

THE EFFECT OF DIMENSIONS OF BRAND HATE ON CONSUMER BEHAVIOR

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1. INTRODUCTION

Consumers vary in their feelings toward brands: some have positive (love) feelings, some are indifferent, and others have negative feelings (hate). Having a sense of hate and love toward a brand is a natural feeling. That is common in consumption markets. Brand hate is a new but very important concept that has been ignored in the past, but fortunately has recently been addressed by researchers. Past research suggests that brands should try to create strong and positive relationships with their consumers. Recent research shows that negative emotions have a greater impact on behavior than positive emotions. Few studies pay attention to the fact that negativity towards brands should also be managed. Considering the importance of issue, it is necessary to recognize it. So, the purpose of this research is to investigate and analyze the concept of brand hate by providing a comprehensive explanation of how brand hate evolves in consumers. In addition to examining and analyzing the concept of brand hate, it also considers the components of brand hate and its consequences.

2. MATERIALS AND METHODS

The present study is an applied research in terms of purpose and a descriptive study of correlation and regression analysis in terms of nature or method of data collection. In the current research, the target population is the consumers of Iran Khodro (Samand and Peugeot 206) and Saipa (Saina and Pars Tondar) products in Tehran, who expressed hate for the brand when the questionnaire was distributed. Random sampling method is available. The data collection tool is a questionnaire. The sample size was calculated using Cochran's formula of 384 people, and finally 400 questionnaires were distributed and analyzed. The method of data analysis is structural equation modeling using PLS and SPSS software.

3. RESULTS AND DISCUSSION

While examining the concepts and foundations of brand hate, this research has studied the three feelings of disgust, Contempt and anger that lead to brand hate. According to the results of the research, disgust, contempt and anger were recognized as components of brand hate. Also, the consequences of brand hate, including brand switching, private and public complaining, brand retaliation, brand revenge, willingness to make financial sacrifices to hurt the brand (WFS), have

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been examined. After testing the hypotheses, it was observed that there is a significant relationship between brand hate and brand switching, private and public complain, brand retaliation, brand revenge, willingness to make financial sacrifices to hurt the brand.

4. CONCLUSION

Even the most successful companies cannot satisfy all customers, and the existence of some unsatisfied customers is inevitable. Therefore, it is necessary for companies to know the components and consequences of brand hate and have appropriate plan for different situations. The research first paid attention to the components of brand hate and then investigated the consequences of brand hate. And the results of the research are stated as follows:

The findings of the research show that contempt with a path coefficient of 0.958 has a stronger influence on brand hate than disgust and anger. Then, the effect of brand hate on the consequences of brand hate has been investigated. Based on the findings of the research, the value of the path coefficient between the brand hate variable and private complaint is 0.814, which indicates a stronger influence of brand hate on private complaint than other consequences of brand hate. The lowest value is the path coefficient between the brand hate variable and the willingness to make financial sacrifices to hurt the brand, which shows that brand hatred has the least impact on the willingness to make financial sacrifices to hurt the brand, compared to other consequences of brand hate. According to the findings, the most observed behavioral reaction is private complaint. The subsequent observed reaction is the brand switching. The subsequent behavioral reactions observed are public complain, brand revenge, and brand retaliation, respectively. Although it is possible that consumers feel hate towards a brand, public complain and direct vengeance behaviors are less common among Iranian consumers.

Keywords: Brand Hate, Consumer Behavior, Brand Switching, Brand Revenge