clothing in thrift shops and gave it away to homeless people (Karber, 2013) . The video of this initiative is viewed more than 8 million times on YouTube. Last, a plus sized blogger photographed herself in clothing of Abercrombie & Fitch. These photos are now widely spread over the internet (Liora K Photography, 2013). The company reported their quarter 1 results at the same time as the incidents took place and reported a decline of 17% in store sales (Trefis Team, 2013). Nowadays, the search term 'Abercrombie & Fitch hate' yield a staggering 5.860.000 hits on Google, with multiple websites, blogs, news articles and Facebook pages where consumers explain their hate towards the brand on the basis on these incidents.

As illustrated in the example, this form of extreme dissatisfaction or hate towards brands can have a negative impact on the brand value of a company and on the success of the goods and services (Hennig-Thurau & Walsh, 2003; Krishnamurthy & Kucuk, 2009). Unfortunately, these negative websites are very hard to control by companies, since anyone can create them anywhere. Due to the fact that the number of anti-brand websites is increasing, there is a growing number of literature available on the impact of these websites, and the behavior of consumers on these websites (Grégoire, Laufer, & Tripp, 2010; Grégoire, Tripp, & Legoux, 2009; Krishnamurthy & Kucuk, 2009; Kucuk, 2007; van Noort & Willemsen, 2012). However, the literature dedicated to brand hate specific is limited while the consequences can be significant. To limit these consequences of brand hate, it is necessary to know why people hate certain brands. Therefore, this paper aims to identify the motives of consumers who hate specific brands and the behaviors resulting from it.

This research can contribute to the knowledge of this topic and form a basis for more extensive theory and future research. Also, this research can help managers and marketers to anticipate on the motivations of consumers who hate a brand and, with that, prevent a negative identity for the company. This study will try to answer two research questions. The first research question is: what are the motives that drive consumers to hate a brand? The second research question is: what are the behaviors as a result of brand hate? To answer these questions, an online pre-test was carried out via social media and the main questionnaire was distributed via a marketing based German websites. The theoretical background will be explained in the next chapter, followed by the hypotheses. Subsequently, the methodology and the results are described. At last, the discussion, management implications, and future research are outlined.

# 2. Theoretical background

## 2.1 Brands and emotions

Emotions are a part of our everyday life and yet, many people fail to describe what a certain emotion exactly is. People tend to express emotions rather than describe what they are (Ben-Ze'ev, 2000). Brands can trigger different kinds of emotion by consumers. To discover why consumers have these emotions, it is necessary to identify what emotions are, and in particular, what the feeling of hate is.

Ben-Ze'ev (2000) argues that 'emotions typically occur when we perceive positive or negative significant changes in our personal life' (p. 13) and that emotions have certain characteristics such as instability, great intensity, a partial perspective, and relative brevity. In addition to that, Fredrickson & Branigan (2001) describe an emotion as 'a set of multicomponent response tendencies that unfold over relatively short time spans' (p. 125). In other words, emotions are temporary feelings that can change over time.

Researchers agree that emotions play an important role in the purchase behavior of consumers. Consumers make buying decisions based on feelings and emotions about certain brands (Sinha, Ahuja, & Medury, 2011) and often buy brands for what they represent (Gelbrich, 2009). According to Sinha et al. (2011), the focus of marketers shifted from the traditional four p's to the focus at promoting products that touch consumers' feelings. They define consumer-brand emotion (CBE) as 'a state of emotional attachment, which is characterized by strong positive affinity towards the brand and a tendency of the brand to dominate the consumers' cognition' (p. 192).

However, this definition of consumer-brand emotion does not describe the negative emotions that brands can cause. As opposed to the above definition, Laros & Steenkamp (2005) propose a definition for negative emotions towards brands (NEB) as 'consumers' negative emotional reactions evoked by the appraisal of brand-related stimuli' (p. 56). They argue that negative emotions play an important role in the consumer-brand relationship and they propose a hierarchical model for emotions in consumer behavior. First, they distinguish between positive and negative affect. There are four basic emotions for negative affect: anger, fear, sadness, and shamefulness. There are also two basic emotions for positive affect: contentment and happiness. These six basic emotions can be divided into 42 specific emotions in consumer behavior such as: anger, tenseness, sadness, humiliation, fulfillment, and optimism. They argue that all these emotions towards brands can lead to different behavioral consequences (Laros & Steenkamp, 2005). However, the concept of (brand) hate is not described in this study. In addition, Gelbrich (2009) found that negative emotions towards

brands can have an impact on customer loyalty, purchase decisions, and the frequency that one is using a product.

## 2.2 The concept of (brand) hate

In contrast to the concept of love, the concept of hate received less attention in the literature so far. According to Rempel & Burris (2005), the existing literature can be divided in three different categories: psychoanalysis (interpersonal/familial context), social psychology (intergroup/hate crimes), and basic emotion research. Within these categories, there are contradictory definitions of the concept of hate. Some refer to hate as a motivation (Rempel & Burris, 2005) or emotion (Weingarten, 2006) while others refer to hate as an attitude (Ben-Ze'ev, 2000). Due to these contradictions, there is not yet a common definition of the concept of hate used in the literature. Most authors seems to agree that, in contrast of the above-mentioned definition of emotion, hate is seen as a stable, enduring and a long-term feeling (Ben-Ze'ev, 2000; Rempel & Burris, 2005; Royzman, 2004; Weingarten, 2006).

According to Weingarten (2006) hate always requires a subject and an object. She argued that 'expressions of hate camouflage different feelings, beliefs, and attitudes' (p. 279). In other words, the feeling of hate is caused by multiple other factors. Rempel & Burris (2005) see hate as a motivation and describe the concept as: 'hate is a motive associated with the goal of destroying or diminishing the object's well-being' (p. 300). Ben-Ze'ev (2000) refers to hate as: 'a long-term attitude (...) Hate requires an evaluation of the object as possessing inherently dangerous traits' (p. 381). Also, the triangular theory of love is adapted into the triangular theory of hate (Sternberg, 1986, 2003). Sternberg (2003) argues that 'hate has multiple components that can manifest in different ways and different occasions' (p. 306). Therefore, he proposed a theory with three hate dimensions: disgust, anger/fear, and devaluation/diminution. On the basis of this theory, Zeki & Romaya (2008) developed the passionate hate scale to test whether ones subjective mental state towards an individual show specific patterns in the brain. They argue that hate is a complex biological sentiment which has impelled individuals to evil deeds. However, this theory explains hate between people or groups and not the relationship between people and brands.

At this point, there is hardly any literature that connects the concept of hate directly to research conducted in the field of consumer-brand relationships, although some literature focuses on the behavior of consumers who have negative feelings, beliefs, and attitudes towards brands (Grégoire et al., 2010, 2009; Krishnamurthy & Kucuk, 2009). In contrast, the concept of brand love received far more attention. Albert, Merunka, & Valette-Florence (2008) developed a set of 11 brand love dimensions: passion, duration of the relationship, self-congruity, image, dreams, memories, pleasure,

attraction, uniqueness, beauty, trust, and declaration of affect. Brand love is defined by Carroll & Ahuvia (2006) as 'the degree of passionate emotional attachment a satisfied consumer has for a particular trade name' (p.81). In their study, they found that brand love has a positive effect on brand loyalty and positive word-of-mouth. Thus, brand love is seen as more extreme than just liking a specific brand.

The same can be true for brand hate; it is more extreme than just disliking a brand. Negative emotions consumers have towards brands can vary in intensity (i.e. disliking and hate). According to Sonnemans & Frijda (1994), this intensity is found to be multidimensional. Factors that are influencing the intensity are for example the duration and the peak of the emotion, and the strength and severity of action tendency, and the degree of drastic behavior. Anger, for instance, is seen as an emotion with strong momentary magnitude, but is shorter of duration (Ben-Ze'ev, 2000). The peak intensity of love and hate is somewhat lower than for example rage, but it may last for a longer period of time with a consistently high level of intensity (Ben-Ze'ev, 2000). As evidence from the literature, brand hate can be seen as an intense negative emotion towards a brand that is stable, and enduring (Ben-Ze'ev, 2000; Rempel & Burris, 2005; Weingarten, 2006). In line with this, Bryson, Atwal, & Dreissig (2010) define brand hate as 'an intense negative emotional affect towards the brand' (Bryson, Atwal, & Hulten, 2013, p. 395). The latter definition is adopted in this study.

## 2.3 Motives for brand hate

In the psychology and marketing area, many scholars asked the question what actually motivates consumers to buy specific products. What needs do they have to fulfill? What goals do they pursue? And what are the underlying values and personalities? As a result of that, many studies have been conducted on the topic of motivation (Blackwell, Miniard, & Engel, 2006; Mitchell, 1997; Parks & Guay, 2009). However, less research has been done into why consumers decide not to purchase a particular product, service or brand.

So, what exactly are the reasons for consumers not to purchase a certain product or brand? According to Hogg (1998), the decision not to purchase a product can be caused by two aspects of negative choices: non-choice and anti-choice. Non-choice focuses on three situations: affordability, accessibility, and availability. Hence, situations consumers have no influence on. Anti-choice refers to abandonment, avoidance, and aversion. Hence, situations in which consumers make an explicit choice. This paper focuses on the situations in which consumers have the ability to purchase a brand but explicitly choose not to. Therefore, only the reasons for anti-choice are included. Lee, Motion, & Conroy (2009) identified three motives for consumers to avoid a brand. The first is experiential brand avoidance. This relates to a negative consumption experience with the brand. The second is identity avoidance and occurs when the brand image does not fit individuals' identity. The last motive is moral avoidance. This form of avoidance develops when consumers' ideological beliefs do not match the values of the brand. The second and the last motive will have some overlap, since they both concentrate on values and norms of individuals. In the light of the findings of Lee et al. (2009), the motivational factors for brand hate are proposed. Note that 'avoidance' is used as part of the motivational construct derived from the study of Lee et al. (2009), and is not meant to indicate the actual avoidance behavior.

#### **Experiential brand avoidance**

Due to the web 2.0, anti-brand websites are becoming more common. Consumers have increasing power and can easily voice their complaint online (Kucuk, 2007). They can report a product failure on evaluation and rate websites and report a complaint via the company itself or via a third-party website. However, in some cases companies' failures accumulate, resulting in extreme unsatisfied customers. These customers are likely to find another way to voice their complaint to harm the company (Grégoire et al., 2009).

Funches, Markley, & Davis (2009) conducted a qualitative research and found four motives for consumer brand retaliation: product failure, perceived injustice, situational factors (waiting, crowds etc.), and service recovery failure. Hence, these are all situations involving an experience with the product or service of the brand. In addition, Salvatori (2007) found that brand hate can be caused due to negative attitudes related to negative experience with the product. Bryson et al. (2013) conducted short interviews to identify reasons for brand hate in the luxury sector. They found that one of the reasons for hating a luxury brand is consumer dissatisfaction.

An example of a brand that has to deal with experiential avoidance is Apple. Apple is a company that sells consumer electronics and is founded by Steve Jobs in 1976. After a restructure, the company developed the iPod in 2001 and it was a great success. In that period, the company was seen as innovative and unique and consumers were full of praise. However, in recent years, criticism of the company has increased. Consumers state that Apple lost its magic and that the company is not revolutionary and innovative anymore with their products, although they claim they are. For example, the IOS maps, counterpart of Google Maps, had missing roads, houses, cities and even countries (Haberman, 2012). In addition, when consumers were starting to experience failures with the antenna of the iPhone 4, they did not admit it was their fault. They stated that the consumer was holding the iPhone the wrong way (Gross, 2010). Last, Apple products work perfectly with other

Apple products. However, due to the fact that Apple works with totally different systems, it is nearly impossible to switch to another brand and keep your purchases like apps, books, and music.

Although Apple is still a very popular brand, criticism on the brand increased since the failures. Numerous websites have arise in the last few years where consumers proclaim their hate towards the brand, generally with a whole list of arguments (Rebbapragada & Stafford, 2007). In addition, the 'I hate Apple' Facebook page has grown to over 33.000 fans. As explained with the above literature and the Apple example, extreme dissatisfaction due to the negative experiences with the products of the brand and can ultimately lead to brand hate. This leads to the following hypothesis:

H1: Experiential brand avoidance is positively influencing brand hate.

## **Identity avoidance**

People often have a desired self-image which they want to project to the outside world. The product one is buying reflects this desired image. According to Sinha et al. (2011), brands have a simple common purpose: 'to make it easy for people to express their personal style' (p. 186). In other words, people consume in ways that fit their self-concepts while they avoid the products associated with images that do not fit their desired self-concept (Lee et al., 2009). People associate brands with specific images. If an image does not fit one's identity, they will not purchase the brand. For example, many consumers will avoid clothing brands that are associated with followers of extremist groups.

Ogilvie (1987) distinguishes between the ideal self, the real self, and the undesired self. The real self can be seen as the combination between the ideal self and the undesired self. If a brand falls into the undesired self, consumers probably will avoid that brand. In line with this information, Lee et al. (2009) conducted interviews to determine the reasons for brand avoidance. They found that identity is a motivation to avoid a brand. Also, in two different qualitative brand hate studies is found that negative stereotypes and negative associations with the brand can cause brand hate (Bryson et al., 2013; Salvatori, 2007).

An example is the clothing brand Lonsdale. The brand started out as a boxing equipment company and expanded to clothing as well. The brand was worn by celebrities like Paul McCartney and soon expanded to new markets in Europe. However, in the beginning of 2000, Lonsdale clothing became popular among neo-Nazis in Europe. The term Lonsdale Youth was connected to teenagers with far right tendencies (Complex Mag, 2012). As a result, consumers no longer want to be associated with these groups and thus with the brand. As indicated by Salvatori (2007), subjects associate their extreme negative attitude towards brands due to stereotypes linked to the typical consumer of the brand. In line with this research, Bryson et al., (2010) argued that when brand consumer stereotypes are negative, this very strongly predicts that the respondent hates the associated brand. It is clear that some brands represent the undesired self for consumers and that this can lead to such extreme feelings and attitudes that it can cause brand hate. This leads to the following hypothesis:

H2: Identity avoidance is positively influencing brand hate.

#### Moral avoidance

Portwood-Stacer (2012) argues that 'moral anti-consumption describes practices that are motivated by judgments about right and wrong' (p. 96). In addition to that, moral issues refer to the ideological beliefs and values of a person (Lee et al., 2009). In other words, consumers act morally to be able to live with oneself and holding oneself personally accountable and responsible for the impact of the consumption (Portwood-Stacer, 2012). An example of a moral issue is the avoidance of companies with a strategy that is seen as 'wrong' such as the use of wood from the rain forest in an irresponsible way. They remove themselves from the industry that uses irresponsible ways for their businesses.

Lee et al. (2009) found that moral issues are a reason for customers to avoid a brand. They argue that 'moral avoidance involves a societal focus that extends beyond the needs of the individual' (p. 178). Referred is to the work environment of the personnel of the company and the idea that the company purely acts of self-interest. Although Bryson et al. (2013) did not found direct evidence that companies of luxury brands are the victim of brand hate due to their negative corporate social performance, they did stress that it is an important influence of negative brand sentiment and it could be a potential brand hate motivator for other brands. In addition, Salvatori (2007) argues that moral issues also can cause a more extreme feeling, and found that criticism related to bad company behavior and negative corporate image can be linked to brand hate. It is possible that consumers identify these bad behaviors as morally wrong.

Primark, for instance, is a brand that recently has suffered from moral avoidance. In April 2013, a major clothing factory in Bangladesh collapsed. In total, 1129 employees lost their lives. Soon it was well-spread that companies like Walmart and Primark manufactured their clothes in the collapsed factory. The news led to a heated discussion about the working conditions in those kinds of factories and protesters even went to the Primark store in London where the campaign group 'war on want' argued that if Primark had taken responsibility, no one had died that week (War on Want, 2013). Although the store sales of Primark went up in the same period, due to good weather and holidays (Ruddick & Roland, 2013), the brand was and is still heavily criticized on the internet with websites like primarksucks.blogspot.nl, I hate Primark Facebook groups, YouTube video's, and multiple

websites from activist groups, often referring to the working conditions of Primark's employees. To conclude, consumers make judgments between right and wrong and this can reflect their attitudes towards brands. An evaluation based on wrong behavior can cause a negative feeling towards the brand. Looking at the example and the results of the study of Salvatori (2007), it is clear that moral issues go beyond avoidance of the brand and also can cause brand hate. This leads to the following hypotheses:

H3: Moral avoidance is positively influencing brand hate.

#### 2.4 Brand hate behavior

Approach-avoidance motivation is often associated with individuals' emotional state and facilitates multiple behavioral outcomes (Corr, 2013; Elliot, Eder, & Harmon-Jones, 2013). Scholars argue that positive stimuli evoke the approach behavior and negative stimuli evoke the avoidance behavior (Chen & Bargh, 1999). However, Carver & Harmon-Jones (2009) found that also intense negative emotions such as anger can cause the approach behavior. The degree of intense behavior can vary and depends on for example the intensity of the emotion (i.e. disliking and hate), but also norms, values, and perceived behavioral control (Ajzen, 1991). In line with this literature, hate also can have different behavioral outcomes.

According to Funches et al. (2009), there are four different behavioral categories for consumer retaliation; cost/loss, consumption prevention, boycott and purchasing slow down, and exit, voice and betrayal. In addition, Grégoire et al. (2009) argue that consumers' hate can turn into two different behaviors: avoidance and revenge. They found that over time, the revenge behavior decreases because it costs the consumer more energy than the avoidance behavior. Revenge can be defined as customers causing harm to a company after an unacceptable service (Grégoire et al., 2010; Zourrig, Chebat, & Toffoli, 2009). Revenge behaviors can be divided in indirect behaviors (complaining), and direct behaviors (payback) (Grégoire et al., 2009; Thomson, Whelan, & Johnson, 2012). In the light of these findings, behaviors for brand hate are proposed in the following paragraphs.

#### **Exit and rejection**

Hirschman's (1970) theory of exit, voice, and loyalty can explain the reaction of consumers after a service failure (Evanschitzky, Brock, & Blut, 2011). It states that dissatisfied consumers either voice their complaint to the company or exit the relationship with the specific brand. Exit in this context means ending the relationship by stopping to buy products of the company (Hirschman, 1970).

Funches et al. (2009) add betrayal to the theory. Customers actively tell the concerning company that they will exit the relationship and switch to another company.

In addition, brand rejection is stronger than brand exit and is defined as 'the incidents in which consumers deliberately choose to reject a brand' (Lee et al., 2009 p. 170). In contrast to satisfaction which can lead to brand loyalty, dissatisfaction can lead to brand rejection (Oliva, Oliver, & MacMillan, 1992). The term brand rejection is often used together with brand switching (Oliva et al., 1992). However, brand switching can also occur due to for example a better offer by a different company, while brand rejection focuses especially on the deliberate rejection of a brand (Lee et al., 2009). These behaviors can also be applied for the outcome behaviors of brand hate. This leads to the following hypotheses:

H4: Brand hate is positively influencing exit of the brand.H5: Brand hate is positively influencing rejection of the brand.

#### Indirect revenge behaviors

Indirect revenge behaviors indicate the behaviors that take place outside of the firm's border (Grégoire et al., 2010). One of the constructs of indirect revenge is negative word-of-mouth. In this context, negative word-of-mouth refers to customers who privately share their bad experiences with relatives and friends to denigrate a company or to make others reconsider the relationship with the company (Grégoire & Fisher, 2006; Grégoire et al., 2010). In addition, Funches et al. (2009) found that consumption prevention through negative word-of-mouth is also a retaliation behavior. This behavior tries to prevent others to use products of the brand.

Another indirect revenge behavior is online public complaining for negative publicity (Grégoire et al., 2010). Online complaining refers to the act of using an online feature to warn the general public about the misbehavior of a company (Grégoire et al., 2010; Ward & Ostrom, 2006). In the context of this study, customers can visit a brand hate website to share their experience with the brand to the general public. In recent years, negative word-of-mouth is increasingly common on the internet, which can cause some overlap between negative word-of-mouth and online complaining. The main difference between the constructs is that negative word-of-mouth is focused on friends and relatives and online public complaining is more mass-oriented.

H6: Brand hate is positively influencing the indirect revenge behavior: negative word-of-mouth.H7: Brand hate is positively influencing the indirect revenge behavior: online complaining.

## **Direct revenge behaviors**

Direct revenge points out the face-to-face responses between the consumer and the company. The first construct of direct revenge is vindictive complaining and refers to customers who voice their displeasure to frontline employees in a way that they give the representatives of the firm a hard time and deliberately be unpleasant to the front line employees (Grégoire & Fisher, 2008; Grégoire et al., 2010).

A more aggressive form of direct revenge behavior is market place aggression. Grégoire et al. (2010) define this construct as 'customers' actions that are designed to directly harm a firm or its employees' (p. 743) and is derived from workplace literature (Douglas & Martinko, 2001). Behaviors of marketplace aggression could be: damaging a company's property, violating policies, or hitting an object (Douglas & Martinko, 2001; Grégoire et al., 2010). Also, Funches et al. (2009) found that some bad experiences with the brand can result in financial, social, or time loss. Customers are likely to get even with the company in the form of spoiling products and placing false orders. This leads to the following hypotheses:

H8: Brand hate is positively influencing the direct revenge behavior: vindictive complaining.H9: Brand hate is positively influencing the direct revenge behavior: marketplace aggression.

## 2.5 Proposed research model

This study proposes that experiential avoidance, identity avoidance, and moral avoidance can lead to brand hate. As a result of brand hate, consumers either exit or reject a brand, or take revenge towards the company in the form of indirect and direct revenge. Figure 2.1 shows the research model that is designed for this study and illustrates the relationships between the different constructs.

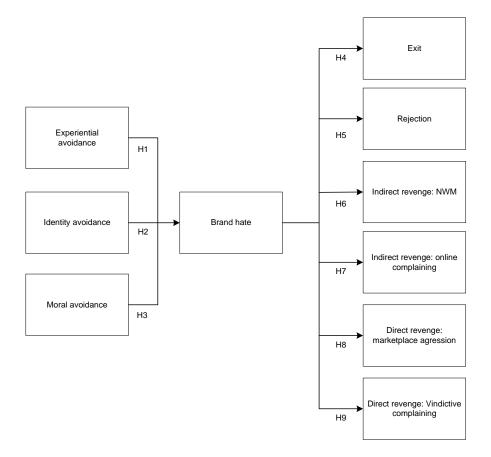


Figure 2.1 Proposed research model

# 3. Methodology

Most of the brand avoidance and brand hate studies described before are based on qualitative research. This study tries to further develop these frameworks and tests the research model in figure 2.1 with a wider population. Therefore, an online questionnaire was carried out, consisted of two parts: a pre-test to validate the constructs and the questionnaire itself.

## 3.1 Scales

The brand hate scale (BH) has been derived from two different studies. First, the passionate hate scale (PHS) of Zeki & Romaya (2008) that is based on the triangular theory of hate (Sternberg, 2003). However, PHS is focused on hate against and between humans and, therefore, the scale was adapted to brand hate context. The second study used for the brand hate scale is by Salvatori (2007). She conducted a qualitative brand hate study and designed a brand hate scale on the basis of the results. However, this scale is never tested and thus not validated. The main difference between the items of the two scales is that Salvatori (2007) directly focuses on brand hate based on her qualitative research and that the items of Zeki & Romaya (2008) focus on hate between individuals and groups. Since there are hardly any hate scales available and no brand hate scale is validated, it was decided to include both scales in the pre-test. The final brand hate scale consisted of 22 items. Examples of statements were 'I don't want anything to do with brand X' and 'I would like to do something to hurt brand X'.

The scales for the three proposed motivations are derived from two different studies. The first study is from Lee et al. (2009). They conducted a qualitative research into the reasons for brand avoidance. They found three main categories with multiple themes and sub-themes. Based on these themes, statements are drawn. The other study is the brand hate research by Salvatori (2007). She created a brand hate questionnaire with statements for possible reasons to hate a brand. Both scales are taken into account and add value to each other because the research of Lee et al. (2009) is focusing specific on avoidance while the research by Salvatori (2007) focuses on brand hate in general. In addition, both scales are derived from qualitative research and are not validated yet. Therefore, it was decided to include both scales in the pre-test. The final scale for experiential avoidance (ME) consisted of 6 items, identity avoidance (MI) of 7 items, and moral avoidance (MM) of 4 items. Examples of statements are 'the performance of brand X is poor', 'the products of brand X do not fit my personality' and 'brand X doesn't match with my values and beliefs'.

The different brand hate behaviors are the last part of questionnaire. The items for exit (BE) and rejection (BR) are based on the definition of the construct, thus items were developed for this study.

The total number of items for exit are 2 and for rejection 4. Examples of statements are 'I don't purchase products of X anymore' and 'I avoid buying brand X products / using its services'.

The items for indirect revenge and direct revenge were based on a survey conducted by Grégoire et al. (2010). Indirect revenge is divided in negative word-of-mouth (NWM) and online complaining (BOC). NWM consisted of 7 items and BOC consisted of 3 items. Examples of statements are 'I spread negative word-of-mouth about brand X' and 'I complained online to make the behaviors and practices of brand X public'. Items of the research by Salvatori (2007) were added to the NWM scale. Both scales add value to another because the NWM scale of Grégoire et al. (2010) is already validated and focuses on behaviors after service failures and the items of Salvatori (2007) are derived from qualitative brand hate research, which is in line with this study, however, these are not validated yet. Direct revenge is divided in marketplace aggression (BMA) and vindictive complaining (BVC). BMA consisted of 4 items and BVC of 3 items. Examples of statements are 'I have showed signs of impatience and frustration to someone from brand X' and 'I complained directly to the firm to give a hard time to the representatives of brand X'. The items for both indirect and direct revenge behaviors are slightly adapted to the brand hate context.

All the items were represented on a 5-point Likert scale with 1 as strongly disagree and 5 as strongly agree. Participants had also the option to fill out 'don't know' by every question. The whole pre-test questionnaire can be found in appendix A.

#### 3.2 Pre-test

In order to test the inter-item reliability and for dimension reduction, a pre-test was carried out. In addition, any flaws in the questionnaire could be improved for the final questionnaire. The pre-test was online during the first half of October 2013 for approximately 2 weeks. The pre-test was carried out with a convenience sample of 127 acquaintances via social media. 82 participants were removed due to non-haters and incomplete surveys, resulting in a total of 45 participants. Participants were between 18 and 43 years (M = 25.51, SD = 4.13). Of the participants, 60% was female and 40% was male. The nationalities of the participants were 60% Dutch, 35.6% German, and 4.4% other.

A principal component analysis with orthogonal rotation (varimax) was conducted on the items of brand hate. To test suitability of the respondent data for factor analysis, the Kaiser-Meyer-Olkin measure of sampling adequacy was used and yielded .55, which is just above the acceptable limit (.50). In addition, Bartlett's test of sphericity ( $\chi$ 2 (231) = 460.81, p < .001), indicated that correlations between items were sufficient large for principal component analysis. An initial analysis was run, and six components had eigenvalues exceeding 1 and in combination explained 70.4% of the variance in

the data. The 22 items of the brand hate scale were found to have a good reliability ( $\alpha$  = .84). The items BH4, BH8, BH11, BH14, and BH16 were excluded because the items seemed to build a separate factor. After removing the items, an alpha of .89 was accomplished.

To test whether the motivational items form a strong construct, a principal component analysis with orthogonal rotation (varimax) was conducted on the 17 items of motivation. The sampling adequacy was verified using the Kaiser-Meyer-Olkin measure and yielded .67, which is above the acceptable limit (.50). Bartlett's test of sphericity ( $\chi$ 2 (136) = 323.97, p < .001) indicated that the data are significant and are suitable for using principal component analysis. Five components had eigenvalues exceeding 1 and in combination explained 79.9% of the variance. The reliability for the 6 items of experiential avoidance was good ( $\alpha$  = .74). However, the factor analysis showed that ME2 had some overlap with the moral avoidance scale and ME4 did not contribute to the experiential avoidance scale for identity avoidance was found to be excellent ( $\alpha$  = .86). However, the factor analysis showed that MI1 and MI7 did not contribute to the scale, and therefore, were removed. This resulted in an alpha of .87. Finally, the items for the moral avoidance scale had an excellent alpha of .88. No further changes were necessary for this scale.

A principal component analysis was conducted on the 23 items of behavior with orthogonal rotation (varimax). The Kaiser-Meyer-Olkin measure of sampling adequacy was used and yielded .54, which is slightly above the acceptable limit (.50). However, Bartlett's test of sphericity ( $\chi^2$  (253) = 606.21, p < .001) indicated that the data are significant, thus data can be used in principal component analysis. An initial analysis was run, and five components had eigenvalues exceeding 1 and in combination explained 81.2% of the variance in the data. The alphas of the scales of exit and rejection were respectively .70 and .87. Factor analysis showed that the two constructs could be drawn together. After a reliability analysis of the two constructs together, BE2 was deleted, resulting in an excellent alpha of .90. The items for negative word-of-mouth were found to have a good alpha of .81. The reliability analysis and the factor analysis both showed that NWM6 did not contribute to the scale and therefore had to be deleted, resulting in an alpha of .87. The construct online complaining had an excellent alpha of .93. No further adjustments were needed. Marketplace aggression and vindictive complaining both had a good alpha of respectively .83 and .95. However, factor analysis showed that BDR2 and BDR3 go together with BVC1, BVC2 and BVC3 and BDR3 and BDR4 are building a separate construct. Yet, all the items had a good reliability and therefore, all items were used in the final questionnaire. Table 3.1 shows the different items that are used in the questionnaire. An overview of the factor analysis and the reliability scores can be found in appendix Β.

Table 3.1. Survey items

	Items	Source
	Brand hate	
BH1	I don't want anything to do with brand X	Zeki & Romaya (2008)
BH2	The world would be a better place without brand X	, , , ,
BH3	Any time spent with brands products/using the brand services is a waste of time	
BH4	I would like to interact with brand X (R)	
BH5	I cannot control my hatred for brand X	
BH6	I would like to do something to hurt brand X	
BH7	I have violent thoughts about brand X	
BH8	I have kind thoughts about brand X (R)	
BH9	Brand X is scum	
BH10	Brand X does not deserve any consideration	
BH11	Brand X is nice (R)	
BH12	Brand X is awful	Salvatori (2007)
BH13	I do not like brand X	
BH14	I have neutral feelings about brand X(R)	
BH15	Brand X makes me feel upset	
BH16	I'm indifferent to brand X (R)	
BH17	I hate brand X	
BH18	Brand X makes me nervous	
BH19	I'm disgusted by brand X	
BH20	I'm totally angry about brand X	
BH21	I don't tolerate brand X and its company	
BH22	I'm dissatisfied by brand X	
	Experiential avoidance	
ME1	The performance of products of brand X is poor	Lee et al. (2009)
ME2	The service of brand X is bad (R)	
ME3	The brand products are inconvenient	
ME4	I don't like the store environment of brand X(R)	
ME5	I don't like this brand because I am dissatisfied by it	Salvatori (2007)
ME6	My hate for this brand is linked to the bad performance this product had	
	Identity avoidance	

	identity avoidance	
MI1	The brand is linked to groups I cannot identify with (R)	Lee et al. (2009)
MI2	The products of brand X do not reflect who I am	
MI3	The products of brand X do not fit my personality	
MI4	I don't want to be seen with brand X	
MI5	This brand does not represent what I am	
MI6	This brand symbolizes the kind of person I would never wanted	
	to be	
M17	The typical consumer of the brand is a person I really bate (R)	

	Moral avoidance	
MM1	I my opinion, brand X acts irresponsible	Lee et al. (2009)
MM2	I my opinion, brand X acts unethical	
MM3	I my opinion, brand X violates moral standards	
MM4	The brand don't matches my values and beliefs	
	Exit	
BE1	I don't purchase products of brand X anymore	Derived from definition
BE2	I stopped using products of brand X (R)	
	Rejection	
BR1	I reject services/products of brand X	Derived from definition
BR2	I refrain from buying X's products or using its services	
BR3	I avoid buying the brands products/using its services	
BR4	I do not use products or services of brand X	
	Negative word-of-mouth	
NWM1	I spread negative word-of-mouth about the company/ service	Grégoire et al. (2010)
NU. 4 / N 4 2	firm	
NWM2	I denigrated the company/ service firm to my friends	
NWM3	When my friends were looking for a similar service, I told them not to buy from the firm	
NWM4	I always tell my friends about my feelings towards this brand	Salvatori (2007)
NWM5	I try to influence a lot of people in not purchasing this brand	
NWM6	I give to this brand a sort of positive WOM advertising (R)	
NWM7	I try to spread my hate for this brand	
	Online complaining	
BOC1	I complained online to make the behaviors and practices of the	Grégoire et al. (2010)
	firm public	<b>c</b>
BOC2	I complained online to report my experience to other consumers	
BOC3	I complained online to spread the word about my misadventure	
	Marketplace agression	<b>0</b> /
BDR1	I have damaged property belonging to the company/service firm	Gregoire et al. (2010)
BDR2	I have deliberately bent or broken the policies of the firm	
BDR3	I have showed signs of impatience and frustration to someone	
BDR4	from the firm I have hit something or slammed a door in front of employees	
00114	There in something of significand a door in none of employees	
	Vindictive complaining	
BVC1	I complained to the firm to give a hard time to the	Grégoire et al. (2010)
	representatives of the company	
BVC2	I complained to the firm to be unpleasant with the	
	representatives of the company	

# BVC3 I complained to the firm to make someone from the organization pay for their services

*Note:* R = Item was removed from the analysis after the pre-test.

## 3.3 Procedure

In cooperation with two other students, a questionnaire has been designed consisted of 6 parts: demographics, brand hate, motivations, company characteristics, behavior, and personality. Since this research focuses on demographics, brand hate, motivations, and behavior, only these parts are discussed in this paper.

After distributing the pre-test and finalizing the main questionnaire, an invitation letter was sent to different hate websites and hate Facebook pages (i.e. www.starbucked.com, I hate Apple Facebook page), since it is a guarantee that they actually hate a brand and participate in brand hate behavior. Because letters were sent to English, German, and Dutch websites, the questionnaire was translated into these languages. An overview of the websites and Facebook pages is found in appendix C. However, very few administrators respond to the request and on the pages where the administrator did distribute the survey, there was very little response from the members or visitors. In the second week, an opportunity to distribute the survey on a popular marketing based German website appeared (Herrmann, 2013), which led to sufficient respondents.

Both the pre-test and the final questionnaire were carried out using Qualtrics, an online program to create and distribute surveys. Participants were first welcomed to the survey. They were informed of the duration and the purpose of the survey and that answers were treated anomalously and that no answers were wrong. After the demographics, a control question was added to the questionnaire to make sure respondents hate a brand ('do you hate a brand?'). Respondents that did not hate a brand were taken to the end of the questionnaire and thanked for their participation. The main questionnaire went online at the end of October, 2013 for a period of three weeks. The results have been analyzed using SPSS version 21.

## 3.4 Participants

A total of 1133 respondents have started the questionnaire of which 790 were deleted due to incompleteness of answers, outliers, made-up brands, non-haters, and under aged participants. In addition, participants of the pre-test were added (N = 45), making a total of 298 participants. The nationalities of the respondents are 81.9% German, 11.1% Dutch and 7% other. The age of the respondents was between 18 and 72 years (M = 30.80, SD = 9.99) of which 50.7% male and 49.3% female. See table 3.2 for an overview of the results.

Table 3.2. Descriptive of the participants

Respondents	Respondents (N=298)						
		М	SD	N	%		
Gender	Male			151	50.7		
	Female			147	49.3		
	Total			298	100		
Age		30,80	9,99	298			
Nationality							
	German			244	81.9		
	Dutch			33	11.1		
	Other			21	7		
	Total			298	100		

#### 3.5 Measures

To test whether the brand hate items form a strong construct, a principal component analysis with orthogonal rotation (varimax) was conducted. The sampling adequacy was verified using the Kaiser-Meyer-Olkin measure which yielded .89, which is well above the acceptable limit (.50). Bartlett's test of sphericity ( $\chi$ 2 (136) = 1363.52, p<.001) indicated that the data are significant and are suitable for using principal component analysis. Four components had eigenvalues exceeding 1 and in combination explained 58.9% of the variance. The final reliability of the brand hate scale was found to be good ( $\alpha$  = .87).

In addition, a principal component analysis was conducted on the items of motivation with orthogonal rotation (varimax). The Kaiser-Meyer-Olkin measure of sampling adequacy was used and yielded .82, which is well above the acceptable limit (.50). Bartlett's test of sphericity ( $\chi$ 2 (78) = 1363.23, p<.001) indicated that the data are significant and are suitable for using principal component analysis. Three components had eigenvalues exceeding 1 and in combination explained 73.6% of the variance. The reliability of experiential avoidance and identity avoidance was also found to be good with an alpha of respectively .88 and .87. The alpha of moral avoidance was excellent ( $\alpha$  = .90). Factor analysis showed that all three motivations are building a strong construct.

To test whether the behavioral items form a strong construct, a principal component analysis with orthogonal rotation (varimax) was conducted on the items. The sampling adequacy was verified using Kaiser-Meyer-Olkin measure which yielded .87, which is well above the acceptable limit (.50). Bartlett's test of sphericity ( $\chi$ 2 (210) =3091.01, p < .001), indicated that the data are significant and are suitable for using principal component analysis. An initial analysis was run, and four components had eigenvalues exceeding 1 and in combination explained 74.2% of the variance in the data. The

alpha of the construct rejection was also excellent ( $\alpha$  = .92). The factor analysis showed that the two indirect revenge behaviors are both building a strong construct. Negative word-of-mouth had an alpha of .87 and online complaining had an alpha of .95. The two constructs of direct revenge behavior (market place aggression and vindictive complaining) are drawn together, since the factor analysis showed that they build a strong construct together. No items were removed. A reliability analysis of the two constructs together yielded an excellent alpha of .91. An overview of the results is shown in table 3.3.The factor analysis can be found in appendix E.

Overview scores	Mean	SD	Cronbach's Alpha
ВН	3.55	.66	.87
ME	3.37	1.16	.88
MI	4.19	.87	.87
MM	4.09	1.05	.90
BR	4.47	.83	.92
NWM	3.50	.95	.87
BOC	2.40	1.35	.95
BDR	1.69	.92	.91

Table 3.3. Overview Cronbach's Alpha scores

Figure 3.1 shows the new research model, as a result of the factor analysis of the pre-test and the main questionnaire.

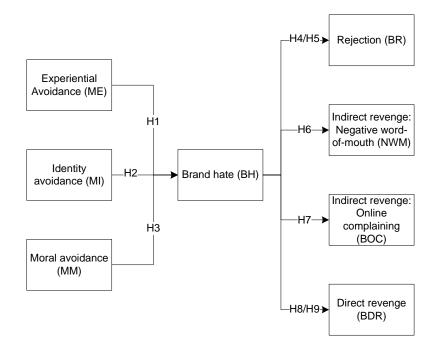


Figure 3.1. Adjusted proposed research model

# 4. Results

To make sure respondents hate a brand, the control question 'do you hate a brand?' was added and if yes, 'which brand do you hate?'. Of all the respondents participated in the research, 62.5% indicated that they do not hate a specific brand and 37.5% indicated that they do hate a specific brand. It is notable that various product categories were mentioned, such as cars, retail shops, clothing brands, food, drinks, mobile phones, and multiple services. The variety in the product categories is also apparent in the top 3 most hated brands in this study. Results show that the brand that absolutely stands out above the rest is Apple (17.6%), followed by Nestlé (5.4%), and Abercrombie & Fitch (5.4%). The mentioned brands can be found in appendix F.

#### 4.1 Mediation analysis

The mediation analysis of Baron & Kenny (1986) is used for testing the hypothesis. The mediation analysis assumes that one variable affects a second variable and the second variable affects a third variable. In the proposed research model, the mediator brand hate (M) mediates the relationship between the predictor motivations (X) and the outcome brand hate behaviors (Y). The mediation analysis of Baron & Kenny (1986) consists of four steps. For each of the steps, significance is examined using linear regression.

In the first step, a multivariate general linear model was conducted to test the direct effect of the brand hate motivations on the brand hate behaviors, ignoring the mediator brand hate. Table 4.1 shows that identity avoidance has significant effect on rejection (B = .412, p = < .001). In addition, experiential avoidance has a significant effect on negative word-of-mouth (B = .332, p = < .001), online complaining (B = .464, p = < .001), and direct revenge (B = .291, p = < .001). The other motivations have no significant direct effect on the brand hate behaviors.

Table 4.1. Summary general linear model motivations on behavior

Dependent variable	Parameter	В	t	Sig.
Rejection	Experiential avoidance	.060	1.370	.172
	Identity avoidance	.412	6.754	.000*
	Moral avoidance	.030	.590	.556
Negative word-of-mouth	Experiential avoidance	.332	6.489	.000*
	Identity avoidance	.130	1.833	.068
	Moral avoidance	.112	1.898	.059
Online complaining	Experiential avoidance	.464	6.489	.000*
	Identity avoidance	012	120	.904
	Moral avoidance	.140	1.695	.091
Direct revenge	Experiential avoidance	.291	5.725	.000*
	Identity avoidance	.005	.067	.947
	Moral avoidance	.015	.248	.805

## *Note*: \* p = < .001

In the second step, a simple linear regression was conducted to test whether the three motivations are positively influencing brand hate. Table 4.2 shows that all three motivations are significant predictors of brand hate (p < .001). These results confirm hypothesis 1, 2 and 3. In total, the motivations explain 30% of the variance of brand hate.

Table 4.2. Summary linear regression motivations on brand hate

Independent variables	В	Std. Error	Beta	t	Sig.
Experiential avoidance	.178	.028	.314	6.248	.000*
Identity avoidance	.156	.040	.206	3.903	.000*
Moral avoidance	.209	.033	.335	6.361	.000*
<i>Note</i> : * p = < .001					

Step 3 tests whether the mediator brand hate is positively influencing the brand hate behaviors rejection, negative word-of-mouth, online complaining, and direct revenge. The results in table 4.3 show the outcome of a multivariate general linear model. The results show that brand hate positively influences all four brand hate behaviors (p < .001). This confirms hypothesis 4/5, 6, 7 as well as hypothesis 8/9.

Table 4.3. Summary general linear model brand hate on behavior

Dependent variable	Parameter	В	t	Sig.
Rejection	Brand hate	.567	7.528	.000*
Negative word-of-mouth	Brand hate	.909	11.653	.000*
Online complaining	Brand hate	.895	7.311	.000*
Direct revenege Note. * p = < .001	Brand hate	.409	4.617	.000*

The last step tests the whole research model all together, as shown in figure 3.1. The model has been tested using a multivariate general linear model. It shows that identity avoidance is still highly significant on rejection (B = .336, p = < .001). In addition, experiential avoidance is still highly significant on negative word-of-mouth (B = .169, p = < .001), online complaining (B = .323, p = < .001), and direct revenge (B = .224, p = < .001). The mediation analysis therefore shows that brand hate is likely to partially mediate the relationship between the motivations and the brand hate behaviors. The Sobel test (Sobel, 1982) is conducted to further test the partial mediation effect of brand hate between the motivations and the behaviors. As shown in table 4.5, brand hate partially mediates between experiential avoidance and negative word-of-mouth (z = 3.13, p < 0.01), online complaining (z = 3.63, p < 0.001), and direct revenge (z = 3.47, p < 0.01). In addition brand hate partially mediates between identity avoidance and rejection (z = 3.22, p < 0.01). Thus, the Sobel test shows that the partially mediates is highly significant between all the significant relations between motivations and behaviors, as shown in table 4.4.

Table 4.4. Summary general linear model brand hate and motivations on behavior

Dependent variable	Parameter	В	t	Sig.
Rejection	Brand hate	.494	5.473	.000*
	Experiential avoidance	032	726	.469
	Identity avoidance	.336	5.676	.000*
	Moral avoidance	080	-1.537	.126
Negative word-of-mouth	Brand hate	.866	9.043	.000*
	Experiential avoidance	.169	3.579	.000*
	Identity avoidance	004	065	.948
	Moral avoidance	080	-1.455	.147
Online complaining	Brand hate	.754	5.082	.000*
	Experiential avoidance	.323	4.404	.000*
	Identity avoidance	129	-1.327	.186
	Moral avoidance	027	317	.752
Direct revenge	Brand hate	.355	3.267	.001*
	Experiential avoidance	.224	4.174	.000*
	Identity avoidance	050	708	.408
	Moral avoidance	064	-1.030	.304

*Note*: \* p = < .001

Table 4.5. Summary Sobel Z-test with brand hate as mediator between motivations and behaviors

Dependent variable	Parameter	Sobel Z-value	Std. Error	Sig.
Rejection	Experiential avoidance	-0.71	0.008	0.480
	Identity avoidance	3.22	0.016	0.001*
	Moral avoidance	-1.49	0.011	0135
Negative word-of-mouth	Experiential avoidance	3.13	0.01	0.002*
	Identity avoidance	-0.06	0.01	0.949
	Moral avoidance	-1.42	0.012	0.156
Online complaining	Experiential avoidance	3.63	0.016	0.000**
	Identity avoidance	-1.26	0.016	0.208
	Moral avoidance	-0.32	0.018	0.751
Direct revenge	Experiential avoidance	3.47	0.011	0.001*
	Identity avoidance	-0.69	0.011	0.488
	Moral avoidance	-1.02	0.013	0.308
<i>Note:</i> * p = < .01, ** p = < .001				

## 5. Discussion

The purpose of this study was to identify the different motives for brand hate and to identify the behaviors brand hate can result in. In order to access this information, nine hypotheses have been formulated. Overall, the nine hypotheses were supported by the data collected with a sample of mainly German readers of a marketing based website. This research contributes to the knowledge of the brand hate phenomenon and further investigates the frameworks of the qualitative brand hate studies by Bryson et al. (2013) and Salvatori (2007). It has laid a basis to further test the frameworks empirically. This section discusses each of the hypotheses in further detail.

Brand hate is not a phenomenon limited to a certain brand or product category. As the results indicated, almost every product category can be the subject of brand hate and within this product category, multiple different brand were mentioned. The focus on brand hate is originated from the growing number of anti-brand websites. However, it is evident that not only extremists hate brands and participates in brand hate behavior since the majority of the respondents were obtained from a marketing based website, rather than an anti-brand website or anti-brand page. This study found that 37.5% of the respondents hate at least one brand. This is in contrast with the research by Bryson et al. (2010), who found that a stunning 93% of the respondents hate at least one brand. They first were asked about a brand they like, then a brand they dislike and then a brand they hate. The first two questions asked by the researchers could already have an effect on the answer of the last question, due to the fact that the respondents think deeper about the subject. In this study, respondents were simply asked in a questionnaire which brand comes to mind with respect of hating a brand, which is more spontaneously and top-of-mind. In addition, consumers tend to say 'no' easier in an anonymous online questionnaire than face-to-face with a researcher. Finally, the brands in the top 3 of the most hated brands are all well-known brands. Research indicates that strong brands are more likely to have anti-brand websites and thus are more likely to have brand haters (Krishnamurthy & Kucuk, 2009). Also, Abercrombie & Fitch and Nestlé both received negative attention in the media in recent years which may have contributed to their position in the top 3.

#### Motivation

Statistical analysis provides evidence that experiential avoidance is indeed a strong motivation for brand hate. The inconvenient products of the brand, the poor performance, and the resulting dissatisfaction are contributing to this motivation. This outcome is also in line with the research by Bryson et al. (2010), who found that consumer satisfaction is the second strongest predictor of brand hate and that the negative emotional state resulting from this can be very intense. In addition, it

supports the findings from Salvatori, (2007) that negative attitudes related to negative past experience and dissatisfaction with the product can cause brand hate.

Furthermore, it was expected that identity avoidance is a motivational factor for brand hate. The results of this study confirm this hypothesis. Consumers hate brands because the brands do not fit their identity and the brands do not represent who they are. In other words, consumers tend to compare themselves with the product-user image of a product. The hated brand represents the undesired-self for the consumer (Bryson et al., 2013). Thus, this study provides empirical support for the results of the studies by Bryson et al. (2013) and Salvatori (2007) that the gap between the desired-self and the product image can be so large that it causes brand hate.

Finally, the last motivation that was predicted to have an influence on brand hate is moral avoidance. The analysis of the results provides support for this hypothesis. Brands that do not match consumers' values and beliefs and are seen as irresponsible or unethical can cause brand hate. This is partly inconsistent with the research by Bryson et al. (2013). They found no evidence that the perceptions of corporate social and ecological performance of the company can cause brand hate. However, the term moral avoidance in the current study is used more broadly and is focused on the match between the values and beliefs of the consumer and the performance of the company. Also, the study by Bryson et al. (2013) focused only on brands in the luxury sector. Salvatori (2007) found that corporate political affairs and corporate behavior is a reason for brand hate. Yet, this definition only partly matches the moral avoidance used in this study.

Although all three motivations are strongly related to brand hate, only 30% of brand hate is explained by these motivations. A fourth motivation for brand hate could be the communication and advertisement a company is using. Salvatori (2007) found support that inappropriate messages or the use of not credible celebrity endorsers are a reason for brand hate. Also, Bryson et al. (2010) found that negative word-of-mouth, specifically from family, friends, and co-workers, have a significant effect on whether women hate a brand. Hence, this can be a fifth motivation.

#### **Behavior**

Like expected, this study found evidence that brand hate strongly influences the behavior rejection. It is clear that consumers who hate a brand deliberately reject and avoid the brand in question. Although this is a passive behavior that has the least consequences for the concerning company since the consumer does not influence or involve others in their decision, it is still a lost (potential) customer that could have been avoided by anticipating to the brand hate motivations. Negative word-of-mouth towards friends, family, and relatives is also found to be a behavior resulting from brand hate, confirming the hypothesis. Consumers advise them not to purchase certain brands and share their experiences with the brand. Motivations for using word-of-mouth have been frequently studied by scholars in recent years. It appears that consumers use negative word-of-mouth to retaliate against the company, to easing anger or frustration, and to reduce dissonance (Sundaram et al., 1998). This study suggests that negative word-of-mouth is also used to ventilate more extreme feelings and attitudes, such as brand hate. As stated above, negative word-of-mouth from friends and family can even be a motivation for brand hate, creating a negative vicious circle. Negative word-of-mouth is hard for companies to control since it takes place outside of the firms' borders, creating a negative image for the concerning brands.

Also, analysis showed that online complaining is an indirect revenge behavior that can result out of brand hate. Consumers use online features to complain online to the mass public, make the behaviors of the company known and they are sharing their own personal experiences with the brand (Grégoire et al., 2010). Consumers use this type of behavior to warn other consumers for the misbehaviors of the company. The internet plays a vital role in this type of behavior. It offers multiple websites and social media where consumers can interact with each other. The possibilities to use the internet are likely to grow, giving consumers more power. The same as for negative word-of-mouth, online complaining is hard for companies to control. The World Wide Web is available for everybody and the content is out of reach for companies.

Finally, brand hate is also found to have an influence on the most extreme behavior, direct revenge. Consumers complain directly to the firm and are unpleasant towards the representatives of the company. They might even destroy property of the company. This behavior can put strong pressure on the employees of the company (Grégoire et al., 2010). However, this behavior takes place within the companies' borders so the company can immediately react to the situation, solve the problem and protect the company's image.

Although the behaviors are all highly significant outcomes of brand hate, it is notable that some behaviors are stronger than others (see table 4.3). Brand hate has the strongest influence on negative word-of-mouth (B = .909, p = < .001) and online complaining (B = .895, p = < .001). In other words; brand hate has the strongest influence on the active behaviors that take place outside the borders of the company. This result is not in line with the study of Grégoire et al. (2010), which states that the revenge behaviors decreases over time since it cost the consumer more energy than the avoidance behavior. However, the study of Grégoire et al. (2010) focuses only on service failures. It is possible that a single service failure does not lead to brand hate. Brand hate is an intense negative

emotion that one can have towards a brand, which can be a risk for companies since they have limited influence on indirect behavior.

#### **Overall model**

Statistical analysis shows that consumers that hate a brand because they perceive the brand as not fitting one's identity only engage in the rejection behavior. Consumers often buy brands because the brand fits their personality and their desired-self. The opposite is also true; consumers do not buy products that do not fit their identity. Hence, they reject the brand. An explanation is that consumers do not engage in other behaviors because those behaviors are more time consuming and the results or rewards are just not worth it. In addition, indirect and direct revenge behaviors are often associated with the consequences of service failures and poor recovery (Grégoire et al., 2010). In other words, someone that hates a brand due to the image of the product is not likely to complain about it online or to the representatives of the company with the intention to make the company pay for their behavior.

Consumers that hate a brand due to the experience with the brand engage in negative word-ofmouth, online complaining, and direct revenge. Hence, experiential avoidance can result in all three active behaviors. It is therefore evident that brand hate caused by experiential avoidance is the biggest threat for companies and their brand image. Consumers try to warn friends, family and the rest of the world about the poor product performance and poor services. Also, they want the company to pay for the bad situation that they find themselves in because of their products and services. The internet plays an essential role in most of these behaviors. The offer of various websites were consumers can interact is extremely large. It is forcing companies to pay attention to every move they make. It is noteworthy that experiential avoidance does not lead to rejection of the brand, in contrast of the research of Grégoire et al. (2010). An explanation could be that the problems with the brand are so large that the passive behavior like rejection is not satisfying for them.

It is remarkable that moral avoidance does not lead to any behavior at all. An explanation could be the behavioral control consumers perceive. Consumers do not think that their behavior makes any difference in the moral situation. It is also possible that consumers do not have any other options. For example, someone needs to travel from point A to point B every day for work with only one public transport company available, which they actually hate. In addition, behavior is not always consistent with one's attitude. An example is attitudes towards sustainability. Vermeir & Verbeke (2006) found that attitudes towards sustainability are mainly positive but the actual sustainable behavior is lacking. Last, it is possible that moral avoidance does lead to behavior. Critical incidents, such as the collapsed factory in Bangladesh, can lead to moral outrage, and perhaps strengthen the behavioral intention which ultimately can lead to brand hate behavior. Hence, brand hate can be different and stronger for specific brands. It is possible that these cases are simply not present in this particular study.

## 5.1 Managerial implications

Brand hate can lead to behaviors that can damage the brand image and reputation of the company and can put intense pressure on the personnel of the company. This study shows that brand hate can be present in every product category and for every brand. It is therefore important for managers and marketers to prevent the motivations as much as possible and carefully manage the behaviors.

First, managers can prevent motivations from happening. Experiential avoidance is the most dangerous cause of brand hate, since it can lead to all of the active behaviors. This motivation is often caused by the gap between the expectations one has about the product and the actual performance of the product (Lee et al., 2009). However, it is also a motivation that can be easily prevented by companies. The most logical step is to constantly manage the quality of the product and services and to keep the promises that are made. In addition, firms need to allow consumers to complain directly to the firm before the problem gets out of hand. It can prevent that consumers use the internet to complain about the product or unleash their anger to frontline employees. Brand hate is an attitude often resulting from accumulated negative feelings. Hence, it is essential that companies have a properly working help desk center to solve any problems there is with a product or service.

Second, marketing managers should always pay close attention to the market group they are targeting and also the combination of target groups to avoid identity avoidance as much as possible. For example, a brand with especially luxury products decides to target the more mainstream segments, whereby the exclusivity of the product gets lost. The current customer group can no longer identify with the product and decides to reject the brand. In other words; the marketing plan and the target groups play a crucial role in the brand image of the product and should be closely managed.

Last, managers should closely monitor the social corporate responsibility of the firm and constantly question the integrity of the actions. A recent example is the disaster with a clothing factory in Asia where multiple big clothing brands are producing their clothes. This incident led to negative attention in the news all over the world. The management should take moral issues into account while expounding new strategies. Brands that are open about their management are more likely to win acceptance (Bryson et al., 2010).

If managers cannot prevent the motivations from happening, they need to anticipate on the possible brand hate behaviors. First, firms can manage some extent of the online conversations. There are review websites that have made it possible for owners of the product to respond to the review, for example zoover.nl. It is a website where consumers can review tourism and leisure companies and managers can react to these reviews. So, online behavior should be constantly managed. Second, firms need to train their personnel in order to handle angry customers. This is also part of the helpdesk system which is discussed above.

## 5.2 Future research

This study is one of the first researches that tested the motivations and behaviors of brand hate with a wider population using quantitative research. The subject is still in the early stages and more research needs to be carried out to fully understand the brand hate phenomenon.

The results of this study can be tested with a wider population. It is interesting to search for similarities and differences in brand hate motivations and brand hate behaviors between countries in Europe, for example Holland and Germany. In addition, the study could also be carried out in America and Asia to search for culture differences within the subject of brand hate and study if these differences have an influence on the motivations and behaviors. Hofstede (1980) states that around the world, different cultures exist and these cultures have an effect on the way of communicating, and in turn, can have an effect on the motivations and behaviors of brand hate. In addition, Albert et al. (2008) found that there are culture differences in brand love between the U.S and France. The same can be true for brand hate. It is probable that in more collectivistic countries, revenge or simple negative word-of-mouth is not desirable in the culture, whereas in more individualistic countries such as Western Europe, it is common that every individual has a right to share his or her opinion (i.e. negative word-of-mouth, online complaining). Hence, the intensity of the brand hate behaviors can vary. It is possible that the differences between countries require a different approach to solve the brand hate phenomenon. This is especially important for larger brands that are present in different parts of the world.

Furthermore, it might also be interesting to extend the motivations of brand hate. Salvatori (2007) found that the way of communicating and advertisement of companies can create negative feelings towards the brand and ultimately can result in brand hate. The majority of the respondents indicate that they are influenced by the media in their purchase behavior and that brands with annoying advertisements turn them off from buying the product. Thus a motivation for further research could be: advertisements that are perceived as irritating are positively influencing brand hate. In addition, Bryson et al. (2010) found that negative word-of-mouth from friends and family can also be a

motivation for brand hate. However, they only found evidence that negative word-of-mouth is a reason for women to hate a brand. To test this result with a wider population, a motivation for brand hate could be: negative word-of-mouth is positively influencing brand hate.

It is possible to deepen the subject of brand hate by focusing on the specific product categories. It can be interesting, for example, to search for different brand hate motivations for clothing brands and high-tech brands and study the differences and similarities within these product categories. It may be that telephone service providers are more the victim of experiential avoidance, since it is extremely inconvenience for consumers if their phone does not work properly while clothing brands can be more the victim of identity avoidance, since consumers can project their desired self through their clothing brands. In addition, Albert et al. (2008) indicate that there are some product categories that are strongly associated with the feeling of love and argue that consumers may threat product categories differently with regard to their ability to generate love feelings. The same may also be true for brand hate. Although this research indicates that many brands can be the subject of brand hate, the brand image plays a more important role in for example cars and clothing than the daily grocery (Salvatori, 2007), so it is logical that cars are more the subject of brand hate then dish soap. Each motivation requires a different approach, so it is of interest for marketers to indentify the different motivations for their product categories.

Last, it can be interesting to further deepen the subject of brand hate by studying the causality of the proposed research model in this study (figure 3.1). The causality of the model can be investigated by using for example critical incident technique. In this manner, the researcher first identifies the critical incident (i.e. accumulated service failures or moral issues) the customer has encountered with the product. After identifying this, questions can be asked about the degree of brand hate and the customers' behavior on the basis of this incident. Using this technique, it is also possible to investigate if moral avoidance does have an influence on behavior with specific brands, as stated in the discussion. Based on the literature, the mentioned examples and the current study, it is expected that the causality of the research model in the current study will be validated.

#### 5.3 Limitations

The majority of the respondents are gathered via an article on a marketing based German website. The article was shared multiple times on social media. It was therefore not possible for the researchers to control the respondents participating in the research. In other words, it was not possible to control an even distribution of age, gender and nationality. Despite the lack of control, the distribution between men and women in the study was excellent. The majority of the respondents were between 20 and 30 years old. It is possible that this had an effect on the outcomes of the motivations and behaviors. This needs to be taken into account with the interpreting of the results.

In addition, due to the article, the majority of the respondents were German and only a small proportion was Dutch. This gave no space to make comparisons between the two countries. Therefore, it is not possible to indicate if there is a difference between the two countries. In addition, this study cannot claim that the results are representative for other countries in Europe.

Due to the fact that this study is carried out with the help of an online questionnaire, there is less specific information available regarding the reasons for brand hate and the behaviors resulting from it. However, different qualitative brand hate researches are available for more specific information regarding the subject.

Since there was hardly any response from anti-brand websites and anti-brand pages, the degree of brand hate was perhaps lower than expected and with that, the motivations and behaviors. It is possible that consumers that are active on these websites are more extreme and form a bigger threat for companies.

Although the research model of this study was derived from different supporting qualitative and quantitative researches and strengthened by examples of critical incidents, this study cannot claim the causality of the research model, due to the use of questionnaires instead of controlled experiments.

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## Appendix A. – Questionnaire pre-test

Dear participant,

Thank you for taking the time to complete our survey. As part of our master thesis, we are interested in the hatred one can develop for a certain brand. This questionnaire will take about 10 minutes of your time and is based on your personal opinion, so there are no wrong answers! Please fill out the statements, if something is unclear or you do not have an opinion choose 'don't know'. Thank you again for your participation!

What is your nationality?

**O** Nederlands

O Deutsch

• Other: \_\_\_\_\_

What is your gender?

O Male

O Female

What is your age?

As indicated in the introduction, we are interested in the brands that are hated by consumers. Please indicate if there is a brand you hate, and if so, which brand.

**O** No, I don't hate a brand

• Yes, I hate a brand. Namely: \_

If No, I don't hate a brand Is Selected, Then Skip To End of Survey

Brand hate questions represented on a 5-point Likert scale with 1 as strongly disagree and 5 as strongly agree.

- BH1 I don't want anything to do with brand X
- BH2 The world would be a better place without brand X
- BH3 Any time spent with brands products/using the brand services is a waste of time
- BH4 I would like to interact with brand X
- BH5 I cannot control my hatred for brand X
- BH6 I would like to do something to hurt brand X
- BH7 I have violent thoughts about brand X
- BH8 I have kind thoughts about brand X
- BH9 Brand X is scum

- BH10 Brand X does not deserve any consideration
- BH11 Brand X is nice
- BH12 Brand X is awful
- BH13 I do not like brand X
- BH14 I have neutral feelings about brand X
- BH15 Brand X makes me feel upset
- BH16 I'm indifferent to brand X
- BH17 I hate brand X
- BH18 Brand X makes me nervous
- BH19 I'm disgusted by brand X
- BH20 I'm totally angry about brand X
- BH21 I don't tolerate brand X and its company
- BH22 I'm dissatisfied by brand X

Motivation questions represented on a 5-point Likert scale with 1 as strongly disagree and 5 as strongly agree

Items

- ME1 The performance of products of brand X is poor
- ME2 The service of brand X is bad
- ME3 The brand products are inconvenient
- ME4 I don't like the store environment of brand X
- ME5 I don't like this brand because I am dissatisfied by it
- ME6 My hate for this brand is linked to the bad performance this product had

#### Items

- MI1 The brand is linked to groups i cannot identify with
- MI2 The products of brand X do not reflect who I am
- MI3 The products of brand X do not fit my personality
- MI4 I don't want to be seen with brand X
- MI5 This brand does not represent what I am
- MI6 This brand symbolizes the kind of person I would never wanted to be
- MI7 The typical consumer of the brand is a person I really hate

Items

- MM1 The brand acts irresponsible
- MM2 The brand acts unethical
- MM3 The company violates moral standards
- MM4 The brand don't matches my values and beliefs

Behavioral questions represented on a 5-point Likert scale with 1 as strongly disagree and 5 as strongly agree

- BE1 I don't purchase products of brand X anymore
- BE2 I stopped using products of brand X

### Items

- BR1 I reject services/products of brand X
- BR2 I refrain from buying X's products or using its services
- BR3 I avoid buying the brands products/using its services
- BR4 I do not use products or services of brand X

### Items

NWM1 I spread negative word	-of-mouth about the company/	service firm
-----------------------------	------------------------------	--------------

- NWM2 I denigrated the company/ service firm to my friends
- NWM3 When my friends were looking for a similar service, I told them not to buy from the firm
- NWM4 I always tell my friends about my feelings towards this brand
- NWM5 I try to influence a lot of people in not purchasing this brand
- NWM6 I give to this brand a sort of Positive WOM advertising
- NWM7 I try to spread my hate for this brand

## Items

- BOC1 I complained online to make public the behaviors and practices of the firm
- BOC2 I complained online to report my experience to other consumers
- BOC3 I complained online to spread the word about my misadventure

#### Items

- BDR1 I have damaged property belonging to the company/service firm.
- BDR2 I have deliberately bent or broken the policies of the firm
- BDR3 I have showed signs of impatience and frustration to someone from the firm
- BDR4 I have hit something or slammed a door in front of employees

Items

BVC1	I complained to the firm to give a hard time to the representatives
	I complained to the firm to be unpleasant with the representatives of the
BVC2	company
	I complained to the firm to make someone from the organization pay for their
D) (00	

BVC3 services

# Appendix B. – Factor analysis and reliability analysis pre-test

## Factor analysis

Table B.1. Factor analysis of brand hate

			Compo	nent		
	1	2	3	4	5	6
BH1						0,843
BH2	0,787					
BH3	0,467	0,549				0,419
BH4				-0,571		
BH5	0,754					
BH6	0,8					
BH7	0,69					
BH8				-0,671		
BH9		0,749				
BH10		0,861				
BH11			-0,675			
BH12			0,478		0,506	
BH13				0,531		0,425
BH14			-0,69			
BH15				0,541	0,423	
BH16					0,761	
BH17	0,491		0,664			
BH18	0,452				0,485	
BH19		0,48	0,483			
BH20	0,697				0,475	
BH21		0,52			0,599	
BH22				0,787		

## Table B.2. Factor analysis on motivations

		Co	omponent		
	1	2	3	4	5
ME1		0,578	0,616		_
ME2		0,724			
ME3	0,436		0,722		
ME4					0,896
ME5			0,862		
ME6			0,923		
MI1				0,901	
MI2	0,898				
MI3	0,928				
MI4	0,67				0,446
MI5	0,839				
MI6	0,663			0,401	
MI7				0,557	0,421
MM1		0,857			
MM2		0,842			
MM3	0,57	0,514			
MM4	0,654	0,562			

Table B.3. Factor analysis on behaviors

		Co	omponent		
	1	2	3	4	5
BE1		0,898			
BE2		0,624			
BR1		0,806			
BR2		0,827			
BR3		0,903			
BR4		0,843			
BIR1			0,673		
BIR2		0,52	0,529		
BIR3			0,762		
BOC1				0,865	
BOC2				0,915	
BOC3				0,803	
BIR4	0,403		0,656		
BIR5	0,619		0,621		
BIR6	0,477	-0,4	-0,493		
BIR7	0,658		0,537		
BDR1					0,82
BDR2	0,856				
BDR3	0,617				0,443
BDR4					0,812
BVC1	0,789				
BVC2	0,903				
BVC3	0,878				

## **Reliability analysis**

Table B.4. Reliability brand hate

#### **Reliability Statistics**

Cronbach's	N of
Alpha	Items
0,844	22

Table B.5. Reliability brand hate if item is deleted

	Statements	Corrected Item Total	Cronbach's Alpha if Item
		Correlation	deleted
BH1	I don't want anything to do	,240	942
	with brand X	,240	,843
BH2	The world would be a		
	better place without brand	,586	,830
	X Any time construitte brande		
BH3	Any time spent with brands products/using the brand		022
	services is a waste of time	,557	,832
BH4	I would like to interact with		
	brand X	,083	,848
BH5	I cannot control my hatred		
	for brand X	,506	,834
BH6	I would like to do	740	022
	something to hurt brand X	,712	,823
BH7	I have violent thoughts	,697	,823
	about brand X	,037	,023
BH8	I have kind thoughts about	-,129	,855
DUO	brand X		
BH9	Brand X is scum	,525	,833
BH10	Brand X does not deserve	,445	,836
BH11	any consideration Brand X is nice		
		-,327	,859
BH12	Brand X is awful	,503	,834
BH13	I do not like brand X	,421	,838
BH14	I have neutral feelings	-,058	,853
	about brand X	,050	,000
BH15	Brand X makes me feel	,528	,832
BH16	upset I am indifferent to brand X		
		,020	,854
BH17	I hate brand X	,418	,837
BH18	Brand X makes me nervous	,606	,828
BH19	I'm disgusted by brand X	,644	,828
BH20	I'm totally angry about	702	000
	brand X	,782	,820
BH21	I don't tolerate brand X and	,608	,830
	its company	;008	,850

BH22	I'm dissatisfied by brand X	,245	,845
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Table B.6. Reliability experiential avoidance

## **Reliability Statistics**

Cronbach's	N of
Alpha	Items
0,741	6

Table B.7. Reliability experiential avoidance if item is deleted

	Statements	Corrected Item Total Correlation	Cronbach's Alpha if Item deleted
ME1	The performance of products of brand X is poor	,650	,666
ME2	The service of brand X is bad	,538	,694
ME3	The brand products are inconvenient	,585	,675
ME4	I don't like the store environment (of brand X)	,065	,822
ME5	I don't like this brand because I am dissatisfied by it	,479	,704
ME6	My hate for this brand is linked to the bad performance this product had	,705	,627

Table B.8. Reliability identity avoidance

### **Reliability Statistics**

Cronbach's	N of
Alpha	Items
0,863	7

Table B.9. Reliability identity avoidance if item is deleted

	Statements	Corrected Item Total Correlation	Cronbach´s Alpha if Item deleted
MI1	The brand is linked to groups I cannot identify with	,308	,859 <b>*</b>
MI2	The products of brand X do not reflect who I am	,692	,796
MI3	The products of brand X do not fit my personality	,701	,794
MI4	I don't want to be seen with brand X	,611	,807
MI5	This brand does not represent what I am	,630	,805
MI6	This brand symbolizes the kind of person I would never wanted to be	,711	,789
MI7	The typical consumer of this brand is a person that I really hate	,506	,824

Table B.10. Reliability moral avoidance

#### **Reliability Statistics**

Cronbach's	N of
Alpha	Items
0,884	4

Table B.11. Reliability moral avoidance if item is deleted

	Statements	Corrected Item Total Correlation	Cronbach´s Alpha if Item deleted
MM1	The brand acts irresponsible	,761	,847
MM2	The brand acts unethical	,821	,822
MM3	The company violates moral standards	,779	,839
MM4	The brand don't matches mu values and beliefs	,638	,891

Table B.12. Reliability exit

#### **Reliability Statistics**

Cronbach's	N of
Alpha	Items
0,699	2

Table B.13. Reliability exit if item is deleted

	Statements	Corrected Item Total Correlation	Cronbach's Alpha if Item deleted
BE1	I don't purchase products of brand X anymore	,559	
BE2	I stopped using products of brand X	,559	

Table B.14. Reliability rejection

#### **Reliability Statistics**

Cronbach's	N of	
Alpha	Items	
0,873	4	

#### Table B.15. Reliability rejection if item is deleted

	Statements	Corrected Item Total Correlation	Cronbach´s Alpha if Item deleted
BR1	I reject services/products of brand X	,706	,848
BR2	I refrain from buying X's products or using its services	,812	,821
BR3	I avoid buying the brands products/using its services	,842	,813
BR4	I do not use products or services of brand X	,693	,880

Tabel B.16. Reliability NWM

## **Reliability Statistics**

Cronbach's	N of
Alpha	Items
0,806	7

Table B.17. Reliability NWM if item is deleted

	Statements	Corrected Item Total Correlation	Cronbach's Alpha if Item deleted
NWM1	I spread negative word-of-mouth about the company or service firm	,687	,753
NWM 2	I denigrated the company/ service firm to my friends	,380	,805
NWM 3	When my friends were looking for a similar service, I told them not to buy from the firm	,678	,759
NWM 4	I always tell my friends about my feelings towards this brand	,723	,743
NWM 5	I try to influence a lot of people in not purchasing this brand	,785	,732
NWM 6	I give to this brand a sort of Positive WOM advertising	-,167	,875
NWM 7	I try to spread my hate for this brand	,726	,742

Table B.18. Reliability online complaining

## **Reliability Statistics**

Cronbach's	N of
Alpha	Items
0,932	3

#### Table B.19. Reliability online complaining if item is deleted

	Statements : I complained online to	Corrected Item Total Correlation	Cronbach's Alpha if Item deleted
BOC1	make public the behaviors and practices of the firm	,921	,907
BOC2	report my experience to other consumers	,864	,951*
BOC3	spread the word about my misadventure	,904	,921

Table B.20. Reliability marketplace agression

#### **Reliability Statistics**

Cronbach's	N of
Alpha	Items
0,826	4

Table B.21. Reliability marketplace aggression if item is deleted

	Statements	Corrected Item Total Correlation	Cronbach´s Alpha if Item deleted
MPA1	I have damaged property belonging to the company/service firm.	,720	,761
MPA2	I have deliberately bent or broken the policies of the firm.	,696	,761
MPA3	I have showed signs of impatience and frustration to someone from the firm	,625	,805
MPA4	I have hit something or slammed a door in front of (an) employee(s)	,609	,799

Table B.22. Reliability vindictive complaining

#### **Reliability Statistics**

Cronbach's	N of
Alpha	Items
0,952	3

Table B.23. Reliability vindictive complaining if item is deleted

	Statements : I complained to the firm to	Corrected Item Total Correlation	Cronbach's Alpha if Item deleted
BVC1	give a hard time to the representatives	,896	,933
BVC2	be unpleasant with the representatives of the company	,914	,920
BVC3	make someone from the organization pay for their services	,890	,937

## Appendix C. – Overview anti-brand websites and Facebook pages

Websites:

- http://starbucked.com/
- http://MS-Eradication.org
- https://twitter.com/Klacht\_NL
- https://klacht.nl
- https://tweakers.net
- http://Paypalsucks.com
- http://WalMart-Blows.com
- http://ichhasse.es/
- http://www.ihatestarbucks.com/
- http://Amexsux.com http://www.allstateinsurancesucks.com/
- http://www.whyihatechase.com/press-inquiries/
- http://killercoke.org/contact.php
- http://www.msboycott.com/cgi-bin/formmail/formmail.cgi
- https://untied.com
- http://www.wermachtwas.info/index.php?pageID=6
- http://www.brandrepublic.com/go/contacts

Facebook Groups

- I hate telstra
- I hate t-mobile
- Pepsi sucks
- Ikea sucks
- Coca Cola light sucks
- BP sucks
- I hate Coca Cola
- I hate Ikea
- I hate Starbucks
- I hate Google
- I hate apple
- I hate McDonalds
- I hate Adidas
- I hate Vodafone Australia
- I hate Diet Coke
- I hate Pepsi
- I hate Primark
- I hate KFC done
- I hate Burger King
- I hate Taco Bell
- Ich hasse die Deutsche Bahn
- BP sucks
- Shell sucks
- I hate Ikea
- Alles gegen Bild

## Appendix D. – Main questionnaire

Dear participant,

Thank you for taking the time to complete our survey. As part of our master thesis, we are interested in the hatred one can develop for a certain brand. This questionnaire will take about 10 minutes of your time and is based on your personal opinion, so there are no wrong answers! Please fill out the statements, if something is unclear or you do not have an opinion choose 'don't know'. Thank you again for your participation!

What is your nationality

- **O** Nederlands
- O Deutsch
- O Other: \_\_\_\_\_

What is your gender?

O Male

O Female

What is your age?

As indicated in the introduction, we are interested in the brands that are hated by consumers. Please indicate if there is a brand you hate, and if so, which brand.

**O** No, I don't hate a brand

• Yes, I hate a brand. Namely: \_

If No, I don't hate a brand Is Selected, Then Skip To End of Survey

Brand hate questions represented on a 5-point Likert scale with 1 as strongly disagree and 5 as strongly agree.

- BH1 I don't want anything to do with brand X
- BH2 The world would be a better place without brand X
- BH3 Any time spent with brands products/using the brand services is a waste of time
- BH4 I would like to interact with brand X
- BH5 I cannot control my hatred for brand X
- BH6 I would like to do something to hurt brand X
- BH7 I have violent thoughts about brand X
- BH8 I have kind thoughts about brand X
- BH9 Brand X is scum
- BH10 Brand X does not deserve any consideration
- BH11 Brand X is nice

- BH12 Brand X is awful
- BH13 I do not like brand X
- BH14 I have neutral feelings about brand X
- BH15 Brand X makes me feel upset
- BH16 I am indifferent to brand X
- BH17 I hate brand X
- BH18 Brand X makes me nervous
- BH19 I'm disgusted by brand X
- BH20 I'm totally angry about brand X
- BH21 I don't tolerate brand X and its company
- BH22 I'm dissatisfied by brand X

Motivation questions represented on a 5-point Likert scale with 1 as strongly disagree and 5 as strongly agree

Items

- ME1 The performance of products of brand X is poor
- ME2 The service of brand X is bad
- ME3 The brand products are inconvenient
- ME4 I don't like the store environment of brand X
- ME5 I don't like this brand because I am dissatisfied by it
- ME6 My hate for this brand is linked to the bad performance this product had

Items

- MI1 The brand is linked to groups i cannot identify with
- MI2 The products of brand X do not reflect who I am
- MI3 The products of brand X do not fit my personality
- MI4 I don't want to be seen with brand X
- MI5 This brand does not represent what I am
- MI6 This brand symbolizes the kind of person I would never wanted to be
- MI7 The typical consumer of the brand is a person I really hate

- MM1 In my opinion, brand X acts irresponsible
- MM2 In my opinion, brand X acts unethical
- MM3 In my opinion, brand X violates moral standards
- MM4 The brand don't matches my values and beliefs

Behavioral questions represented on a 5-point Likert scale with 1 as strongly disagree and 5 as strongly agree

### Items

- BE1 I don't purchase products of brand X anymore
- BE2 I stopped using products of brand X
- BR1 I reject services/products of brand X
- BR2 I refrain from buying X's products or using its services
- BR3 I avoid buying the brands products/using its services
- BR4 I do not use products or services of brand X

## Items

NWM1	I spread negative word-of-mouth about the company/ service firm
NWM2	I denigrated the company/ service firm to my friends
NWM3	When my friends were looking for a similar service, I told them not to buy from the firm
NWM4	I always tell my friends about my feelings towards this brand
NWM5	I try to influence a lot of people in not purchasing this brand
NWM6	Figive to this brand a sort of Positive WOM advertising

NWM7 I try to spread my hate for this brand

## Items

BOC1	I complained online	to make public the behaviours	and practices of the firm
0001	i complanica orinin	to make public the behaviours	and proceed of the min

- BOC2 I complained online to report my experience to other consumers
- BOC3 I complained online to spread the word about my misadventure

- BDR1 I have damaged property belonging to the company/service firm.
- BDR2 I have deliberately bent or broken the policies of the firm
- BDR3 I have showed signs of impatience and frustration to someone from the firm
- BDR4 I have hit something or slammed a door in front of employees
- BVC1 I complained to the firm to give a hard time to the representativesI complained to the firm to be unpleasant with the representatives of theBVC2 company
  - I complained to the firm to make someone from the organization pay for their
- BVC3 services

# 7. Appendix E. – Factor analysis main questionnaire

Table E.1. Factor analysis on brand hate

		Component			
_		1	2	3	4
	BH1		,552	,428	
	BH2			,580	
	BH3			,767	
	BH5	,686			
	BH6	,726			
	BH7	,721			
	BH9		,422	,556	
	BH10			,643	
	BH12		,689		
	BH13		,734		
	BH15				,717
	BH17	,426	,594		
	BH18	,690			
	BH19		,653		
	BH20	,639			,459
	BH21	,480		,430	
	BH22				,749

#### *Note*: Factor loadings <.40 are suppressed

Table E.2. Factor analysis on motivations

		Component	
	1	2	3
ME1			,899
ME3			,843
ME5			,811
ME6			,870
MI2	,844		
MI3	,881		
MI4	,804		
MI5	,829		
MI6	,671		
MM1		,910	
MM2		,935	
MM3		,896	
MM4		,708	

## Table E.3. Factor analysis behavior

	Component			
	1	2	3	4
BE1		,896		
BR1		,829		
BR2		,907		
BR3		,844		
BR4		,822		
NWM1			,763	
NWM2			,755	
NWM3		,462	,601	
NWM4			,734	
NWM5			,770	
NWM7			,672	
BOC1				,880
BOC2				,909
BOC3				,821
BDR1	,868			
BDR2	,767			
BDR3	,525			
BDR4	,876			
BVC1	,822			
BVC2	,847			
BVC3	,803			

# Appendix F. – Mentioned brands

Tabel F.1. Hated brands mentioned by the respondents.

Brands	number of times mentioned	%
1&1	1	0,30%
Abercrombie and Fitch	18	5,37%
ADAC	1	0,30%
Addidas	1	0,30%
Agoda	1	0,30%
Aldi	4	1,19%
Alete	1	0,30%
Alpha industries	1	0,30%
Apple	59	17,61%
Audi	4	1,19%
Axe	1	0,30%
Barilla	1	0,30%
Beats by dr. Dre	2	0,60%
Bench	1	0,30%
Bild	3	0,90%
Blackberry	2	0,60%
, BMW	2	0,60%
Borussia Mönchengladbach	1	0,30%
BP	1	0,30%
Burberry	1	0,30%
Camp David	3	0,90%
Carglas	1	0,30%
Citroen	1	0,30%
Coca Cola	1	0,30%
Crocs	3	0,90%
D&G	2	0,60%
Dacia	1	0,30%
Danone	2	0,60%
Deutsche Bahn	13	3,88%
Deutsche Bank	1	0,30%
Deutsche Post	- 1	0,30%
Deutsche Telekom	- 6	1,79%
Ditsch	1	0,30%
Dodot	1	0,30%
EA games	1	0,30%
Easyjet	1	0,30%
Ed Hardy	3	0,90%
Einhell	1	0,30%
Eintracht Braunschweig	1	0,30%
Elite partner	1	0,30%
Eplus	1	0,30%
Ergo	1	0,30%

French	4	0.20%
Esprit	1	0,30%
Facebook	3	0,90%
FOK	1	0,30%
Gaastra	1	0,30%
Gery Weber	1	0,30%
Goldman sachs	1	0,30%
Google	2	0,60%
Gucci	1	0,30%
H&M	3	0,90%
Happy hippo snack	1	0,30%
Hello Kitty	3	0,90%
Henkel	1	0,30%
Hollister	8	2,39%
Jack Wolskin	1	0,30%
Kabel Deutschland	2	0,60%
Kaspersky	1	0,30%
KFC	4	1,19%
КІК	4	1,19%
Kinder	1	0,30%
Kipling	1	0,30%
KPN	1	0,30%
Lacoste	1	0,30%
Libresse	1	0,30%
Londsdale	3	0,90%
Loreal	2	0,60%
Louis vittion	2	0,60%
Malboro	1	0,30%
Mc Donalds	12	3,58%
Media Markt	2	0,60%
Medion	1	0,30%
Mercedes	1	0,30%
Merkur Spielotheek	1	0,30%
Microsoft	3	0,90%
Mini	2	0,60%
Monsanto	4	1,19%
Müller	7	2,09%
Nederlandse Spoorwegen	2	0,60%
Nestlé	18	5,37%
Nickelson	2	0,60%
Nike	2	0,60%
Nivea	1	0,30%
Novartis	1	0,30%
Nutella	1	0,30%
02	2	0,60%
Obey	1	0,30%
Oettinger	1	0,30%
-		

Total	335	100,00%
Zara	1	0,30%
Zalando	2	0,60%
Windows	1	0,30%
Wiesenhof	7	2,09%
Vueling	1	0,30%
Volks Wagen	2	0,60%
Vodafone	7	2,09%
Vattenfall	1	0,30%
Uggs	2	0,60%
Trustmaster	1	0,30%
Tommy Hilfiger	2	0,60%
Thor Steinar	3	0,90%
Tchibo	1	0,30%
Starbucks	4	1,19%
SsangYong	1	0,30%
Soylent green	1	0,30%
Shell	1	0,30%
Sensodyne	1	0,30%
Seitenbacher	3	0,90%
Scavi & Ray	1	0,30%
Saturn	1	0,30%
Samsung	5	1,49%
Ryan Air	2	0,60%
Royal Canin	1	0,30%
Roundup	1	0,30%
Redcoon	1	0,30%
Red Bull	2	0,60%
Ralph Lauren	1	0,30%
Procter & Gamble	1	0,30%
Primark	3	0,90%
Prada	1	0,30%
peugeot	1	0,30%
Pepsi Cola	1	0,30%
Opel Oranjeboom	1 1	0,30%