

**Project Dissertation Report on**

**STUDY OF FACTORS THAT CAUSES CONSUMERS’  
HATRED TOWARDS A BRAND**

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## **CERTIFICATE**

This is to certify that the dissertation report titled “STUDY OF FACTORS THAT CAUSES CONSUMERS’ HATRED TOWARDS A BRAND is a bonafide work carried out by Ms. Annany Upadhyay of MBA 2020-22 and submitted to Delhi School of Management, Delhi Technological University, Bawana Road, Delhi-42 in partial fulfilment of the requirement for the award of the Degree of Masters of Business Administration.

Signature of Guide  
(DSM)

Signature of HOD

Place:

Seal of HOD

Date:

## **DECLARATION**

I, Annany Upadhyay, student of MBA 2020-22 of Delhi School of Management, Delhi Technological University, Bawana Road, Delhi – 42, hereby declare that the dissertation report “STUDY OF FACTORS THAT MAKE AN ADVERTISEMENTCONTROVERSIAL” submitted in partial fulfilment of Degree of Masters of Business Administration is the original work conducted by me.

The information and data given in the report is authentic to the best of my knowledge. This report is not being submitted to any other University, for award of any other degree, diploma or fellowship.

PLACE:

Annany Upadhyay

DATE:

## **ACKNOWLEDGEMENT**

It is pleasure to acknowledge many people who helped me in ways more than one to complete my project.

First & foremost, a deep sense of gratitude is owed to Mr. Yashdeep Singh for his immense motivations, guidance and encouragement to always explore new ways and bring in new and fresh perspective to work.

I would also like to extend my heartfelt thanks to the teachers for helping me wherever I needed and providing their invaluable knowledge, guidance, encouragement and making my report enriched and valuable.

Annany Upadhyay

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## **EXECUTIVE SUMMARY**

The abundance of literature on positive brand emotions provides the idea that brand-consumer connections are brimming with attachment, affection, and even burning love. However, it would be oversimplifying to think that consumers and brands are always in a state of 'love, peace, and harmony.' In fact, unfavourable consumer-brand connections are more common than positive ones, according to research. As a result, the emphasis on positive brand relationships is unjustified. Consumers may develop severe unfavourable sentiments toward brands, which could lead to brand hatred, according to studies.

Brand hatred may be called as 'an intense negative emotional effect toward a brand', and it is likely to lead to reduced purchases by the customers, also they switch to other companies or brands and also the negative word-of-mouth (WOM) - all of which can result in financial losses for the company.

This report dives deep into the factors responsible for making a consumer feel hatred towards a brand. For this, literature review and survey analysis was conducted to better understand this phenomenon of brand hate.

A survey is administered to respondents who rate the various factors on a Likert scale of 1-5.

These findings are useful for any agency or advertisers to better understand the consumer perception and help avoid the factors causing this brand hate.

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## **CHAPTER-1**

### **INTRODUCTION**

The abundance of literature on positive brand emotions provides the idea that brand-consumer connections are brimming with attachment, affection, and even burning love. However, it would be oversimplifying to think that consumers and brands are always in a state of 'love, peace, and harmony.' In fact, unfavourable consumer-brand connections are more common than positive ones, according to research.

As a result, the emphasis on positive brand relationships is unjustified. Consumers may develop severe unfavourable sentiments toward brands, which could lead to brand hatred, according to studies.

Brand hatred can be said as 'an intense negative emotional effect toward a brand', and it is likely to lead to reduced intent to purchase, switching from brand to its competitors and avoidance, as well as the propagation of negative word-of-mouth (WOM) - all of which can result in financial losses for the company.

Different components can induce brand hatred and motivate individuals to pursue despised brands for retaliation for perceived violations committed by the brand, according to Sternberg's (2003) theory of hate. Individuals' feelings of hatred can be triggered by violations of particular moral rules, which can lead to harmful effects. As a result, when one feels that his moral standards is not being met by the brand, they feel anger/disgust and stop making purchases, all of which leads to financial losses of the brand.

Researchers agree that brand hate generated due to anger, disgust, and disappointment negatively affects consumer buying patterns, which leads to different behavioral

responses like distraction. Brand hate mediates the association between brand infractions and anti-brand activism, brand avoidance and brand equity, and perceived betrayal and anti-brand action, according to previous research.



## **PROBLEM STATEMENT**

There can be many reasons as to why a consumer begins to develop negative feelings towards a particular brand. It may have to do with his experience, beliefs mismatch, improper advertisements etc. These negative feelings can take the form of anger, disgust or disappointment depending upon the experience the customer faced using the brand's products.

And because of these negative emotions, companies and brand suffers. With the extreme penetration of internet and social media, these negative feelings of the consumers can soon begin to hamper your brands reputation and thus decreasing the sales and profit and brand value.

## **OBJECTIVES OF THE STUDY**

The objective of this research is to find the following:

1. Motives for brand hate by customers
2. Actions taken by customers owing to brand hate (for eg, brand avoidance, complaints etc.)
3. To draw a conclusion based on the findings.

To obtain the above objectives, a comprehensive literature review has been conducted along with analysis of past examples of brand hate shown by customers.

Additionally, a survey was conducted to understand how the respondents feel in context of brand hate and its analysis has helped develop meaningful insights.

The findings of this study will help understand where brands go wrong which causes consumers to develop hatred towards them and how these feelings can be negated and controlled.

## **CHAPTER- 2**

### **RESEARCH METHODOLOGY**

The research methodology followed is descriptive in nature.

Descriptive research refers to the methods that describe the characteristics of the variables under study. In these types of study we are likely looking for the answer to the ‘what’ than searching for answers of the ‘why’. As the name suggest, descriptive statistics looks into what are the factors that affects the target population under the desired study.

For this purpose, a comprehensive literature review is conducted to develop and insight on brand hate and the various factors associated to it. We also come to understand the scope and limitations of the past researches and understand where the future studies can be conducted in this context.

To better understand the factors influencing brand hate, a survey was conducted.

The questions have been made considering the model that brand hate goes through the following stages:

1. Customers start feeling negative emotions because of their experience of the product or other factors.
2. Customers then start avoiding the brand(because of their experience or because the brand doesn’t match their identity or because the brand doesn’t meet the morals of the customer)
3. Customers take a permanent exit from the brand.
4. Customers show their hate towards the brand through complaints, bad word of mouth etc.

To analyze the survey results, the following tests are performed using IBM SPSS:

1. KMO and Bartlett's Test of Sphericity
2. Correlation Analysis
3. Frequency Analysis and descriptive statistics

The results of these tests helps us better understand consumer behaviours and how companies can avoid being hated and resolve the issues that the customers face that leads to there hatred towards the brand.

## CHAPTER -3

### LITERATURE REVIEW

#### **Brand Hate**

(Zarantonello, L., Romani, S., Grappi, S., & Bagozzi, R. P. (2016). Brand hate. *Journal of Product & Brand Management*.)

On analyzing this research articles we come to look into the nature of brand hatred, as well as its causes and consequences.

In Europe, the writers perform two quantitative analyses. Firstly, a measure of brand hatred is created and what significance it has on behavioural outcomes are deducted. The authors of Study 2 explain how hatred towards a brand and the behaviour of the customers, as a consequence, are different for every different reason for hatred. This paper shows us that brand hatred as a collection of unpleasant feelings that are linked to a variety of negative behavioural outcomes, including complaints, poor word-of-mouth, protest, and patronage reduction or discontinuation.

This paper further implies that brand hatred is viewed as emotive phenomena that occur at a specific period in the study. Researchers could take a broader view of the phenomenon of hatred by considering it as a disposition/sentiment rather than just an emotion. They might even try to understand if in long-term the brand hatred can be changed into love towards the brand or not.

The authors' definition of brand hate can help businesses understand how to oppose and prevent brand hatred for their own brands.

Also, this paper is one of the most cited papers on the topic since the study creates a scale for evaluating brand hatred and presents a first conception of it. The authors link

this theory and assessment of brand hatred to a variety of behavioural consequences and antecedents.

## **Determinants and Outcomes of Brand hate**

(Hegner, S. M., Fetscherin, M., & Van Delzen, M. (2017). Determinants and outcomes of brand hate. *Journal of Product & Brand Management*.)

The researchers in this paper have tried to create a model and evaluate it quantitatively in order to tell the readers about the primary factors and the outcomes it has in brand hatred.

A survey design was used in this paper, which included cross-sectional primary data from 224 German customers. SQM was used to explore hypotheses about the determinants and outcomes of brand hatred.

Brand hatred is caused by three variables: “bad past experience”, “symbolic incongruity”, and “ideological incompatibility” and results in three behavioural effects, according to the findings: “brand avoidance”, “negative word-of mouth”, “brand retaliation”.

In three ways, this research adds to the existing body of knowledge on bad brand associations. First, they have added a quantitative examination of the factors and results of brand hatred to the present exploratory and qualitative research. Second, they've created a taxonomy of factors and outcomes of brand hatred. Third, they've supplied not only a response to the demand for greater research on the concept of brand hatred, but also potential measures of brand hatred.

Although substantial research has already been conducted on bad word of mouth prompted by poor product and service performance, less is known about the other causes

for people's predisposition to disseminate negative word of mouth. The findings of this study provide a more comprehensive view of unfavourable word of mouth.

### **Brand Hate: A multi-dimensional construct**

(Zhang, C., & Laroche, M. (2020). Brand hate: a multidimensional construct. *Journal of Product & Brand Management*.)

Analyzing this article we go to look into the emotional components of brand hatred as well as the differences in feelings across different levels of brand hatred.

The research in this paper was conducted using two methodologies. In-depth interviews and data triangulation are used in Study 1. Quantitative approaches are used in study 2 to evaluate and validate the multidimensional structure of brand hate.

Brand hatred, according to Study 1, is a multidimensional construct made up of “anger”, “grief”, and “fear-related” emotions, with probable antecedents and repercussions described. The quantitative findings of Study 2 corroborate the findings of Study 1. The researchers created a nine-item three-factor scale. The suggested model is evaluated on a variety of samples and compared to other brand hate models currently available. Furthermore, the findings of this article make us understand that different types of emotions have different level of effect on brand hate.

Companies can profit from the study by having a better understanding why brand aversion occurs and how to deal with it.

### **Identifying the motives and behaviors of brand hate**

Delzen, M. V. (2014)

This paper talks about that the consumers now have more control in their relationships with businesses thanks to web 2.0. There have been an increase in numbers of internet sites where customers can simply type and share their personal experiences with a company or brand. In recent years, there has been a surge in the number of brand websites where customers can express their strong unfavourable feelings about a product. Brand hatred may be a severe danger for businesses, as it can harm the company's brand image and reputation. This study tries to uncover the motivations and actions of brand hatred in order to limit the repercussions. First, multiple scales were altered to meet the brand hate context, and a social media online pre-test was also conducted. The major survey was conducted on a marketing-oriented German website.

A total of around 300 people took part in the survey. The findings revealed that brand hatred is motivated by sensory avoidance, identification avoidance, and moral avoidance. Experiential avoidance can also result in unfavourable word-of-mouth, internet complaints, and direct retaliation.

Avoiding your true identity can lead to brand rejection. Moral avoidance has no effect on behaviour in this study, which is remarkable. This research adds more content for the greater understanding of the causes and effects of brand hating.

Companies should aim to avoid brand hatred motivations and regulate brand hatred behaviours as much as possible.

### **“Fight or flight”: coping responses to brand hate**

Bayarassou, O., Becheur, I., & Valette-Florence, P. (2020). “Fight or flight”: coping responses to brand hate. *Journal of Product & Brand Management*.



The goal of this study is to look into how brand and customer personalities interact to shape brand hatred and its effects. It looks into the link between a brand's false character, feelings of betrayal, and brand hatred, and identifies two response paths that lead to customer avoidance and revenge. Furthermore, the study investigates the role of narcissism in mediating the relationship between brand hatred and its consequences.

The data used in this research paper came through an online survey of a representative consumer panel of French people.

The surveyed people had to think and name a brand they despise. They were then asked to rate the various factors that were described in the model that the authors have created. The data was analysed using partial least squares structural equation modelling.

The research elucidates the potential mediators and moderators of brand hatred.

In addition, this article examines the effect of the narcissistic characters on the link between brand hatred and the desire to avoid or retaliate against a brand..

Active brand hatred propels a person to feel vengeance, whereas passive brand hatred positively promotes the feeling to avoid the brand completely.

Finally, the current study implies that customer narcissism promotes the desire for brand vengeance.

### **I can't stop hating you: an anti-brand-community perspective on apple brand hate**

Rodrigues, C., Brandão, A., & Rodrigues, P. (2020). I can't stop hating you: an anti-brand-community perspective on apple brand hate. *Journal of Product & Brand Management*.

This research contributes to the body of knowledge on bad consumer-brand relationships by expanding understanding of the key triggers of global and prominent brand hatred. It looks into the function of brand in inciting brand hatred, as well as behavioural and emotional effects of brand hatred, such as readiness to punish and negative brand engagement.

Data for this research paper was collected from two Apple anti-brand forums. Structural equation modelling was used to analyse the data.

Brand hatred, according to the research paper, is formed by the following four factors. They are: “symbolic incongruity”, “ideological incompatibility”, “negative past experience” and “brand inauthenticity”.

This research adds to the body of knowledge on negative relationship between the brand and its customers by throwing light upon the key drivers and outcomes of worldwide and well-known brand hatred. More importantly, it shows empirically that brand hatred doesn't not need to be immediate, it can gradually develop because of the emotions of the customers change due to his long term experience or moral mismatch etc., and this results in the brand love to change into brand hate.

## CHAPTER 4

### FINDINGS

#### 1. KMO and Bartlett's Test of Sphericity:

Both the KMO and Bartlett tests are used to check the adequacy of data for analysis.

For KMO: Data set with values greater than 0.7 are considered adequate for analysis.

For Bartlett's Test: Data set with Significance level less than 0.05 are considered adequate for analysis

—

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.764
Bartlett's Test of Sphericity	Approx. Chi-Square	714.772
	df	190
	Sig.	.000

□

As we see above, the KMO test shows a value of 0.764.

And the Bartlett's Test shows a significance of less than .001. Thus we can claim that the data is adequate for analysis.

## 2. Correlation Analysis between the factors:

Correlations											
		I feel angry about brand x	I feel disgusted & contempt about brand x	I am disappointed in brand x	I would feel ashamed to use products of brand x	The brand products are inconvenient	My hate for this brand is linked to the bad performance this product had	I hate this brand because of its origin country	The products of brand X do not fit my personality	I don't want to be seen with brand X	This brand symbolizes the kind of person I would never wanted to be
I feel angry about brand x	Pearson Correlation	1	.686**	.581**	.540**	.523**	.291*	.421**	.362**	.431**	.292*
	Sig. (2-tailed)		<.001	<.001	<.001	<.001	.035	.002	.008	.001	.034
	N	53	53	53	53	53	53	53	53	53	53
I feel disgusted & contempt about brand x	Pearson Correlation	.686**	1	.308*	.599**	.488**	.308*	.596**	.464**	.510**	.392**
	Sig. (2-tailed)	<.001		.025	<.001	<.001	.025	<.001	<.001	<.001	.004
	N	53	53	53	53	53	53	53	53	53	53
I am disappointed in brand x	Pearson Correlation	.581**	.308*	1	.408**	.456**	.486**	.167	.243	.284*	.003
	Sig. (2-tailed)	<.001	.025		.002	<.001	<.001	.231	.080	.039	.981
	N	53	53	53	53	53	53	53	53	53	53
I would feel ashamed to use products of brand x	Pearson Correlation	.540**	.599**	.408**	1	.470**	.258	.552**	.497**	.602**	.595**
	Sig. (2-tailed)	<.001	<.001	.002		<.001	.062	<.001	<.001	<.001	<.001
	N	53	53	53	53	53	53	53	53	53	53
The brand products are inconvenient	Pearson Correlation	.523**	.488**	.456**	.470**	1	.420**	.296*	.326*	.467**	.190
	Sig. (2-tailed)	<.001	<.001	<.001	<.001		.002	.031	.017	<.001	.173
	N	53	53	53	53	53	53	53	53	53	53
My hate for this brand is linked to the bad performance this product had	Pearson Correlation	.291*	.308*	.486**	.258	.420**	1	.240	.328*	.147	-.054
	Sig. (2-tailed)	.035	.025	<.001	.062	.002		.084	.017	.294	.703
	N	53	53	53	53	53	53	53	53	53	53
I hate this brand because of its origin country	Pearson Correlation	.421**	.596**	.167	.552**	.296*	.240	1	.553**	.305*	.457**
	Sig. (2-tailed)	.002	<.001	.231	<.001	.031	.084		<.001	.027	<.001
	N	53	53	53	53	53	53	53	53	53	53
The products of brand X do not fit my personality	Pearson Correlation	.362**	.464**	.243	.497**	.326*	.328*	.553**	1	.447**	.543**
	Sig. (2-tailed)	.008	<.001	.080	<.001	.017	.017	<.001		<.001	<.001
	N	53	53	53	53	53	53	53	53	53	53
I don't want to be seen with brand X	Pearson Correlation	.431**	.510**	.284*	.602**	.467**	.147	.305*	.447**	1	.531**
	Sig. (2-tailed)	.001	<.001	.039	<.001	<.001	.294	.027	<.001		<.001
	N	53	53	53	53	53	53	53	53	53	53
This brand symbolizes the kind of person I would never wanted to be	Pearson Correlation	.292*	.392**	.003	.595**	.190	-.054	.457**	.543**	.531**	1
	Sig. (2-tailed)	.034	.004	.981	<.001	.173	.703	<.001	<.001	<.001	
	N	53	53	53	53	53	53	53	53	53	53
In my opinion, brand X acts irresponsible	Pearson Correlation	.355**	.232	.586**	.384**	.386**	.145	.186	.194	.452**	.211
	Sig. (2-tailed)	.009	.095	<.001	.005	.004	.299	.182	.163	<.001	.129
	N	53	53	53	53	53	53	53	53	53	53
In my opinion, brand X violates moral standards	Pearson Correlation	.505**	.493**	.154	.550**	.272*	.067	.493**	.552**	.596**	.665**
	Sig. (2-tailed)	<.001	<.001	.270	<.001	.048	.632	<.001	<.001	<.001	<.001
	N	53	53	53	53	53	53	53	53	53	53
The brand don't matches my values and beliefs	Pearson Correlation	.342*	.364**	.123	.555**	.204	.224	.429**	.465**	.450**	.627**
	Sig. (2-tailed)	.012	.007	.381	<.001	.142	.107	.001	<.001	<.001	<.001
	N	53	53	53	53	53	53	53	53	53	53
I don't purchase products of brand X anymore	Pearson Correlation	.289*	.332*	.449**	.238	.284*	.341*	.111	.290*	.392**	.188
	Sig. (2-tailed)	.036	.015	<.001	.087	.039	.013	.428	.035	.004	.179
	N	53	53	53	53	53	53	53	53	53	53
I spread negative word-of-mouth about the company's service firm	Pearson Correlation	.495**	.443**	.429**	.426**	.621**	.512**	.234	.288*	.351**	.159
	Sig. (2-tailed)	<.001	<.001	.001	.001	<.001	<.001	.091	.036	.010	.255
	N	53	53	53	53	53	53	53	53	53	53
I try to influence a lot of people in not purchasing this brand	Pearson Correlation	.279*	.327*	.217	.383**	.493**	.293*	.279*	.148	.355**	.325*
	Sig. (2-tailed)	.043	.017	.119	.005	<.001	.033	.043	.289	.009	.018
	N	53	53	53	53	53	53	53	53	53	53
I complained online to make public the practices of this brand	Pearson Correlation	.423**	.561**	.269	.565**	.412**	.361**	.638**	.511**	.350*	.415**
	Sig. (2-tailed)	.002	<.001	.052	<.001	.002	.008	<.001	<.001	.010	.002
	N	53	53	53	53	53	53	53	53	53	53

\*\* . Correlation is significant at the 0.01 level (2-tailed).

		In my opinion, brand X acts irresponsible	In my opinion, brand X violates moral standards.	The brand don't matches my values and beliefs.	I don't purchase products of brand X anymore.	I spread negative word-of-mouth about the company/ service firm.	I try to influence a lot of people in not purchasing this brand.	I complained online to make public the practices of this brand.
I feel angry about brand x	Pearson Correlation	.355**	.505**	.342*	.289*	.495**	.279*	.423**
	Sig. (2-tailed)	.009	<.001	.012	.036	<.001	.043	.002
	N	53	53	53	53	53	53	53
I feel disgusted & contempt about brand x.	Pearson Correlation	.232	.493**	.364**	.332*	.443**	.327*	.561**
	Sig. (2-tailed)	.095	<.001	.007	.015	<.001	.017	<.001
	N	53	53	53	53	53	53	53
I am disappointed in brand x.	Pearson Correlation	.596**	.154	.123	.449**	.429**	.217	.269
	Sig. (2-tailed)	<.001	.270	.381	<.001	.001	.119	.052
	N	53	53	53	53	53	53	53
I would feel ashamed to use products of brand x.	Pearson Correlation	.384**	.550**	.555**	.238	.426**	.383**	.565**
	Sig. (2-tailed)	.005	<.001	<.001	.087	.001	.005	<.001
	N	53	53	53	53	53	53	53
The brand products are inconvenient.	Pearson Correlation	.386**	.272*	.204	.284*	.621**	.493**	.412**
	Sig. (2-tailed)	.004	.048	.142	.039	<.001	<.001	.002
	N	53	53	53	53	53	53	53
My hate for this brand is linked to the bad performance this product had.	Pearson Correlation	.145	.067	.224	.341*	.512**	.293*	.361**
	Sig. (2-tailed)	.299	.632	.107	.013	<.001	.033	.008
	N	53	53	53	53	53	53	53
I hate this brand because of its origin country.	Pearson Correlation	.186	.493**	.429**	.111	.234	.279*	.638**
	Sig. (2-tailed)	.182	<.001	.001	.428	.091	.043	<.001
	N	53	53	53	53	53	53	53
The products of brand X do not fit my personality.	Pearson Correlation	.194	.552**	.465**	.290*	.288*	.148	.511**
	Sig. (2-tailed)	.163	<.001	<.001	.035	.036	.289	<.001
	N	53	53	53	53	53	53	53
I don't want to be seen with brand X	Pearson Correlation	.452**	.596**	.450**	.392**	.351**	.355**	.350*
	Sig. (2-tailed)	<.001	<.001	<.001	.004	.010	.009	.010
	N	53	53	53	53	53	53	53
This brand symbolizes the kind of person I would never wanted to be.	Pearson Correlation	.211	.665**	.627**	.188	.159	.325*	.415**
	Sig. (2-tailed)	.129	<.001	<.001	.179	.255	.018	.002
	N	53	53	53	53	53	53	53
In my opinion, brand X acts irresponsible	Pearson Correlation	1	.445**	.285*	.598**	.325*	.328*	.225
	Sig. (2-tailed)		<.001	.038	<.001	.018	.017	.106
	N	53	53	53	53	53	53	53
In my opinion, brand X violates moral standards.	Pearson Correlation	.445**	1	.622**	.497**	.276*	.352**	.474**
	Sig. (2-tailed)	<.001		<.001	<.001	.045	.010	<.001
	N	53	53	53	53	53	53	53
The brand don't matches my values and beliefs.	Pearson Correlation	.285*	.622**	1	.311*	.219	.383**	.442**
	Sig. (2-tailed)	.038	<.001		.024	.115	.005	<.001
	N	53	53	53	53	53	53	53
I don't purchase products of brand X anymore.	Pearson Correlation	.598**	.497**	.311*	1	.279*	.195	.240
	Sig. (2-tailed)	<.001	<.001	.024		.043	.161	.084
	N	53	53	53	53	53	53	53
I spread negative word-of-mouth about the company/ service firm.	Pearson Correlation	.325*	.276*	.219	.279*	1	.712**	.454**
	Sig. (2-tailed)	.018	.045	.115	.043		<.001	<.001
	N	53	53	53	53	53	53	53
I try to influence a lot of people in not purchasing this brand.	Pearson Correlation	.326*	.352**	.383**	.195	.712**	1	.457**
	Sig. (2-tailed)	.017	.010	.005	.161	<.001		<.001
	N	53	53	53	53	53	53	53
I complained online to make public the practices of this brand.	Pearson Correlation	.225	.474**	.442**	.240	.454**	.457**	1
	Sig. (2-tailed)	.106	<.001	<.001	.084	<.001	<.001	
	N	53	53	53	53	53	53	53

Inferences from correlation analysis:

Since the survey questions were divided into the following three categories:

1. 4 questions aims at finding the emotion that customers feel causing brand hate namely anger, disgust, disappointment and shame.
2. The next part covers how the customers avoid the brand which is further divided into:
  - A. Avoidance because of bad experience (questions 8 & 9)
  - B. Avoidance because of brand identity (questions 10, 11, 12 & 13)
  - C. Avoidance because of moral mismatch (questions 14, 15 & 16)
3. Next, the questions cover actions taken by customers.

Therefore, inferences have been drawn to understand the relation between these categories and shown in the table below:

A) Emotions and avoidance:

Emotions	Experiential Avoidance		Identity Avoidance		Moral Mismatch	
<b>Anger</b>	Inconvenience (0.523)	Performance issues (0.291)	Don't want to seen using X (0.431)	Symbolizes a different personality (0.292)	Violates moral standards (0.505)	Does not match my beliefs (0.342)
<b>Disgust/Contempt</b>	Inconvenience (0.488)	Performance issues (0.308)	Origin Country (0.596)	Symbolizes a different personality (0.392)	Violates moral standards (0.493)	Acts irresponsibly (0.232)
<b>Disappointment</b>	Performance issue (0.486)	Inconvenient (0.456)	Don't want to seen using X (0.284)	Symbolizes a different personality (0.003)	Acts irresponsibly (0.586)	Does not match my beliefs (0.123)
<b>Shame</b>	Inconvenience (0.470)	Performance issues (0.258)	Don't want to seen using X (0.602)	Does not fit personality (0.497)	Does not match my beliefs (0.555)	Acts irresponsibly (0.384)

B) Emotions and Actions:

Emotions	Highest Correlated	Least Correlated
Anger	Spread Negative WOM (0.495)	Influence others to not purchase from X (0.279)
Disgust/Contempt	Complain Online (0.561)	Influence others to not purchase from X (0.327)
Disappointment	Doesn't purchase from brand X (0.449)	Influence others to not purchase from X (0.217)
Shame	Complain Online (0.565)	Doesn't purchase from brand X (0.238)

The following can be inferred based on the analysis and table above:

1. **When a consumer is angry from brand X**, its mostly because of the inconvenience he faced while using X and also he prefers not to be seen any longer with brand X. The consumer also feels that the brand violates the moral standards.

The customer thus spreads negative word of mouth to make the public aware of his experiences.

2. **When the consumer feels disgusted towards brand X**, its mostly because of the inconvenience he faced using brand X or the country of origin of the product. The consumer, in this case, also feels that the brand does violate moral standards.

And as an action, the consumer tries to complain online and make the brand and public aware of the issues.

3. **When the consumer feels disappointed with brand X**, its mostly because of performance issues he faced while using the products of brand X. And thus he believes that the brand acts irresponsibly and therefore, the consumer no longer wants to seen with brand X. And as an action, the consumer mostly chooses to stop making purchases from brand X and take a permanent exit.
4. **When the consumer feels ashamed to use products of brand X**, its mostly because of the inconveniences he faced using the products of brand X and he feels as if his values and beliefs does not match with that of the brands identity. Therefore, he chooses to no longer be seen with brand X. And as an action he chooses to complain online and make the brand and public aware of his issues.



### 3. SURVEY DISCUSSION:

#### General Questions:

1. Age: In this the respondents have to enter their age. The age has been divided into 4 brackets

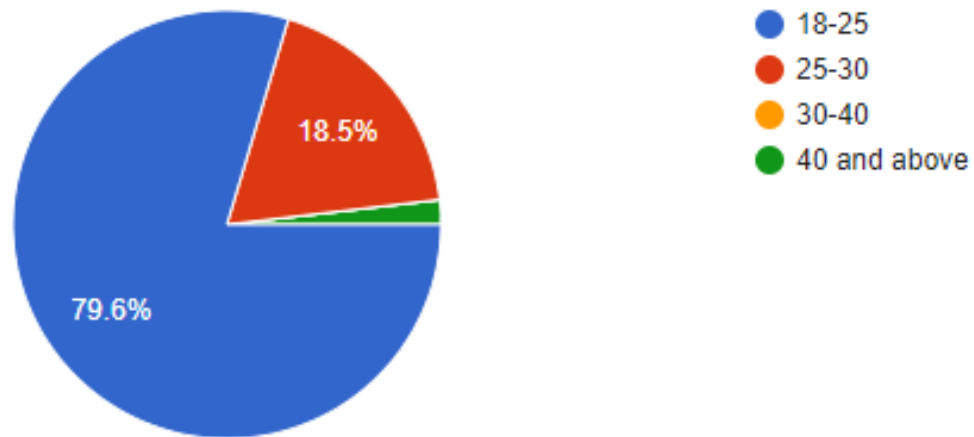
18-25

25-30

30-40

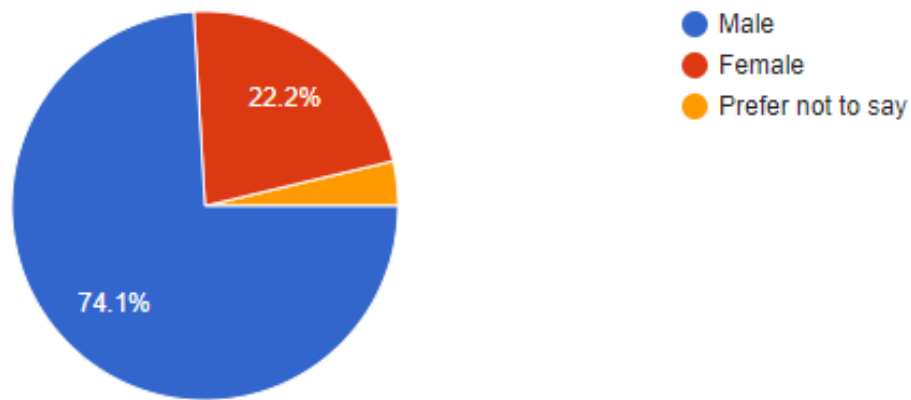
>40

Out of total responses, 79.6% of respondents belong to 18-25, 18.5% belong to 25-30, and 1.9% belong to >30



2. Gender:

The Gender of the respondents can be male, female, or if the respondents prefer not to say.



### 3. Brand Disliked/Hated:

The respondents have to enter the brand they hate and for whom they have filled the survey form.

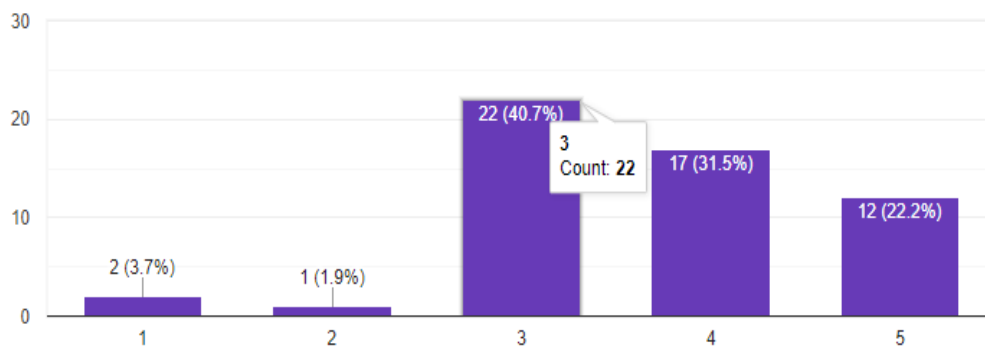
In our survey, britannia, puma and reebok were mentioned the most number of times.

### Questions to understand the emotion towards the brand (answered on 5 point Likert Scale):

#### 4. I feel anger towards brand X.

Mean score = 4

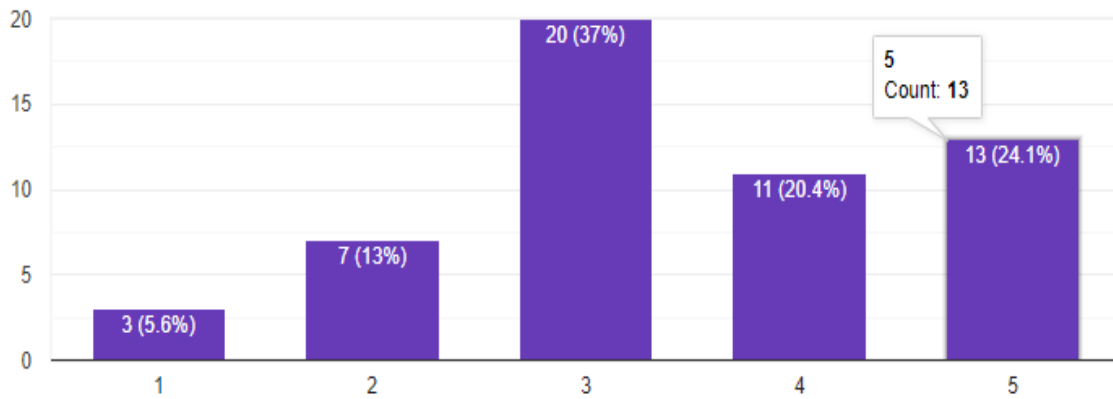
Percentage > mean score = 22%



#### 5. "I feel disgusted & contempt about brand x:"

Mean score = 3

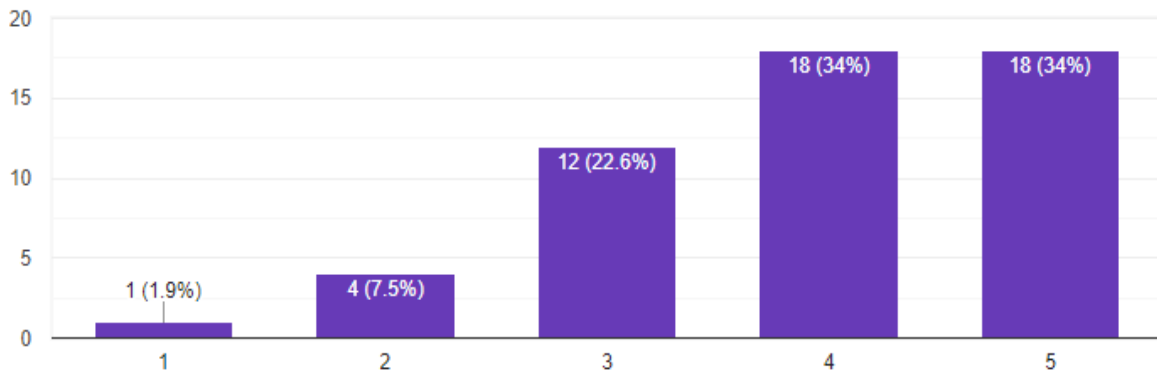
Percentage > mean score = 24%



6. “I am disappointed in brand x.”

Mean score = 4

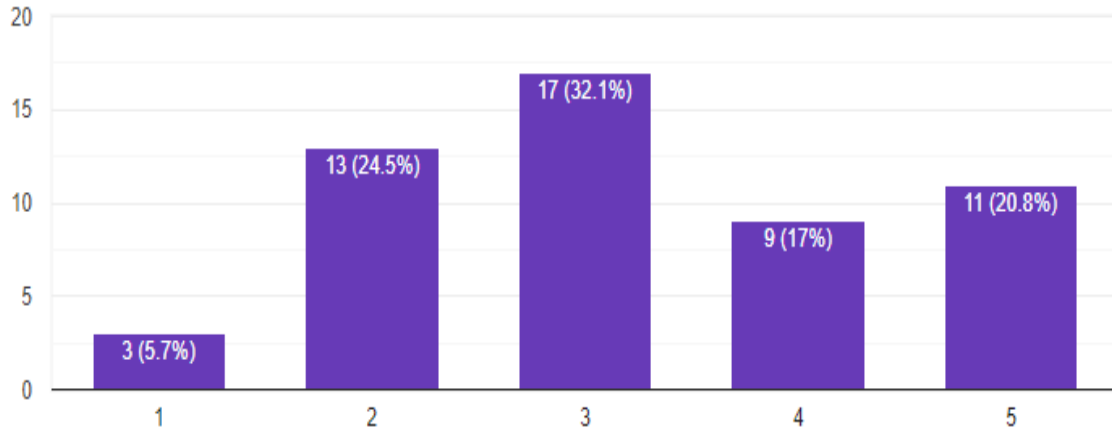
Percentage > mean score = 33%



7. “I would feel ashamed to use products of brand x.”

Mean score = 3

Percentage > mean score = 20%



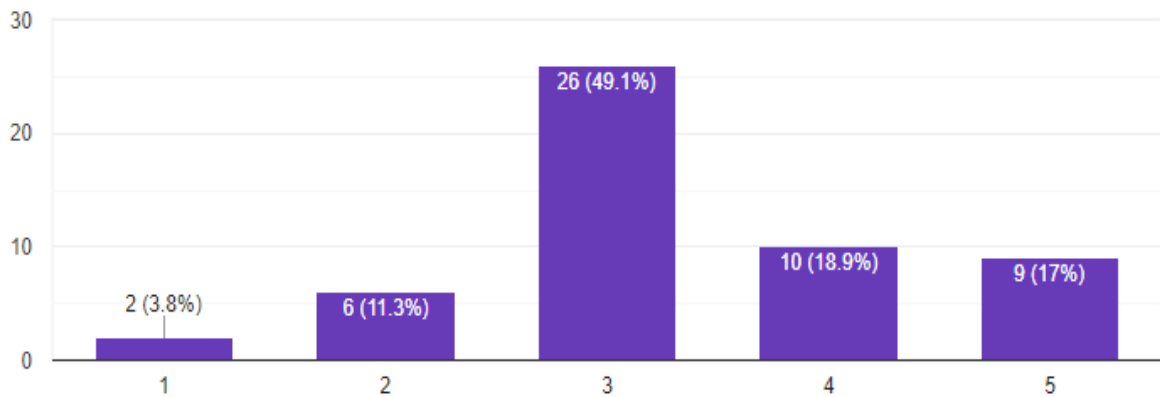
**Next set of questions try to understand the avoidance of consumers towards a brand.**

**Firstly, avoidance due to bad experiences:**

8. “The brand products are inconvenient.”

Mean score = 3

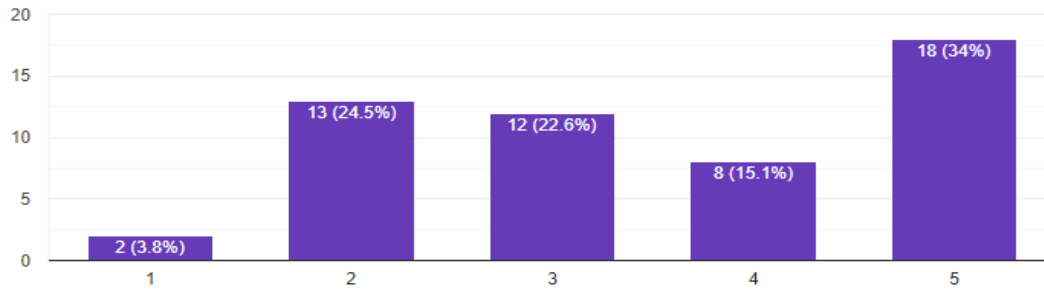
Percentage > mean score = 17%



9. Hatred due to bad performance:

Mean score = 3

Percentage > mean score = 33%

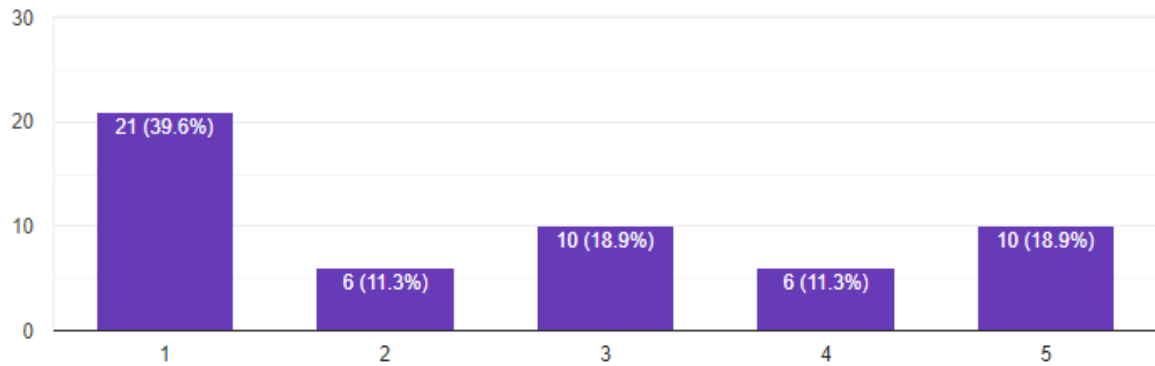


**Secondly, avoidance due to brands identity:**

10. “I hate this brand because of its origin country.”

Mean score = 3

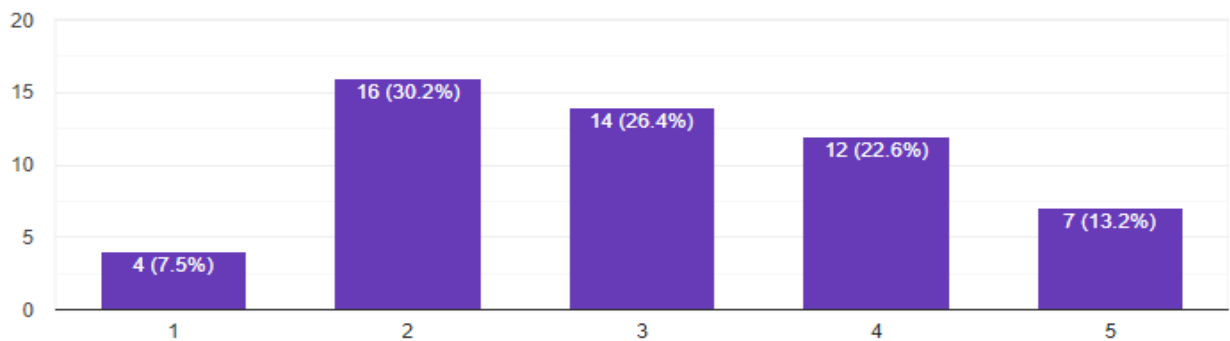
Percentage > mean score = 19%



11. Hatred due to personality mismatch:

Mean score = 3

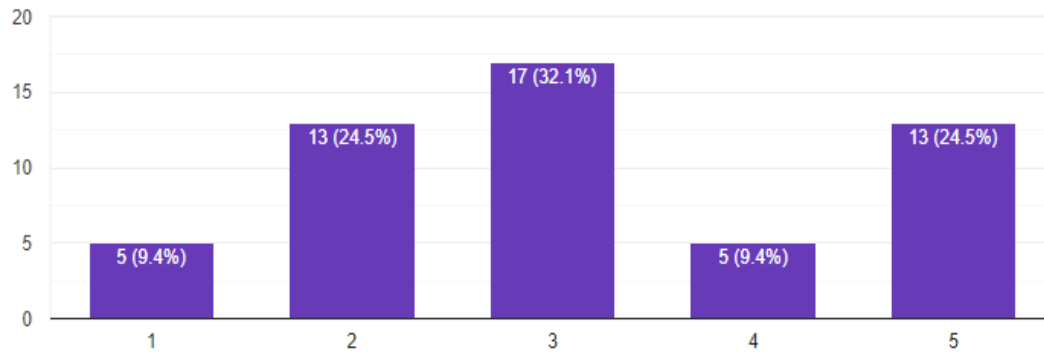
Percentage > mean score = 13%



12. I don't want to be seen with brand X

Mean score = 3

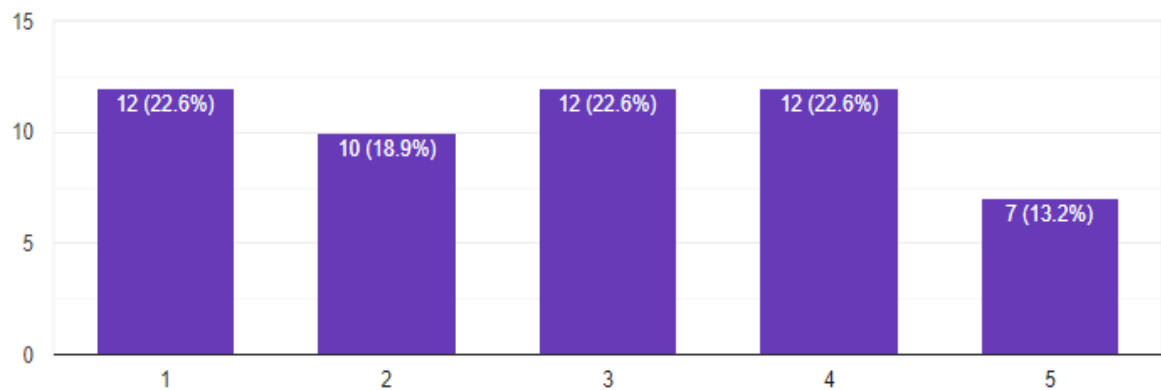
Percentage > mean score = 24%



13. Hatred due to values mismatch:

Mean score = 3

Percentage > mean score = 13%

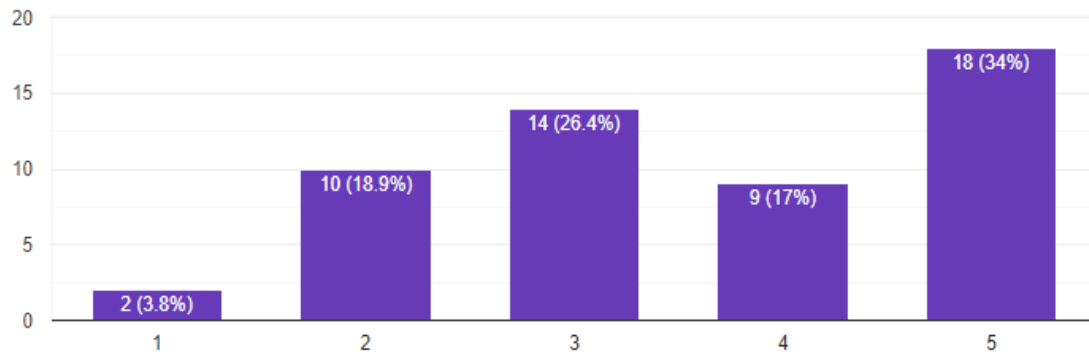


**Thirdly, avoidance due to moral mismatch:**

14. "In my opinion, brand X acts irresponsible"

Mean score = 4

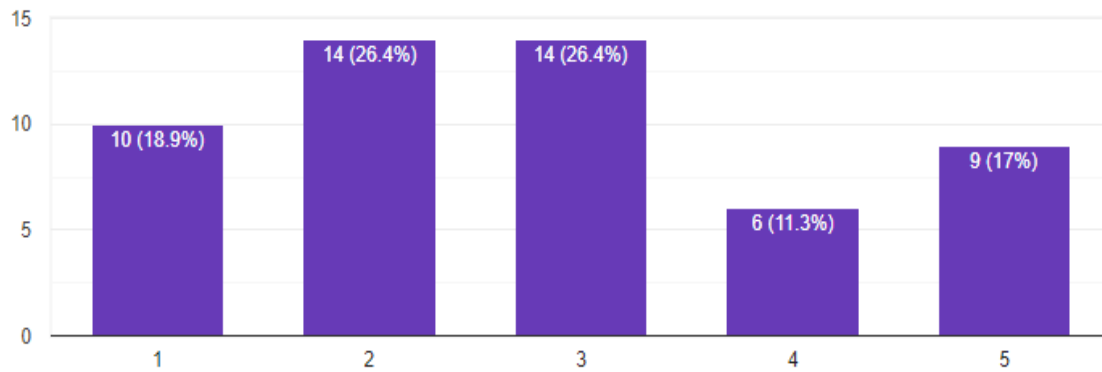
Percentage > mean score = 33%



15. Brand X violates moral standards:

Mean score = 3

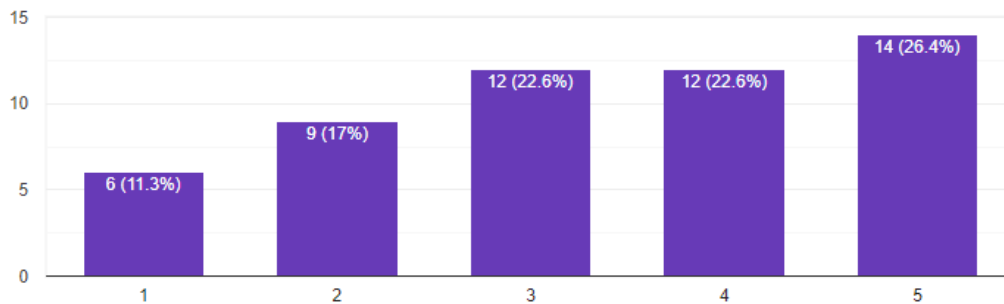
Percentage > mean score = 17%



16. “The brand doesn’t match my values and beliefs.”

Mean score = 3

Percentage > mean score = 26%

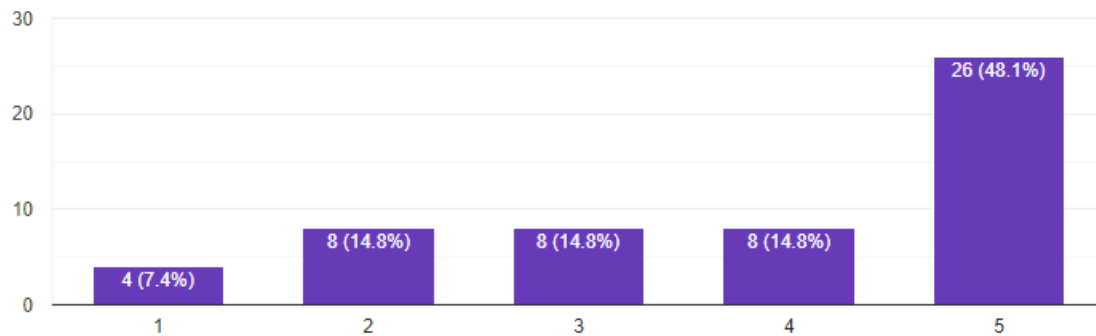


**Next set of questions enquire about what actions are taken by the consumers owing to their hatred towards the brand:**

17. I stopped purchasing products of the brand I hate:

Mean score = 4

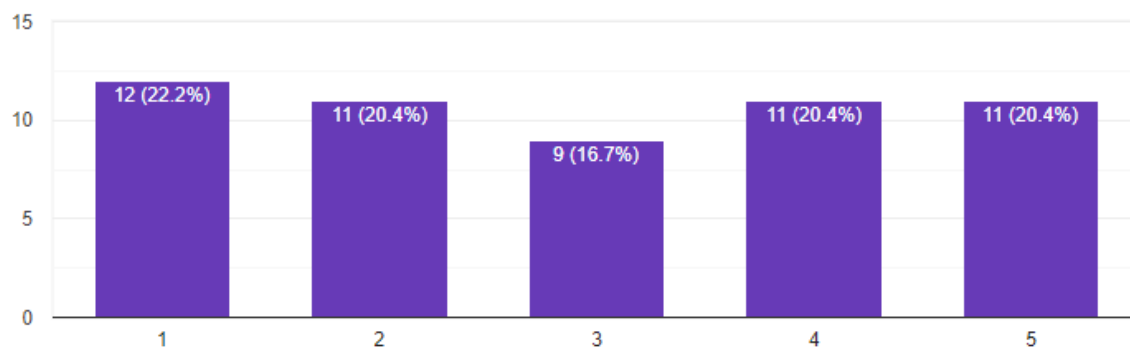
Percentage > mean score = 48%



18. I am likely to spread negative word-of-mouth

Mean score = 3

Percentage > mean score = 20%

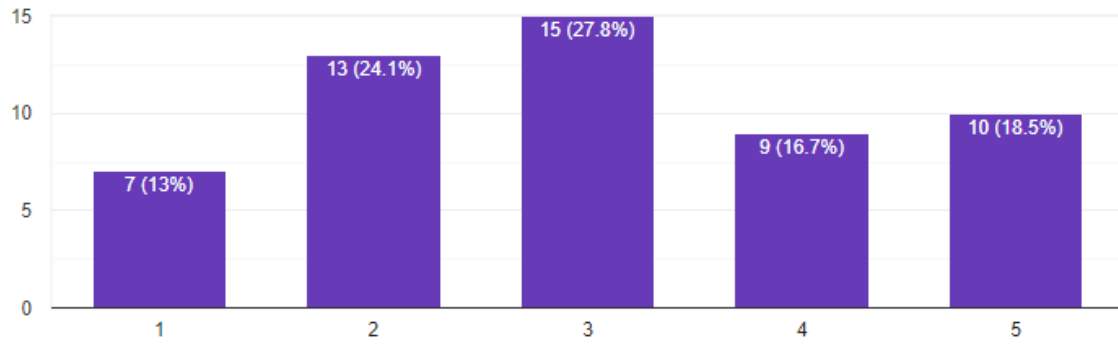


19. "I try to influence people to not buy from this brand"

Mean score = 3

Percentage > mean score = 19%

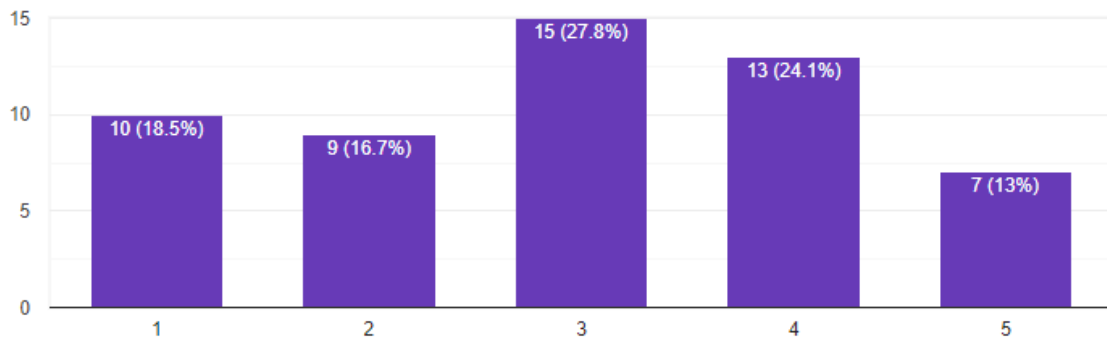




20. “I complained online to make public the practices of this brand”

Mean score = 3

Percentage > mean score = 13%



#### 4. Descriptive Statistics:

Descriptive Statistics						
	N Statistic	Minimum Statistic	Maximum Statistic	Mean		Std. Deviation Statistic
I feel angry about brand x	53	1	5	3.66	.135	.979
I feel disgusted & contempt about brand x .	53	1	5	3.43	.161	1.169
I am disappointed in brand x.	53	1	5	3.91	.141	1.024
I would feel ashamed to use products of brand x.	53	1	5	3.23	.165	1.203
The brand products are inconvenient.	53	1	5	3.34	.140	1.018
My hate for this brand is linked to the bad performance this product had.	53	1	5	3.51	.178	1.295
I hate this brand because of its origin country.	53	1	5	2.58	.215	1.562
The products of brand X do not fit my personality.	53	1	5	3.04	.162	1.176
I don't want to be seen with brand X	53	1	5	3.15	.179	1.307
This brand symbolizes the kind of person I would never wanted to be.	53	1	5	2.85	.187	1.364
In my opinion, brand X acts irresponsible	53	1	5	3.58	.171	1.247
In my opinion, brand X violates moral standards.	53	1	5	2.81	.185	1.345
The brand don't matches my values and beliefs.	53	1	5	3.36	.185	1.346
I don't purchase products of brand X anymore.	53	1	5	3.79	.189	1.378
I spread negative word-of-mouth about the company/ service firm.	53	1	5	2.96	.203	1.480
I try to influence a lot of people in not purchasing this brand.	53	1	5	3.04	.181	1.315
I complained online to make public the practices of this brand .	53	1	5	2.96	.181	1.315

### **Inferences from the survey analysis and the descriptive statistics:**

- a) We had 74.1% male respondents and the rest females.
- b) 79.6% of respondents belonged to the age group of 18-25, 18.5% in 25-30 years and rest in 40+ age group.
- c) Under the section that tries to find the emotion of brand hate, we find disappointment leading with a mean of 3.91 followed by anger with mean 3.66. Disgust and shame have a mean of 3.43 and 3.23 respectively.
- d) We find that under the section of avoidance by customers, experiential avoidance was the primary reason to avoid with a combined mean of 3.425 followed by moral avoidance with a combined mean of 3.25 and then identity avoidance with a combined mean of 3.013.

## **CHAPTER 5**

### **LIMITATIONS AND FUTURE WORK**

This study tries to bring clarity on the emotions, causes of avoidance and the actions taken by the consumer towards a brand. Although the attempt has been thorough to develop a meaningful understanding on the topic, yet there are few limitations to this study.

Firstly, the sample size is relatively small. Secondly, the data is skewed in terms of age. Thirdly, the survey covers only a specific geographical region. Thus a larger sample size with proper representation of all the age group and geographical regions can help develop a clearer understanding of how much does age influences the behavior of the consumers.

The future work that can be attempted for this study is to try and create a model that can predict what actions can a consumer take given a set of variables. This can prove useful to companies to resolve the consumers' issues before he takes any action that can hamper the brands reputation.

## **CHAPTER 6**

### **CONCLUSION**

Brand hatred can lead to activities that harm the company's brand image and reputation, as well as put a lot of strain on its employees. As a result, firms can benefit from this research by analysing the reasons for consumer dissatisfaction and improving their products and services accordingly. This research demonstrates that brand hatred exists in every product area and for every brand (since our responses had name of more than 20 brands). As a result, it is critical for marketers to avoid motives to best possible extent and meticulously regulate customer behaviour.

Managers can avoid motives from occurring in the first place. As we've shown in our research, the most damaging driver of brand hatred is experiential avoidance. This drive is frequently fueled by a mismatch between one's expectations for a product and its actual performance. It is, however, a motivator that may be readily avoided by businesses. The most natural step is to maintain ongoing quality control over the product and services provided, as well as to honour commitments made. Furthermore, businesses must allow customers to directly contact them with complaints before the matter becomes out of hand. It may help the brand to resolve the issue the customer is facing before the customer takes step to make experiences and vies public on the internet which could hamper the brands reputation completely.

Thus, seeing the nature of brand hate, it is necessary for brands to have their own helpdesk to resolve customers' issue.

Second, in order to avoid the avoidance of brands due to identity mismatch, marketers should always keep a special eye to their target market group. For example, a luxury brand may decide to target more mainstream groups, resulting in the product's exclusivity being compromised. The present customer group has decided to reject the brand since they can no longer identify with it.

Thus, the marketing plan and target groups are critical to the product's brand image and should be regularly monitored.

Finally, managers should keep a careful eye on the company's social corporate responsibility and examine its actions on a regular basis. A recent example is the disaster at a clothing plant in Asia that produces clothing for a number of major clothing labels. This incident drew harsh attention from news outlets around the world. While developing new tactics, management should consider moral considerations. Brands that are transparent about their leadership are more likely to be accepted.

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**SURVEY QUESTIONNAIRE:**

# Brand-Hate survey

Hello everyone !

we are interested in the hatred one can develop for a certain brand. This questionnaire will take about 10 minutes of your time and is based on your personal opinion, so there are no wrong answers!

Thank you for your participation



annanyupadhyay1@gmail.com (not shared) [Switch account](#)



\* Required

What is your gender? \*

- ☐ Male
- ☐ Female
- ☐ Prefer not to say

What is your age? \*

- ☐ 18-25
- ☐ 25-30
- ☐ 30-40
- ☐ 40 and above

Please mention a brand that you hate/dislike. \*

Your answer \_\_\_\_\_

I feel angry about brand x. \*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

I feel disgusted & contempt about brand x. \*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

I am disappointed in brand x. \*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

I would feel ashamed to use products of brand x. \*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

The brand products are inconvenient. \*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

My hate for this brand is linked to the bad performance this product had. \*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

I hate this brand because of its origin country. \*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

The products of brand X do not fit my personality. \*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

I don't want to be seen with brand X \*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

This brand symbolizes the kind of person I would never wanted to be.

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

In my opinion, brand X acts irresponsible \*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

In my opinion, brand X violates moral standards. \*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

The brand don't matches my values and beliefs. \*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

I don't purchase products of brand X anymore. \*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

I spread negative word-of-mouth about the company/ service firm. \*

	1	2	3	4	5	
strongly disagree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	strongly agree

I try to influence a lot of people in not purchasing this brand. \*

1 2 3 4 5  
strongly disagree ☐ ☐ ☐ ☐ ☐ strongly agree

I complained online to make public the practices of this brand . \*

1 2 3 4 5  
strongly disagree ☐ ☐ ☐ ☐ ☐ strongly agree

Submit

Clear form