

The word "HATE" is rendered in a bold, blocky font. Each letter is filled with a different color: 'H' is red, 'A' is blue, 'T' is black, and 'E' is red. The letters are slightly offset from each other, creating a layered, 3D effect.

Haters Gonna Hate

The influence of avoidance type,
company characteristics and
anthropomorphism on brand hate

Iris Bernhard | Master Thesis | November 2015

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Iris Bernhard | S0186406

University of Twente

Master Communication Science

Marketing Communication

Faculty of Behavioural Science

First supervisor | **Sabrina Hegner**

Second supervisor | **Mirjam Galetzka**

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Abstract

The aim of this research is to investigate topic of brand hate, a relatively new subject in the scientific community. But, the interest in the negative characteristics of consumer-brand relationships is growing. Brand hate can be described as extreme negative feelings towards a specific brand, due to various reasons. The purpose of the current study is to explore to what extent avoidance type, company characteristics and consumer characteristic anthropomorphism have an influence on brand hate.

For this study, a 3 (experiential avoidance, moral avoidance, identity avoidance) x 2 (high level of corporate social performance vs. low level of corporate social performance) x 2 (high level of corporate social ability vs. low level of corporate social ability) between subjects design was performed. The consumer characteristic anthropomorphism was used as a covariate in the current study. This was done with the use of an online survey, and a total of 382 respondents participated. Thereby, a fictional brand, 'Calmida' was used, to avoid effects due to for example brand preferences or even brand aversion.

Results from this research show that moral avoidance is the most influential motivator for brand hate, compared to experiential- and identity avoidance. Thereby results show that companies with low corporate social performance are more susceptible to develop brand hate compared to high corporate social performance. Results did not show any influence of corporate ability on brand hate. However, results do support that the tendency to anthropomorphize is negatively related to brand hate. Thus, individuals who have the tendency to anthropomorphize brands are less likely to hate brands.

At last, research in the topic of brand hate in general, its motivations and influences, is still in its very early stages, and more research needs to be executed to fully comprehend the phenomenon. Further research should focus on a wider population, various nationalities, countries and other cultures. Thereby, additional research should also have a closer look at various product groups to see whether motivations or influences for brand hate differ in product categories.

Keywords: Brand hate, brand avoidance, corporate social performance, corporate ability, consumer-brand relationships.

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1. Introduction

“Your most unhappy customers are your greatest source of learning.” - Bill Gates (‘Business @ the speed of thought’, 1999)

In this modern information age, where everybody has access to the World Wide Web, people can express themselves about practically everything, positively and negatively. Companies can also ‘suffer’ from the capability that consumers nowadays have to express themselves online. While the average disgruntled consumer will simply complain at the company’s service desk or customer services, a few will take it just a bit farther. These clearly unhappy consumers build and maintain websites or blogs, purely devoted to complaining about their least favourite corporations, or target the corporations via (anti-)social networking. Big multinational corporations such as Microsoft, Ryanair, British Airways, PayPal, UPS, and even Albert Heijn, have become victims of these very unhappy and motivated consumers. For example British Airways, one of their disgruntled consumers made a twitter account devoted to “Don’t fly British Airways”. This twitter account ‘retweets’ all British Airways complaints to show what a terrible airline they are, offering horrendous customer service, communications, and losing bags all the time. One of British Airways’ consumers even paid \$1,000 to promote a tweet that read “don’t fly @BritishAirways, Their customer service is horrendous”, to make sure that it was quickly picked up by media all around the world. The fine art of complaining has come a long way, thanks to today’s modern age technology.

People purchase products, goods and services every day. With over ten million different brands worldwide, consumers have too many choices and decisions to make (Koenderink, 2014). Positive consumer-brand relationships are widely explored topics in the scientific community (Kavaliauske & Simanaviciute, 2015). Hence, consumer behaviour research is predominantly focused on consumption of brands from a positive perspective, however, over the past years the interest in the negative characteristics of consumption of brands is growing (Kavaliauske & Simanaviciute, 2015). Knowing what consumers do not want, is just as important as knowing what they do want (Banister & Hogg, 2004). Brand hate can be considered as the “dark side” of consumer preferences, because literature has not yet devoted the same effort to this subject as to the study of positive attitudes and evaluations, for example Brand Love (Dalli, Romani & Gistri, 2006).

Fehr and Russel (1984) found that hate is, after love, the emotion most easy accessible for people. Consumers can love brands, be indifferent towards others, can express negative opinions, or even hate certain brands (Salvatori 2007). Consumers can also reject some brands because they represent some ideology or social groups, or because consumers think that a company produces low quality products. Negative emotions can impact customers' purchase decisions, customer loyalty, and hence, the regularity of the use of a product or brand as well as repurchase intent (Gelbrich, 2009).

Despite the growing interest in the negative characteristics of consumption of brands, the concept of brand hate is neglected in the scientific community (Lee, 2007). There are only two studies that focus specifically on this subject (Bryson and Atwal, 2010; Lee, Conroy & Motion, 2008). The current study distinguishes from prior research about motivations for brand hate, mainly by the chosen method. The use of a fictional website and brand is differentiated from previous studies on brand hate. This experimental research method can give more conclusions and insight about causality, and respondents are not prejudiced or biased because of the use of a fictional website and brand.

Furthermore, company characteristics such as Corporate Social Performance (CSP) and Corporate Ability (CA) have become a more and more important subject for companies and consumers as well, over the past decades. Nowadays, companies are responsible for more than simply making a profit (Godfrey & Hatch, 2007), and are expected to behave or act in a certain way that complies with socially responsible (CSP) standards (Bockman, Rzzouk & Sirotnik, 2009). Companies who engage in CSP initiatives have more loyal and satisfied consumers, and a better overall image (Luo & Bhattacharya, 2006). Thereby, associations with a company's CA, can lead to different product evaluations (Brows & Dacin, 1997). Company characteristics such as CSP and CA can be essential in developing consumers' hatred towards brands.

Another factor that affects consumer-brand relationships is anthropomorphism. Individuals form relationships with brands, and they tend to humanize brands by assigning humanlike features to them (Aggerwal, 2004). This phenomenon is called anthropomorphism, and it entails attributing physical characteristics (such as a face, legs and arms), motivations, intentions, conscious apprehension and secondary emotions to nonhumans (Epley, Waytz & Cacioppo, 2007). According to Aaker (1997) and Fournier (1998), brands are normally perceived as animate humanlike entities. Aaker (1997) describes brand personality as the human characteristics associated with a brand. Puzakova, Kwak and Rocereto

(2009) explicitly state that the fact that consumers form strong relationships with brands suggests that individuals perceive these brands as complete humans. Therefore, just as individuals can have strong emotions and feelings towards human, it is admissible that individuals can develop such feelings and emotions for brands, in a negative and positive way. According to Hunting (2013), understanding anthropomorphism is crucial to make use of the tendency in consumer-brand relationships.

In order to understand brand hate, avoidance types, company characteristics and anthropomorphism are taken into account in the recent research. The current study endeavours to comprehend the topic of brand hate by conducting an experimental research, measuring the influence of avoidance type (experiential, identity, moral avoidance), company characteristics (Corporate Social Performance and Corporate Ability), and anthropomorphism on brand hate. The main research question is being investigated by a 3 x 2 x 2 experiment.

Main research question: To what extent do avoidance type, company characteristics and anthropomorphism have an influence on brand hate?

Research model

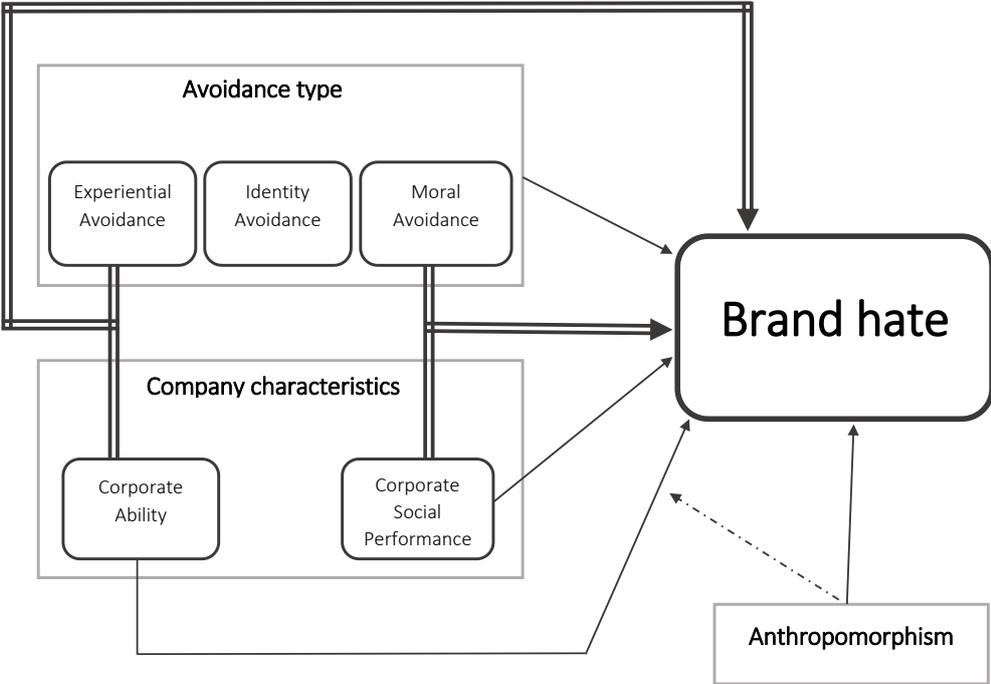


Figure 1. Research model

2. Theoretical framework

2.1 Hate

Before understanding the concept of brand hate, it's important to first define what hate is. Hate finds its origin in the old English and Germanic language. It is a very diverse phenomenon and comes with many definitions. According to Oxford Dictionaries (2014) hate is defined as feeling an intense passionate dislike, or having a strong aversion towards something or someone. Certain authors see hate as an emotion (Weingarten, 2006), others (Rempel & Burris, 2005) refer to hate as a motivation, while Ben-Ze'ev (2000) considers it to be an attitude. Although the authors differ in their perceptions, they all agree that hate is a stable, enduring and long-term feeling. Hate is commonly seen as an emotion (Opatow & McClelland, 2007). Emotions can be divided into more specific categories of emotion families such as anger or fear. Because hate is an emotion which is related with for example frustration, anger and disgust, hate fits these categories perfectly (Frederickson, 2001). When it comes to the accessibility of hate, Fehr and Russel (1984) found that it is the emotion most easy accessible for people, after love. Because feelings of hate can be prompted very easy and fast, hate seems to be an important emotion and can be very influential.

2.2 Brand hate

As a consequence of a lack of literature, the concept of (brand) hate cannot yet be connected directly to research obtained in the field of consumer-brand relationships. Traditional consumer research focuses predominantly on the positive characteristics of the consumption of brands. The opposite of brand hate, namely Brand Love is on the other hand a frequently studied subject. Carroll & Ahuvia (2006, p.81) define brand love as 'the degree of passionate emotional attachment a satisfied consumer has for a particular trade name'. In their study, they state that brand love has a positive effect on brand loyalty and positive word-of-mouth. Ahuvia (2005) states that brand love includes passion for the brand, attachment to the brand, positive evaluation of the brand, positive emotions in response to the brand, and declarations of love for the brand. Hence, brand love is seen as more extreme than just liking a specific brand. The same could be true for brand hate, given that hate also is an extreme and strong emotion.

Nevertheless, the interest in the negative characteristics of consumption of brands is growing. Some literature does focus on the behaviour of consumers who have negative feelings, beliefs, and attitudes towards brands (Grégoire, Laufer & Tripp, 2010; Krishnamurthy & Kucuk, 2009). According to Salvatori (2007), brand hate is a new marketing construct that estimates consumers' negative

attachment towards a brand. In addition brand hate can be considered as the “dark side” of consumer preferences, because the literature has not yet devoted the same effort to this subject as has been devoted to the study of positive attitudes and evaluations, for example brand love (Dalli, Romani & Gistri, 2006). Bryson, Atwal and Hulten (2013) define brand hate as an intense negative emotional affect towards a brand.

2.3 Motivations for brand hate

There are two main studies that focus on the motivations for hating or avoiding brands. Bryson and Atwal (2010) focus on the various predictors of negative influences on consumers’ sentiment towards a brand. Lee, Conroy and Motion (2009b) researched motivations of brand avoidance, whereby consumers actively and deliberately reject brands. In the subsequent paragraphs, both topics will be explained in more detail. The current study will focus on three types of possible motivations for brand hate, namely experiential avoidance, identity avoidance and moral avoidance.

2.3.1 *Bryson & Atwal*

As mentioned before, there are just a few studies that primarily focus on the concept of brand hate. One of these studies is conducted by Bryson and Atwal (2010). This extensive research on brand hate was conducted by a widespread, face-to-face survey. The aim was to investigate the various predictors of the negative influences on French consumers’ sentiment towards brands (with a sample size over 450 consumers). The method of research they chose was a questionnaire-based survey, and it was with the use of open questions. In the study they asked respondents to think of brands they particularly liked and brands they somewhat disliked and brands that the respondents hated. Unexpectedly, 93% of people approached in the study had absolutely no hesitation in identifying a brand they ‘absolutely hated’. The objective of the study was to identify the influences of the extreme negative emotional response towards brands. Therefore, a list of five predictors of brand hate (i.e. extreme negative emotional affect) were derived from previous consumer behaviour research and included; perceptions of the country of origin of the brand (1), perceived corporate social and ecological performance of the company (2), consumer dissatisfaction (3) negative stereotypes of the users of the brand (4) and negative word of mouth (5).

Bryson and Atwal (2010) first found that consumers do not hate brands due to its perceived country of origin. Second, consumers’ perceptions of corporate social and ecological performance do not cause consumers to hate the brand, which according to Bryson & Atwal (2010), perhaps can be explained by the veil behind which companies often operate. The third conclusion drawn from the

research was that consumer dissatisfaction is the second strongest predictor of brand hate. This is in line with previous research that suggests consumers are frustrated by not receiving what they had expected and experience a negative emotional state (Berkowitz, 1989). This is also supported by the expectancy disconfirmation theory by Oliver (1980), who states that if a product falls short of expectations, the consumer is likely to be dissatisfied or frustrated. Following, the single best predictor of brand hate is the negative stereotypes that consumers hold of people they think are actual consumers of the brand. When these brand consumer stereotypes are bad or negative, this strongly predicts that the respondent has stronger negative feelings, which could be hate, towards the associated brand. As a final point, negative word-of-mouth, specifically from relatives, friends and colleagues, had a significant impact on whether women hate a brand but, remarkably, had no significant impact for men.

In 2013, Bryson and Atwal extended the research on negative affect towards (luxury) brands, by the use of a qualitative research method, namely interview observations. Research took place in London and Frankfurt. Informants were selected via a three-step recruitment process, whereby first participants were approached in upmarket shopping streets. Participants were selected for the main study if they could identify a luxury brand that they absolutely hated. The interviews lasted approximately 30 minutes and followed the critical incident approach, rather than analysing the words of the informants via content analysis. Thus, this allowed the researchers to define themes for further investigation. The result of the study suggest that country of origin, consumer dissatisfaction, customer service, and negative stereotypes of existing brands are likely key antecedents of brand hate within the luxury sector. In the current study, the key antecedents of consumer dissatisfaction and negative stereotypes are used as well.

2.3.2 Lee, Conroy & Motion – Brand avoidance

As a second study, Lee, Conroy and Motion (2009c) studied the subject of brand avoidance. Brand avoidance is a specific topic in the broad domain of anti-consumption (Lee et. al, 2009c) and is defined as a phenomenon whereby consumers deliberately choose to keep away from, or reject a brand (Lee et al., 2009c). Brand avoidance can occur when consumers reject a certain brand because it could add undesired meaning to their life (Thompson & Arsel, 2004; Thompson, Rindfleisch & Arsel, 2006). Research into this subject only focuses on the active and deliberate rejection of a brand, rather than the scenarios under which consumers have no choice (Lee, Motion and Conroy, 2009b). Lee et al., (2009b) developed a conceptual framework that helps clarify why consumers avoid certain brands.

Their study reveals three types of brand avoidance: experiential avoidance, identity avoidance and moral brand avoidance.

The first type of avoidance, experiential brand avoidance (1) occurs when consumers' first hand consumption of a brand is negative, and leads to unsatisfied outcomes. The second type of avoidance, identity avoidance (2) develops when the brand image is symbolically incongruent with the individual's identity. Moral avoidance (3) is the third and last avoidance type, and emerges when the consumer's ideological beliefs collide with certain brand values or associations, especially when the consumer is concerned about the negative impact of a brand on society (Lee et al., 2009b).

Experiential avoidance (1)

Although consumers buy products for various reasons, the most fundamental expectation is adequate and sufficient performance (Lee et al., 2009b). Negative experiences with a specific product, can be a foundation of brand hate (Salvatori, 2007). As mentioned before, experiential brand avoidance occurs when consumers' first hand consumption of a brand is negative, and leads to unsatisfied expectations (Lee et al., 2009b). Thus, the performance of the product (or service) of the brand, does not meet the expectations of the consumer. This is also supported by research from Kelley, Hoffman and Davis (1993), who found that consumers avoid brands that fail to meet their expectations. The research executed by Lee et al. (2009b) indicates that negative experiences are the most important reason for brand avoidance. Essentially, a negative experience with a specific brand leads to dissatisfaction and subsequent avoidance of the brand. Experiential brand avoidance can occur due to product failure, poor performance, poor level of service that is provided and an unpleasant store environment (Lee et al., 2009c). Precedent research by Bosse (2014) showed that consumers who had negative experiences with a brand, were more likely to hate a brand. This means vice versa, that positive experiences with a brand can weaken brand hate.

Identity avoidance (2)

The basic assumption of identity avoidance is that consumers engage in brand avoidance because they do not want to be associated with what they perceive to be negative brand meanings, values or principles (Lee et al., 2009b). Prevalent themes in the construct of identity avoidance are the concept of undesired self and disidentification (Lee et al., 2009b). A consumer maintains his or her self-concept by avoiding the brands perceived to be dissimilar with their desired self-concept (Englis and Soloman, 1995; Hogg and Banister, 2001). In the concept of disidentification the consumer avoids brands that

are mainstream, in order to prevent a loss of individuality and self-identity. According to Lee et al. (2009b), an individual can have various motivations for avoiding a certain brand. These motivations can be: representing a negative reference group or representing negative symbolic meaning. The brand could also lack authenticity, representing an undesired self, or even loss of individuality. According to Bosse (2014), consumers who cannot identify themselves with the brand or groups associated with it, are more likely to develop brand hate.

Moral Avoidance (3)

The third type of avoidance is moral avoidance. The most important motivator of this type of avoidance is ideological incompatibility (Lee et al., 2009b). In this context, the term ideology is used to refer to political and socio-economic sets of beliefs. Thereby, the most important elements of this type of avoidance are the resistance of dominating forces, a societal focus that goes beyond the need of the individual, and the belief that it is a moral obligation to avoid certain brands (Lee et al., 2009b). According to Lee et al. (2009b), moral avoidance consist two key reasons for brand avoidance, namely country effects and anti-hegemony. The country effect occurs when consumers feel some sort of hatred towards a country, this aversion can also transfer into not buying certain brands because of its country of origin. Anti-hegemony occurs when consumers avoid dominant brands in order to stop the growth of large companies (or multinationals) who are alleged of corporate irresponsibility. Lee, Fernandez and Hyman (2009) claim that brands that produce in a bad environment can develop moral doubts within its consumers. This is supported by research by Bosse (2014), who showed that Moral Avoidance directly influences brand hate. Consumers who feel a moral reluctance towards a brand, are more likely to develop brand hate.

H1: Experiential avoidance is the most influential motivator for brand hate, followed by Identity Avoidance, and last followed by Moral Avoidance.

2.4 Company characteristics

This study will focus on the constructs of Corporate Social Performance (CSP) and Corporate Ability (CA) as company characteristics. To gain more understanding in Corporate Social Performance (CSP) and Corporate Ability (CA) and how it affects consumers' view on companies and brands, it is first important to understand that CSP is not really a choice for companies. Better said, companies are actually expected to behave or act in a certain way that complies with socially responsible standards

(Bockman, Rzzouk & Sirotnik, 2009). Snider, Hill & Martin (2003) take it even one step further, by stating that consumers or other companies do not even want to partake in any business relationships with companies that act irresponsible. Furthermore, company characteristics such as CSP and CA can be essential in developing consumers' hatred towards various brands (Luo & Bhattacharya, 2006). Thereby, consumers have a tendency to evaluate companies with a higher level of CSP in a more positive way (Sen & Bhattacharya, 2001). CSP is closely linked to Corporate Social Responsibility (CSR), but they do differentiate from each other. While CSR refers to the programs or initiatives that a company engages in (e.g., cause-related marketing), CSP refers to the stakeholders' (e.g., the consumers) assessment of those programs or initiatives (Luo & Bhattacharya, 2009).

H2: Low Corporate Social Performance leads to more brand hate compared to high Corporate Social Performance.

2.4.1 Corporate social performance (CSP)

According to Woolverton and Dimitri (2010), companies must make decisions that are in the interest of the whole society. CSP actions are seen as beneficial for companies, and consumers appreciate companies that give back to society (Nan & Heo, 2007). Nowadays, consumers often take a company's CSP actions into consideration when deciding whether to purchase a product or brand (Smith, Read & Rodriguez, 2010). Frederick (as cited in Woods, 1991) stated that human beings make decisions and act on moral grounds, as well as rational and economic grounds. Business and society are interwoven rather than distinct entities, and therefore society has certain expectation for appropriate business behavior and outcomes (Woods, 1991). Research by Bosse (2014) showed that consumers who know about the CSP actions of a company seem to have trust and believe in the authenticity of the actions. If a company participates in CSP actions, it means they act responsible, responsive, and respect their policies and actions. Thereby, Consumers value companies who know what is morally right (Koenderink, 2013). Thus, it is expected that companies with a poor CSP, cause more brand hate in the moral avoidance condition, because the combination of poor CSP and moral avoidance emphasizes.

H3: The influence of a weak CSP leads to more brand hate under Moral Avoidance conditions, compared to Identity Avoidance conditions, and Experiential Avoidance conditions.

2.4.2 Corporate ability (CA)

According to Brown and Dacin (1997, p.68) the definition of corporate ability (CA) refers to a company's expertise in producing and delivering its outputs. Companies with a high CA are known for their ability of producing quality products and deliver good services to their consumers (Riezebos, 2002). Thus, it does not only include the quality of the product, but also features such as innovativeness, customer orientation, and aftersales service. This is almost similar to the definition formed by Zhou, Poon and Huang (2012), who state that the CA of a company is closely linked to the company's expertise in producing and delivering its products. Bosse (2014) found that if a company's CA is high, the likeability of a consumer hating a brand decreases, and therefore it can be assumed that the probability of consumer hating of companies with a low CS increases.

H4: Low Corporate Ability leads to more brand hate, compared to high Corporate Ability

As mentioned before, companies with a strong CA are known for producing good quality products and services. Research by Lee et al., (2009b) describes how negative disconfirmation between prior expectations of consumers and what was delivered by a brand motivates all instances of experiential avoidance, on product and on service level. The overlap between CA and experiential avoidance suggest that consumers will develop less brand hate when a company has strong CA. Bosse (2014) found in her research on the topic of brand hate that CA has the strongest influence on brand hate in the experiential condition, followed by the identity avoidance condition. Bosse (2014) found no influence of CA in the moral avoidance condition.

H5: The influence of a strong Corporate Ability leads to less brand hate under Experiential Avoidance conditions, compared to Identity Avoidance conditions and Moral Avoidance conditions

2.5 Anthropomorphism

In the Oxford Dictionary, anthropomorphism is defined as "the attribution of human characteristics or behaviour to a god, animal or object". The word anthropomorphism was first used in the mid-1700s, and was derived from the Greek words "ánthrōpos" (e.g., human) and "morphē" (e.g., shape or form). According to Waytz, Cacioppo and Epley (2010), anthropomorphism is a far-reaching phenomenon that incorporates ideas from neurosciences and social-, cognitive- and developmental psychology.

Perceiving humanlike characteristics in either real or imagined nonhuman agents is the essence of anthropomorphism (Epley, Waytz, Akalis & Cacioppo, 2008). Although the concept of anthropomorphism is often researched in, and associated with psychology related fields, it finds its origins in philosophy. For example philosopher David Hume (1711 – 1776) believed that that anthropomorphism is a universal tendency (Waytz, Cacioppo & Epley, 2010). Anthropomorphism entails attributing physical characteristics (such as a face, legs and arms), motivations, intentions, conscious apprehension and secondary emotions to nonhumans (Epley, Waytz & Cacioppo, 2007). Examples of these nonhumans are animals, natural forces, religious agents, electronic devices, or even brands. According to Gilmore (1919, p. 14), when individuals anthropomorphize an object or a brand, one anticipates feelings (such as likes and dislikes, affections and antipathies), objectives (such as desires and belonging), will (such as to act and refrain from acting), and “the power to act according to the prompting of these feelings and determination of will” (Gilmore, 1919).

Thus, individuals can anthropomorphize all sorts of nonhumans, and therefore brands can also be anthropomorphized by individuals. Some individuals anthropomorphize more than others do (Chin, Sims, DaPra, & Ballion, 2006), and some situations induce anthropomorphism more so than others (Epley, Akalis, Waytz, & Cacioppo, 2008). Aaker (1997) and Fournier (1998) were the first to explicitly introduce the anthropomorphism theory as an explanation for the humanlike brand. According to Avis, Aitken and Ferguson (2012) the logical conclusion of this introduction by Aaker (1997) and Fournier (1998), is that brands are normally perceived as animate humanlike entities. Aaker (1997) even describes brand personality as the “human characteristics associated with a brand.

If individuals see brands as anthropomorphic and as humanlike entities, the logical implication is that consumers at least perceive brands as something approximating living and/or humanlike entities (Avis et al., 2012). This is being supported by Aggarwal (2004), who states that individuals form relationships with brands, and that they tend to humanize brands by assigning humanlike features to them. Puzakova, Kwak and Rocereto (2009) explicitly state that the fact that consumers form strong relationships with brands suggests that individuals perceive these brands like humans. It is clear from literature that the introduction of anthropomorphism implies that brands are routinely being perceived as some kind of animate humanlike entities by consumers (Avis et al., 2012). According to Hunting (2013) understanding anthropomorphism is therefore crucial to make use of the tendency in consumer-brand relationships. Because brand hate also is a specific type of consumer-brand relationships, the question arises whether anthropomorphism is also related to this concept. Thereby,

if individuals can develop or have strong emotions and feelings for humans, and individuals can perceive brands like humans, it implicates that these emotions or feelings can also be developed towards brands.

As mentioned previously, the subject of brand hate is not widely researched in the field of consumer-brand relationships. Research focuses predominantly on the positive side of it, such as brand love, but this might give explanations and insights in how anthropomorphism is related to brand hate. Research by Rauschnabel and Ahuvia (2014) shows that anthropomorphism may have the powerful ability to intensify brand love. Ahuvia (1993) found that things which resembled people, were more likely to be truly loved than things that did not resemble people. This indicates that people who anthropomorphize objects or brands, are less likely to develop brand hate. Certainly considering that as anthropomorphism puts brands into the human category, and humans are generally highly valued, therefor anthropomorphism should lead to improved brand evaluation (Rauschnabel & Ahuvia, 2014). Thereby, when consumers anthropomorphize brands, the brands become more plausible relationship partners, and hence become more loved. These findings also strengthen that anthropomorphism is negatively related to brand hate.

H6: The tendency to anthropomorphize is negatively related to brand hate.

That is, individuals who score high on the tendency to anthropomorphize, will have a lower score on brand hate than those who score low on the tendency to anthropomorphize.

Because literature gives no direction or foundation for how anthropomorphism affects the relationship between the factors avoidance type and company characteristics, an additional research question is formulated:

Research question: How does anthropomorphism affect the relationship between the factors avoidance type (MA, EA, and IA), company characteristics (CSP and CA), and brand hate?

2.6 Research model

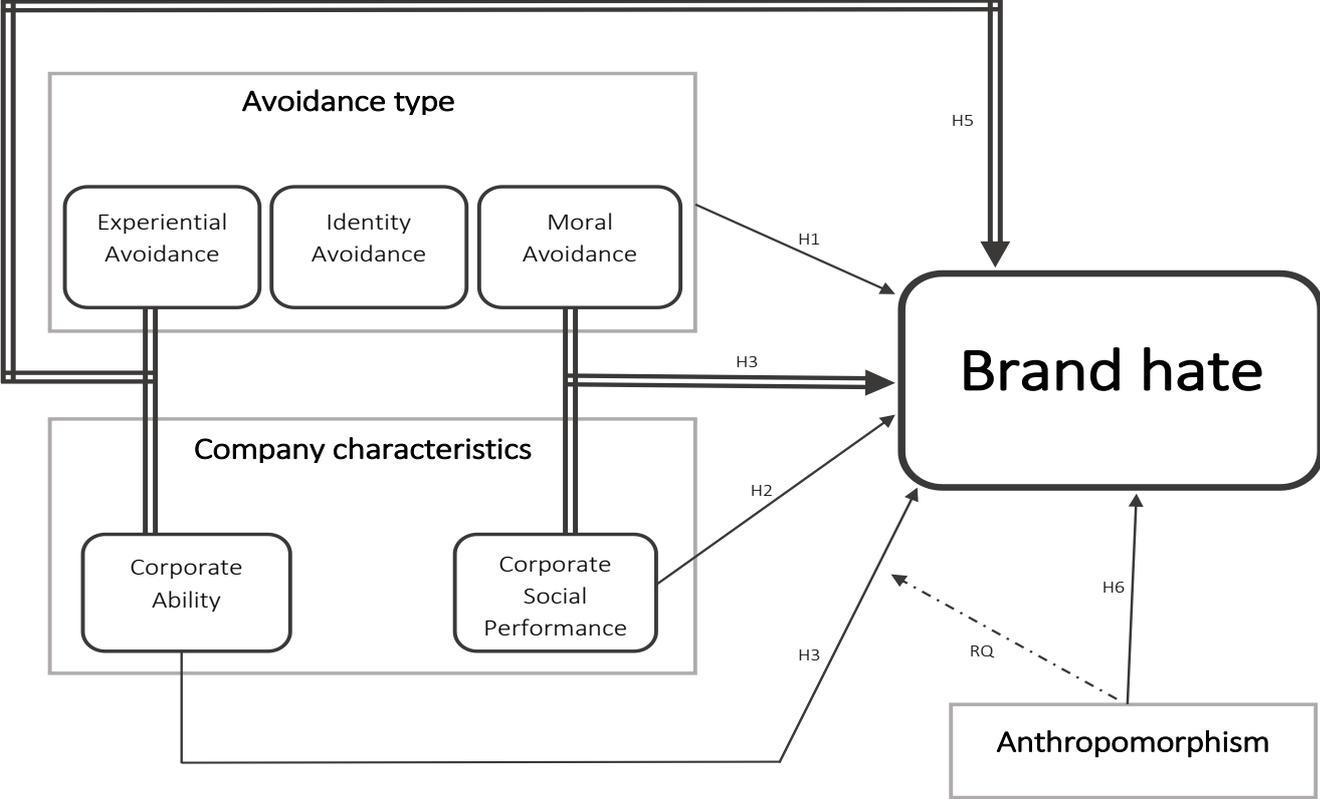


Figure 2. Research model

3. Method

3.1 Research design and scenario development

For the current study, a 3 (experiential avoidance, moral avoidance, identity avoidance) x 2 (high level of corporate social performance vs. low level of corporate social performance) x 2 (high level of corporate social ability vs. low level of corporate social ability) between subjects design was used, with the help of an online survey. A screenshot of a fictional website was used to research the effect of different conditions on the brand hate from respondents. This research thereby made use of a fictional brand called Calmida. In total, 12 (3 x 2 x 2) different versions of a screenshot of a fictional website were used (see figure 2).

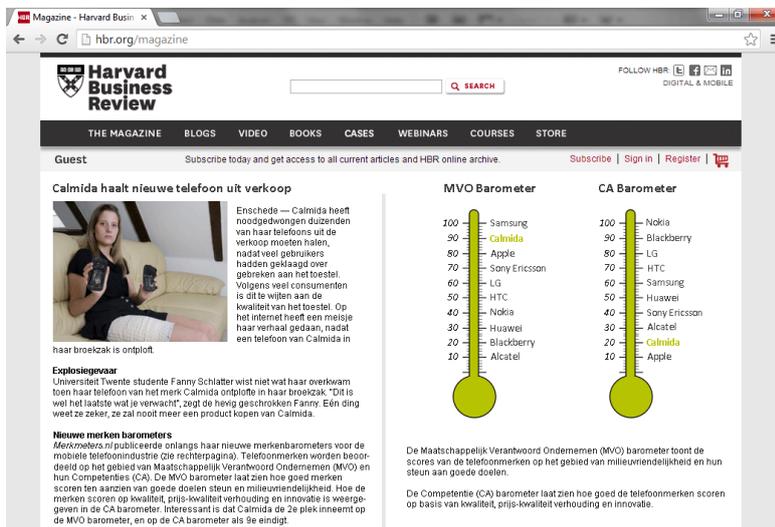


Figure 3. Example of stimulus material

A smartphone was used in the stimulus material in the current study. Consumers can relate to a smartphone, because almost every consumer has one. Furthermore, consumers are usually highly involved in it, and they have the tendency to use their smartphones on a daily basis. Calmida was presented to the respondents as a mobile phone brand. In each article, Calmida was compared to a number of different mobile phone brands. In the screenshot, two figures were presented, in which Calmida was compared to the other brands in terms of corporate social performance and corporate ability. Furthermore, three versions of avoidance factors (experiential, moral and identity) were presented in the screenshot of the website. In the scenarios, participants in the current study were asked to read a fictional news article, presented on a website. In the experiential avoidance scenario,

an incident about an exploding smartphone was mentioned. The smartphone (of the fictional brand Calmida) exploded in the pocket of a female student. Understandably, the female student was very displeased with this situation and told the media that she would never buy anything related to Calmida ever again in her life. Calmida reacted by taking the mentioned smartphone off the market. In the identity avoidance scenario, the female student was replaced by Dutch TV-stars Barbie & Micheal. In this version, a story was told about the fact that these TV-stars were going to design a special version of the Calmida cell phone. Furthermore, a specialist stated that he did not believe that this particular design was going to be a great success. In the moral avoidance scenario, the article was specifically designed to stress the moral identity of the company. In this article, the horrific working conditions of Calmida employees in India were mentioned. Furthermore, the article consist of a passage in which Calmida is accused of child labor and unhealthy workplaces. In return, Calmida reacts by stating that the do not understand the accusations and that all the accusations do not have any influence on the quality of the Calmida cell phones.

Immediately after the respondents were exposed to the article, respondents were asked to answer numerous questions about the article (specifically aimed at measuring the dependent variable). Also, respondents were asked to enter demographic information, such as their age and education level.

3.2 Measures

Zeki and Romaya (2008) designed twelve items for measuring brand hate. Examples of items from this scale are “I cannot control my hatred for brand X” and “I hate brand X, and “Brand X is awful”. Former students of the University of Twente students have merged the items from Zeki and Romaya (2008) and modified them into brand hate items (Bosse, 2014; Delzen, 2014; Jonson, 2014). The reliability of the scale proved to be high ($\alpha=0.95$).

A second set of items that were used in this study is derived from a research by Lee et al. (2009a) and a study from Salvatori (2007). Items such as “The brand products are inconvenient” and “I don’t like this brand because I think I would be dissatisfied by this brand”, were used to measure experiential avoidance ($\alpha=0.86$). Five items that represent identity avoidance were found highly reliable ($\alpha=0.95$) have items in the scale for example, “The products of brand X do not reflect who I am” and “This brand does not represent what I am”. Last, items for moral avoidance were highly reliable with α of 0.96. Items from this scale are “In my opinion, brand X acts unethical” and “In my opinion, brand X acts irresponsible”.

Berens et al. (2005) developed items that measure corporate social performance and corporate ability. Items for measuring corporate social performance are “Brand X supports good causes” and “Brand X behaves responsibly”. With an α of 0.93 this scale is very reliable. Corporate ability items are for example, “Brand X offers high-quality products” and “Brand X offers products with a good price-quality ratio”. This scale also has a high α with 0.92.

The scale that was used to measure anthropomorphism was a modified 5 item version of the IDAQ scale (Waytz, Cacioppo & Epley (2010). A 7-point Likert scale was used with 7 as totally agree, and 1 as totally not agree. Examples of questions are “to what extent does Calmida have intentions”, “to what extent does Calmida have a mind of its own” and “to what extent does Calmida have consciousness”. With an α of 0.77, this scale is reliable. In appendix A and B, the twelve scenarios and an complete overview of all used items and scales can be found.

After the respondents were exposed to one of the twelve versions of the stimulus materials, impact of the incident on the image of the brand Calmida was measured. The two items, image and reputation, measuring impact are “This incident will change the image of Calmida”, and “This incident has negative consequences for the reputation of Calmida”. The reliability of the scale proved to be high ($\alpha=0.89$)

Next, the credibility of the news article was measured by 3 different items, which were all measured on a five-point Likert scale. All items had the same inquiry namely “the article I just read is.....”. The first item scale varied from totally untrustworthy till very trustworthy. The second item varied from totally not reliable till totally reliable. The last item varied from totally uncredible till totally credible. The reliability of the scale proved to be high ($\alpha=0.87$)

3.3 Pre-test

An online pre-test was organized to test the different scenarios of this experiment. The pre-test was spread via the personal social network of the researchers. A total of twenty-seven respondents participated between the age of 27 and 64 ($M=45.57$; $SD=17.29$). The respondents were requested to review statements based on the three different scenarios of avoidance types (experiential, identity

and moral avoidance). A 5-point Likert scale was used for this pre-test with 5 as totally agree, and 1 as totally not agree. This pre-test was performed in order to determine whether the avoidance types, EA, MA and IA are correctly manipulated.

Respondents showed higher levels of EA, in the EA condition ($M=3.56$; $SD=0.78$), compared to the MA condition ($M=3.31$; $SD=0.77$), and compared to the last avoidance type, the IA condition ($M=2.75$; $SD=1.05$) ($F=2.005$; $p=.157$). The respondents showed higher levels of MA, in the MA condition ($M=4.56$; $SD=0.53$), compared to the EA condition ($M=3.25$; $SD=0.89$), and compared to the IA condition ($M=2.97$; $SD=0.55$) ($F=14.00$; $p=.000$). In the final condition, IA, respondents also showed more IA ($M=2.09$; $SD=0.63$), compared to EA ($M=3.09$; $SD=0.72$) and to MA ($M=3.96$; $SD=0.61$) ($F=6.171$; $p=.01$).

Due to a mistake in the pre-test, the company characteristics CSP and CA conditions were not pretested.

3.4 Respondents

In total, 543 subjects participated in the study. While analyzing the data, 161 respondents had to be removed from the study, as they did not complete all the required information. This means that a total of 382 responses were used in the current study. Both men ($n=205$) and women ($n=177$) participated in the study. The age of the respondents varied from 18 to 95 ($M=33.88$; $SD=13.74$). The education level of the respondents varied between 'lower education level' (2.4%), 'middle school' (11.8%), 'middle vocational education' (20.9%), 'higher vocational education' (34.8%), and 'science education' (29.1%). The respondents were randomly distributed over one of the twelve conditions. Each of the respondents was required to answer the question in one particular condition only.

Table 1. Overview means (M), standard deviation (SD)

	Avoidance type			<i>F</i> (<i>p</i>)	CSP		<i>F</i> (<i>p</i>)	CA		<i>F</i> (<i>p</i>)
	EA N=124	MA N=133	IA N=125		High N=186	Low N=196		High N=188	Low N=194	
<i>Variable</i>	Mean (SD)	Mean (SD)	Mean (SD)		Mean (SD)	Mean (SD)		Mean (SD)	Mean (SD)	
EA	M=3.06 SD=.78	M=2.52 SD=.98	M=2.87 SD=.69	F=6.06 p=.00	M=2.06 (SD=0.73)	M=2.25 (SD=0.79)				
MA	M=2.89 SD=.81	M=3.85 SD=.86	M=2.92 SD=.83	F=55.28 p=.00	M=2.54 SD=0.79	M=2.79 SD=0.84				
IA	M=2.97 SD=.66	M=3.22 SD=.80	M=3.73 SD=.74	F=34.39 p=.00	M=2.20 SD=.76	M=2.27 SD=0.77				
CSP	M=3.00 SD=.95	M=2.52 SD=.98	M=2.85 SD=.95		M=3.24 SD=.90	M=2.35 SD=.85	T=-9.99 p=.00			
CA	M=2.80 SD=.89	M=2.94 SD=.89	M=2.80 SD=.89		M=2.27 SD=.78	M=2.45 SD=.84		M=3.26 SD=.79	M=2.45 SD=.79	T=10.05 p=.00
Impact	M=3.87 SD=0.87	M=3.77 SD=0.88	M=3.04 SD=0.79	F=35.31 p=.00	M=3.53 SD=.91	M=3.59 SD=.93	T=.58 p=.57	M=3.50 SD=.97	M=3.63 SD=.86	T=1.43 p=.15
Credibility	M=3.07 SD=0.71	M=3.37 SD=0.71	M=2.66 SD=0.76	F=30.80 p=.00	M=2.99 SD=0.77	M=3.09 SD=0.79	T=1.09 p=0.28	M=3.03 SD=0.79	M=3.05 SD=0.77	T=0.31 p=0.76

Note. M=Mean, SD = Standard Deviation, P=P-value, T=T-value, F=F-value

3.5 Manipulation check

A manipulation check was performed to see if the three types of avoidance conditions, Experiential Avoidance (EA), Moral Avoidance (MA), and Identity Avoidance (IA), are perceived by the respondents how they were intended to be perceived (see table 1.). Not only avoidance type, but also Corporate Social Performance (CSP) and Corporate Ability (CA) as control variables were tested on impact on the incident and credibility.

As can be seen in table 1, the condition EA (M=3.06; SD=0.78) scored significantly higher than the MA condition (M=2.74; SD=0.80), and the IA condition (M=2.87; SD=0.69) ($F(2, 380)=6.06, p=.00$). The condition MA (M=3.85; SD=0.86) scored significantly higher on this condition than the EA condition (M=2.89; SD=0.81), and the IA condition (M=2.92; SD=0.83) ($F(2, 380)=55.28, p=0.00$). The IA condition (M=3.73; SD=0.74) also scored significantly higher than the MA condition (M=3.22; SD=0.80) and the EA condition (M=2.97; SD=0.66) ($F(2, 380) = 34,39, p= 0.00$). Thereby, a significant difference on perceived credibility was found between the three avoidance type conditions ($F(380) = 30.80, p < .00$). Thus, the results confirm that the experimental manipulations on avoidance type were effective.

Another manipulation check was performed to test whether the low and high CSP conditions are perceived by the respondents how they were intended to be perceived. The high CSP condition ($M=2.92$; $SD=0.83$) scored significantly higher than the low CSP condition ($M=2.35$; $SD=0.85$); ($t(380) = -0.99$, $p < .05$). Additionally, no significant difference on perceived credibility was found between the low and high CSP condition ($t(380) = 1.09$, $p > 0.05$). Thus, the results confirm that the performed manipulation was effective.

The final manipulation check was performed in order to determine whether low and high CA conditions are perceived by the respondents how they were intended to be perceived. The high CA condition ($M=3.26$; $SD=0.79$) scored significantly higher than the low CA condition ($M=2.45$; $SD=0.79$); ($t(380) = -10.05$, $p < .05$). Additionally, no significant difference on perceived credibility was found between the low and high CA condition ($t(380) = 0.31$, $p > 0.05$). Hence, the manipulation for CA was successful.

Impact of incident on brand

As mentioned before, the respondents were exposed to the three various stimulus materials, e.g. the different news articles that were composed. Subsequently, respondents had to answer several questions to what extent they believed the incident impacted the image of the brand Calmida, described in the article. This was tested by use of a one way ANOVA. The results showed that the respondents believed that the biggest impact of the incident on the brand was in the EA condition ($M=3.87$; $SD=0.87$). The respondents believed the second biggest impact on the brand was in the MA condition ($M=3.77$; $SD=0.88$). Last, respondents believed that the lowest impact on the brand would be in the IA condition ($M=3.04$; $SD=0.79$) ($F(2,38) = 35.31$, $p=.00$).

Credibility

With three different items, the credibility of the stimulus materials was tested (see table 1.). Respondents in the current study were inquired to what extent they believed the article (stimulus materials) was trustworthy, credible and plausible. A one way ANOVA was executed to test the credibility of the articles. In the avoidance type condition, respondents believed that the MA condition

was the most credible ($M=3.37$; $SD=0.71$), subsequent the EA condition ($M=3.07$; $SD=0.71$) and last the IA condition ($M=2.66$; $SD=0.76$) ($F(2, 379) = 30.80$, $p = .00$).

Credibility was also tested for the high and low CSP conditions. The low CSP condition ($M=3.09$; $SD=0.79$) was seen as more credible by the respondents than the high CSP condition ($M=2.99$; $SD=0.77$) ($t(380) = 1.09$, $p = .28$).

At last, the credibility was tested for the high and low CA conditions. Although the differences are very minor, the low CA condition ($M=3.05$; $SD=0.77$) was seen as more credible by the respondents than the high CA condition ($M=3.03$; $SD=0.79$) ($t(380) = 0.31$, $p = .76$).

4. Results

4.1 Main effects

With the use of an analysis of variance (ANOVA), differences among group means of the types of avoidance (Experiential, Identity and Moral avoidance) and the company characteristics (Corporate Ability and Corporate Social Performance) on brand hate were tested (see table 2.).

Table 2. Overview of the means and standard deviations of Avoidance types, CSP and CA

Dependent variable	Independent variables						
	Avoidance Type			Corporate Social Performance		Corporate Ability	
	EA (N=124)	MA (N=133)	IA (N=125)	High (N=186)	Low (N=196)	High (N=188)	Low (N=194)
	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)	Mean (SD)
Brand hate	M=2.16 SD=0.76	M=2.67 SD=0.82	M=2.23 SD=0.76	M=2.26 SD=0.78	M=2.45 SD=0.84	M=2.31 SD=0.80	M=2.41 SD=0.83

Note. M=Mean, SD=Standard Deviation

Table 3. ANOVA & ANCOVA

	ANOVA results <i>F (p)</i>	ANCOVA results <i>F (p)</i>
Avoidance type	F=15.30 (p=.00)	F=15.96 (p=.00)
CSP	F=4.59 (p=.03)	F=3.25 (p=.07)
CA	F=1.23 (p=.27)	F=1.54 (p=.22)
Avoidance type x CSP	F=.44 (p=.65)	F=.35 (p=.71)
Avoidance type x CA	F=1.75 (p=.18)	F=1.77 (p=.17)
CSP x CA	F=.27 (p=.60)	F=.15 (p=.70)
Avoidance type x CSP x CA	F=.99 (p=.37)	F=1.41 (p=.25)
Anthropomorphisation*		F=10.27 (p=.00)

*covariate

Note. F=F-value, P=P-value

Main effects were found in avoidance types on brand hate ($F(2, 37) = 15.30, p=.00$). These results show that there is a significant difference between these three avoidance type groups, Experiential Avoidance (EA) ($M=2.16; SD=0.76$), Identity Avoidance (IA) ($M=2.23; SD=0.76$) and Moral Avoidance (MA) ($M=2.67; SD=0.82$). MA is the most influential motivator for brand hate. Hypothesis 1; Experiential Avoidance is the most influential motivator for brand hate, then followed by Identity Avoidance, and last followed by Moral Avoidance, is hereby rejected.

Furthermore, main effects were found in Corporate Social Performance on brand hate ($F(1, 37) = 4.59, p=.03$). These results show that there is a significant difference of CSP on brand hate, which implicates that companies with a low CSP ($M=2.45; SD=0.84$), are more likely to develop brand hate than companies with a high CSP ($M=2.26; SD=0.78$). Hypothesis 2; Low Corporate Social Performance leads to more brand hate compared to high Corporate Social Performance, is hereby accepted.

No main effect was found in Corporate Ability on brand hate ($F(1, 37) = 1.23, p=.27$). Although the means of low CA ($M=2.41; SD=0.83$) and high CA ($M=2.31; SD=0.80$). Results implicate that there is a tendency that low CA leads to more brand hate than high CA, although the results show that there is no significant difference between high or low CA on brand hate. Therefore hypothesis 4; Low Corporate Ability leads to more brand hate compared to high Corporate Ability is hereby rejected.

4.2 Interaction effects

The hypothesis involving interaction between the independent variables, avoidance types, CSP and CA, were tested via ANOVA (see table 3.). First the interaction effect between avoidance type and CSP ($F(2, 37) = 0.44, p=.65$) was found not significant. The interaction effect between avoidance type and CA ($F(2, 37) = 1.76, p=.18$) was also found not significant, same as between CSP and CA ($F(1, 37) = .27, p=.60$). At last, a three-way interaction between all the independent variables avoidance type, CSP and CA ($F(2, 37) = .99, p = .37$) was performed, and were also found not significant.

Because there were no significant interaction effects found between weak CSP and avoidance type, hypothesis 3; The influence of a weak CSP leads to more brand hate under Moral Avoidance conditions, compared to Identity Avoidance conditions, and Experiential Avoidance conditions, is hereby rejected.

Once more, no significant interaction effects were found between strong corporate ability and avoidance type. Therefore, hypothesis 5; The influence of a strong Corporate Ability leads to less brand hate under Experiential Avoidance conditions, compared to Identity Avoidance conditions and Moral Avoidance conditions, is hereby rejected.

4.3 Anthropomorphism

The ANCOVA (analysis of covariance) was used to assess the influence of anthropomorphism (table 3). The results of the analysis of covariance indicate that anthropomorphism is negatively related to brand hate ($F=10.27, p<.001$). Thus, hypothesis 6; The tendency to anthropomorphize is negatively related ($\beta = -.12; p<.01$) to brand hate, is hereby accepted.

Prior research gave no direction for how anthropomorphism affects the relationship between the factors avoidance type and company characteristics. Because of this reason an additional research question was formulated: how does anthropomorphism affect the relationship between the factors avoidance type (MA, EA, and IA), company characteristics (CSP and CA), and brand hate? Comparing results of the ANOVA and ANCOVA show that there is no real difference between the F-values. For this reason it can be assumed that anthropomorphism is probably not a moderator in the relationship between brand avoidance, company characteristics and brand hate.

4.4 Overview hypothesis

Table 5. Overview hypothesis supported or not supported

Hypothesis	Result
H1: Experiential avoidance is the most influential motivator for brand hate, then followed by Identity Avoidance, and last followed by Moral Avoidance.	Not supported
H2: Low Corporate Social Performance leads to more brand hate compared to high Corporate Social Performance.	Supported
H3: The influence of a weak CSP leads to more brand hate under Moral Avoidance conditions, compared to Identity Avoidance conditions, and Experiential Avoidance conditions.	Not supported
H4: Low Corporate Ability leads to less brand hate compared to High Corporate Ability.	Not supported
H5: The influence of a strong Corporate Ability leads to less brand hate under Experiential Avoidance conditions, compared to Identity Avoidance conditions and Moral Avoidance conditions	Not supported
H6: The tendency to anthropomorphize is negatively related to brand hate.	Supported

5. General discussion

In the following chapter, the hypothesis and conclusions of the results are discussed, and the limitations of the current research are formulated. Furthermore, the chapter aims to provide recommendations for managerial implications. Thereby, the study intends to provide research and a practical contribution.

5.1 Discussion

The main research question, and the purpose of the current study, is to explore to what extent avoidance type, company characteristics and anthropomorphism have an influence on brand hate. Results show that avoidance type is an influential motivator for brand hate. Results also confirm that low corporate social performance, leads to more brand hate compared to high corporate social performance. Results did not show any significant results for the influence of corporate ability on brand hate. However, significant results support that anthropomorphism is negatively related to brand hate. Thus, individuals who have the tendency to anthropomorphize (brands or objects) are less likely to hate brands.

To examine the main research question more specifically, six hypothesis are formulated which will be discussed subsequently. Results will be discussed in order of constructs (and hypothesis): at first avoidance types; experiential avoidance, identity avoidance and moral avoidance, followed by the company characteristics corporate social performance and corporate ability, and at last anthropomorphism.

The statistical analysis that was performed for the study rejects that the experiential avoidance type is the most influential motivator for brand hate, followed by identity avoidance, and last by moral avoidance. Findings state that moral avoidance is the strongest motivator for brand hate. This result is much unexpected, because most of the research up until now (Delzen, 2014, Bryson et al., 2013, Salvatori, 2007) concludes that experiential avoidance is the strongest motivator for individuals to hate brands. Results of prior research by Sridharan (2011) state that moral avoidance is not a primary cause or motivation for brand hate. But if individuals are exposed to a huge scandal (e.g. ecological, environmental, human rights) consumers take notice, and are more sensitive and react strongly against it. A possible explanation for the contrasting results can be found in the used stimulus materials. In the article for the moral avoidance condition, a scenario was sketched about horrific

working conditions of Calmida factory's in India. The human rights scandal in the article might be influencing the results. Moral avoidance distinguishes itself from identity and experiential avoidance by one component: it is based on the perception of the brand at an ideological level and how it negatively impacts on the wider society (Lee, Motion & Conroy, 2008). Lee, Motion and Conroy (2008) state that individuals are motivated to avoid brands because it is their moral duty to redress power imbalances and preserve societal values. The current research did not expect moral avoidance to be the most influential on brand hate, followed by identity avoidance and last experiential avoidance. This research distinguishes itself from previous research (Bosse, 2014; Bryson, et al., 2013) because of the use of a fictional brand contrary to the use of existing brands. This could be seen as a possible explanation for moral avoidance to be the most influential motivator for brand hate, followed by identity avoidance and last, experiential avoidance. Moreover, there should be a remark on the comparison with the research of Bryson et al., (2013), because their research had the focus on the topic of brand avoidance, and not on the topic of brand hate. Because hating a brand is, naturally, a much stronger act than avoiding a certain brand.

As expected, results show that companies with low corporate social performance are more susceptible to develop brand hate compared to high corporate social performance. The results are supported by Sen & Bhattacharya (2001), who also found that consumers have a tendency to evaluate products of companies with a higher level of CSP in a more positive way. In addition, Klein and Dawar (2004) state that a negative corporate social performance image can be a powerful liability to a company's brand. Thereby, Luo & Bhattacharya (2006) state that companies who engage in CSP initiatives have more loyal and satisfied consumers. Results are inconsistent with research by Bryson et al. (2013), who found that perceptions of corporate social performance of the company is not a strong source of individuals to hate a brand.

Analysis showed no evidence that the influence of a weak CSP leads to more brand hate under moral avoidance conditions, compared to identity and at last experiential avoidance conditions. The use of the human rights scandal in the moral avoidance condition could have influenced the results. Individuals take notice and react more sensitive and strong when exposed to a huge corporate scandal (Sridharan, 2011), such as presented in the moral avoidance stimulus materials. Thus, this leads to just main effects, and no interaction effect.

It was expected that the influence of a strong corporate ability leads to less brand hate under experiential avoidance conditions, compared to identity and moral avoidance conditions. The results from this study provide no evidence for the interaction effect and this hypothesis, on both company characteristics and avoidance condition. At last, the current study made use of a fictional brand, contrary to the use of existing brands. This could be a possible explanation for the deviant results.

Finally, the last subject that was predicted to influence brand hate was the concept of anthropomorphism. The findings indicate that the tendency to anthropomorphize is negatively related to brand hate. Aaker (1997) and Fournier (1998) state that brands are normally perceived as animate, humanlike entities. Results are supported by Gilmore (1919, p.14) who states that when individuals anthropomorphize an object or brand, one anticipates feeling (likes and dislikes), objectives (desires and belongings), will, and the power to act according to these feelings. According to Rauschnabel and Ahuvia (2014), anthropomorphic thinking leads to stronger consumer-brand relationships and more like interpersonal relationships. Thereby, they found that anthropomorphism is an important predecessor of brand love. Thus, the outcome that individuals who have the tendency to anthropomorphize tend to develop less brand hate, is in line with previous research.

5.2 Managerial implications

The concept of brand hate is still neglected in the scientific and marketing community, and therefore this study also aims to provide more insight in this topic for marketers and brand managers. Traditional consumer research focuses predominantly on the positive characteristics of the consumption of brands, but knowing the negative characteristics can be just as important. Certain results of this study can be used by marketers and brand managers to gain more understanding in how to prevent consumers hating brands and learn more about the negative characteristics of consumption of brands.

Managers can attempt to avoid certain motivations for brand hate from arising by their consumers. The outcome of the current study shows that moral avoidance is the strongest motivator for individuals to hate a brand. Individuals are more likely to develop brand hate towards a certain brand when the companies are alleged of corporate irresponsibility. Thus, when individuals believe that a brand acting, has a negative effect on society, damage the environment or violate human rights, it can lead to hating or avoiding brands. Managers should try to monitor the brand's working methods

constantly on various different levels such as ecological, political, environmental, and human rights. And thereby try to act in a corporate responsible way. Although results of the current study point out that moral avoidance is the strongest motivator for brand hate, experiential avoidance and identity avoidance should not be forgotten by managers. Prior research (Lee et al., 2009; Salvatori; 2007) showed that adequate and sufficient performance of products is a very important requirement to prevent brand hate to occur. Managers should attempt to monitor the quality of the produced products, and services they give, and aim to live up to the expectations their consumers have. Moreover, to prevent brand hate to occur due to consumers not being able to identify themselves with a brand, managers should attempt to be specific in the target group they aim at, and stay true to that at all times.

In the current study, corporate social performance actions of a company is found to be of influence on the possibility for individuals to develop brand hate. Corporate social performance has influence on consumer satisfaction and loyalty, and a favourable brand image can be created by corporate social performance (Luo & Bhattacharya, 2006). Companies who have a bad corporate social performance image will be avoided by consumers (Delmas & Cuerel Burbano, 2011). Managers should attempt to act in a socially responsible way, on the various different corporate social performance principles (of corporate social responsibility), corporate social responsiveness and social issues.

Thereby, as results show that anthropomorphism leads to less brand hate, it is very important that companies try to support their consumers in anthropomorphism. But how can marketers and companies use anthropomorphism, or motivate consumers to anthropomorphise their brands or products? Marketers should try to humanize their (companies') brands. One way for marketers to motivate anthropomorphism is to use more humanlike characters or for example avatars in their marketing. Considering that anthropomorphism puts brands into the human category, and humans are generally highly valued by consumers, this might be useful for marketers and companies to consider in their marketing strategies. Examples from other companies that already make use of anthropomorphism in their marketing strategies are McDonalds (Ronald Mc Donald), Bol.com (Billie), and Mister Proper. But using an avatar is not the only way for marketers to use anthropomorphism. Using brand names that consist of real or fictitious human names could also motivate consumers to anthropomorphise more. Thereby, human characteristics or human activities can be used in for example designing a brand logo, choosing pictures for advertising, or commercials to motivate consumers to anthropomorphize. Marketers could even choose to attribute human feelings to their

marketing communications to motivate anthropomorphism. For example, marketers could attribute emotions such as fear, guilt or anger in their marketing.

5.3 Limitations and future research

Research in the topic of brand hate in general, its motivations and influences, is still in very early stages, and more research needs to be executed to fully comprehend this phenomenon. The link to the survey was spread around the personal network of the researchers, via social media. For this reason, it was impossible for the scientists to control the respondents participating in the research. Thereby, only Dutch respondents participated, and the majority of the respondents was 'higher educated' (63.9%). This should be taken into account when results are viewed. Further research should focus on a wider population, various nationalities, countries and cultures, to see whether they vary from each other in the motivations of brand hate. Thereby, researchers should try to regulate the distribution of respondents in age, education level, nationality and gender.

The possibility to deepen the topic of brand hate can for example be found in the product category. The current study used a smartphone as the example product. Future research should also focus on various product groups such as products bought daily and infrequent bought products, to see whether motivations or influences for brand hate differ in product categories. Another suggestion for future research is to deepen the topic of corporate social performance. It could be interesting is to investigate when and how a low corporate social performance of a company leads to brand hate.

One of the limitations of this research is that a non-existing, fictitious brand was used, instead of already existing and known brand for respondents. In most of the preceding research on brand hate, existing brands were used. This could be an explanation for the contrasting results; respondents cannot relate to the brand because it does not exist. Moreover, the fictional brand name Calmida was invented by the researchers without any real foundation or explanation. The brand name could have brought up negative associations with the respondents and could therefore have influenced the results. For future research, both existing and non-existing brands could be used in the same study, to see whether this influences the outcomes. And thereby, see differences between various fictional brands.

The same can be said for the used research materials, the articles used to point out the three different avoidance types and the corporate social performance and corporate ability barometers. The stimulus materials used on avoidance types were in the centre of the fictitious website. This might have taken the focus of the respondents, and the barometers might have been neglected for this reason. Thus, the company characteristics were, due to a mistake, not included in the pre-test. Thereby, the three formulated articles for avoidance types were pretested, but were not equated with each other. For this reason, the moral avoidance type article could have been more 'strong' than the identity or experiential avoidance type articles, and this could have influenced the outcomes. If similar research materials are used in upcoming research on the topic of brand hate, pretesting and equating is an important component of focus for the researchers. Thereby, the results of this research showed contrasting results in the avoidance type condition that might be influenced by the content of the scenarios. Further research can focus on investigating the differences in scenario's, and whether for example, a scenario about a human rights scandal differ from an environmental or ecological scandal.

5.4 Conclusions

Research on the topic of brand hate is still in its early stages, and further research is necessary to fully comprehend it. The current research contributes in what kind of motivations individuals could have to develop brand hate. This research shows that avoidance type is an influential motivator for individuals to develop brand hate. Thereby, the corporate social performance of a company is an important factor that individuals take notice of in judging a brand. At last, anthropomorphism also plays a role in the likelihood to hate brands. Although there is already much research devoted to positive consumer behaviour, the negative side is still deserted. It seems to be just as important to know what your consumers want, as what they do not want.

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Appendix A. – Stimulus materials

Experiential avoidance – High CSP – Low CA

Calmida haalt nieuwe telefoon uit verkoop

Enschede — Calmida heeft noodgedwongen duizenden van haar telefoons uit de verkoop moeten halen, nadat veel gebruikers hadden geklaagd over gebreken aan het toestel. Volgens veel consumenten is dit te wijten aan de kwaliteit van het toestel. Op het internet heeft een meisje haar verhaal gedaan, nadat een telefoon van Calmida in haar broekzak is ontploft.

Explosiegevaar
Universiteit Twente studente Fanny Schlatter wist niet wat haar overkwam toen haar telefoon van het merk Calmida ontplofte in haar broekzak. "Dit is wel het laatste wat je verwacht", zegt de hevig geschrokken Fanny. Eén ding weet ze zeker, ze zal nooit meer een product kopen van Calmida.

Nieuwe merken barometers
Merkmeesters.nl publiceerde onlangs haar nieuwe merkenbarometers voor de mobiele telefoonde industrie (zie rechterpagina). Telefoonmerken worden beoordeeld op het gebied van Maatschappelijk Verantwoord Ondernemen (MVO) en hun Competenties (CA). De MVO barometer laat zien hoe goed merken scoren ten aanzien van goede doelen steun en milieuvriendelijkheid. Hoe de merken scoren op kwaliteit, prijs-kwaliteit verhouding en innovatie is weergegeven in de CA barometer. Interessant is dat Calmida de 2e plek inneemt op de MVO barometer, en op de CA barometer als 9e eindigt.

MVO Barometer

100	Samsung
90	Calmida
80	Apple
70	Sony Ericsson
60	LG
50	HTC
40	Nokia
30	Huawei
20	Blackberry
10	Alcatel

CA Barometer

100	Nokia
90	Blackberry
80	LG
70	HTC
60	Samsung
50	Huawei
40	Sony Ericsson
30	Alcatel
20	Calmida
10	Apple

De Maatschappelijk Verantwoord Ondernemen (MVO) barometer toont de scores van de telefoonmerken op het gebied van milieuvriendelijkheid en hun steun aan goede doelen.

De Competentie (CA) barometer laat zien hoe goed de telefoonmerken scoren op basis van kwaliteit, prijs-kwaliteit verhouding en innovatie.

Experiential avoidance – High CSP – High CA

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CA Barometer

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80	LG
70	HTC
60	Samsung
50	Huawei
40	Sony Ericsson
30	Alcatel
20	Blackberry
10	Apple

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De Competentie (CA) barometer laat zien hoe goed de telefoonmerken scoren op basis van kwaliteit, prijs-kwaliteit verhouding en innovatie.

Experiential avoidance – Low CSP – Low CA

Calmidia haalt nieuwe telefoon uit verkoop

Enschede — Calmidia heeft noodgedwongen duizenden van haar telefoons uit de verkoop moeten halen, nadat veel gebruikers hadden geklaagd over gebreken aan het toestel. Volgens veel consumenten is dit te wijten aan de kwaliteit van het toestel. Op het internet heeft een meisje haar verhaal gedaan, nadat een telefoon van Calmidia in haar broekzak is ontploft.

Explosiegevaar
Universiteit Twente studente Fanny Schlatter wist niet wat haar overkwam toen haar telefoon van het merk Calmidia ontplofte in haar broekzak. "Dit is wel het laatste wat je verwacht", zegt de hevig geschrokken Fanny. Eén ding weet ze zeker, ze zal nooit meer een product kopen van Calmidia.

Nieuwe merken barometers
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MVO Barometer

100	Samsung
90	Blackberry
80	Apple
70	Sony Ericsson
60	LG
50	HTC
40	Nokia
30	Huawei
20	Calmidia
10	Alcatel

CA Barometer

100	Nokia
90	Blackberry
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70	HTC
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20	Calmidia
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De Maatschappelijk Verantwoord Ondernemen (MVO) barometer toont de scores van de telefoonmerken op het gebied van milieuvriendelijkheid en hun steun aan goede doelen.

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Experiential avoidance – Low CSP – high CA

Calmidia haalt nieuwe telefoon uit verkoop

Enschede — Calmidia heeft noodgedwongen duizenden van haar telefoons uit de verkoop moeten halen, nadat veel gebruikers hadden geklaagd over gebreken aan het toestel. Volgens veel consumenten is dit te wijten aan de kwaliteit van het toestel. Op het internet heeft een meisje haar verhaal gedaan, nadat een telefoon van Calmidia in haar broekzak is ontploft.

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Identity avoidance – High CSP – Low CA

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SuperTrash oprichtster Olcay Gulsen verwacht niet dat de telefoon populair wordt. "Mensen zullen op den duur helemaal gek worden van al die glittertjes", stelt de al meer dan 10 jaar succesvolle modeontwerpster.

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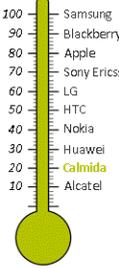
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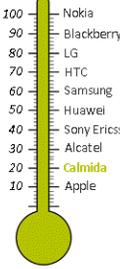
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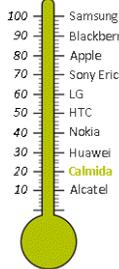
DEN HAAG — Barbie en Michael, beter bekend van onder andere Barbie's bruiloft, zijn zeer trots dat ze in samenwerking met Calmida een nieuwe smartphone hebben mogen ontwikkelen. Barbie: "Ik heb altijd gedroomd van mijn eigen ontworpen telefoon, en Calmida heeft deze droom werkelijkheid gemaakt." Michael is ook heel erg trots op hun telefoon, "we hebben allebei weinig verstand van ontwerpen, maar deze telefoon is echt mooi geworden."



SuperTrash oprichtster Olcay Gulsen verwacht niet dat de telefoon populair wordt. "Mensen zullen op den duur helemaal gek worden van al die glittertjes", stelt de al meer dan 10 jaar succesvolle modeontwerpster.

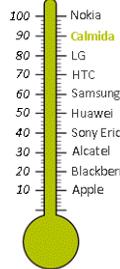
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MVO Barometer



100	Samsung
90	Blackberry
80	Apple
70	Sony Ericsson
60	LG
50	HTC
40	Nokia
30	Huawei
20	Calmida
10	Alcatel

CA Barometer



100	Nokia
90	Calmida
80	LG
70	HTC
60	Samsung
50	Huawei
40	Sony Ericsson
30	Alcatel
20	Blackberry
10	Apple

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Moral avoidance – High CSP – Low CA

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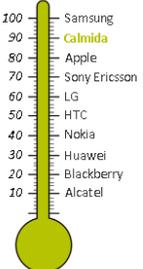
Verschrikkelijke werkomstandigheden fabrieken Calmida



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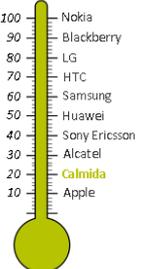
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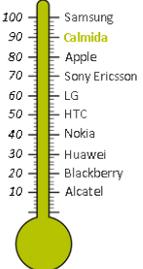
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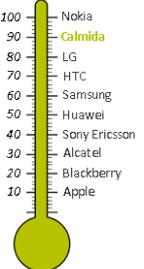
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Appendix C. – Complete Questionnaire

WELKOM

Q2 Beste respondent, Ten eerste willen wij u bedanken voor uw interesse in dit onderzoek. Het onderzoek zal maximaal tien minuten van uw tijd in beslag zal nemen. Bij dit onderzoek krijgt u een nieuwsbericht op een webpagina te zien over het telefoonmerk Calmida, waarna u meerdere vragen moet beantwoorden. Aan dit onderzoek zijn geen risico's of ongemakken verbonden en de resultaten van deze vragenlijst zullen volledig anoniem verwerkt worden. Uw deelname aan dit onderzoek is geheel vrijwillig en op elk moment in het onderzoek is het mogelijk uw medewerking in te trekken. Vanwege eventuele beïnvloeding van de onderzoeksresultaten is het helaas niet mogelijk vooraf meer informatie over het onderzoeksdoel te geven. Door te starten met de vragenlijst verklaart u bovenstaande informatie te hebben gelezen en gaat u akkoord met deelname aan dit onderzoek.

Mocht u toch nog vragen of opmerkingen hebben over dit onderzoek, dan kunt u contact opnemen met de onderzoekers via: Peter Koenderink / p.m.koenderink@student.utwente.nl Iris Bernhard / i.bernhard@student.utwente.nl

Met vriendelijke groet,

Peter Koenderink en Iris Bernhard

LET OP!

Q37 Op de volgende pagina krijgt u een nieuwsbericht te zien. U krijgt dit bericht maar 1 keer te zien, dus lees het goed door!

RESPONDENT KRIJGT 1 VAN DE 12 SCENARIO'S TE ZIEN.

Q15 De volgende stellingen gaan over het nieuwsartikel. Geef aan in hoeverre u het met de stellingen eens bent.

	Helemaal mee oneens (1)	Mee oneens (2)	Niet oneens / Niet eens (3)	Mee eens (4)	Helemaal mee eens (5)
Dit incident zal het imago van Calmida veranderen (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Deze gebeurtenis heeft negatieve gevolgen voor de reputatie van Calmida (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q16 De volgende stellingen gaan over het nieuwsartikel. Geef aan in hoeverre u het met de stellingen eens bent.

	Zeer ongelofwaardig (1)	Ongelofwaardig (2)	Niet ongelofwaardig / Niet geloofwaardig (3)	Geloofwaardig (4)	Zeer geloofwaardig (5)
Het artikel dat ik zojuist gelezen heb, is... (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q17 De volgende stellingen gaan over het nieuwsartikel. Geef aan in hoeverre u het met de stellingen eens bent.

	Ze er onbetrouwbaar (1)	Onbetrouwbaar (2)	Niet onbetrouwbaar / Niet betrouwbaar (3)	Betrouwbaar (4)	Ze er betrouwbaar (5)
Het artikel dat ik zojuist gelezen heb, is... (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q18 De volgende stellingen gaan over het nieuwsartikel. Geef aan in hoeverre u het met de stellingen eens bent.

	Ze er onaannemelijk (1)	Onaannemelijk (2)	Niet onaannemelijk / Niet aannemelijk (3)	Aannemelijk (4)	Ze er aannemelijk (5)
Het artikel dat ik zojuist gelezen heb, is... (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q19 Hieronder volgen een aantal stellingen die betrekking hebben op Calmida. Geef aan in hoeverre u het met de stellingen eens bent.

	Helemaal mee oneens (1)	Mee oneens (2)	Niet oneens / Niet eens (3)	Mee eens (4)	Helemaal mee eens (5)
Ik wil niets te maken hebben met Calmida (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb mijn haat voor Calmida niet onder controle (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik wil iets doen om Calmida te schaden (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik heb gewelddadige gedachten over Calmida (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calmida is uitschot (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calmida is afschuwelijk (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik houd niet van Calmida (7)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik haat Calmida (8)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calmida maakt me zenuwachtig (9)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik walg van Calmida (10)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik ben heel boos op Calmida (11)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik tolereer Calmida en het bedrijf erachter niet (12)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q20 Hieronder volgen een aantal stellingen die betrekking hebben op Calmida. Geef aan in hoeverre u het met de stellingen eens bent.

	Helemaal mee oneens (1)	Mee oneens (2)	Niet oneens / Niet eens (3)	Mee eens (4)	Helemaal mee eens (5)
Calmida steunt goede doelen (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calmida gaat verantwoord om met het milieu (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q21 Hieronder volgen een aantal stellingen die betrekking hebben op Calmida. Geef aan in hoeverre u het met de stellingen eens bent.

	Helemaal mee oneens (1)	Mee oneens (2)	Niet oneens / Niet eens (3)	Mee eens (4)	Helemaal mee eens (5)
Calmida ontwikkelt innovatieve producten en diensten (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calmida biedt kwalitatief hoogwaardige producten (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Calmida biedt producten aan met een goede prijs-kwaliteit verhouding (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q22 Hieronder volgen een aantal stellingen die betrekking hebben op Calmida. Geef aan in hoeverre u het met de stellingen eens bent.

	Helemaal mee oneens (1)	Mee oneens (2)	Niet oneens / Niet eens (3)	Mee eens (4)	Helemaal mee eens (5)
De producten van Calmida presteren slecht (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De producten van Calmida zijn niet toepasselijk (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik houd niet van Calmida, omdat ik denk dat ik ontevreden zou kunnen zijn over dit merk (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Mijn haat voor dit merk komt door de slechte prestaties van dit product (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q23 Hieronder volgen een aantal stellingen die betrekking hebben op Calmida. Geef aan in hoeverre u het met de stellingen eens bent.

	Helemaal mee oneens (1)	Mee oneens (2)	Niet oneens / Niet eens (3)	Mee eens (4)	Helemaal mee eens (5)
De producten van Calmida weerspiegelen niet met wie ik ben (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
De producten van Calmida passen niet bij mijn persoonlijkheid (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ik wil niet gezien worden met producten van Calmida (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit merk vertegenwoordigt niet wie ik ben (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dit merk staat symbool voor het soort persoon dat ik nooit zou willen zijn (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q24 Hieronder volgen een aantal stellingen die betrekking hebben op Calmida. Geef aan in hoeverre u het met de stellingen eens bent.

	Helemaal mee oneens (1)	Mee oneens (2)	Niet oneens / Niet eens (3)	Mee eens (4)	Helemaal mee eens (5)
Naar mijn mening handelt Calmida onverantwoord (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Naar mijn mening handelt Calmida onethisch (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Naar mijn mening schendt Calmida morele waarden (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Het merk komt niet overeen met mijn normen en waarden (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q25 Hieronder volgen een aantal stellingen die betrekking hebben op Calmida. Geef aan in hoeverre u het met de stellingen eens bent.

	Helemaal niet (1)	2 (2)	3 (3)	4 (4)	5 (5)	6 (6)	Helemaal wel (7)
In hoeverre heeft Calmida een vrije wil? (1)	<input type="radio"/>						
In hoeverre ervaart Calmida emoties? (2)	<input type="radio"/>						
In hoeverre heeft Calmida intenties? (3)	<input type="radio"/>						
In hoeverre heeft Calmida een geweten? (4)	<input type="radio"/>						
In hoeverre heeft Calmida een eigen wil? (5)	<input type="radio"/>						

Q26 Hieronder volgen een aantal waarden. Geef aan in hoeverre deze waarden belangrijk zijn in uw leven.

	Tegengesteld aan mijn waarden -1 (1)	Onbelangrijk 0 (2)	1 (3)	2 (4)	3 (5)	4 (6)	5 (7)	6 (8)	Heel erg belangrijk 7 (9)
Macht (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rijkdom (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aanzien (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Invloedrijk (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ambitieus (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q27 Hieronder volgen een aantal waarden. Geef aan in hoeverre deze waarden belangrijk zijn in uw leven.

	Tegengesteld aan mijn waarden -1 (1)	Onbelangrijk 0 (2)	1 (3)	2 (4)	3 (5)	4 (6)	5 (7)	6 (8)	Heel erg belangrijk 7 (9)
Gelijkheid (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vrede op aarde (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rechtvaardigheid (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Behulpzaam (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q28 Hieronder volgen een aantal waarden. Geef aan in hoeverre deze waarden belangrijk zijn in uw leven.

	Tegengesteld aan mijn waarden -1 (1)	Onbelangrijk 0 (2)	1 (3)	2 (4)	3 (5)	4 (6)	5 (7)	6 (8)	Heel erg belangrijk 7 (9)
Vervuiling van de aarde voorkomen (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Respect voor de aarde (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Eenheid met de natuur (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Beschermen van het milieu (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q29 Selecteer vier waarden van onderstaande lijst, die het meest belangrijk voor u zijn!

- Macht (1)
- Rijkdom (2)
- Aanzien (3)
- Invloedrijk (4)
- Ambitieuus (5)
- Gelijkheid (6)
- Vrede op aarde (7)
- Rechtvaardigheid (8)
- Behulpzaam (9)
- Vervuiling van de aarde voorkomen (10)
- Respect voor de aarde (11)
- Eenheid met de natuur (12)
- Beschermen van het milieu (13)

Q30 ACHTERGRONDGEGEVENS

Q31 Wat is uw geslacht?

- Man (1)
- Vrouw (2)

Q32 Wat is uw leeftijd?

Q33 Wat is uw hoogst genoten, afgeronde opleiding?

- Lager onderwijs (1)
- Middelbaar onderwijs (2)
- Middelbaar beroepsonderwijs (Mbo) (3)
- Hoger beroepsonderwijs (Hbo) (4)
- Wetenschappelijk onderwijs (Wo) (5)

Q34 U BENT BIJNA KLAAR...

Q35 Alvast bedankt voor uw deelname aan het onderzoek. U bent er bijna, het enige wat u nog moet doen is de vragenlijst versturen! Het doel van het onderzoek is om de motieven van merkenhaat (Brand hate) te identificeren. Wanneer u op volgende klikt, rondt u het onderzoek af.

Q36 Onderzoekresultaten ontvangen? Vul dan hier uw e-mailadres in.