

Chapter 23

Determining the Motives and Behaviors of Brand Hate

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ABSTRACT

The aim of this study is to determine the effects of experiential avoidance, moral avoidance, and identity avoidance on brand hate. In addition, this study of brand hate, brand revenge, brand switching intention, electronic negative word of mouth marketing and its effects on brand equity have been tested. The data in this study were obtained from a face-to-face survey with 394 consumers. Cronbach alpha coefficient analysis was used for the reliability of the scales. Factor analysis was used for the validity of the scales. The hypotheses in the study were tested by structural equation analysis. According to the results of the study; it was concluded that there is a positive effect of experiential avoidance, identity avoidance, and moral avoidance on brand hate. Also, brand hate has a positive effect on revenge, electronic negative word of mouth marketing, brand switching intention. In addition, brand hate has been found to have a negative impact on the overall brand equity.

INTRODUCTION

By day, consumers have become more and more using their emotions to realize their buying behavior. This is due to the fact that consumers attach importance to social benefits instead of functional benefits while having a good and a service. For this reason, consumer emotions are effective on consumer behavior and hence on marketing (Bagozzi, Gopinath Mahesh & Nyer, 1999). The primary purpose of enterprises that have a brand is to be preferred by consumers. In order for the consumer to prefer a brand, she/he must have positive feelings towards that brand. After the consumer chooses the brand, positive behaviors will develop as a result of the positive feelings that the consumer feels towards the brand. For

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Determining the Motives and Behaviors of Brand Hate

this reason, companies need to shape their brands according to the wishes of consumers. Consumers can develop positive feelings towards brands as well as negative feelings.

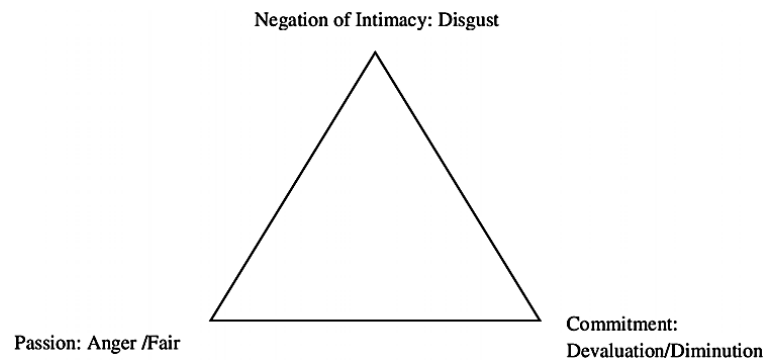
In the marketing literature, especially the positive feelings of consumers towards brands (for example, brand love, brand loyalty) are quite high. It has been seen that positive emotions towards brands increase in the literature while negative emotions are ignored. However, it is revealed that negative events are more effective on people than positive events and behaviors (Kanouse, 1984). In addition, it is stated that people remember negative events more than positive events (Baumeister, 2001). With these in mind, the concept of brand hate has developed. The concept of brand hate consists of negative feelings against a brand. The fact that consumers can develop negative feelings towards a brand occurs as a result of certain situations. Brands need to identify and prevent situations that may create brand hate in consumers. While positive behaviors are realized as a result of positive feelings, negative behaviors are realized in consumers as a result of negative feelings. In summary, as a result of brand hate, other negative behaviors are developing in consumers. Accordingly, the aim of this study is to determine the effects of experiential avoidance, moral avoidance and identity avoidance on brand hate. Also in this study, the effects of brand hate on brand revenge, brand switching intention, electronic negative word of mouth marketing and brand equity were tested.

BACKGROUND

Brand Hate

Figure 1. The Triangle of Hate

Source: Sternberg, 2003: 307



The concept of hate is derived from the Arabic word 'nafra' (etimolojiturkce.com, 2019). It is mentioned as a feeling towards wanting one's evil and unhappiness (tdk.gov.tr, 2019). Hate is a concept that is thought to be the opposite of like and love (Shand, 1920). The concept of brand hate is adapted from Sternberg's theory of interpersonal hate (Kucuk, 2019). Sternberg's triangle of hate theory is shown as follows (Sternberg, 2003).

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