Brand Hate

Chun Zhang

A Thesis

In the Department

of

Marketing

Presented in Partial Fulfillment of the Requirements

For the Degree of

Doctor of Philosophy (Business Administration) at

John Molson School of Business

Concordia University

Montreal, Quebec, Canada

July 2017

ABSTRACT

Brand Hate

Chun Zhang, Ph.D.

Concordia University, 2017

This thesis on brand hate comprises two manuscripts. The first essay: *Understand Brand Hate* adopts grounded theory method and examines the brand hate construct coherently. Guided by the triangulated method, the depth interviews were carried out among 25 participants across 12 nationalities, and related brand hate documents were collected. Overall, 179 brand hate cases were obtained on 71 brands. Atlas.ti was used to conduct the qualitative analysis. Results present the attributes of brand hate, including associations, antecedents, and consequences. Three different brand hate states are also uncovered in the findings, which are mild brand hate, moderate brand hate, and strong brand hate. Three dimensions of brand hate are also suggested by the findings from essay 1: emotional, cognitive, and physical. In the second essay: *Dimensions of Brand Hate: Scale Development and Validation*, a comprehensive measurement scale of brand hate is developed based on the work that is done in the first essay. Through a series of Exploratory Factor Analysis (EFA) and Confirmatory Factor Analysis (CFA), the second essay develops a nine-factor measurement scale consisting 28 items. More importantly, the essay 2 confirms the observation in essay 1 that brand hate is a multidimensional construct with three dimensions. The nine-factor measurement scale is further validated through testing a group of causal relationships between brand hate and negative word-of-mouth, complaint, protest, and patronage reduction. This work contributes to the understanding of consumer-brand relationship both theoretically and practically.

Dedication

This is dedicated to my mother and father.

Acknowledgements

My deep gratitude goes first to my co-supervisor and mentor Dr. Michel Laroche. Dr. Laroche encouraged and supported me to pursue my Ph.D. since my very first days in the Ph.D. program. Even at the hardest and darkest time, he was always the one who believed in me and supported my pursuit of the academic career. Without his trust and support, I would not have been able to finish my comprehensive exam at the beginning of the second year; or publish my first journal article at the beginning of my third year; or get the job offer at the end of my third year. I could not have finished my Ph.D. without him! He is the best supervisor I have ever seen in my life!

I am also grateful to my committee members, Dr. Michel Paulin, Dr. Roy Toffoli, Dr. Frank Müller, Dr. Frank Pons, and Dr. Saif Ullah. I greatly appreciate their insightful feedback, which helps me conduct and present my research in a better way. Especially, Dr. Michèle Paulin, my co-supervisor, has always been the cheerful one in my struggling period. She showed me an example of a confident and fine lady.

I would like to express my thanks to other professors in the Marketing department. Everyone I have talked to have never hesitated to share their knowledge and experience with me, and provide their support by different means. Both the former and present chairs, Dr. Christopher A. Ross and Dr. Jooseop Lim have helped me out with my teaching experiences. Dr. Caroline Roux has always been patient and helped me grow in the Ph.D. program. Also, Mrs. Betty Lai-Tzotzis and Mrs. Lynn Northrup embraced me to the Marketing family with her kindness. Mrs. Beverley Benderoff and Mrs. Maria Dolores Mosquera's assistance played an important role in finishing my Ph.D. in four years.

I also want to thank all the students I have taught at Concordia. All my lovely students make me grow as a teacher and a researcher. I was lucky to have their tolerance and kindness. They gave me the chance to evolve in my pedagogy and become a better teacher.

I thank my amazing Ph. D. fellows. Dr. Alexander Davidson and Dr. Ali Tezer who gave me a lot of help in job hunting. Others were always there to help me, to make me stronger and to survive through this difficult Ph. D. life. Just to name a few: Mostafa has been a good

listener to prevent me from any possible depression; Megan, Courtney, and Moein brought me the happiness and brightness with their company, and tolerate me while eating every meal in front of my desk in the office; Brad has always been a great lunch partner and friend; Derek was the motivation during my Ph.D. study with his serious research attitude. I also want to thank my future boyfriend/husband, your absence in my Ph.D. life makes me focus on my study, and be the first one in recent years to finish the Ph.D. fast while landing a tenure-track job.

Last but not least, my parents, who have given me their unconditional love and support since I was born. It is never enough to thank them with any grateful words. I want to thank you for your sacrifice to bring me to this point in my life. Thank you for all the unconditional support. I know it is never easy for you to let your only child go exploring the world. I wish I could have spent more time with you. You are the most amazing parents! Having you both as my role models, I learned to be stronger, to be persistent, not be afraid of chasing my dreams, and be a better person! I cannot be who I am now without you! I love you Baba Mama! 我爱你们爸爸妈妈！

Table of Contents

List of Figures

x

List of Tables

Essay 1

Essay 2

0. General Introduction

Emotions are the very primary ways to express (Shaver, Schwartz, Kirson, & O'Connor, 1987). For psychology scholars, emotions are important because they trigger facial expressions as well as behaviors (Fitness & Fletcher, 1993). Emotions have become an important topic for consumer-brand relationship study with the increasing attention given by consumer behavior and branding scholars (Batra, Ahuvia, & Bagozzi, 2012; Thompson, Rindfleisch, & Arsel, 2006). The scholars notice that the relationship between a consumer and a brand can be subject to anthropomorphism, and we are able to learn the consumer-brand relationship by referring to the interpersonal interactions (Aaker, 1997; Aggarwal & McGill, 2012). For example, the emotions at the interpersonal level can also be observed from consumers to brands. The positive emotions that consumers have toward brands are widely examined to analyze the consumer-brand relationship, for instance, brand attachment and brand loyalty. Scholars favor the brand love research because it gives researchers a flavorful understanding of brand management, and it seeks specifically the emotional aspect of strong consumer-brand connections (Batra *et al.*, 2012; Carroll & Ahuvia, 2006).

Studies on positive interactions between consumers and brands disclose the possible outcomes to expect by doing good, while studies on the negative aspects can be more beneficial for a brand to prevent brand failure through learning from mistakes. Branding research has already started to explore the negative emotions between consumers and brands. Brand hate, which is a relatively new academic construct, has been given increasing attention recently (Hegner, Fetscherin, & van Delzen, 2017; Kucuk, 2016; Zarantonello, Romani, Grappi, & Bagozzi, 2016). Scholars indicate that brand hate is a complex construct, more than what we thought, and studies should be done to further describe this concept (Zarantonello *et al.*, 2016). This thesis answers the call from the existing research and is able to provide a complete interpretation of brand hate.

Two manuscripts are included in this thesis. The first essay starts with an exploratory study on brand hate, through implementing a well-designed qualitative method. With sufficient interviews and documents, the first essay is able to set a solid foundation for further analysis on brand hate in Essay 2. Given that a rigorous design was missing in the extant

brand hate literature, the current thesis is able to contribute to brand hate research by providing a more comprehensive research approach. Building upon the first manuscript, the second essay confirms the dimensions of brand hate that have not been unveiled in other brand hate studies, and develops a thorough and comprehensive measurement scale to better detect brand hate. In the following section, Essay 1 and Essay 2 are presented separately with the corresponding discussions and possible future research. At the end of the thesis, a general conclusion and future directions are followed.

1. Essay 1: Understand Brand Hate

1. 1 Introduction

A video featuring a customer being dragged off a United Airline plane went viral since its first exposure on social media. After watching the video, most of the audience claimed to hate United Airlines and shared their similar overbooking experiences. Later, a lot of online comments hashtagged hate United Airlines and boycott United Airlines. The hate was fueled to higher levels after its CEO's zero apology email got released, making the scandal one of the better known marketing tragedies of 2017. United Airlines suffered both the negative publicity and losses in the stock market because of this scandal. This experience taught United Airlines and many other companies a lesson that consumers' emotions can be devastating, and it is not wise to ignore consumers' emotions in brand management.

Branding has been studied on different aspects in the extant literature. Scholars denote that the interaction between an individual and a brand is akin to the interpersonal interaction, by anthropomorphizing a brand (Aaker, 1997; Aggarwal & McGill, 2012; Batra *et al.*, 2012; Fournier, 1998). Brand hate, a construct that has not been widely presented in academic studies, is catching researchers' attention recently (Hegner *et al.*, 2017; Kucuk, 2016; Zarantonello *et al.*, 2016). Kucuk (2016) demonstrates the possible elements related to brand hate in the digital world. Zarantonello *et al.* (2016) outline the possible way of measuring brand hate. Hegner *et al.* (2017) articulate the determinants and outcomes. As one of the opposite emotions of brand love, brand hate has been prevalently observed in the marketplace. For instance, almost all the brands can find their "evil twin" anti-brand websites created by the haters (e.g., Starbucks' Starbucked.com, and Coca-Cola's Killercoke.org; Kucuk, 2008). Although many researchers are interested in positive elements (e.g., brand love) because managers can use them to cultivate consumer culture (Carroll & Ahuvia, 2006; Fournier, 1998; Thomson, MacInnis, & Park, 2005), it is worth noting that studying the antitheses of positive brand interactions can be a more effective way, because a treatment method is better retrieved through analyzing disease than healthiness (Lee, Fernandez, & Hyman, 2009). In the brand hate case, studying this negative brand emotion can be beneficial to prevent possible losses. However, the research on brand hate is scarce and no research has

really investigated the brand hate construct in a more in-depth and context-free manner.

Given the fact that the brand hate is far from fully explored, the current research aims to fill the gap by answering the questions: What composes brand hate? What factors cause brand hate? And what outcomes ought to be followed? Having these questions in mind, the author attempts to unfold the brand hate associations as well as the emotional aspect of the consumer-brand interaction. The discussion of brand hate associations will help readers and especially marketing managers better understand this construct. Especially, this research will contribute to the brand management literature regarding the anti-brand issue through uncovering the brand hate antecedents and consequences.

1.2 Extant Brand Hate Research and Potential Gaps

To the best knowledge of the author, only three academic articles directly study the brand hate construct. Kucuk (2016) proposes the definition of brand hate in the digital world context as "a psychological state whereby a consumer forms intense negative emotions and detachment toward brands that perform poorly and give consumer bad and painful experiences on both individual and social levels" (p. 20). And based on the psychology literature, Kucuk (2016) identifies three levels of brand hate: cold brand hate, cool brand hate, and hot brand hate. Although trying to present the antecedents and consequences of brand hate, Kucuk's (2016) research focuses mainly on the digital world scenario, and no measurement of this construct is proposed. Zarantonello *et al*. (2016) do outline a scale to measure brand hate. However, their measurement is only composed of psychological terms and is less applicable to marketing contexts. Hegner *et al*. (2017) present the determinants and outcomes of brand hate, but no direct exploratory evidence is included. Both Kucuk (2016) and Zarantonello *et al*. (2016) borrow the hate theory from psychology literature and hope to uncover the brand hate prototype based on interpersonal hate. This is problematic for researching the marketing based phenomenon because a brand is not a human being even though anthropomorphizing a brand is widely observed in business practice. A brand hate may be caused by price, which wouldn't be applicable to the interpersonal case. Therefore, conducting brand hate research solely based on the interpersonal hate will leave out some important characteristics of brand hate. The brand hate research needs to be conducted

without being constrained by the psychology literature. Therefore, the current research aims to explore the brand hate construct with a more solid theoretical and methodological ground. Qualitative research is a powerful instrument to develop a theory and understand a construct (Patton, 2001), thus the first essay uses a well-developed and tested qualitative methodology to better capture the brand hate phenomenon in a general marketing context.

1.3 More Research Related to Brand Hate

1.3.1 Hate as an Emotion

Although we do not want to confine our thoughts to psychological hate, the emotion literature does provide guidance to capture the main attributes of an emotion. In Shaver *et al.*'s (1987) study, six basic emotions are obtained from 135 observable emotions using a prototype method and cluster analysis: love, joy, anger, sadness, fear, and surprise.

Hate is associated with individual emotional rejection and group hatred (Eibl-Eibesfeldt, 1973). Although hate has been generally considered as a primary emotion, scholars do find cognitive activities to be involved in the hate emotion (Fitness & Fletcher, 1993). In addition, hate comprises dimensions including event, cognitions, verbal expression, urges, physiological symptoms, and associated emotions (Fitness & Fletcher, 1993). Fitness and Fletcher (1993) claim that hate can be observed when someone is badly treated. This emotion could be accompanied by disgust and unfairness. Hate may cause hostile feelings, whereas in some circumstances, hate may also make people want to say nothing. Disgust is very often experienced when someone experiences the hate emotion. Other emotions such as frustration, anxiety, and hurt may be experienced as well (Fitness & Fletcher, 1993).

As one of the six basic emotions, anger is believed to be similar or even identical to hate (Fitness & Fletcher, 1993). An attributional study of anger states that anger is caused by the negative self-related outcome or other-controlled event (Weiner, 1980; Weiner, Graham, & Chandler, 1982). The pertinent emotions of anger are rage, fury, and spite (Shaver *et al.*, 1987). According to Shaver *et al.* (1987), the possible causes of anger are the violation of expectation, unfairness, and frustration/interruption of activity; while the possible consequences of anger are: complaining, imagining attacking the cause of anger, nervous tension, and anxiety.

1.3.2 Other Elements Related to Brand Hate

Researchers indicate that brands sometimes could be seen as human beings with a variety of personalities (Aaker, 1997; Fournier, 1998). Based on the dimensions of hate emotion, we could almost be certain that brand hate is a strong negative emotion associated with intense reactions (Shaver *et al*., 1987). Many other interesting brand studies are also relevant to the current brand hate research. Previous research denotes that the discrepancy between brand image and self-image may cause negative brand emotion (Aggarwal & McGill, 2012; Lee, Motion, & Conroy, 2009). According to the promise mechanism model (Grönroos, 2006), a brand sets a level of expectation through its brand image and attributes. When the expectation matches the promise, it increases consumers' patronage. In contrast, if the expectation is not fulfilled by the promise, consumers may experience disappointment, which could later turn into hate. Risk and uncertainty may also cause brand hate. The uncertainty and difficulty in selection and choice actuate the negative actions to a brand. When the negative feeling reaches an intolerable level, brand hate is observed (Anderson, 2003; Miller, Mazis, & Wright, 1971). In addition, personal factors (e.g., representatives of a brand), and political and social marketing issues are two other possible causes of brand hate stated in the extant brand literature (Klein, Ettenson & Morris, 1998; Peattie & Peattie, 2009; Sandikci & Ekici, 2009).

Two constructs in the extant research are useful to study the brand hate consequences: anti-consumption and brand avoidance. Anti-consumption is simply defined by Lee *et al*. (2009a) as "against consumption." It is a possible consequence of the angry emotion or negative experience associated with a brand (Peattie & Peattie 2009; Sandikci & Ekici 2009). Importantly, brand revenge is also studied as one of the anti-brand behaviors. A revenge could be an extreme action, for instance destroying a brand, or harmful negative word-of-mouth (negative WOM; Kucuk, 2008). Brand avoidance, is indicated to be a construct related to brand hate (Lee *et al*., 2009b). Lee and his colleagues claim that brand avoidance is a phenomenon about staying away and rejection. Three different types of brand avoidance are presented in their work: experiential, identity, and moral avoidance (2009b). Following the argument above, it is reasonable to state that brand hate is different from brand avoidance

because that brand hate is emotionally driven while brand avoidance is cognitively driven with behavioral expressions, and emotion is not a necessity in brand avoidance. Brand avoidance, referred as withdrawal, could be one of the consequences of brand hate (Lee *et al.*, 2009b). Likewise, brand hate and brand revenge are two distinct constructs. Brand revenge involves harmful behaviors (Grégoire, Tripp, & Legoux, 2009), whereas brand hate does not necessarily result in harmful reactions.

Although brand hate is an intense emotion, it is possible that different reactions could follow corresponding to different brand hate levels (i.e., hot brand hate, cool brand hate, and cold brand hate; see Kucuk, 2016). High-intensity reactions (e.g., brand revenge), moderate reactions (e.g., brand avoidance) and even mild ones (e.g., status quo) can occur. In the case of low-intensity reactions, consumers may not change anything in their purchase behavior, which is known as "status quo" or "unchanged" (Anderson, 2003). As the intensity level of the reactions increases to moderate, the possible consequences of brand hate could be an omission or brand leave (Anderson, 2003). This identified group does not argue or fight a lot, but choose to simply leave the brand. When the hate feeling towards a brand becomes very strong, then possible strong negative reactions are: complaining, negative WOM, boycott, and even revenge (Grégoire *et al.*, 2009; Kucuk, 2008; Lee *et al.*, 2009a, b; Peattie & Peattie 2009; Sandikci & Ekici 2009). Consumers' reactions of brand hate can be explained by the emotion coping strategy (Anderson, 2003). All the mentioned consumer-dominated consequences are the consumers' coping actions of brand hate.

1.4 Methodology

1.4.1 Research Strategy

Previous research provides some clues to mapping key brand hate attributes. The current study aims to present a complete picture of brand hate in a general marketing context and to further examine the dimensional features of this construct. Different from Kucuk's (2016) research, which elaborates cases in the digital world, the current work extracts brand hate definition and attributes from interviews to make them applicable to general marketing scenarios. The grounded theory approach is adopted (Strauss & Corbin, 1998). Although the previous literature helps form a basic idea of brand hate, the brand hate associations will be

mainly derived from the data. This approach avoids the constraints of the psychology literature as discussed before. Twenty-five depth interviews were carried out following the semi-structured guide and 71 brands were reported to be hated. Then, online documents and materials related to the 71 brands were retrieved. In total, 86 independent brand hate interviews and 93 independent online complaints were obtained. This triangulated method confirmed the results from each source and validated the results (Denzin, 1970). Brand hate cases, rather than the individual consumer, were the unit of analysis. Thus, the interviews and documents provide an adequate source for a profound analysis.

1.4.2 Sampling

A recruiting advertisement was placed in the neighborhood of a large North American university. Individuals registered for the interview timeslots with the author. According to Miles, Huberman, and Saldana (2013), sampling has to consider the participants, settings, events, and social processes of the interview. In the current study, 14 females and 11 males were recruited from 12 different nationalities, aged from 19 to 46 (Table 1. 1). In this study, the author only uses pseudonyms to protect the informants' identities. All the quotes are demonstrated by their pseudonyms followed by their genders, nationalities, and ages in parentheses. In terms of settings, the product category helped individuals sort out different brand hate scenarios, which will be explained in detail later in the interview section. Regarding the events parameter, brand hate scenarios were included. Various channels of resources were approached (e.g., Facebook, online forums, and brand hate websites) to capture the events of the sampling. Finally, the process parameter was checked simultaneously along the interview.

Table 1. 1

Demographic Information of Participants

Gender	Female		13	
	Male		12	
Age	19 - 25		17	
	26 - 35		5	
	36 - 45		2	
	46 and above		1	
Nationality	Canadian	12	Italian	1
	Canadian/ North Indian	1	Kazakhstan	1
	Chinese	2	Lebanese	1
	French	2	Russian	1
	Indian	1	Sri Lankan	1
	Iranian	1	Ukraine	1

1.4.3 Interview

Twenty-five semi-structured interviews were completed and lasted from 35 minutes to one hour. Interviews were conducted in a meeting room. Participants showed up on the scheduled date. Before starting the interview, all the participants signed the consent forms and were informed of the audio recording of the conversation.

Besides the semi-structured interview guide, three interview phases were designed to better stimulate the conversation, and better capture the brand hate attributes (see Appendix A). In the first phase, eight product categories were provided by the author, including clothes, appliances, electronics, foods and drinks, health and beauty products, getaway, events and activities, and automotive. These categories were finalized based on the general product categories from Walmart.ca and Amaon.ca. Participants were encouraged to select three categories in which they had at least one brand they hated. In addition, an "other" category was provided in case of alternative options. This design helps participants better decide what they really hate. It also helps generalize the results into different product categories. After choosing the categories, participants wrote down the hated brands corresponding to each

category. Then, in each category that had at least one hated brand, participants wrote down one neutral brand, and one liked/loved brand. The author identified groups with different colors. Consistently, blue notes were used for hated brands, yellow ones were used for neutral brands, and red ones were used for liked/loved brands. This study does not distinguish the like and love groups because that it is not the focus of the current research. The only reason that these groups were included is to help compare hated brands with the liked/loved brands.

In the second phase, after providing all the hate, neutral, and like/love brands in all possible categories, participants were asked to sort the brands from most hated to most loved, ignoring the categories that the brands previously belonged to. There was no limit in each category. After having the new categories, participants talked about the general differences between the hate and neutral groups, and the differences between the hate and like/love groups. The purpose is to uncover the main reasons that make consumers hate a brand and identify the key attributes that distinguish the neutral and like/love brands from the hate ones. This procedure is essentially helpful in terms defining brand hate by distinguishing it from neutral and love brand emotions. It also extracts the hate attributes more accurately.

The final phase involved storytelling, which focused on the hated brands. The interviewer asked participants to tell the whole story about the hate incidents. The discussion of the possible associations, antecedents, and consequences were also stimulated. In this phase, the comparison of brand hate with interpersonal hate was covered.

1.4.4 Documents

Documents were included with respect to the triangulation process. After obtaining the hated brands from the interview, each brand's online forums, blogs, related hate Facebook pages, and hate websites were checked for the hate reports. The key word "hate" was used as the document selection criterion. A post was also considered to be valid if equivalent strong negative emotions were found (e.g., angry, mad, etc.). Not only the written reports were retrieved, pictures and videos were also obtained. Similar to interviews, the unit of analysis in documents was the brand hate incident but not consumers. Multiple resources from documents and interviews guaranteed a fruitful presentation of the brand hate cases.

1.5 Results

1.5.1 Analyses

All the interviews were transcribed. Atlas.ti 7 was used to analyze the qualitative data. The coding scheme was developed based on the literature review and the data. Typically, five components were used as code families, including associations, antecedents, consequences, same/differences, and suggestions. The first three groups aimed to present the brand hate construct with its attributes, causes, and outcomes. The same/differences group compared the brand hate with interpersonal hate. The suggestions group presented the possible solution ideas to managers. Sub-codes within each family were created and grouped accordingly. For example, customer-related, company-related, product-related, and service-related codes were the sub-codes of the antecedent family. Seventy-one hate brands were reported in the interview. The complete list of hate brands is detailed in Table 1. 2 with the number of evidence from different resources. Table 1. 3 illustrates the distribution of hated brands across eight categories.

Table 1. 2

Hated Brands in the Current Study

Hated Brands	Number of the brand hate cases		
	Interview	Documents	Total
3 Amigos	1	4	5
Accotrements	1	0	1
Acer	1	3	4
Air Canada	1	4	5
Alibaba	1	1	2
All microwaves	1	0	1
American Apparel	1	3	4
American Eagle	1	0	1
Amir	1	0	1
Apple	2	3	5
Aramark	1	1	2
Asus	1	5	6

Hated Brands	Number of the brand hate cases		
	Interview	Documents	Total
Bayer	1	0	1
Bell	4	15	19
Best Buy/Future Shop	1	4	5
Brandy Melville	1	0	1
Café Campus	1	0	1
Café Mgriade	1	0	1
Canada Goose	3	3	6
Chenoy's	1	0	1
Clinique	1	1	2
Columbia	1	0	1
CVS Pharmacy	1	3	4
Danby Refrigerator	1	0	1
Dell	1	3	4
Drugstore Makeup	1	0	1
Expedia	1	3	4
Fido	2	1	3
Foot Locker	1	3	4
Forever 21	1	1	2
Furniture in Walmart (school system)	1	0	1
Garnier (shampoo)	1	2	3
Greyhound	2	2	4
H&M	1	0	1
Hewlett-Packard	1	3	4
Hollister	1	2	3
JP Morgan	1	0	1
KFC	1	0	1
La Bay	1	0	1
La Belle Province	1	0	1
La Khaima	1	0	1
Lee	1	0	1
Lipton	1	2	3

Hated Brands	Number of the brand hate cases		
	Interview	Documents	Total
Lululemon	1	1	2
Market America	1	0	1
McDonald's	3	3	6
National Bank	2	0	2
Nestle	1	2	3
Nissan	1	2	3
Noodle star	1	1	2
RBC	1	0	1
Rogers	1	2	3
Rudsak	1	0	1
Samsung	3	2	5
Sony	1	0	1
Sorel	1	0	1
Starbucks	1	0	1
Subway	1	1	2
Taco Bell	1	0	1
Teavana	1	2	3
Tim Hortons	1	1	2
Toshiba	1	1	2
Turkish Airline	1	1	2
UGG	2	1	3
United Airline	1	1	2
Urban Decay	1	0	1
Videotron	2	0	2
Xiaomi	1	0	1
Xytex Corp	1	0	1
Yellow Luc	1	0	1
Zara	1	0	1
Total	86	93	179

Table 1. 3

Summary of the Hated Brands in Different Categories

Category	Number of the brand hate cases		
	Interview	Document	Total
Appliance	3	0	3
Automotive	1	2	3
Clothes	19	14	33
Electronic	21	38	59
Foods and Drinks	21	17	38
Getaway	6	11	17
Health and Beauty	6	10	16
Others	9	1	10
Total	86	93	179

1.5.2 Associations of Brand Hate

   1.5.2.1 Definition. The results from the interviews and documents confirm that brand hate is a strong negative emotion. The qualitative data reveals two essential sources to deeply understand brand hate: Fresh bad experiences and repeated bad experiences. The author refers to both bad experiences aiming to have a profound and accurate definition of brand hate. It is worth clarifying that it is not necessary for a consumer to use a brand to hate it, even the video that a consumer watches or negative WOM that a consumer encounters qualifies to be an experience that a consumer has with this brand.

   Fresh bad experience. Consumers claim that brand hate is associated with a recent bad experience. A fresh memory can easily bring consumers a recurrent moment of what they have been suffering. According to the construal level theory (Trope & Liberman, 2010), temporal distance corresponds to the low construal level, which emphasizes details with stronger emotions. Thus, it is not surprising to see participants talking about their recent bad experience with a strong negative emotion, brand hate. To participants N (Male, Lebanese, 38), freshness distinguishes the brand hate from a neutral brand feeling:

   Nokia was the bad experience in 2006-2008, so it was only for a couple of months…So

now it's not (the) hate anymore, but it's neutral...The Foot Locker, two years ago, I purchased it, but it's still soon, still fresh in my memory, so that's why I hate it, so it's fresh…La Khaima was last month also, actually, I hate them. (N, Male, Lebanese, 38).

One online forum complaint outlines the time and location of the incidents uncovering the temporal proximity attribute of brand hate, "My frustrations with a recent experience I had at Foot Locker store number 08280, 1201 Boston Post Road, Milford, CT 06460 which took place on April 19, 2014, at approximately 6.06pm."

These recent experiences ensure a vivid and detailed description of the brand hate incidents. They also guarantee proper brand hate cases to be studied.

Repeated bad experiences. Not only a recent bad experience, but also an enduring one distinguishes the brand hate feeling from a neutral one. The experience Y (Male, Canadian, 40) has with Bell traces back to 20 years ago. It happened multiple times and it was so bad that Y still hates Bell even 20 years later. M (Male, Iranian, 28) also has multiple bad experiences with a brand:

> I hate Turkish Airline because I had two, two unpleasant experience, experiences with Turkish Airline… the second time, I decided to fly Turkish Airline, I would go, it's back to about one month ago. When my family and I were planning for my next trip to Iran, so I decided to fly with Turkish Airline, not because of the service, not because of the prices. Because I wanted to stay one night in Istanbul and to see some of my friends, who are in Istanbul. So that was the only reason I decided to fly with Turkish Airline again. At that time I didn't hate, I was just a little bit disappointed about the airline. And I, the exact information of flight that I meant to book, I asked my mom to talk to the agent in Turkish Airline office and asked them to book a flight for me. But next day, my mom called me and told me that Turkish, Turkish agent was really rude, and they told her that it is not possible to have a stopover in Istanbul and it's insane.

In repeated bad experiences, emotions accumulate easily. Consumers will naturally think about the brand failure as a pattern. The emotions and cognitions combine to generate an enduring brand hate emotion.

A strong negative emotion. Based on the two very efficient sources of description of

brand hate, and by attentively examining the qualitative data, brand hate is regarded as something "extreme" and "negative", which is in line with the main characteristics of a hate emotion (Fitness & Fletcher, 1993; Shaver *et al.*, 1987). Although Kucuk (2016) argues that it is not clear whether brand hate is the opposite of brand love, based on the characteristics of brand hate above, we can define brand hate as a strong negative emotion despite whether it is the opposite of the brand love. Brand hate is more than just emotions, therefore we conclude that: brand hate is a strong negative feeling a consumer has towards a brand accompanying a group of negative emotions and the cognitive and physical reactions. The author believes that brand hate is more than a simple primary emotion as hate. Even with interpersonal hate, scholars have already clarified its multiple facets including cognitions and behavioral expressions (Fitness & Fletcher, 1993; Plutchik, 1991; Sternberg, 2003). The following sections will present this multi-dimensional idea in detail. Figure 1. 1 presents the findings of the current study in a conceptual model illustrating the causal and associate relationships among factors. The following section discusses three dimensions of brand hate: emotional, cognitive, and physical.

1.5.2.2 The emotional dimension of brand hate. The emotional dimension of brand hate is the core one. Zarantonello *et al.* (2016) extract 18 emotion descriptors to measure the 6 brand hate factors: disgust and contempt, fear, disappointment, anger, shame, and dehumanization. Similar emotions are reported in the current study. Interestingly, when coding the brand hate cases with a hate level number (1 = mild brand hate, 5 = strong brand hate), the author uncovers a variation in brand hate associated emotional descriptions corresponding to each level: mild, moderate, and strong brand hate. Kucuk (2016) did not include details on emotional descriptions for each cold, cool, and hot brand hate level, whereas the current work provides rich emotional descriptions for each brand hate level. And different from the mild, moderate, severe levels in Kucuk's (2016) book, which is just a simple combination of the cold, cool, and hot brand hate, the current research reveals various emotions at each brand hate level.

Mild brand hate. Lower intense negative emotions are reported in the mild brand hate state, such as irritation, boredom, disappointment, overwhelmed. For example, B (Male, Sri

16

Lankan, 19) had this irritating feeling towards 3 Amigo. He said, "I was looking at the price versus what you pay. And like, for what I got, I was irritated." E (Male, French, 19) said, "I don't know, yeah, bored. Yeah, I got bored there. Like the same, the same music, the same kind of people all the time" when he described his hate towards Café Campus, a bar club that he used to go. R (Male, Canadian, 19) mentioned the disappointment to be his emotion of brand hate towards Subway, "I ordered the chicken product the other day, they didn't really taste like chicken. That was kind of disappointed, that's bad." K (Female, Canadian, 19) expressed her experiences with American Apparel as "overwhelmed".

As shown in Table 1. 4, only 2 out of 4 groups of negative emotions are used by informants to describe their mild brand hates, and these emotional descriptors are of low intensity.

Figure 1. 1

Conceptual Model of Findings

Antecedents

Company related reasons
- Negative brand image
- Marketing strategy
- Employees and CEOs
- Store environment
- Industry

Product related reasons
- Price
- Product quality
- Product design

Customer service related reasons
- Customer service quality
- A condescending brand
- Unamended service failure

Consumer related reasons
- Failed expectation
- Cultural background and personality
- Special meaning
- Negative WOM
- Better alternatives

Associations

Emotional dimension
- Mild
- Moderate
- Strong

Cognitive dimension
- Bad associations
- A malicious brand
- Despise the brand

Physical dimension
- Physiological symptoms
- Behavioral reactions

Consequences

Level 6: Fight with the brand
- Public inquiry

Level 5: Anti-brand behaviors
- Negative WOM
- Complaint
- Take away customers
- Switch to competitors
- Destroy the brand

Level 4: Brand avoidance
- Avoid the brand
- Boycott

Level 3: Stay with the brand
- Status quo

Level 2: Passive reaction
- Forget about it
- No negative WOM

Level 1: Communication with the brand

Other: Lower brand image

Moderate brand hate. While the mild brand hate does not involve intense emotions, moderate and strong brand hates bear the emotions that are more active, extreme, and intense. Based on Shaver *et al.*'s (1987) primary emotion categories, 4 of the 6 basic emotions are revealed to depict moderate brand hate: surprise, anger, sadness, and fear. Anger and hate are two typical emotions capturing the moderate brand hate emotions. K (Female, Canadian, 25) described her feelings toward CVS pharmacy as follows, "I was just immediately I was like, I will never shop there again, I hate them. I will boycott it forever." When asked to characterize the hate feeling towards Acer and Nissan, S (Male, Canadian, 20) summarized, "I feel angry, I feel a little bit upset. Yea, because I could have gotten something better for the same price." Likewise, B (Male, Sri Lankan, 19) also mentioned his hate emotion to Apple as "basically likely angry". Pertinent emotions such as aggravation, mad, obnoxious, upset, rage, irritation, annoying, and loathe were also used by participants for their anger-like feelings of brand hate.

Frustration is a sub-category emotion of anger in Shaver *et al.*'s (1987) study, which is also reported by the informants in the current study. C (Female, Canadian, 19) said, "My mom was pretty frustrated. I was getting pretty frustrated with that" when she explained her family's tug of war experience with Dell. Similarly, N's (Female, Canadian, 22) experience with Rudsak was frustrating. Evidence emerges online too. An Expedia consumer Tessa wrote about her experience with Expedia as "I am so beyond frustrated with this company and this is false advertising" after knowing that she had to pay for her insurance-covered flight on top of encountering a rude Expedia employee. M (Female, French, 27) shared what her landlord had been through with Bell as a long-term loyal customer:

> She was like with them more than twenty years. And so at some point, there were some reasons three years ago, …storms, we couldn't have TV normally, …they came and repaired…And then it was a flood came…she called them to say, "I would like to call in advance of the time I supposed to pay for monthly bill, I would like to notify that I will be (paying) later." She also gave the date. The customer service said ok. But they cut the service… So that was really frustrating, so she decided to go for Videotron.

Disgust is another anger-related emotion in moderate brand hate. Q (Female, Chinese, 24) mentioned her feeling towards Market America, an e-commerce company, as "they are

training Chinese people like a selling robot… The marketing way makes me like really disgusted". A Facebook user commented on the United Airline Facebook page, "Cannot believe the inept, un intelligent, uncaring and disengaged employees…I am disgusted!"

Not only the provoking emotions of brand hate are observed, but also emotions on the lower intensity spectrum are found to construct moderate brand hate, such as sadness. Similar expressions of sadness are helpless, hopeless, disappointment, and depression. Sadness has been unfortunately missed out in the brand hate literature. Zarantonello *et al.* (2016) have only tested the disappointing characteristic of brand hate, whereas the current work does reveal sadness to be one of the important emotions experienced in the moderate brand hate. J (Male, Indian, 26) described his feeling towards McDonald's as "sad, disappointed, very disappointed." Besides, V (Female, Ukraine, 20) felt "sad" to Clinique because she "just spent fifteen dollars" for something that she "would never use it because it's supposed to do the job, but actually it didn't". For K (Female, Canadian, 19), this emotional dimension of brand hate is helpless, because that she "couldn't do anything" about the frustrating experience they had with Dell. While as a sperm child, K's (Female, Canadian, 25) emotional reaction is more about depression to the brand Xytex. The work by Fitness and Fletcher (1993) can help justify the helpless and depression to be associated emotions of brand hate. They claim in the comparison of hate and anger that hate is elicited by incidents that are less controlled; therefore it is reasonable to argue that the less control-related emotions, for instance, helpless and depression, are possible to be observed while experiencing brand hate.

Regret, shame, guilt, and embarrassment are another group of non-provoking emotions. S (Male, Canadian, 20) felt regret when his family purchased Nissan. While talking about the two negative experiences with Samsung, K (Female, Canadian, 21) said, "I felt ashamed, I guess, yeah, I felt ashamed that I had let myself be tricked again." A Toshiba consumer Paginator wrote on the Toshiba Blog that:

> I'd term that a breakdown in communication, or a breakdown in their repair process, after today's call with an extremely unhelpful and abrasive supervisor, Ben, I have only this to conclude: passing the buck is the official policy of Toshiba. Shame on Toshiba.

Consumers also blame themselves in the case of using the hated brand. For example, C

(Female, Canadian, 19) despises Nestle because of the water drilling issue, however, when she was offered KitKat chocolate, a brand of Nestle, she would take it and think "it's just chocolate, but at the same time, it's kind of guilty things".

Given that hate is a multidimensional concept rather than a simple primary concept (Plutchik, 1991; Sternberg, 2003), it is not surprising that consumers encounter the group of surprise and fear emotions in the brand hate. Such emotions include confusion, shock, weird, odd, scary, and frightening. A (Male, Kazakhstan, 25) shared his story about dealing with Asus technical support:

> I gave them my laptop with battery, I forgot to take it out. When they returned it back without battery, I said where is my battery? They said, "But you didn't put it there". But no I did. It was ok because they just replaced with a new one. But still, it was really surprising for (to) me that they, yea, to me it was unprofessional. And after that, I stopped using any Asus products.

M (Female, Chinese, 24) reported her weird feeling towards the KFC menu in China, "The new product is kind of weird, just like combined Chinese food and Western food…It's just rice with fries and chicken." K (Female, Canadian, 21) had the similar feeling towards Hollister, "I still remember going there once and seeing their employee going around with perfume bottle and spraying on the clothes. I have never seen anywhere else in my entire life, but I saw there. It seemed very weird." K's (Female, Canadian, 21) unpleasant experience with Hollister was also described as frightening and scary, "I told my friends, you know what guys, this place is frightening to me, it's very scary here, because it's dark and I cannot see, so I'm not going, and it smells, so I'm just gonna leave."

In the moderate brand hate state, emotional terms are anchored on higher intensity with a higher arousal level than the mild state. More interestingly, more emotions contribute to portray this moderate state. Besides the sadness- and anger-related emotions, surprise- and fear-related emotions also help form a moderate brand hate state (Table 1. 4). The results are in line with the multidimensional feature of hate emotion (Sternberg, 2003).

Strong brand hate. As indicated above, the moderate brand hate is more about the mixture of the anger, sadness, fear, and surprise emotions. However, in the strong brand hate

21

state, more anger-pertinent emotions on the stronger spectrum are reported. Sadness and fear are also observed, yet with a smaller percentage and a higher severity compared with mild and moderate brand hate.

Specifically, the anger-related emotions, for instance, anger, annoyance, furiousness, rage, and revenge are revealed. M (Male, Canadian, 24) mentioned his interactions with American Airlines as "just so angry and befuddled, like could not believe that people would let that pass" when he suffered from the deformed website design. When he wrote about it on the blog, he said, "I was furious, so I used languages that I probably wouldn't want online." The angry feeling is strong enough that consumers have this intention or feeling of revenge towards the brand they hate. For example, A (Female, Canadian, 37) depicted her feeling towards Future Shop as "rage", and she said, "I am happy… because I know they are closed and the persons who sold me are out of job." A stronger disgust feeling is revealed in the strong brand hate, even gross. B (Female, Canadian, 23) characterized her feeling towards Canada Goose as such, "I will ignore the logo. I can recognize it from far, the circle (and) the color, I know it. I see it on the shoulder, that's kind of Canada Goose. I'm like (it's) gross…Every time I see Canada Goose jacket, it's gross." Interestingly, N (Female, Italian, 20) had the same gross feeling towards the same brand, Canada Goose. N mentioned that her sister used to own a Canada Goose coat. N asked her sister, "Isn't that gross? Like you are wearing a dead animal around you?" To M (Male, Canadian, 24), his experiences with all the North American microwaves were "frustrating" whenever he had to use them.

Although sadness and fear are not playing a dominant role in the strong brand hate, participants do report them as a stronger level (e.g., disappointment) than in the moderate brand hate. When describing the two bad experiences with Turkish Airline, M (Male, Iranian, 28) said:

I reserved a flight…But when I went to their office in Tehran to buy the tickets, they told me… When I booked the ticket, it was refundable, it was cheaper. When I went to the agent…the agent told me that it was not correct, blablabla…And at that time, I was a bit disappointed…The second time I decided to fly Turkish Airline…I became extremely disappointed, and at this time I really hated the brand, because I realized that

it's not just one time that happened, you know.

In terms of the fear emotion, M (Male, Canadian, 24) claimed the experiences with American Airlines to be terrified. He said, "It's just built it again. And the second time around, you were thinking, I am terrified."

In line with the literature (Fitness & Fletcher, 1993; Sternberg, 2003, 2005; Zarantonello *et al*., 2016), the analysis of the brand hate emotional dimension reveals that brand hate is more than just anger and hate, but a mixture of anger, sadness, fear, and surprise. When the brand hate is increased to a stronger level (e.g., from mild, to moderate, and then to strong), the percentage of the anger-related emotions becomes larger, and the intensity of these anger-related emotions becomes higher. Table 1. 4 summarizes the main emotions in each brand hate state with sample quotes.

Table 1. 4

Emotions Involved in Different Brand Hate States

	Anger-related	Sadness-related	Fear-related	Surprise-related	Sample Quotes
Mild brand hate	Irritation	Boredom Disappointment Overwhelmed			It's a phone, and I, I don't know. It's disappointment. (E, Male, French, 19, Sony)
Moderate brand hate	Aggravation Anger Annoyance Disgust Frustration Hate Irritation Loathe Madness Obnoxious Rage	Depression Disappointment Embarrassment Guilt Helpless Hopeless Regret Shame	Scary Frightening	Confusion Odd Shock Surprise	I was very um, very very aggravated (with the tablet). With the phone, the phone was less so…I remember thinking oh this is you, this is your fault, falling into this trap again. Even though I knew it wasn't my fault, I shouldn't buy it. (K, Female, Canadian, 21, Samsung) They said the boots were waterproof. But when I wore it on a rainy day, I felt it so wet. I was so mad. But I couldn't go back home. I had to go where I was going, or I would be late. So I went with my feet wet. That was so embarrassing. (M, Female, French, 27, UGG) I was really scared because I had to fly, I cannot stay there more. Because I have to really rush, and also I have to come to Canada, register, and stuff. (A, Male, Kazakhstan, 25, Expedia) I was shocked, yes, right now I am not, I will not show up ever. Not only in Amir (on Crescent), (but also) in any other places. (K, Female, Canadian, 19, Amir)
Strong brand hate	Anger Annoyance Frustration Gross Furiousness Rage Revenge	Disappointment Shame	Terrified		I also smashed my phone, because I was angry at the Hewlett-Packard and Best Buy. I never break anything. (A, Female, Canadian, 37, Best Buy) I just feel sorry that I didn't know that such a brand, such as beautiful brand can have such a disgusting disrespectful image behind its logo. So I will feel sorry, I will feel disappointed. (M, Male, Iranian, 28, Turkish Airline)

1.5.2.3 The cognitive dimension of brand hate. Previous research remains at the emotional sphere of brand hate and tries to interpret the construct while neglecting the cognitive and physical attributes. The co-occurring of the emotions and cognitions has been tested in neuroscience, which has been supported by fMRI results (Cohen, 2005). Both personal immoral and impersonal immoral cases in Cohen's (2005) study prove a strong evidence of the bonding relationship between emotions and cognitions. The current work contributes to unveiling the cognitive facet of brand hate, and understanding it to a greater extent. Following the emotional dimension of brand hate, this section presents its cognitive dimension. In spite of the attitudinal (Cold and cool brand hate) and behavioral types (hot brand hate) of brand hate that have been proposed by Kucuk (2016), he fails to discuss the cognitive and physical dimensions coherently to fully understand the core of brand hate. In the current work, the author attempted to categorize the cognitive prototypes into different levels following the same logic as in emotional dimension; however, there was no difference found in cognitive thinking across different brand hate levels. The following section demonstrates the typical cognitive prototypes of brand hate (as summarized in Table 1. 5).

Table 1. 5

Cognitive Descriptions of Brand Hate

Brand experience related	Brand image related	Customer related
Bad experience	Bully	Despise
Bad luck	Greedy	Dismiss
Inconvenient	Hideous	
Pathetic	Insidious	
Ridiculous	Malicious	
Uncomfortable	Unreliable	

Bad associations. It is not hard to accept the fact that individuals analyze the incidents while experiencing emotions (Cohen, 2005), therefore unsurprisingly we observe that consumers interpret the brand hate cognitively, for instance, bad associations. Y (Male, Canadian, 40) depicted his brand hate with Bayer as bad luck:

(For) Bayer's hate there is some uncertainty. I can't be as certain that the fails are deliberative. It could be a design failure of the device. It could be, it's still not good for them obviously. It could be a failure that is not true of every one of those model. Right, it could be the one that I got is defective.

N (Female, Italian, 20) also attributed her brand hate of Café Mgriade to bad luck, "Maybe that was just bad luck, maybe that day they were just serving the bad coffee to me, I don't know." R (Male, Canadian, 19) characterized his trip with Greyhound as "really inconvenient". For M (Male, Canadian, 25), besides the angry and obnoxious emotions that he had toward American Airlines, he thought what he went through with the brand was pathetic. A hate consumer commented on Bell online that "this Company is pathetic and should not be allowed to conduct business the way they do". B (Female, Canadian, 23) described her experience with Lululemon as uncomfortable. When she saw the convenient bag of Lululemon, she said:

It's just a bag, (but) it's their brand. Even it's a convenient bag with a nice snap, but I don't feel comfortable. And it has all these nice letters in French you know, "friendship is better than this snap". I am like this is bullshit. You purchase against heavy women, I don't want to know about you.

A malicious brand. In addition to an unpleasant experience, consumers also perceive brand hate to be associated with an obnoxious brand image, for example, a malicious brand. Y (Male, Canadian, 40) construed his interaction with Bayer as follows, "I have the impression it could be malicious, particularly when the pharmacist tells me 'I give you that because it's my interest to do so'". Y (Male, Canadian, 40) involved the negative cognitive approach to another brand he hates, Bell:

I couldn't understand at the first, so, basically, the less money I had, the (more) money they are gonna charge me just to keep my phone active that doesn't seem fair at all. So the more vulnerable I was, the more they are gonna take advantage of it. That seems to be the case to me. So, you know they seem like a bully.

A Facebook user, Andrea Oliveira Langevin's impression of the malicious United Airlines was "dirty horrible planes, seats so close together. It's ridiculous!! It's really

unacceptable and we need to just stop flying this greedy airline". To a UGG hater who complained on the blog, UGG was a "hideous loaf-of-bread". Likewise, a Lululemon hater posted on Huffingtonpost and said, "Although the swooped-hairdo logo is not as obnoxious as the giant JUICY stamped across the …bottom of…, it's just as insidious."

     A despicable brand. Given the negative cognition of the brand experience and the brand image, a despising thought that a consumer has towards the brand is not a surprise. A contempt Best Buy label can be an example of haters' despising attitudes (Figure 1. 2; Brighenti, 2011). A similar reaction has also been found for Canada Goose's brand haters (Figure 1. 3; Canada Douche, n.d.). Besides the graphics, consumers also verbally address their cognitions. A consumer whose ID is Samsher wrote on Borg.ca, "I never use the word hate. But with Bell, I not only hate that company, I despise that company." The contempt does not limit to the brand itself, consumers who are wearing or using it are also suffering. For instance, University of Toronto students, who are known for wearing expensive Canada Goose jackets, are called douches by the Canada Goose haters. Additionally, for C (Female, Canadian, 19), her reaction was the interjection "meh" when describing her attitude towards Teavana.

Figure 1. 2

Worst Buy (Brighenti, 2011)

Figure 1. 3

Canada Douche (Canada Douche, n.d.)

1.5.2.4 The physical dimension of brand hate. Brand hate is a strong negative emotion, thus it is almost impossible to study this emotion by excluding its associated actions. This section examines the physical dimensions of brand hate. The current work does not use the term behavioral, which is proposed by Kucuk (2016), because that physiological reactions (e.g., gut-wrenching) are also important components of brand hate in addition to the behavioral reactions (e.g., yell). The physical dimensions discuss both physiological and behavioral reactions of brand hate.

Physiological symptoms. The physiological symptoms are related to the organism status and are less observable. For example, according to the qualitative data in the current study, the gut-wrenching and sick-to-the-stomach feelings are typical physical reactions when experiencing brand hate. As a Nissan hater, Richard Hammond described his hate to be "with a physical passion, a gut-wrenching, colon-knotting, visceral twist that threatens to disrupt my digestive tract and direct bile into my heart". Andrew wrote about his unpleasant physical reactions to Bell on Bell Vorg, "Every time I see their store and employees, it makes me sick to my stomach, I can't stand hearing about them and I am sorry for the customers who are paying for their services." K (Female, Canadian, 21) explained her physical reactions to the brand Hollister, "You have people like me that expect certain basic level of service environment, and you don't get it, and now for the rest of my life every time I walk pass that

store, you know I have the physical disgust reaction to it actually."

Behavioral reactions. Besides the physiological symptoms which are internal and are hard to observe, brand hate can be associated with observable behavioral reactions. For instance, brand hate may be expressed as eye rolling. In contrary to physiological symptoms, rolling eyes are more visible to other individuals. K (Female, Canadian, 21) had this behavioral reaction to Hollister, "When I walk pass them all, I just kind of roll my eyes. And oh my god, that place still exists. And it satisfies me…But you now if it was a Hollister advertisement, I will be looking away, I kind of turn my head." Similarly, N (Female, Italian, 20) said, "Now I if I walk by it (Café Mgriade), I will just phuu, roll my eyes, I won't go there."

Given that sadness is part of the moderate brand hate state, it is logical that brand haters demonstrate their hate through crying. K (Female, Canadian, 21) recalled the moment of hating Samsung because of the malfunctioning tablet, "I did cry about it and I was so upset. Because it was my Christmas gift and it was gone." A couple who had an awful experience with Air Canada wrote their stories online:

> We had to wait in Calgary for more than 8 hours for flight (AC 8106)…We landed in Houston after 1:00 am in the morning! There was NO ONE to meet us!...A guy who was supposed to be the Air Canada representative…said he knew nothing about it. Then told us that there is no hotel because the delay code did not qualify us for paid accommodations! After the hellish day Air Canada had put us through my wife began to cry and I raised my voice.

Sometimes the behavioral reactions could be intense and confrontational. For example, brand hate may make consumers want to yell. K (Female, Canadian, 19) was "yelling in the restaurant" when she found insects in her food at Amir. A (Female, Canadian, 37) also yelled at the two sales persons when showing her broken boots from Yellow Luc. While for M (Male, Canadian, 25), his hate for all the North American microwaves made him "want to yell" because of the obnoxious microwave beep. J (Male, Indian, 26) recalled the time when he had to deal with the Bell service support, "I screamed at them. Because I had to. Otherwise, I won't get any response. So, I had to scream at them." For haters of Fido, Nestle,

Turkish Airline, they also chose to share their rants online. The yelling and screaming sometimes can be fermented to cursing a brand. An online Acer hater stated, "I hate Acer and I want (them) to die!"

More confrontationally, consumers may express their hate through smashing or punching. A (Female, Canadian, 37) described her behavioral reactions of the hate towards Hewlett-Packard, "I had my old Acer, I smashed it, I was so mad. What happened to Hewlett-Packard, I got so angry at, I just destroyed the Acer, because that I knew I couldn't get fixed." Interestingly, a video also demonstrates an Asus hater's aggressive hate (https://www.youtube.com/watch?v=RCz3gEqaY6w). When talking about North American microwaves, M (Male, Canadian, 25) said, "They all have a trillion buttons, and they all make…I want to punch a hole through the microwave every time it starts beeping." The Lululemon hater Paula Mangin wrote on Huffingtonpost that "everything about that brand makes me want to knock down an end-aisle display of Vitamin Water with my yoga mat". While for Y (Male, Canadian, 40), he enjoyed very much tearing up the mail from his most hated brand, Bell.

When the brand hate becomes very strong, the behavioral expressions can be violent. A Bell hater said, "I have never wanted to kill anyone before… until now." M (Male, Canadian, 25) described his brand hate story with American Airlines, "I was telling myself, I swear to god…I'm gonna strangle someone, you now. And I did, but I didn't strangle someone. I did in my head, by the way, all the CEOs."

Overall, the findings confirm the three dimensions of brand hate. This whole association section presents a clear and complete picture of brand hate. The results ascertain that brand hate is not a unidimensional concept, which is supported by the evidence from interview quotes as well as online documents, pictures, and videos. The data demonstrate clearly that three brand hate dimensions can be in effect simultaneously, despite that brand hate consequences might contain emotions, cognitions, and behaviors. Figure 1. 4 illustrates how the three dimensions interact and work simultaneously. The big square with uneven color represents the brand hate emotion lasts from time 1 to time 2. The uneven color stands for the integration of different emotions (i.e., anger, sadness, fear, and surprise). Inside the square,

circles symbolize cognitive thoughts. Cognitive thoughts can be sporadic. For example, a consumer may regard a brand as malicious only when he or she thinks about it actively and consciously. Similarly with behaviors (triangles in Figure 1. 4), it is almost impossible to see a consumer yelling or crying about a brand continuously through the whole brand hate time.

Having all the dimensional knowledge of brand hate, it is also necessary to investigate the antecedents and consequences of brand hate to better and more thoroughly understand brand hate.

Figure 1. 4

The Relationship between Brand Hate Dimensions

Time 1   Time 2
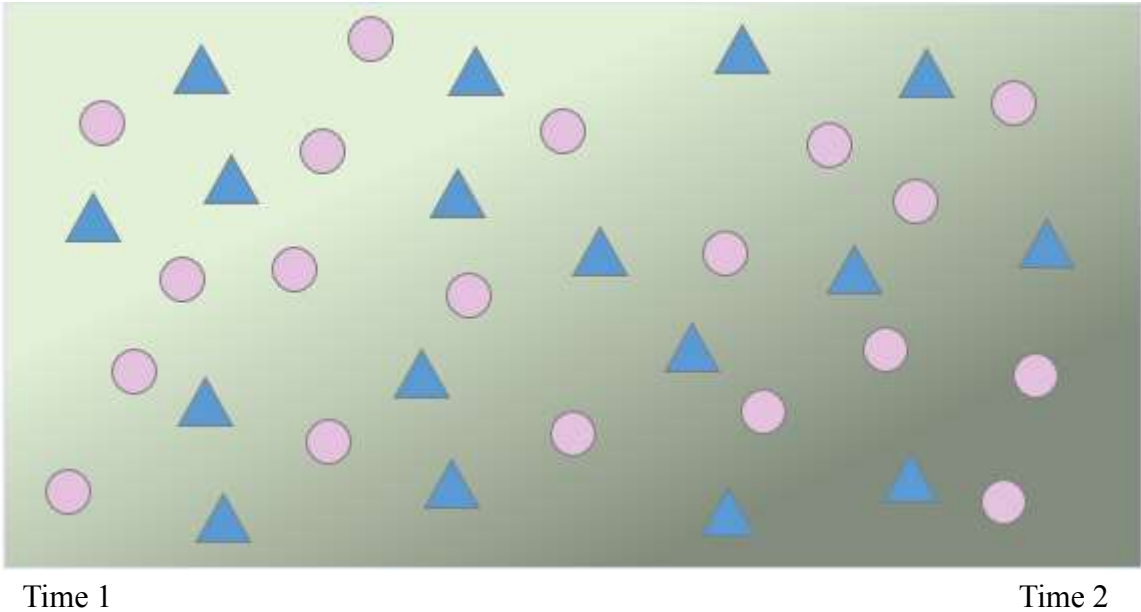
1.5.3 Antecedents of Brand Hate

Brand hate can be caused by different situations. Previous studies discuss the causes such as negative past experiences, symbolic incongruity, and ideological incompatibility (Hegner *et al*., 2017). In the current study, four facets of reasons are found. Company-related themes (e.g., marketing strategy), product-related themes (e.g., quality), customer service-related themes (e.g., service failure), and consumer-related themes (internal and external) are all the possible antecedents of brand hate. The causes in the current work are retrieved from the qualitative data of more than a hundred brand hate cases, which capture better real world scenarios. Thus, it works better than the causes from Hegner *et al*.'s (2017) study, on

generalizing the findings.

1.5.3.1 Company related reasons. Through the qualitative data, different company related reasons are uncovered to cause brand hate, from marketing strategies, business structures, to store environment. The following section demonstrates the brand hate causes that are related to the company, meaning the product or service provider in the marketplace. Brand features are also considered a company level reason.

Negative brand image. A negative brand image is reported as one of the main reasons for brand hate. Immoral and unethical business practices are intolerable to many consumers. V (Female, Ukraine, 20) concerned about UGG's shoe making practices, "It's the video, actually seeing the sheep being peeled. I know there is a lot of animal cruelty, even food. This is something you really can stop, especially for shoes, you don't have to (get skins through that way)." The unethical practice by Canada Goose was raised up by two participants in the interview. Both Canada Goose brand hates fell on the strong negative spectrum. B (Female, Canadian, 23) recalled, "It was a Coyote, caught in paws or something…it was locked, and the skin was showing (exposing)…it's not sleeping anyway, it was alive… (not) put him back or whatever until the feathers (fur) grown back. Ugh, disgusting, disgusting brand." N (Female, Italian, 20) also mentioned the animal cruelty issue, "They use real fur… So when I saw that documentary, I'm not vegetarian, has nothing to do that, I just love animals. And I don't think it's the way they treat (animals)… I know you need to use real fur to keep heated… you don't have to use real animal fur to keep warm anymore." Other unethical practices include discriminating certain consumer groups, for example, Lululemon and Brandy Melville are designed only for slim girls, which makes B (Female, Canadian, 23) and N (Female, Italian, 20) hate the brands. Interestingly, both participants associate disgust with these unethical practices.

A negative perception of a brand can also be a cause for the brand hate. For example, Philp Elmer hated Apple because: "Apple is arrogant". For M (Male, Canadian, 25), the image of Rogers is part of the reason he hates this brand:

> To me, Rogers is like…because of their appearance on Television, and sort of the way they ran the things, they arrange their appearance (of) their site, the appearance of the

interface, the way you interacted. And also my parents were with them, they seem to me a very old company.

Starbucks' image changing from a local American coffee shop to an international overpriced chain store makes N (Female, Italian, 25) change her love for Starbucks to hate.

After getting charged for canceling the service, D (Male, Russian, 27) ascertained that CIK Telecom is a fraud business:

They sent me some shitty model, they charged me the premium model… When I wanted to cancel… they kept charging it…And those people have no clue what they are doing, just fraud… They should not be hired in the company, should be somewhere in the jail.

A consumer called S Edwards got the similar impression of Bell, "They are trying to get money wherever they can, they are scum!!!" while Y (Male, Canadian, 40) characterized Bell's practice to be the malicious monopoly:

They said well, you don't have enough credit, we don't trust you that you are gonna pay. Your service has been disconnected until you pay… They didn't need the person to disconnect the line, and I have to pay the activation fee again, even though all I had done was making a phone call, there was no warning, that's what monopolies do.

The similar unfortunate experience happened to JZ, who wrote on Bell Vorg:

I Fucking Fucking Fucking hate Bell Canada, they are the worst people on earth. I have never wanted to kill anyone before… until now! They keep overbilling my internet by $25 every month, and now on top of that, they charge me a bandwidth charge of $30 every month. Someone should really bomb their headquarters.

Marketing strategy. Besides the overall business practice and brand image, the marketing strategy, for example greenwashing, is also believed to contribute to consumers' hate of a brand (Nyilasy, Gangadharbatla, & Paladino, 2014). In the current research, a badly developed marketing strategy is an example. Q (Female, Chinese, 24) complained about Alibaba that "the promotion is everywhere, they force you to do something. They make me uncomfortable". Tim Hortons was accused for the same reason, as Fancylad wrote online, "I suppose I wouldn't hate it as much if it wasn't constantly shoved down my throat on the TV

and by my co-workers. One thing I really hate is this cheesy and face sense of Canadian they promote. It's like they prey on good, patriotic people."

False advertising is also a marketing strategy issue that triggers brand hate. M (Female, French, 27) explained her hate towards UGG besides quality issue:

The price is high, and whatever was advertised is not real…You advertised it with confidence…I see them lying… You sell this to me, I give you the trust, but you are not giving me the quality that you advertised.

J (Female, Canadian, 24) reported the same thing with the drug store makeup products, "The catching thing is the advertisement, but the quality is so so."

Employees and CEOs. Another stream of hate causes are related to the individuals in the business, for instance, the employees and the CEOs. Employees are contact personnel interacting with customers. They represent the brand image as CEOs do. Thus, controversial events and facts associated CEOs and employees cannot be neglected. Previous literature has investigated on the impact of contact personnel on branding (Fleck, Michel, & Zeitoun, 2014). In the current study, M (Male, Iranian, 28) told the interviewer his story about the Turkish Airline employee:

You know the reservation agent in Turkish Airline talked to me in such a way that she thought that I am stupid so I don't understand. She was just bringing some stupid excuses to change my mind. But I am not stupid. I'm familiar with the airline transfer rules and I know what I was talking about. But she was trying to change my mind. I didn't like that behavior.

Lisa Farshi wrote her long story about her disappointing experience with Air Canada's employees. The Air Canada representative did not manage to book her and her wife into another flight in spite of knowing that their flight was going to be late. And she was threatened by an Air Canada representative after she complained. This whole annoying interaction with the employees brought their official complaint to the Air Canada customer service.

Another group of important individuals of a company who can easily provoke brand hate is the CEO or spokesperson. B (Female, Canadian, 23) says, "I don't like Steve Jobs. I

heard stories that he would be not nice to his staff, be literally an asshole. I didn't care if he gets cancer or dies of it. If he were those bad, he deserves it." Lululemon's CEO is also the reason for B (Female, Canadian, 23) to hate the brand, "The CEO of Lululemon once publicly said that he refused to make clothes for larger women because he did not want his products to be worn and advertised by fat women." A post by A. Lynn on Nerdyfeminist.com expressed the same hate to American Apparel's spokesperson Dov Charney. In summary, employees and CEOs can hurt a brand, and the hate towards employees and CEOs can be transferrable to brands.

Store environment. To some service-based business, the store environment can be vital. When sharing the hate story with a brand, K (Female, Canadian, 21) complained that Hollister's store is too dark and frustrate her as a shopper. In the case of Noodle Star, V (Female, Ukraine, 20) said their tables are too close to one another. While E (Male, French, 19) criticized Café Campus for being so crowded with the same music every time. J (Male, Indian, 26) described the Tim Hortons store as "very dirty, trashes are falling around". Lexie wrote on Zomato about 3 Amigo restaurant that "the menu itself was dirty and had food stains on it".

Industry. A customer can hate a brand because the whole industry annoys him. For example, B (Male, Sri Lankan, 19) hated the bank industry, thus he hated all the banks. B explained that "I hate the banking industry in general because I don't like the way they profit from the situations. Because people (the clients) have no financial knowledge whatsoever". Part of the reason that K (Female, Canadian, 25) hated Xytex Corp was that the whole sperm bank industry seemed to be unregulated. In sum, even without involving any brand failure, a brand still can be hated when being in a morally sensitive industry.

1.5.3.2 Product related reasons. As one of the 4Ps, product cannot be possibly ignored as one of the reasons to trigger brand hate. Various product attributes can cause brand hate, and the most common ones from this qualitative study are price, product quality, and product design. We consider price as part of the product attributes because it is one of the core product features.

Price. The high price is reported to be one of the brand hate reasons. In this case,

consumers sense the unfairness and feel deceived by the brands. In addition, the high price sometimes projects a negative image in consumers' minds. A Bell hater wrote on Bell Vorg:

I hate bell mobility, the reason for my anger is that I wanted to make long distance calls to a country outside North America. I called customer service I asked how much will it cost me per minute she said it was 60 cent per minute; So I used about 100 minutes long distance when I get my bill to surprise I get a bill of 510 dollars. I called customer service I find I have been charged 2.75 cents per minute which cost 7 cents in a long distance call. The customer service representative was very rude and blamed it on me.

N (Female, Italian, 20) was unhappy with the overpriced product from Café Mgriade. She said, "I got Danish with it (coffee), which was cold, probably like few days old. And I had paid four dollars for it, so it was overpriced, and it didn't taste good."

Product quality. Product quality is the most commonly reported product related reason for brand hate. Bad quality or even the product failure can cause inconvenience or even bigger problems to consumers. Consumers' reactions to product failure have been well studied by scholars (Folkes, 1984). One of the possible reactions, which has been missing in the literature, is brand hate.

The horrified food poisoning experience that Y (Male, Canadian, 40) and his whole family had with Chenoy's causes him never to come back to the restaurant anymore. He recalled that experience, "With the young child, at that time she would have been four… she was really sick, and then when everyone else got sick, the correlation (food poisoning) was awfully strong." N (Male, Lebanese, 38) mentioned the broken shoes he got from Foot Locker, "One time I had a very negative experience because I purchased the tennis shoes from the Locker in Toronto. After three weeks, it was damaged. So I wrote to them that something really bad happened. I have barely used it. But they didn't respond." K's (Female, Canadian, 25) story of the Xytex Corp product failure is very disturbing even when she didn't experience it by herself, "Some people (sperm donor children) are born with genetic diseases. There is a new story, one in April 2015 just came out, 8 or 15 I forget the number, just around 10 families in Canada were affected." A (Female, Canadian, 37) was very frustrated when talking about her boots. She said, "I spent 70 dollars on winter boots. They have the one-

month return policy. At 5 weeks, they start to split…they split completely, on both sides, so to the point where one shoe didn't work." After the interview, A sent her boots picture to the interviewer (Figure 1. 5). The taste of a food product serves as another product related reason to hate a brand. J (Male, Indian, 26) said, "In two of the three hated categories, I don't like the taste."

Figure 1. 5

A Split Boot from Yellow Luc

Product design. Product design can claim the value proposition of a brand (Labrecque & Milne, 2012). In the case of failing to fulfil a desirable value proposition, consumers may hate a brand because of its design. For M (Male, Canadian, 25), his hate towards all the North American microwaves simply comes from the design:

> I guess it's a designer's perspective… They all have trillion buttons, and they all make… it starts beeping. First of all, it's not even a pleasant beep, it's like this obnoxious, nobody gives a thought how the sound should like, like a daily object…Let's say it starts beeping once, the food is done. You open the door and it's still beeping, and it's obnoxious… I want to yell, I fucking know! I know! I know it's done!...But it's still beeping!

K's (Female, Canadian, 19) hate towards American Apparel is because of the design too, she stressed:

I don't see this type of design is something that, I would not wear it to go out…it's inappropriate…like the issue they are symbolizing people wearing a cross top, it's like a bra… you will be more classic if you wear proper clothes, right?

For J (Male, Indian, 26), his product design issue for Samsung comes from the interface, "Samsung Galaxy S was like a big hit then, and I bought that. Then when I started using it, I didn't like their interface, it's not easy to use like Apple… then I sold it and I bought an iPhone."

1.5.3.3 Customer service related reasons. Service is an essential component of brands, especially the service-based companies (Berry, 2000). And it is interesting that customer service is seen most likely to be the main cause of brand hate. One interesting observation is that service-based brands are more vulnerable than the product-based brands to be a brand hate target. The possible reason is that service-based brand involves more interactions provoking emotion.

Customer service quality. A (Female, Canadian, 37) recalled her customer service interactions with Future Shop, "I brought it to Geek squat, they kept breaking pieces of my computer in front of me. Like it was before, they broke it into pieces, they forgot to put one of the screws back on when they try to see whether they can remove the internal hard drive." She also mentioned the experience with Hewlett-Packard, "they kept trying to force me to take the hundred fifty dollars' warranty… they didn't care about the problem with my computer." N (Female, Italian, 20) though it was weird when she was at Café Mgriade seeing "people who worked there didn't seem to care and they were just behind the counter and most of them were either texting". R (Male, Canadian, 19) suffered a bad consumer service with Greyhound's "bad customer service", he "got stuck in New York for two days without any reimbursement, or hotel".

Bad service quality is also reported in the online documents. Carol wrote on the consumeraffairs.com about her Greyhound experience:

We bought round tickets and when it was time to home we were told there was no room

on the bus. We had to pay for another ticket to another bus company to get home. I was so pissed off. The next day I went to South Station in Boston, where I bought the tickets to request a refund…Of course, they did not want to refund me but by the time I started getting loud they gave me my money back. I will never ever ride Greyhound again.

A Noodle Star Yelp reviewer commented, "Absolutely ridiculous, service is horrid. Never again".

A condescending brand. During the interactions with a brand, consumers receive signals conveyed by the brand service. A condescending brand looks down upon its customers and sometimes involves customer discrimination. Y (Male, Canadian, 40) summarized what he had experienced with Bell, "I couldn't understand at the first, so, basically the less money I had, the (more) money they are gonna charge me just to keep my phone active doesn't seem fair at all. So the more vulnerable I was, the more they were gonna take advantage of it." B (Male, Sri Lankan, 19) explained how the bank industry has deceived customers by taking advantage of their lack of knowledge of banking services, "They charge you hidden cost fee, called foreign currency exchange or something. And it's super standard, it's standard. A lot of people don't know."

A Bell hater used a metaphor for the deceiving customer service at Bell, "Not the service they sold me, but a service. It's like buying a car on a lease and them delivering a horse to you. Then when you complain they try to fix it but they know that they can't." Liz Stromsnes Dolz wrote on United Airline Facebook page, "I hate United Airline. (I) recently flew United, and I hate it so much!!! THEY TREAT CUSTOMERS LIKE DIRT."

Unamended service failure. Service failure has been widely documented both in industry and in academia. Consumers are generally tolerant to the one-time mistake. However, when the unpleasant experience happens again after a complaint, this service failure will undoubtedly lead to brand hate. M (Male, Iranian, 28) explained, "In the second case with Bay, I experience one negative case, but when I followed up, I receive no response so it seems, in that case, the absence of the response from the company is the reason I hate the company." Priyanka Neupane wrote a "Say no to Turkish Airlines" blog reporting how Turkish Airline was "doing nothing to fix this" after the delay "has been happening for over a

month".

1.5.3.4 Consumer related reasons. Besides company, product, and service, consumers are also ineligible in the whole process of developing the brand hate emotion. In the current study, internal and external elements are uncovered. The internal group depicts consumers' characteristics or the activities carried out by consumers, for instance, the cognitive activity, the preference, and the background. The external group articulates the elements which are not performed by but related to consumers.

Failed expectation. A brand image testifies to a brand's quality, which is usually used by consumers to set expectations. Thus, a failed expectation of a brand can cause disappointment, consequently, the brand hate from a customer. Just like what S (Male, Canadian, 20) described, "Brand hate is like when you know you've paid a lot of money, but you don't even get half of what you expect, I don't know, that's for me, that's (brand) hate." The failed expectation from Samsung is also a reason for K (Female, Canadian, 21) to hate this brand, "It just didn't work the way I expected to…I am expecting a certain level (of) performance and they were really slow devices and sometimes they wouldn't open the app."

Cultural background and personality. One of the internal consumer related reasons is the cultural background and personality of customers. Cultural background is found to be able to alter the brand extension evaluation. The culture that a consumer comes from will have an impact on his brand preference (Monga & John, 2007; Orth & Malkewitz, 2008). Therefore, it absolutely makes sense when N (Female, Italian, 20) said, "We are partially Italians, so we enjoy very good coffee." It is also not surprising that she had two out of four hated brands related to coffee. Likewise, M (Male, Canadian, 24), a designer, can hate a brand because of the design related issues. For example, the design of the North American microwaves, and the design of the American Airlines website interface are the reasons for M to hate these two brands. As indicated by the interviews, consumers who have stronger personality and are detail driven are more prone to hating a brand. It is worth noting that, cultural background and personality can influence the development of a brand hate emotion, and they can also be moderators.

Special meaning. When a product failure or a service failure is bounded to a special

meaning, the brand hate is much easier to be observed. Y (Male, Canadian, 40) demonstrated that the service failure after an important phone call has made him hate Bell for more than twenty years, "The context of this phone call rather personal was (an) important call to my wife, severely colors the nature in exchange." R (Males, Canadian, 19) added to his brand hate story with Greyhound, "I felt so frustrating, especially it was during the Christmas trip, Christmas travels. I was two days late (than) when I was supposed to be there. I missed the family relatives while I wasn't in town that time." A foot locker hater Alexus also complained on consumeraffairs.com that:

> It was ordered on 11/23/16 so I'm home as happy as (I) can because I picked up a sneaker that was nearly impossible and sold out worldwide that I waited endless sleepless hours to try to accomplish something nearly impossible to achieve. Now it's 11/26/16 and I receive an email stating that my order was canceled- this is the most ** up thing ever. I am furious, very upset.

Similar to cultural background and personality, the special meaning of a failure incident might not be the direct reasons for brand hate, however, it does fuel the anger when bad things happen. Therefore, the author proposes that the importance of a failure is another possible moderating factor. In addition to the internal factors which could be implemented or performed by consumers, external factors can play an important role, for example, the negative WOM, and better alternatives.

Negative word-of-mouth. Although negative WOM has been shown to be a consequence of the negative interaction between a brand and a consumer (Grégoire & Fisher, 2006), it can be a reason why a consumer hates a brand. In the current study, two sources of negative WOM are revealed: negative WOM from other customers and negative WOM from the media.

Negative word-of-mouth from other customers. The negative WOM information serves as hate testimony to help consumers hate a brand. For instance, B (Male, Sri Lankan, 19) hated Bell and refused to take Bell's service because of "mostly (the) negative WOM. That's mostly like everyone just hates Bell at school". C (Female, Canadian, 19) shared her concern about Dell after her mother's experience, "They had really bad customer service, like she

can't get help, it was really hard." And C added, "I don't know she was the only one person that had this problem. Because I think Dell, I heard Dell had really bad reputation." Most of the time, this type of negative WOM information comes from families and friends, and then sympathetically, a consumer start hating the brand.

Negative word-of-mouth from the media. There is another source of negative WOM leading to hate a brand, which is the media. Media, as a platform, is usually believed to provide trustful information and is considered to be an essential negative WOM channel to contribute to consumers' brand hate. Social media, although some shared information is not necessarily coming from authorities, is becoming a powerful factor to form consumers' online WOM (Chu & Kim, 2011). J (Male, Indian, 26) received confirmation of his brand hate for Bell after searching online, "The services are very poor… A lot of people complain about it… a lot of complaint like (about) the services are poor, they don't cancel the services, and they charge you extra." The KFC China has suffered the negative WOM from its dye Sudan 1 scandal. M (Female, Chinese, 24) is an example of its lost business from brand hate. M explained why she hated KFC China, "The news about Sudan 1 (scandal) in news about the KFC. Very big news." For N (Female, Italian, 20) and B (Female, Canadian, 23), they hate Canada Goose because they watched the documentary online. N (Female, Italian, 20) read the PETA article about Canada Goose. After she googled Canada Goose, she realized "there is no way (to buy a Canada Goose jacket)… isn't that gross?" Likewise, B (Female, Canadian, 23) felt frustrated and disgust after seeing the trapped Coyote pictured online. And similar to N, B also thought it was gross. Based on the results above, the negative WOM could be a direct reason for brand hate through its carried information, and sometimes it can also accelerate brand hate.

Better alternatives. A comparison between a brand and its alternative option can cause brand hate because this comparison can prove the inferiority of a brand. Although both are Samsung products, J (Male, India, 26) hates Samsung's cellphones but not its TVs. He explained, "They are the same brand, (but) Apple is not competing with them (Samsung) in TV." Interestingly, E (Male, French, 19) hated H&M but loves Forever 21, although they are two similar fast-fashion brands to the general public. E believed that H&M had a higher price

than Forever 21 with "almost probably the same quality". Better alternatives may not be a direct reason for consumers to hate a brand, however, they do provide an additional reason to justify a brand hate.

      1.5.3.5 Discussion. This section presents all the possible causes of brand hate that derive from the qualitative data. One reason can trigger brand hate emotion. Nonetheless, according to the results of the current study, most of the time, more than one reason from the four facets interact to form brand hate. And brand hate doesn't happen in one snap. Customers are usually patient enough to give a brand a second chance, except the extremely bad ones. Generally, brand hate may be observed after a failure confirmation, meaning that consumers experience at least two failures from that brand. Additionally, some factors can moderate brand hate if not directly causing this emotion, for instance, cultural background and personality, special meaning, negative WOM, and better alternatives. These moderating factors are an interesting avenue for future research.

1.5.4 Consequences of Brand Hate

      As discussed by Kucuk (2016), various actions can be observed in different brand hate states. Consumers do not react homogeneously according to different brand hate levels. In line with Kucuk's (2016) statement, the current study also observes various brand hate consequences corresponding to different brand hate states. Through a rigorous methodology, the current research is able to uncover abundant reactions across different levels. To be specific, six different intensity levels of consequences are obtained. For example, communication with a brand (level 1) is a non-negative strategy adopted by consumers. On the negative spectrum, there are outcomes such as passive reactions (level 2; e.g., forget about it), stay with the brand (level 3; e.g., status quo), brand avoidance (level 4; e.g., leave the brand), anti-brand (level 5; e.g., negative WOM), and fight with the brand (level 6; e.g., revenge). The level 1 is found to be one of the contributions of the current research and it has not been covered in the previous brand hate literature. Not only negative reactions will be observed following brand hate, consumers have the intention of an active and positive communication in mild hate state.

      According to the emotion coping strategy (Anderson, 2003), once an individual

experiences a negative emotion, he will try to cope with the emotion to reduce the impact. This explains the moderate and intense levels of consequences of brand hate. Consumers demonstrate their brand hate through actions and hope to reduce the negative impact on their well-being through the demonstration. Similarly, the rational-emotional model of decision avoidance can explain the brand hate reactions following anticipated emotions (Anderson, 2003). This model states that people make decisions based on their expected outcomes and emotions. Following brand hate, individuals may react with both emotions and actions. Furthermore, according to Fishbein's (1963) attitude theory, individual's belief forms the attitude, which further influences the intentions. For example, a positive emotion or belief attached to a brand is very likely to be followed by positive attitudes, which consequently accelerate purchase behavior and patronage. On the contrary, a negative belief or associate emotion would have potential negative outcomes. Accordingly, the consequences reported in the following part can be explained by the brand hate associated attitudes. The following section presents the outcomes of the brand hate at different intensity levels corresponding to the three brand hate states.

1.5.4.1 Level 6: Fight with the brand. Level 6 depicts the most intense reactions of brand hate consequences. This group of reactions corresponds to the strong brand hate state. In this level, consumers' actions are very aggressive, and they aim to get what they want through all possible means, for example, the public inquiry.

Public inquiry. This aggressive action is usually observed after the no-reply from a brand's internal management. It can be extremely harmful to a brand given its high exposure than a private complaint. A well-known viral video *United Breaks Guitars* by Dave Carroll is an example of brand hate with a public inquiry. Carroll (2012) even wrote a book about the story which has been used as case study to be read by both consumers and managers. In this study, a Bell hater promised in the post on montrealgazette.com that, "My pledge: I'll take the most egregious complaints to the spokespeople of the offending companies so we can get a public answer." After being canceled on an important order, Alexus stated on consumeraffairs.com that:

I'm going personally myself on Monday to Footlocker headquarters itself cause I was

charged for the sneaker, bank approved money, deducted everything, (and) confined confirmation number in hand and this is something I will not in no way tolerate by staying shut. I'm stating this so it's on record before I walk in havoc for my order. I do not in no way whatsoever want any money return. I want my sneakers and I'm going to the furthest extent to get them whether lawsuit actions have to take place.

This group of consumers who fight to get a public answer from the brand is the most persistent ones among all the brand haters. They will do anything to achieve their goals even if it means destroying a brand. For companies, the Level 6 consequences would be the most challenging reactions to handle, which can also potentially bring the most damage to a brand. Therefore, the companies may want to consider this group of consequences and their actors seriously.

1.5.4.2 Level 5: Anti-brand behaviors. Following the most intense and conspicuous brand hate reactions in Level 6, consumers may also have anti-brand behaviors, which are categorized by the authors as level 5. Anti-brand behaviors have been widely documented in the previous consumer behavior and brand studies (Grégoire *et al*., 2009; Lee *et al*., 2009b). The current study confirms that most of the anti-brand behaviors, mentioned in the literature, are applicable to brand hate.

Negative word-of-mouth. Previous research demonstrates that negative WOM can be followed after a service failure or a failed expectation (Grégoire & Fisher, 2006, 2008). Unsurprisingly, negative WOM is one of the anti-brand behaviors in the current brand hate study. More interestingly, the current results present different types of negative WOM following the brand hate.

Active negative word-of-mouth. In the active negative WOM, brand haters spread the information voluntarily. They don't wait to be asked about the brand hate incidents, and family members and close friends are usually the first groups of audience. V would spread the negative WOM to someone she knows, but not the strangers:

> If I had a friend (or) someone I knew that is wearing UGGs, I would tell them what I saw. If they see the commercial, maybe they will change. But if someone I don't know, I don't think I should be doing this, because this is weird.

K (Female, Canadian, 25) shared on the Facebook (which is open to her friends) about her skin reaction with CVS pharmacy product, "I took a photo for my face. It's all inflamed and horrible. And someone said, yeah, well, that's what happens when you buy a product from CVS."

It is worth noting that different from the public inquiry, most of the consumers' negative WOM is a private complaint and is not intended to be shared with acquaintances. Of course, the negative WOM can become public when the brand hate gets stronger. When needed, consumers are willing to share the negative experience with everyone encountered. For instance, B (Male, Sri Lankan, 19) said he "always tell people never to buy Apple, RBC". J (Male, Indian, 26) also did the same, "I told many people never go to Bell".

The development of the technology and social media makes it easier for consumers to spread the negative WOM online. In addition to negative WOM with friends, families, and even the acquaintances, it can go public on social media. This type of negative WOM is different from the public inquiry in Level 6. The public inquiry involves fighting with the brand as well as expecting results, meaning that consumers are expecting some outcomes or problems to be solved. However, in the case of the negative WOM on media, consumers focus only on venting but not necessarily on possible outcomes. It is reasonable to say that all the documents analyzed in this work are already an evidence of negative WOM on media since they are published by the brand haters and are open to everyone. Take N's (Female, Italian, 20) complaint about Café Mgriade as an example; she said, "I wrote a review on Google because I was really disappointed. I gave them one star because I couldn't give them zero stars. I said this was the worst coffee experience I've ever had in Montreal."

Passive negative word-of-mouth. Different from the active negative WOM, which is voluntarily and actively shared by consumers, passive negative WOM happens only if requested. For example, the passive negative WOM is observed only when brand haters are asked to give suggestions about the hated brands. M (Male, Iranian, 28) said although he would like to spread a negative WOM of Bay, he didn't "want to persuade people not to do anything" because he was "not in their shoes, maybe they want to do something" and it was not his business. S (Male, Canadian, 20) also claimed that he won't spread the negative WOM

of a brand "only if people ask" him.

Complaint. As stated by Charlett, Garland, and Marr (1995), complaint behavior is more visible than the negative WOM to the brand management. In the case of a complaint, a brand is aware of the action when customers try to contact customer service or the management level, or even the authorities. After the product failure of Asus laptop, A (Male, Kazakhstan, 25) "wrote the email, official email", and he "emailed the complaint reports, but no follow ups". R (Male, Canadian, 19) filed a complaint with the managers after experiencing the terrible service from Greyhound. He had not received the reply by the time the interview was conducted. D (Male, Russian, 27) chose to "report to customer protection, file complaint, the Consumer Protection Bureau of Ontario". A (Female, Canadian, 37) did the same. She filed a complaint to the consumer protection bureau in Montreal.

Take away customers. Consumers do not only spread a negative WOM of a brand, or complain to authorities, they also try to take away customers from the brand. Brand haters believe that this is an efficient way of getting revenge. After complaining about the insect in food at Amir, K (Female, Canadian, 19) also managed to get "2 or 3 people left" with her. Another way of taking away customers is to explicitly tell other people that they should not buy that brand's products or services. N addressed, "I even tell everybody I know if you need a coat, don't buy Rudsak." Same thing was mentioned by D (Male, Russian, 27) for RBC, and by A (Male, Kazakhstan, 25) for Asus.

Switch to competitors. While spreading the negative WOM and complaining of a brand, consumers also consider switching to another brand. J (Male, Indian, 26) elaborated, "I bought a Samsung phone. But the bad experience happened then, I switched to Apple, and I'm staying with Apple like five six years now." Similarly, a Bell hater wrote a thread on the forum titled "I switched because I hate you Bell". Switching to competitors means a direct loss of a brand potential revenue, which can bring no less damage than other consequences.

Destroy the brand. Although the negative WOM and other anti-brand behaviors are believed to be harmful enough to a brand, consumers may take actions that are more destructive, for instance, destroy the brand. This type of revenge behavior has been widely covered in the consumer-brand relationship literature (Gégoire *et al.*, 2009). What B (Female,

Canadian, 23) did was that, with the animal protection group, she went "down to the metro in the morning… try to get back the sale of the Canada Goose jacket". A very angry Bell hater said online, "Someone should really bomb their headquarters". Although most of the destroying brand behaviors still stay to be intentions, managers should not ignore them because that brand haters at this intensity level have already taken various actions. If the behaviors are not handled properly, the public inquiry or higher level of brand revenge may be followed.

    1.5.4.3 Level 4: Brand avoidance. When the intensity of brand hate decreases, less confrontational reactions are followed. At this level, consumers tend to boycott or avoid the brand (Hegner *et al*., 2017). Boycott and brand avoidance are two distinct constructs. The boycott may have a resumed consumption in the future, whereas brand avoidance does not guarantee it (Lee *et al*., 2009b).

    Avoid the brand. Brand avoidance has been prevalently studied by scholars in the brand research literature (Lee *et al*., 2009b). In the current study, brand avoidance is found to be a consequence of brand hate. After Y's (Male, Canadian, 40) whole family had food poisoning at Chenoy's, he just did "not want to deal with them anymore. There is no opportunity to make things worse". B (Female, Canadian, 23) made her pledge to avoid Lululemon, "I refused to wear it, and (because) Lululemon is mean to fat people, I am not going to wear their product either."

    Boycott. Boycott is another one of the most common recognized consumers' negative reactions toward a brand (Klein, Smith, & John, 2004). As stated, boycott depicts the paused relationship between a consumer and a brand. A Nestle hater wrote on the bellybelly.com that:

        So I boycott (and have for ages) anything I know to be Nestle. I don't want my money going there if I can help it – obviously, there might be a product or brand I don't know about, though I try to educate myself. But I figure boycotting most of the Nestle is better than not doing anything.

    Likewise, C (Female, Canadian, 19), who also hates Nestle, chose to do the same, "Me and my family decided to boycott them as much as possible". When asked to summarize the consequence of brand hate, A (Male, Kazakhstan, 25) stated, "I decided to stop using it." M

(Male, Iranian, 28) claimed that he chose to boycott Turkish Airline, however, the only condition for him to resume his business with the brand is a really good price.

1.5.4.4 Level 3: Stay with the brand. Brand hate can cause brand retaliation, anti-brand consumption, and brand avoidance (Hegner *et al.*, 2017; Lee *et al.*, 2009*b*). However, there is a possibility that consumers choose to stay with the brand even with brand hate emotions. As Anderson (2003) indicates, the status quo and unchanged situation are possible consequences of hate emotion.

Status quo. Some consumers choose to stay with the hated brand even after experiencing brand hate because that they have no choice but to use the brand when the brand is the only option to them, or because that the brand has not brought enough inconvenience for them to destroy the brand. This scenario happens commonly in a monopoly market. A (Male, Kazakhstan, 25) got easily overcharged by Fido and he reacted that, "I was surprised…I thought it's not professional, and then I thought ok, I don't think with the contract I can do anything, so I Just, hopefully to change the phone, so I just wait until it's finished." N's (Male, Lebanese, 38) brand hate towards Samsung laptop might not be so extreme as to destroy the brand, he "will not throw it, because it is money", and he "will keep using it until that the money is depreciated".

1.5.4.5 Level 2: Passive reaction. It is possible that after brand hate consumers choose to react passively. For example, consumers may just prefer to avoid talking about the brand and ignore it. This reaction is in line with the brand hate associated emotions, such as sadness.

Forget about it. Forgetting about the bad experience with a brand can be seen as a coping strategy that a consumer uses to avoid further hurt. The booking experience with Expedia made A (Male, Kazakhstan, 25) hate the brand, however, he chose to "just forget about that… won't think about it". Because sometimes this passive strategy can be an effective way to heal.

No negative word-of-mouth. At the passive reaction level, consumers do not have the motivation and passion for spreading negative WOM. They are just laid back and move on. When asked whether she will spread the negative WOM of Clinique, V (Female, Ukraine, 20) replied, "No I won't. Because it didn't work for me. Maybe for other people, it's good… I just

(do) not buy it. But I don't want to make other people hate it. Just (a) personal (choice)." H (Male, Canadian/North Indian, 46) had the same reaction to Lee's Jeans. He explained, "Everyone has their own shops to go. I am not going to tell people that they don't buy this brand." Although there is no negative WOM to be observed in this passive reaction, managers may want to keep in mind that brand hate does exist. The no negative WOM reaction is even harder to deal with because it is not as visible.

1.5.4.6 Level 1: Communicate with the brand. Communicate with the brand is a non-negative reaction from a hate consumer. Although experiencing the brand hate emotion, consumers are still calm enough to initiate a constructive dialogue with the brand. This reaction has been missing in the literature. Most of the time researchers and even consumers themselves believe that only negative actions should be followed after brand hate, which is surprisingly not always the case. In this study, consumers report the communication with the brand after brand hate, with no accompanied complaint or anti-brand behavior. D (Male, Russian, 27) explained the situation with Canada Goose:

I ordered the coat for my ant. I placed my order, and then they messed up with my payment. Even though I paid they declined my payment for some reasons. I didn't know until finally a few days after. I called them again, I said ok guys, I believe this should be received within five days, so if you want to keep me as a customer, I need your courtesy from your side. Then they said ok we will give you free shipment, free FedEx shipment, you will receive in a few days instead of waiting for it.

Although D (Male, Russian, 27) hates Canada Goose for making mistakes on his order, he tries to communicate with the brand, then what the brand has done prevented a worse consequence, for instance, brand revenge or negative WOM.

1.5.4.7 Other: lower brand image. Unavoidably, aside from consumers' actions, a lower or destroyed brand image can escalate to another level. M (Male, Iranian, 27) admitted that the brand image of La Bay was impaired after the brand hate incident. D (Male, Russian, 27) mentioned the same consequence with National Bank, he said, "The brand in my eyes is destroyed. Even for a job offer from National Bank, I will think twice before joining it."

1.5.4.8 Discussion. This section summarizes all the possible brand hate consequences at different levels with quotes and explanations, which broadens the understanding of brand hate. Especially, communication with a brand is included as part of the non-negative reactions of brand hate. It proves that not only negative reactions are the consequences of brand hate, non-negative reactions, for example, communication efforts from consumers can signal the brand hate emotions. Given that the moderate and strong brand hate states can cause severe damage to a brand, the non-negative reactions may work as an alert for brand managers to cope with brand hate. In addition, with the knowledge of this mere clue of brand hate, brands can initiate more effective communications with consumers. Similar to the antecedents, there can be more than one outcome after brand hate. One consumer may spread negative WOM of a brand as well as boycotting it. However, it is less likely that consequences across two different intensity levels to be observed simultaneously. For example, a brand hate consumer may not pursue simultaneously a passive reaction and a fight with the brand.

1.5.5 The Comparison between Brand Hate and Interpersonal Hate

The previous section on associations, antecedents and consequences have presented adequate information on brand hate, which has also been done separately in three existing brand hate studies. This research also investigates the comparison between brand hate and interpersonal hate, to have a more precise presentation of the overall brand hate. It seems that the comparison between brand hate and interpersonal hate has not yet been covered in the literature. The extant brand hate research assumes pertinent characteristics to be fully shared by brand hate and interpersonal hate. Although scholars have already claimed that brand hate is similar to but also different from interpersonal hate, no research has revealed what exactly are the differences (Kucuk, 2016). The following part uncovers both similarities and differences between brand hate and interpersonal hate.

1.5.5.1 Differences. To consumers, although a brand can be anthropomorphized to be similar as a human being, brand hate is never granted to be identical to interpersonal hate. A relationship between a brand and a consumer is believed to be abstract, artificial, subject to judgment, impersonal, and rational. And for a brand hate, you are angry at something that has a collectively profitable organization behind. Generally, brand hate is about one-way

communication and one-way responsibility. For instance, brands are generally the target of blame in brand hate. Although customer support and the social media communication platform are usually available from a brand, consumers do not feel that two-way communication existed. In addition, the reasons to hate a brand are concrete.

On the contrary, the interpersonal hate is more personal, complicated and emotional. An interpersonal hate is not about the quality judgment, and it is mostly a two-way communication. The person you hate is not replaceable by another person, whereas it is quite common and easy to leave a hated brand for its competitors.

Given the difference between the brand hate and interpersonal hate, we can also infer from the qualitative data that the brand hate is less strong than the interpersonal hate because an interpersonal hate is more involving and personal, and not easily replaceable. An interpersonal hate can be very hurtful and harmful. Although brand hate is also hurtful, it is less emotionally involving and more avoidable. Additionally, a brand can buy the love back from customers (e.g., lower price), which however is not quite applicable to the interpersonal hate.

Regarding the forgiveness, brand hate is less forgivable considering its profit-driven and collective characteristics. Interpersonal hate is less forgivable considering the stability of the hated personality. Therefore, it depends.

1.5.5.2 Similarities. This study indicates that brand hate shares the essential emotional ground with interpersonal hate. Individuals experience the similar arousal and anxiety when experiencing the brand hate and interpersonal hate. Both hates endure the series of emotions such as anger, frustration, upset, and disappointment. Both emotions deal with the feelings of the unjust and betrayal and have mild to severe levels. For interpersonal hate, there are cold, cool, and hot hates, while for brand hate, there are mild, moderate, and strong brand hates. More importantly, both emotions are multidimensional constructs. Interpersonal hate has dimensions such as event, physical reactions, and so on, while brand hate includes dimensions such as emotional, cognitive, and physical.

1.6 General Discussion and Implementations

1.6.1 Theoretical Contribution: A Better Understanding of Brand Hate

Following the grounded theory approach, this research work provides a rich interpretation of brand hate through a solid methodology. It demonstrates a journey of brand hate, from the cause analysis to the brand hate emotion core, to the variety of consequences.

Brand hate is a strong negative emotion, but more than just a strong negative primary emotion (Kucuk, 2016; Zarantonello *et al*., 2016). It comprises a group of mixed emotions, cognitive activities and physical reactions. The cognitive and physical aspects have not been clearly defined in the brand hate literature. Thus, the current work is the first to present brand hate with three dimensions and concludes on brand hate with more precision. Although this paper does not include any measurement scale development due to its qualitative character, it does offer a solid foundation for a more sophisticated scale development of brand hate. For instance, a more accurate measurement scale of brand hate may be developed considering the emotive, cognitive, and physical dimensions.

In addition, not only the dimensions are well demonstrated in the results section, the comparison between the brand hate and interpersonal hate helps us better distinguish the two concepts. The current work fills the gap of missing comparison between brand hate and interpersonal hate. The results suggest that although the two concepts are very similar to each other, which has been prevalently assumed by the marketing practitioners and researchers, these two are never supposed to be identical and be treated invariably (Kucuk, 2016). The two emotions are to be treated differently based on their characteristics. The current research enriches the brand management literature as well as the consumer-brand relationship literature. Given that the brand hate is believed to be more rational than interpersonal hate, brand managers can investigate the concrete brand hate reasons, and develop corresponding strategies, further building a stronger consumer-brand relationship. This will help the companies possibly turn the brand haters to non-haters, and further cultivate them to become brand lovers.

1.6.2 Managerial Contribution: Suggestions to Alleviate Brand Hate

The current research has managerial contributions. The investigation on brand hate

causes reaffirms the importance of ethical practice in business (Cochran & Wood, 1984). Being honest and sincere should always be corporate's core values. To be specific, the current work offers the recommendations through a reflection of the negative emotional aspects. The feedback offered by brand customers from the interview is of great importance to a brand's business development. In line with the statement that brand hate is about one-way communication and one-way responsibility, all the suggestions are related to brands rather than customers. The current study discovers three groups of suggestions, including business practice, product, and service, which are in line with the antecedents of brand hate.

1.6.2.1 Business practice. In terms of business practice, consumers suggest based on their brand hate experiences that a brand should adopt an ethical business practice, no matter whether the brand is hated because of the moral reasons or not. A good brand should be obliged to implement ethical business practices. For those brands that are involving the unethical issues to cause brand hate, they should definitely stop these actions and adopt an ethical practice. In addition, corporate social responsibility (CSR) activities would help diminish the negative attachment a consumer has to a brand (Klein & Dawar, 2004; Sen & Bhattacharya, 2001). After getting impaired brand images from brand hate, recovery strategies, for instance, public relations, are a necessity to improve the brand image.

Internal management also ought to be improved. For example, managers may consider discharging the employees that have caused brand hate problems. Likewise, a brand may also consider changing the spokespersons if they were the culprits. Or, it needs to train its employees properly so that they can be more qualified for these customer related positions. Although it is hard to fire a brand's CEO, a remedy statement for a brand hate crisis is a must.

1.6.2.2 Product features. The current results indicate the product related reasons to be one of the main causes of brand hate. Therefore, it makes good sense for a hated brand to improve its product features. Setting a reasonable price can avoid the price related hatred. Overall, excellent product quality control is always important for a brand. The company can also work on the product design, for instance, the attributes and the color to get a refreshed brand image (Labrecque & Milne, 2012). Store environment improvement is applicable to the case where service environment plays an important role in the purchase process

(Spangenberg, Crowley, & Henderson, 1996).

1.6.2.3 Service. As indicated by the data from the current research, service is regarded to be one of the most vulnerable domains for brand hate. Thus, it is essential to provide a good service. Companies can work on improving the service quality through providing not only the attentive and caring service but also the customized service package. Of course, customers always have a say in the service providing process, and it is always a good practice to survey the customer for their expectation of the service.

1.7 Conclusions and Future Research

The current research is the first to investigate the brand hate concept through a very rigorous study design. Although Kucuk (2016) analyzes the interviews and contents that help to extract brand hate definitions, it focuses more on the digital world scenario than on the general setting. Zarantonello *et al.* (2016) develop the measurement through the survey, which failed to capture the details of the brand hate journey, therefore they left out the important cognitive and physical dimensions of brand hate. The current paper is able to conclude that brand hate is not a single emotion, but a multi-dimensional construct.

Although the study design enables the possibility of including hate brands regardless of the previous experience, it doesn't further the investigation of the role of ownership. Prior brand experience may generate a stronger emotional foundation for brand hate. It is possible that when the prior experience is missing, consumers rely on analytical reasoning. Or, it could be exactly the opposite because that consumers with previous brand experiences may process the concrete reasons to hate a brand, whereas the consumers without prior brand experience have only abstract reasons to hate a brand. The role of ownership in brand hate can be an interesting avenue for future research.

The qualitative methodology provides a thorough and detailed set of evidence. However, no follow-up investigation is done in the current work, for instance, a sophisticated measurement scale of brand hate. Although the previous literature has presented items to detect brand hate, no research has confirmed whether it is a unidimensional or multi-dimensional construct. The future study could develop a measurement scale to better capture brand hate, and examine the dimensions of this construct from a quantitative perspective.

Given that brand hate is far from fully investigated, future research can also study the influencing factors of brand hate. The study on potential moderators and mediators should make scholars and marketing managers be more confident in categorizing various brand conditions. In the future, with this knowledge acquired, it will be easier for managers to adjust their coping strategies for different marketing situations.

2. Essay 2: Dimensions of Brand Hate: Scale Development and Validation

2.1 Introduction

Branding is one of the most important strategic decision in business development. It helps cultivate consumption culture and build communities among customers (Diamond, Sherry, Muñiz, McGrath, Kozinets, & Borghini, 2009; McCracken, 1986). Researchers and practitioners have spent a great deal of effort on branding strategies, for instance, the brand equity, differentiation, and positioning, hoping to get a better return on investment (ROI). However, most of the research work is from a company's or a brand manager's point of view and fails to consider the important role of the consumer. Although consumers' evaluation of a brand is given a certain amount of attention in a branding strategy, a true customer-centered phenomenon is achieved only if the brand personality and brand communication are systematically studied (Aaker, 1997; Fournier, 1998; McAlexander, Schouten, & Koenig, 2002). By addressing the consumer-brand relationship through customers' angle, a branding study is no longer limited to a manager's perspective, which enables more comprehensive branding research to be done.

Thanks to the development of technology, companies are now able to build brand communities and cultivate their consumer fan base through social media (Brodie, Illic, Juric, & Hollebeek, 2013). Almost every company has set up their Facebook page as well as other media exposure. Consumers' self-administrated fan pages are also encouraged to help strengthen the positive brand image. Unsurprisingly, the emotional interaction between consumers and brands is given increasing attention after brand anthropomorphism is studied on a larger scale (Aaker, 1997; Aggarwal & McGill, 2012; Batra *et al*., 2012). Most of the existing branding research studies the positive emotions from customers to brands (Albert & Merunka, 2013; Batra *et al*., 2012), while neglecting the important negative counterpart. Although the negative brand-consumer interactions are investigated widely in the extant research, such as anti-consumptions and brand avoidance (Lee *et al*., 2009b), research on the negative brand emotions is scant. Furthermore, in the current marketplace, it is never hard to find a brand's "evil twin". Some brand haters dedicate their time and efforts to building anti-brand websites and disparaging a brand. Therefore, it is important to study negative brand

emotions. Brand hate is one of them.

The first group of brand hate research has been recently published (Kucuk, 2016; Zarantonello *et al*., 2016; Hegner *et al*., 2017). In particular, Zarantonello *et al.* (2016) developed a psychometric scale to detect brand hate, while Kucuk's (2016) book on brand hate illustrates different brand hate levels. According to Sternberg's (2003) duplex theory of hate, it is never simply the opposite or absence of love. Thus, we should not use the reversed love scale to measure hate. Additionally, the brand hate is not a concept identical to interpersonal hate (Kucuk, 2016). Therefore, we cannot apply the psychological hate directly to brand hate. This is why an exploratory study is needed to develop a measurement scale that fits best the marketing contexts. Although Zarantonello *et al.* (2016) capture the emotional aspect of brand hate, their work has left the cognitive and other possible aspects of brand hate out of the research picture. The current study aims to fill the gap and present a complete measurement scale of brand hate which tests the most relevant themes of brand hate.

2.2 Literature Review

2.2.1 The Dimensions of Hate Emotion

In order to thoroughly understand and better measure brand hate emotion, an investigation on hate emotion is necessary. Shaver *et al*. (1987) group hate under the category of anger, which implies that emotions in the same subcategory of hate share the same psychological characteristics. These emotions include, but are not limited to, anger, rage, fury, etc. Some of the previous research regards hate as a primary emotion, whereas in more recent research, it is recognized as a complex emotion which comprises a group of related emotions, such as anger, disgust, and fear (McDougall, 2001; Sternberg, 2003). Sternberg (2003) states that hate is composed of three dimensions: negation of intimacy, passion, and commitment. Fitness and Fletcher (1993) imply the multidimensional feature of brand hate through a cognitive appraisal analysis on the following factors: event, cognitions, verbal expression, urges, physiological symptoms, and associated emotions. Hate emotion is hardly a pure emotion, which is also evidenced in neurobiological studies. Dolan (2002) demonstrates, through an emotional-perceptual-memory circuit, that emotions are connected to the cognitive functions as well as behavioral reactions. Given its complex facets, the psychology literature

has not put sufficient effort on measuring the interpersonal emotion.

2.2.2 Consumer-Brand Relationship

Various types of consumer-brand relationships have been covered. Aaker (1997) proposes that a brand may bear personalities just like human beings, and five brand personalities are uncovered in her work: sincerity, excitement, competence, sophistication, and ruggedness. Building upon the brand anthropomorphism paradigm, Fournier (1998) proposes that brands can be seen as relationship partners and the consumer-brand relationship varies at different levels. One of the closest and strongest relationships, brand loyalty, has been a long-existing concept in the brand literature. It captures the commitment and patronization of a customer towards a brand and it is believed to be an important element of brand equity (Baldinger & Rubinson, 1996; Tucker, 1964). When investigating the emotional aspect of the consumer-brand relationship, Batra *et al.* (2012) suggest that the loyal behavior is driven by a passionate positive emotion that a consumer has towards a brand. They define this emotion as brand love. According to Batra *et al.* (2012), brand love characterizes passion-driven behaviors, positive emotional connection, long-term relationship, anticipated separation distress, attitude valence, and attitude strength.

Contrary to the strong commitment and love emotion, scholars have also investigated the negative interactions between consumers and brands. Anti-consumption and brand avoidance are widely studied in this area (Lee *et al.*, 2009*a, b*). Lee *et al.* (2009*b*) define brand avoidance as "the incidents in which consumers deliberately choose to reject a brand" (p. 170). In this detached relationship, consumers can experience the experiential, identity, and moral brand avoidance, or voluntary simplicity and culture jammer anti-consumptions (Cherrier, 2009; Lee *et al.*, 2009*b*). Grégoire *et al.* (2009) investigate the reasons behind brand avoidance and even revenge. They examine the emotional evolution from love to hate and find brand grudge among haters. The more a consumer loves a brand, the longer this consumer will hate the brand. Grégoire *et al.* (2009) test the longitudinal change from love to hate but focus only on the behavioral aspect. In addition, their study doesn't examine the change in emotional state.

2.2.3 The Brand Hate Study

The first group of brand hate studies was published in 2016 (Kucuk, 2016; Zarantonello *et al.*, 2016). Zarantonello *et al.* (2016) reveal that brand hate is a complex emotion which comprises a group of mixed emotions, such as disgust and contempt, fear, disappointment, anger, shame, and dehumanization. They categorize the brand hate into active and passive brand hate levels based on the intensity level of the emotion. The complaint, negative word-of-mouth (WOM), protest, and patronage reduction are found to be the consequences of brand hate (Zarantonello *et al.*, 2016).

Kucuk (2016) wrote a book on brand hate. He relates the hate dimensions with the psychology literature and deduces that brand hate also consists of three states: cold brand hate, cool brand hate, and hot brand hate. In each of the state, Kucuk (2016) analyzes the scenarios and describes the brand hate situation. He also identifies two types of brand hate: attitudinal brand hate and behavioral brand hate.

Later, Hegner *et al.* (2017) base their brand hate work on the previous brand hate and psychological hate literature. They claim that brand hate is more than just a strong version of brand dislike, which is in line with Kucuk's (2016) and Zarantonello *et al.*'s (2016) statement. Hegner *et al.* (2017) test the brand hate determinants including negative past experience, symbolic incongruity, ideological incompatibility as well as the outcomes, such as brand avoidance, negative WOM, and brand retaliation.

2.2.4 The Research Gap in the Extant Research

The three existing studies on brand hate have provided a good understanding of this construct. However, the research remains scarce. Two out of three published brand hate studies (Hegner *et al.*, 2017; Zarantonello *et al.*, 2016) have proposed measurement scales of brand hate. Zarantonello *et al.* (2016), built on the psychology literature, asks participants to choose the words that describe brand hate from a group of emotion terms. This methodology misses the opportunity to fully capture the brand hate as a marketing phenomenon. Hegner *et al.* (2017) use 6 items to measure the brand hate. Although they include items that detect the branding context more than just emotion words, their research methodology does not follow the standard scale development protocol (Churchill, 1979).

Therefore, a comprehensive measurement scale of brand hate, which can better justify brand hate to be more than just a primary or secondary emotion, is missing in the extant research. Fitness and Fletcher's (1993) work indicates that hate emotion includes the dimensions such as cognitive activities and physiological reactions; therefore, it is reasonable to propose that brand hate is also comprised of these dimensions. Hence, one of the objectives of the current work is to develop a measurement scale that properly measures brand hate and validates the propositions through a quantitative approach.

2.3 Propositions Concerning Brand Hate

Two different types of brand hate are reported in the previous research, namely active and passive brand hate (Zarantonello *et al.*, 2016). According to the hate literature (Fitness & Fletcher, 1993) and the exploratory brand hate study (Kucuk, 2016), brand hate is a construct with multiple components, for instance, emotions, cognitions, and physical reactions. The current study aims to validate the dimensional model of brand hate using a quantitative methodology. A measurement scale of brand hate is developed through a well-designed exploratory method. In addition, in order to test the validity of the scale, the relationships between brand hate and other constructs are tested. The author includes the following dependent variables: negative WOM, complaint, protest and patronage reduction (Zarantonello *et al.*, 2016). Since these variables have been used to validate Zarantonello *et al.*'s (2016) brand hate scale, it is reasonable to test the new brand hate measurement scale with established scales.

According to the brand literature, consumers may talk spitefully (e.g., negative WOM) about a brand after having negative associations with that brand (Grégoire & Fisher, 2006; Kucuk, 2008). The negative association can be brand hate. Besides negative WOM, complaint is another possible outcome of brand hate. There is a higher chance for managers to be informed of a complaint because negative WOM is mostly shared among consumers, whereas complaints are normally addressed to managers (Charlett *et al.*, 1995). In Grappi, Romani, and Bagozzi's (2013) study, revenge or protest to a brand is found to be a demonstration of consumers' hate of the brand. When negative association dominates the relationship between a consumer and a brand, consumers reduce the purchase of that brand (Grégoire & Fisher,

61

2006). Thus, here are the proposed hypotheses based on the literature review:

Hypothesis 1: Brand hate is composed of emotional, cognitive, and physical dimensions.

Hypothesis 2: Brand hate increases the negative WOM.

Hypothesis 3: Brand hate increases complaint behaviors.

Hypothesis 4: Brand hate increases protest behaviors.

Hypothesis 5: Brand hate increases the patronage reduction.

2.4 Study 1

In study 1, an initial pool of items was developed to measure the brand hate construct. Previous brand hate studies generate the items based on surveys with detailed brand hate stories left out (Zarantonello *et al.*, 2016). It could be true that sometimes the terms that a participant chooses to describe brand hate in the survey do not depict a true brand hate. In order to improve the weakness in the extant research, study 1 implemented a well-designed interview procedure to extract the most accurate information from storytelling.

2.4.1 Item Generation

Following Churchill's (1979) procedure, a comprehensive scale was developed to measure brand hate. First, items are generated relying both on exploratory data and theoretical review. The exploratory study was carried out through interviews and documents. Twenty-five adult consumers were recruited in a major North American city through emails and posters. Semi-instructed depth interviews were performed. On average, each participant reported 3 hated brands across various product types. Neutral and loved brands were included in order to make sure that the truly hated brands were reported. Participants ordered the brands from most hated to most loved. Detailed stories of the hated brands were discussed, from the associations of brand hate to the underlying reasons and outcomes. In the end, 71 brands were reported to be hated. All the 71 brand names were searched for their online hate reports. Overall, 179 hate cases were identified, including threads, blog articles, pictures and videos. All of these documents along with the interview transcripts were the primary sources to explore the brand hate construct. Important attributes, as well as the reasons and outcomes, were coded to be the foundations of a thorough brand hate measurement scale. Three

dimensions, namely emotional, cognitive, and physical, were uncovered through the exploratory data.

Additional items were retrieved from the previous literature. The author consulted the hate literature and integrated 4 overall hate measurement items and 18 other measurement items from Zarantonello *et al.*'s (2016) study. The 89 items were pre-tested with 97 undergraduate students, half of them had working experiences. Participants were asked to write down one brand that they really hate and finish the questionnaires accordingly. Scale revision and additional items were suggested by participants in the open-ended questions. Having this feedback in mind, the author reviewed the qualitative data and extracted more items cross-referenced by the feedback and the literature. Redundant items were eliminated in this process. In addition, marketing expert and brand specialists were consulted to review the items. Through the initial data collection effort, 151 items were obtained for further analysis.

2.4.2 Sample and Procedure

Data were collected in a major North American university. A total of 347 participants took part in the survey. Thirty-three incomplete questionnaires were excluded, thus 304 respondents were used for the further analysis. Among the participants, 135 (44.4%) were male and 169 (55.6%) were female, aged from 18 to 56. Similar to the procedure in the pre-test, participants wrote down a hated brand, and then they were asked to rate to what extent the measurement items describe the hate emotion towards the indicated brand, for all the 151 items. The questionnaire took on average 15 minutes to complete. Counterbalancing was performed to reduce the order effect (Bowling, 2005).

2.4.3 Results

Exploratory factor analysis (EFA) was done using the principal component analysis method. The Kaiser-Meyer-Olkin (KMO) measure (0.937) and Bartlett's Test of Sphericity ($\chi^2_{11175}= 39865.3$, $p = .000$) suggested the appropriateness of the factor model (Malhotra, 2008). Through Direct Oblimin Rotation, a series of exploratory factor analyses were applied to the 151 brand hate items. Poor loading items were excluded after a few attempts. After repeating this process for 13 times, the final factor model was obtained with 41 items on 9 factors (eigenvalues > 1.0), which explains 72.19% of the total variance, loading score for

each factor $\geq |0.50|$. The model was satisfactory on statistical criteria (Nunnally, 1978). The 9 factors were labeled as follows: Hate (6 items, $\alpha = 0.895$), Fear (3 items, $\alpha = 0.875$), Disappointment (3 items, $\alpha = 0.789$), A hypocritical brand (4 items, $\alpha = 0.821$), Dismiss the brand (2 items, $\alpha = 0.723$), Troublesome experience (3 items, $\alpha = 0.789$), Overwhelm (4 items, $\alpha = 0.855$), Behavioral reactions (11 items, $\alpha = 0.937$), Physiological symptoms (5 items, $\alpha = 0.922$).

2.5 Study 2

The results from Study 1 provide a preliminary structure of the measurement model. In order to purify the measurement scale and test its validity and reliability, Study 2 was carried out. A different group of participants was recruited to test the items generated from Study 1.

2.5.1 Sample and Procedure

Participants were recruited in a major North American City. Three hundred and eighty-one questionnaires were collected. After screening the data, 303 complete questionnaires were retained. Among the participants, 141 were male (46.5%) and 162 were female (53.5%), aged from 18 to 55. Each questionnaire contained 41 items measuring brand hate. Measurement on negative WOM (Grégoire & Fisher, 2006), complaint (Grégoire & Fisher, 2006), protest (Grappi *et al*., 2013), and patronage reduction (Grégoire & Fisher, 2006) were included in the survey aiming to test the brand hate scale validity at the later stage. All the questions were measured on five-point Likert scales, anchored 1 = strongly disagree, 5 = strong agree.

Table 2. 1

Band Hate Items Retained after EFA

	F1	F2	F3	Factor F4	F5	F6	F7	F8	F9
I want to hurt someone when I think about the brand.	.805								
I want to punch the brand if it were a person.	.860								
I want to slap the brand if it were a person.	.846								
I feel like screaming when I think about this brand.	.793								
I want to smash something when I think about the brand.	.801								
I feel like strangling someone when I think about this brand.	.745								
I feel like tarnishing the brand.	.709								
I feel like tearing up the things I get from the brand.	.593								
I would wish everything bad happens to the brand.	.624								
I extremely dislike this brand.		.643							
I really detest this brand.		.730							
This brand makes me feel enraged.		.828							
I feel furious at this brand.		.838							
I have a feeling of revulsion to this brand.		.769							
I have a feeling of loathing to this brand.		.782							
I feel odd thinking about this brand.			.795						
I feel overwhelmed thinking about this brand.			.758						
I feel uncomfortable when I think about the brand.			.772						
This brand makes me feel weird.			.906						
I got screwed up by this brand.				.878					
This brand made me suffer.				.732					
My experience with this brand is troublesome.				.802					
I don't care about this brand.					.894				
I dismiss the brand.					.875				
This brand is greedy.						.853			
The brand is hypocritical.						.863			
This brand is scum.						.665			
The brand is shady.						.671			
I feel disappointed when I think about this brand.							-.857		
I feel displeased when I think about this brand.							-.833		
I feel disenchanted when I think about this brand.							-.750		
I have a feeling of bubbling insides of my body when I think about the brand.								-.801	
I have a gut-wrenching feeling thinking about the brand.								-.902	
I feel sick to stomach thinking about the brand.								-.890	
I want to vomit when I think about the brand.								-.851	
I want to puke thinking about the brand.								-.797	
I feel fearful when I think about this brand.									.752
I feel threatened when I think about this brand.									.806
I feel worried when I think about this brand.									.715

2.5.2 Results

    2.5.2.1 Structure of the measure. Similarly to the procedures used in Study 1, an exploratory factor analysis (EFA) was carried out. Both the Kaiser-Meyer-Olkin (KMO = 0.918) and Bartlett's Test of Sphericity (χ^2_{820} = 11202.61, p = .000) demonstrated that the dataset is appropriate for factor analysis. Using Direct Oblimin Rotation, a model characterizing 9 factors emerged, which confirmed the 9-factor solution of the measurement scale in Study 1. Only two items obtained poor loading scores, and were eliminated. The final model contains 39 items depicting 9 factors (eigenvalues > 1.0), and explains 77.65% of the total variance, loading score for each factor ≥ │0.59│. The 9 factors are: Hate (F2, 6 items, α = 0.915), Fear (F9, 3 items, α = 0.893), Disappointment (F7, 3 items, α = 0.858), A hypocritical brand (F6, 4 items, α = 0.865), Dismiss the brand (F5, 2 items, α = 0.787), Troublesome experience (F4, 3 items, α = 0.842), Overwhelm (F3, 4 items, α = 0.871), Behavioral reactions (F1, 9 items, α = 0.951), Physiological symptoms (F8, 5 items, α = 0.947). Table 2. 1 shows the loading scores for each item.

    The Confirmatory Factor Analysis (CFA) was then applied on the 39 items using AMOS 24.0. The items with high correlated errors on non-corresponding factors were checked and eliminated with reference to the modification indices. For example, if an item had high a standardized residual covariance with other items, it was considered as a poor item to represent its own factor. After a few attempts, a final model with 28 items illustrating 9 factors was retained while no error item was freed in the current model. The final model held a satisfactory model fit index respecting the statistical criteria (χ^2 = 592.61, df = 314, p = 0.000, CFI = .957, IFI = .957, RMSEA = .054). The results indicate that the data fits the model sufficiently and the 28 items capture the 9 factors of brand hate properly (Hu & Bentler, 1999). Table 2. 2 shows each item's coefficient corresponding to its own factor. The factor labels are adjusted based on their common features. The compound words can help cluster the factors later for the multi-dimensional test. The 9 factors are: Physical – Behavioral reactions (4 items, Factor 1), Emotional - Hate (3 items, Factor 2), Cognitive - Overwhelm (4 items, Factor 3), Cognitive – Troublesome experience (3 items, Factor 4), Cognitive – Dismiss the brand (2 items, Factor 5), Cognitive – A hypocritical brand (3 items, Factor 6), Emotional – Disappointment (3 items, Factor 7), Physical – Physiological symptoms (3 items, Factor 8),

Emotional - Fear (3 items, Factor 9).

Table 2. 2

Factor Loadings of Brand Hate Items

	Standardized Coefficient	Cronbach's Alpha
Physical – Behavioral reactions		.937
I want to hurt someone when I think about the brand.	.827	
I feel like screaming when I think about this brand.	.891	
I want to smash something when I think about the brand.	.940	
I feel like strangling someone when I think about this brand.	.901	
Emotional - Hate		.915
I feel furious at this brand.	..845	
I have a feeling of revulsion to this brand.	.920	
I have a feeling of loathing to this brand.	.893	
Cognitive – Overwhelm		.871
I feel odd thinking about this brand.	.695	
I feel overwhelmed thinking about this brand.	.777	
I feel uncomfortable when I think about the brand.	.860	
This brand makes me feel weird.	.835	
Cognitive – Troublesome experience		.842
I got screwed up by this brand.	.776	
This brand made me suffer.	.846	
My experience with this brand is troublesome.	.772	
Cognitive – Dismiss the brand		.787
I don't care about this brand.	.731	
I dismiss the brand.	.888	
Cognitive – A hypocritical brand		.849
The brand is hypocritical.	.648	
This brand is scum.	.911	
The brand is shady.	.868	
Emotional - Disappointment		.858
I feel disappointed when I think about this brand.	.811	
I feel displeased when I think about this brand.	.869	
I feel disenchanted when I think about this brand.	.782	
Physical – Physiological symptoms		.946
I feel sick to stomach thinking about the brand.	.831	
I want to vomit when I think about the brand.	.976	
I want to puke thinking about the brand.	.773	
Emotional - Fear		.893
I feel fearful when I think about this brand.	.911	
I feel threatened when I think about this brand.	.910	
I feel worried when I think about this brand.	.773	

2.5.2.2 Reliability. Cronbach's Alpha was calculated for each factor. The four physical-behavioral reactions items produced a Cronbach's Alpha as 0.937. The three Emotional – Hate items had a Cronbach Alpha as 0.915. The four items for measuring Cognitive – Overwhelm factor produced a Cronbach's Alpha as 0.871. The Cognitive – Troublesome experience factor produced a Cronbach's Alpha of 0.842 for three items. Likewise, a satisfactory Cronbach's Alpha score was obtained for each of the following factors: Cognitive – Dismiss the brand (0.787), Cognitive – A hypocritical brand (0.849), Emotional – Disappointment (0.858), Physical – Physiological symptoms (0.946), and Emotional – Fear (0.893). Therefore, all the items produced a satisfactory reliability for each factor. In addition, all 28 items combined to produce an overall satisfactory Cronbach's Alpha as 0.931.

2.5.2.3 Convergent and discriminant validity. The results from the CFA analysis supported the first hypothesis. We can infer from the first set of analyses that brand hate includes the emotional, cognitive, and physical dimensions. The improved compound factor labels provided a more visible proof of the three dimensions. However, in order to test our hypothesis, we compared the nine-factor model with the one-factor model as well as the second order model (Table 2. 3). The constraint model was also tested. In the one-factor model, all 28 items loaded on the brand hate latent variable directly ($\chi^2 = 3800.46$, $df = 350$, $p = 0.000$, CFI = .468, IFI = .470, RMSEA = .181). The indices showed a model with much less ability to explain the brand hate construct than the nine-factor model. A significant difference was detected between the two models ($\Delta\chi^2 = 3207.85$, $\Delta df = 36$, $p = 0.000$). Then the higher order model was then tested with three observable higher order variables, namely emotional, cognitive, and physical. This second order model was compared with the original nine-factor model. Results showed a significant difference between the nine-factor model and the second order model, thus the higher order model did explain the data significantly better than the original nine-factor model ($\Delta\chi^2 = 104.93$, $\Delta df = 24$, $p = 0.000$). The structure of the second order model with all the factors is illustrated in Figure 2. 1. The researcher feels more confident to claim that brand hate is a multi-dimensional construct comprising the emotional, cognitive, and physical dimensions. In addition, the nine-factor model was tested for the fully constrained model, where all the nine factors' correlations are set to 1, in order to test the

discriminant validity of the original model. The results indicated a significant difference between the unconstrained and fully constrained model ($\Delta\chi^2 = 360.24$, $\Delta df = 36$, $p = 0.000$), thus the discriminant validity was confirmed.

Table 2. 3

Models and Goodness-of-fit Indices

Model	df	χ^2	CFI	IFI	RMSEA
One-factor model	350	3800.46	.468	.470	.181
Nine-factor model	314	592.61	.957	.957	.054
Nine-factor model with higher order factors	338	697.54	.945	.945	.059

Figure 2. 1

Second Order Model with All the Items
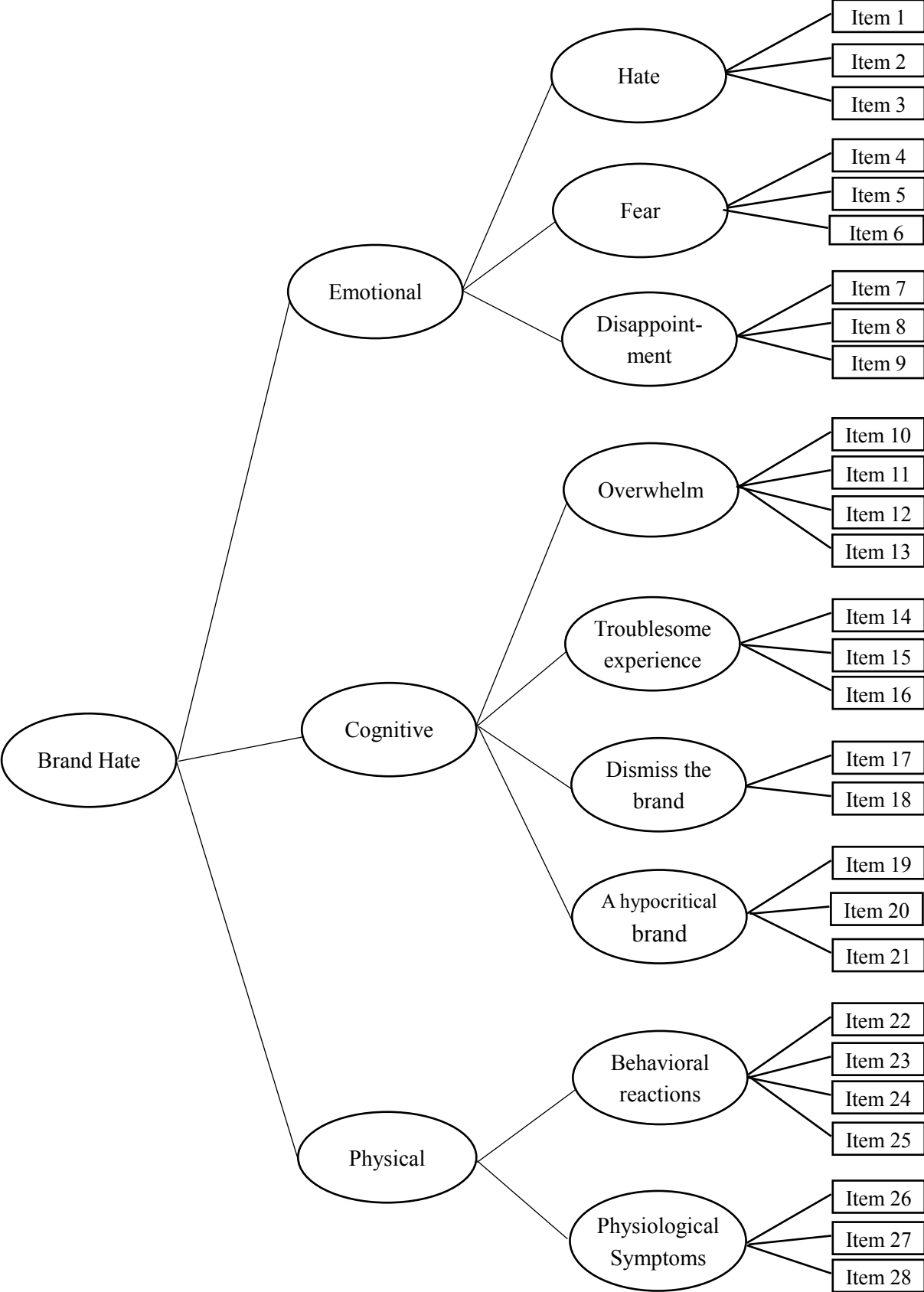
2.5.2.4 Scale validation. Four hypotheses related to the brand hate construct were proposed earlier. In the scale validity section, a group of tests was performed to further examine the validity of brand hate scale.

A multi-dimensional construct. As mentioned in the model verification section, the brand hate model was tested as a one-factor model, a nine-factor model, and a nine-factor model with higher order factors (Table 2. 3). The results indicate a significant difference between the one-factor model and the nine-factor model, and between the nine-factor model and the nine-factor model with higher order factors. Especially, the statistically significant difference between the nine-factor model and the second-order model showed brand hate to be better interpreted as a multi-dimensional construct ($\Delta\chi^2 = 104.93$, $\Delta df = 24$, $p = 0.000$). Thus, hypothesis 1 was strongly supported.

Brand hate and negative WOM. According to the literature, the author hypothesized earlier that brand hate leads to higher chances of negative WOM. And in the survey, a 3-item Likert scale adopted from the previous research was included for the purpose of this construct validation (Grégoire & Fisher, 2006). The sample question was, "I spread negative word-of-mouth about the brand". The author ran the SEM model including the causal relationship between brand hate and negative WOM. The results showed the path to be statistically significant (standardized coefficient = .429, $p < 0.001$, $R^2 = .184$). Thus hypothesis 2 was supported.

Brand hate and complaint. Similar to the analysis done for negative WOM, the causal relationship was tested between brand hate and complaint. A 3-item Likert scale testing the complaint behavior was adopted from Grégoire and Fisher (2006). The sample question was, "I took legal action against the brand". The SEM model indicated the significant path from brand hate to complaint (standardized coefficient = .577, $p < 0.001$, $R^2 = .333$). Thus hypothesis 3 was confirmed. Brand hate does increase the complaining behaviors.

Brand hate and protest. In order to test the hypothesis 4, a 7-item Likert scale was included in the earlier survey stage (Grappi *et al.*, 2013). The sample question was, "I participate in boycotting the brand". After running the SEM model, results showed a significant path from brand hate to protest (standardized coefficient = .640, $p < 0.001$, R^2

= .409). Hypothesis 4 is also confirmed, brand hate increases the protest behavior.

Brand hate and patronage reduction. Lastly, in order to test hypothesis 5, the same procedure as for the other four hypotheses was followed. The purpose was to test the relationship between brand hate and patronage reduction. A 4-item measurement scale was adopted from Grégoire and Fisher (2006). The sample question was, "I spent less money at this brand". A significant path was obtained in the SEM model (standardized coefficient = .185, $p < 0.05$, $R^2 = .034$). Although the results were not as strong as what was obtained for negative WOM, complaint, and protest, brand hate significantly increase patronage reduction. The more an individual hates a brand, the less he or she is going to spend money on the brand.

All the five hypotheses were validated. Overall, the findings confirmed the original proposal. Most importantly, a multi-dimensional construct of brand hate was confirmed by the quantitative data. Additionally, it demonstrated that cognitive and physical attributes are essential dimensions of brand hate, which was missing in the previous literature. Results from hypothesis 2 to 5 again supported the validation of the brand hate measurement scale.

2.6 Study 3

In Study 1 and Study 2, the author developed and validated the brand hate measurement scale following Churchill's (1979) steps. The measurement scale was tested on two different group of participants. The results showed the robustness of the measurement scale through a series of rigorous validation. However, data collection could be improved since Study 1 and Study 2 were done in a major North American city. The results might be constrained by the homogeneity of the group. Although the city is a multi-cultural city, it is still possible that the participants may have a mindset dominated by North American culture. In order to rule out this concern and further test the robustness and generalizability of the 28-item measurement scale, Study 3 was designed to examine the measurement scale in a more diverse group of consumers.

2.6.1 Sample and Procedure

The questionnaire included 28 items measuring brand hate which were developed from the current work. They survey was launched online and was open to everyone who can read English. Three hundred and five participants voluntarily participated through Amazon

Mechanical Turk. No country constraint was applied. The IP and geographical information were collected to assure that the study 3 participants were from a culturally diverse group across different countries. Fifteen respondents were found to have repeated IP address, meaning that they have answered the questionnaire more than once and were excluded. Finally, 290 valid questionnaires were retained, including 189 males (65.2%) and 101 females (34.8%), aged from 19 to 56.

2.6.2 Results

Since the main purpose of Study 3 was to examine the robustness and generalizability of the measurement scale, and further analyze whether the 28 items can detect brand hate well in different samples, the multidimensional structure was not the focus of Study 3. First, the original nine-factor structure model with 28 items was tested. The results of the 28-item brand hate measurement scale were still satisfactory even when tested in a very heterogeneous group ($\chi^2 = 575.14$, $df = 314$, $p = 0.000$, CFI $= .949$, IFI $= .949$, RMSEA $= .054$). The Cronbach's Alpha for all the items and for each factor were also calculated. The overall Cronbach's Alpha for the 28 items was 0.919. The Cronbach's Alphas were also well above the statistical criterion for all 9 factors: Physical – Behavioral reactions (0.886), Emotional – Hate (0.820), Cognitive – Overwhelm (0.859), Cognitive – Troublesome experience (0.838), Cognitive – Dismiss the brand (0.778), Cognitive – A hypocritical brand (0.840), Emotional – Disappointment (0.757), Physical – Physiological symptoms (0.929), and Emotional – Fear (0.893)

Study 3 justified that the 9-factor 28-item measurement scale of brand hate was very robust. It detected brand hate effectively in different conditions. Study 1 to Study 3 provided a sophisticated scale to measure brand hate precisely. The current measurement scale is the first one to consider measuring brand hate on three dimensions: emotional, cognitive, and physical. The quantitative results provided a very strong evidence of brand hate's multidimensional feature. The items on cognitive and physical dimensions filled the gap of an incomplete measurement of brand hate.

2.7 General Discussion

2.7.1 Theoretical Contributions

Essay 2 contributes to a more thorough understanding of brand hate through solid results from three empirical studies. Apart from the previous measurement scale of brand hate, which captures only the emotional aspect of brand hate (Zarantonello *et al.*, 2016), the author develops a complete measurement testing the cognitive and physical aspect of brand hate. This overall study is the first to measure brand hate in a very comprehensive manner. It will provide a better measurement context to detect the brand hate, a complex multidimensional construct

This research uses a methodology that has not been implemented in the previous brand hate literature. In the first study, a three-phase semi-structured interview process, as well as a triangulated method, was implemented, which guarantees the rich and accurate information of brand hate to be retrieved. The process enables the current research to uncover the emotional, cognitive, and physical dimensions present in different brand hate states. Consequently, this research is able to present a richer context for understanding brand hate than the survey-based methodology. In addition, the brand hate measurement scale is further tested with other related concepts beyond the scale development. For example, the causal relationship between brand hate and negative WOM, complaint, protest, and patronage reduction is validated through hypothesis testing, which proves that the measurement scale is developed coherently.

This current work on brand hate contributes to the branding literature by demonstrating a full dimensional picture of the brand hate construct and structuring a precise interpretation of brand hate emotion. It denotes that brand hate is more than just a single hate emotion, and even more than just a group of mixed emotions. Additionally, the descriptions of the brand hate measurement scale contribute to a better understanding of the negative interaction between consumers and brands, further enriching the consumer-brand relationship literature.

The measurement scale developed from the current study can be further used in testing the role of brand hate in other contexts: consumer purchase behavior, consumer-brand relationship and so on. The causal relationships between brand hate and other constructs can be further tested with a better precision.

2.7.2 Managerial Implications

Besides the theoretical contributions, the current work also contributes to marketing management practices. First, it will help decision makers distinguish the brand hate from other similar negative emotions, rather than just assuming it as the opposite emotion of brand love. It was shown that brand hate is different from brand avoidance. Brand hate is a strong negative emotion with three dimensions, whereas the brand avoidance is behavioral driven. Knowing the differences between brand hate and other pertinent constructs helps managers initiate more efficient strategies on managing the consumer-brand relationship.

Additionally, the validation test of the brand hate construct reports a significant relationship between brand hate and negative WOM, complaint, protest, and patronage reduction. Thus, brand managers ought to pay particular attention to these actions both online and offline. In these days, with the help of technology, negative WOM, especially the online negative WOM can bring major damages to a brand. For example, United Airlines suffered a severe negative publicity and a sinking stock price after the dragging customer off the airplane scandal. The current brand hate measurement scale provides a simple, direct, and precise way to detect brand hate. Brand managers can use this measurement scale to survey their consumers and be better prepared for possible brand hate and its harmful consequences. Finally, managers can benefit from the more elaborate and precise brand hate scale to handle the negative brand emotions when they are at mild and moderate levels.

2.7.3 Limitations and Future Research

The current research only tests four possible consequences, which are negative WOM, complaint, protest, and patronage reduction. Results from Essay 1 indicate that more outcomes could be observed after brand hate. Other factors should be included in future research such as: revenge, brand avoidance and switch to competitors. Also, causes should be included in the structural model to detect and examine the structural relationship between causes and brand hate.

Brand avoidance is discussed as a similar yet a distinct construct of brand hate. Researchers could compare brand hate with other similar constructs, such as brand dislike and brand boycott, and summarize the attributes to distinguish one construct from others. The

brand hate measurement scale is comprised of 28 items with three dimensions. One could develop a shorter version in order to facilitate its implementation in business practices.

Although Essay 2 examines the generalizability of the scale with a heterogeneous group (Study 3), and the measurement scale was robust in a multicultural context. It would be wise to verify if brand hate has different levels and meanings for distinct cultural groups.

3. General Conclusions

The results from both essays illustrate an undeniable fact that brand hate is a three-dimensional construct. Two essays provide a complete and thorough understanding of brand hate. Especially, through implementing the grounded theory and triangulated method, the first essay outlines a detailed description of possible attributes of brand hate. This research confirms the following: *a)* previous brand hate results and the fact that hate can be mild, moderate and strong (Kucuk, 2016; Zarantonello *et al*., 2016); *b)* there are three dimensions of brand hate to consider; *c)* brand hate is a multi-dimensional construct confirmed by both, qualitative and quantitative results; *d)* when studying and measuring brand hate, one should consider emotions, cognitions, and physical reactions to get the full picture of what "hate" means when referring to a particular brand; *e)* various antecedents and consequences are uncovered.

Given that the main focus of the current brand hate research is to depict brand hate more thoroughly regarding its dimensional aspect, its causes and outcomes are not fully tested in Essay 2. Only Essay 1 presents the original findings of causes and outcomes from the primary data, whereas the second essay adopts the established constructs to validate the newly developed measurement scale. Both essays contribute to the brand hate research in their own strengths, while the two essays together make the research the first piece to confirm the multi-dimensional nature of brand hate, with strong qualitative and quantitative evidence.

4. Future Directions

Each of the essays has addressed the limitations and future research separately. This section aims to provide some ideas for the general brand hate research in the future. This research has focused on analyzing the brand hate construct itself without necessarily focusing on who the haters are. Indicated by the findings in Essay 1, personality and importance of the brand hate incidents are two possible influencing factors. Future research could examine the possible variables by answering the following questions: Who are those consumers to easily hate a brand? Can we outline the profiles of brand haters? To be specific, future research can investigate the interpersonal attributes (e.g., personality, cultural background) of individuals who report brand hate and study the profiles of these haters. Future study can explore the

possible moderators. Brand hate might decrease purchase behavior at distinct levels in different conditions. Studying the moderating relationship between brand hate and other variables can provide decision makers and marketing managers with a better guide to handle the consumer-brand relationship. Additionally, brand personality can also be tested to see the correlation between the individual personality and the brand personality.

References

Aaker, J. L. (1997). Dimensions of brand personality. *Journal of Marketing Research*, *34*(3), 347–356.

Aggarwal, P., & McGill, A. L. (2012). When brands seem human, do humans act like brands? Automatic behavioral priming effects of brand anthropomorphism. *Journal of Consumer Research*, *39*(2), 307–323. https://doi.org/10.1086/662614

Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, *30*(3), 258–266. https://doi.org/10.1108/07363761311328928

Anderson, C. J. (2003). The psychology of doing nothing: Forms of decision avoidance result from reason and emotion. *Psychological Bulletin*, *129*(1), 139–167. https://doi.org/10.1037/0033-2909.129.1.139

Baldinger, A. L., & Rubinson, J. (1996). Brand loyalty: the link between attitude and behavior. *Journal of Advertising Research*, *36*(6), 22–35.

Batra, R., Ahuvia, A., & Bagozzi, R. P. (2012). Brand love. *Journal of Marketing*, *76*(2), 1–16. https://doi.org/10.1509/jm.09.0339

Berry, L. L. (2000). Cultivating service brand equity. *Journal of the Academy of Marketing Science*, *28*(1), 128–137. https://doi.org/10.1177/0092070300281012

Bowling, A. (2005). Mode of questionnaire administration can have serious effects on data quality. *Journal of Public Health*, *27*(3), 281–291. https://doi.org/10.1093/pubmed/fdi031

Brighenti, W. (2011). Best Buy proved to be the Worst Buy of my entire life | AccountingWEB. Retrieved July 4, 2017, from https://www.accountingweb.com/community-voice/blogs/william-brighenti/best-buy-proved-to-be-the-worst-buy-of-my-entire-life

Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer engagement in a virtual brand community: An exploratory analysis. *Journal of Business Research*, *66*(1), 105–114. https://doi.org/10.1016/j.jbusres.2011.07.029

Canada Douche. (n.d.). Canada Douche (@CanadaDouche) | Twitter. Retrieved July 4, 2017, from https://twitter.com/canadadouche

Carroll, B. A., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters*, *17*(2), 79–89. https://doi.org/10.1007/s11002-006-4219-2

Carroll, D. (2012). *United Breaks Guitars*. Hay House, Inc.

Charlett, D., Garland, R., & Marr, N. (1995). How damaging is negative word of mouth? *Marketing Bulletin*, *6*, 42–50.

Cherrier, H. (2009). Anti-consumption discourses and consumer-resistant identities. *Journal of Business Research*, *62*(2), 181–190. https://doi.org/10.1016/j.jbusres.2008.01.025

Chu, S.-C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. *International Journal of Advertising*, *30*(1), 47–75. https://doi.org/10.2501/IJA-30-1-047-075

Churchill Jr., G. A. (1979). A paradigm for developing better measures of marketing constructs. *Journal of Marketing Research*, *16*(1), 64–73.

Cochran, P. L., & Wood, R. A. (1984). Corporate social responsibility and financial performance. *Academy of Management Journal*, 27(1), 42-56.

Cohen, J. D. (2005). The vulcanization of the human brain: A neural perspective on interactions between cognition and emotion. *The Journal of Economic Perspectives*, *19*(4), 3-24.

Denzin, N. K. (1970). *The research act in sociology*. Chicago: Aldine.

Diamond, N., Sherry, J. F., Muñiz, A. M., McGrath, M. A., Kozinets, R. V., & Borghini, S. (2009). American Girl and the brand gestalt: Closing the loop on sociocultural branding research. *Journal of Marketing*, *73*(3), 118–134. https://doi.org/10.1509/jmkg.73.3.118

Dolan, R. J. (2002). Emotion, cognition, and behavior. *Science*, *298*(5596), 1191-1194.

Eibl-Eibesfeldt, I. (1973). *Love and Hate: On the Natural History of Basic Behaviour Patterns*. AldineTransaction.

Fishbein, M. (1963). An investigation of the relationships between beliefs about an object and the attitude toward that object. *Human Relations*, *16*(3), 233–239. https://doi.org/10.1177/001872676301600302

Fitness, J., & Fletcher, G. J. O. (1993). Love, hate, anger, and jealousy in close relationships: A prototype and cognitive appraisal analysis. *Journal of Personality and Social Psychology*, *65*(5), 942–958. https://doi.org/10.1037/0022-3514.65.5.942

Fleck, N., Michel, G., & Zeitoun, V. (2014). Brand personification through the use of spokespeople: An exploratory study of ordinary employees, CEOs, and celebrities featured in advertising. *Psychology & Marketing*, *31*(1), 84-92.

Folkes, V. S. (1984). Consumer reactions to product failure: An attributional approach. *Journal of Consumer Research*, *10*(4), 398-409.

Fournier, S. (1998). Consumers and their brands: Developing relationship theory in consumer research. *Journal of Consumer Research*, *24*(4), 343–373. https://doi.org/10.1086/209515

Grappi, S., Romani, S., & Bagozzi, R. P. (2013). Consumer response to corporate irresponsible behavior: Moral emotions and virtues. *Journal of Business Research*, *66*(10), 1814–1821. https://doi.org/10.1016/j.jbusres.2013.02.002

Grégoire, Y., & Fisher, R. J. (2006). The effects of relationship quality on customer retaliation. *Marketing Letters*, *17*(1), 31–46. https://doi.org/10.1007/s11002-006-3796-4

Grégoire, Y., & Fisher, R. J. (2008). Customer betrayal and retaliation: when your best customers become your worst enemies. *Journal of the Academy of Marketing Science*, *36*(2), 247–261. https://doi.org/10.1007/s11747-007-0054-0

Grégoire, Y., Tripp, T. M., & Legoux, R. (2009). When customer love turns into lasting hate: The effects of relationship strength and time on customer revenge and avoidance. *Journal of Marketing*, *73*(6), 18–32. https://doi.org/10.1509/jmkg.73.6.18

Grönroos, C. (2006). Adopting a service logic for marketing. *Marketing Theory*, *6*(3), 317–333. https://doi.org/10.1177/1470593106066794

Hegner, S. M., Fetscherin, M., & van Delzen, M. (2017). Determinants and outcomes of brand hate. *Journal of Product & Brand Management*, *26*(1), 13–25. https://doi.org/10.1108/JPBM-01-2016-1070

Hu, L., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, *6*(1), 1–55. https://doi.org/10.1080/10705519909540118

Klein, J., & Dawar, N. (2004). Corporate social responsibility and consumers' attributions and brand evaluations in a product–harm crisis. *International Journal of Research in Marketing*, *21*(3), 203–217. https://doi.org/10.1016/j.ijresmar.2003.12.003

Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The animosity model of foreign product purchase: An empirical test in the People's Republic of China. *Journal of Marketing*, *62*(1), 89–100.

Klein, J. G., Smith, N. C., & John, A. (2004). Why we boycott: Consumer motivations for boycott participation. *Journal of Marketing*, *68*(3), 92–109. https://doi.org/10.1509/jmkg.68.3.92.34770

Kucuk, S. U. (2008). Negative double jeopardy: The role of anti-brand sites on the internet. *Journal of Brand Management*, *15*(3), 209–222. https://doi.org/10.1057/palgrave.bm.2550100

Kucuk, S. U. (2016). *Brand Hate: Navigating Consumer Negativity in the Digital World*. Springer.

Labrecque, L. I., & Milne, G. R. (2012). Exciting red and competent blue: the importance of color in marketing. *Journal of the Academy of Marketing Science*, *40*(5), 711–727. https://doi.org/10.1007/s11747-010-0245-y

Lee, M. S. W., Fernandez, K. V., & Hyman, M. R. (2009). Anti-consumption: An overview and research agenda. *Journal of Business Research*, *62*(2), 145–147. https://doi.org/10.1016/j.jbusres.2008.01.021

Lee, M. S. W., Motion, J., & Conroy, D. (2009). Anti-consumption and brand avoidance. *Journal of Business Research*, *62*(2), 169–180. https://doi.org/10.1016/j.jbusres.2008.01.024

Malhotra, N. K. (2008). *Marketing Research: An Applied Orientation, 5/E*. Pearson Education.

McAlexander, J. H., Schouten, J. W., & Koenig, H. F. (2002). Building brand community. *Journal of Marketing*, *66*(1), 38–54. https://doi.org/10.1509/jmkg.66.1.38.18451

McCracken, G. (1986). Culture and consumption: A theoretical account of the structure and movement of the cultural meaning of consumer goods. *Journal of Consumer Research*, *13*(1), 71–84. https://doi.org/10.1086/209048

McDougall, W. (2001). *An Introduction to Social Psychology*. Kitchener, Ont.: Batoche. Retrieved from http://site.ebrary.com/id/2001990

Miles, M. B., Huberman, A. M., & Saldana, J. (2013). *Qualitative Data Analysis: A Methods Sourcebook*. SAGE Publications.

Miller, S. J., Mazis, M. B., & Wright, P. L. (1971). The influence of brand ambiguity on brand attitude development. *Journal of Marketing Research*, *8*(4), 455–459.

Monga, A. B., & John, D. R. (2007). Cultural differences in brand extension evaluation: The influence of analytic versus holistic thinking. *Journal of Consumer Research*, *33*(4), 529–536. https://doi.org/10.1086/510227

Nunnally, J. C. (1978). *Psychometric Theory*. McGraw-Hill.

Nyilasy, G., Gangadharbatla, H., & Paladino, A. (2014). Perceived greenwashing: The interactive effects of green advertising and corporate environmental performance on consumer reactions. *Journal of Business Ethics*, *125*(4), 693–707. https://doi.org/10.1007/s10551-013-1944-3

Orth, U. R., & Malkewitz, K. (2008). Holistic package design and consumer brand impressions. *Journal of Marketing*, *72*(3), 64–81. https://doi.org/10.1509/jmkg.72.3.64

Patton, M. Q. (2001). *Qualitative Research & Evaluation Methods* (3 edition). Thousand Oaks, Calif: Sage Publications.

Peattie, K., & Peattie, S. (2009). Social marketing: A pathway to consumption reduction? *Journal of Business Research*, *62*(2), 260–268. https://doi.org/10.1016/j.jbusres.2008.01.033

Plutchik, R. (1991). *The emotions*. University Press of America.

Sandıkcı, Ö., & Ekici, A. (2009). Politically motivated brand rejection. *Journal of Business Research*, *62*(2), 208–217. https://doi.org/10.1016/j.jbusres.2008.01.028

Sen, S., & Bhattacharya, C. B. (2001). Does doing good always lead to doing better? Consumer reactions to Corporate Social Responsibility. *Journal of Marketing Research*, *38*(2), 225–243. https://doi.org/10.1509/jmkr.38.2.225.18838

Shaver, P., Schwartz, J., Kirson, D., & O'Connor, C. (1987). Emotion knowledge: Further exploration of a prototype approach. *Journal of Personality and Social Psychology*, *52*(6), 1061–1086. https://doi.org/10.1037/0022-3514.52.6.1061

Spangenberg, E. R., Crowley, A. E., & Henderson, P. W. (1996). Improving the store environment: Do olfactory cues affect evaluations and behaviors? *Journal of Marketing*, *60*(2), 67–80. https://doi.org/10.2307/1251931

Sternberg, R. J. (2003). A duplex theory of hate: Development and application to terrorism, massacres, and genocide. *Review of General Psychology*, *7*(3), 299–328. https://doi.org/10.1037/1089-2680.7.3.299

Sternberg, R. J. (2005). Understanding and combating hate. In *The psychology of hate* (pp. 37–49). Washington, DC, US: American Psychological Association. https://doi.org/10.1037/10930-002

Strauss, A., & Corbin, J. (1998). *Basics of qualitative research techniques*. Sage publications.

Thomson, M., MacInnis, D. J., & Whan Park, C. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, *15*(1), 77–91. https://doi.org/10.1207/s15327663jcp1501_10

Thompson, C. J., Rindfleisch, A., & Arsel, Z. (2006). Emotional Branding and the Strategic Value of the Doppelgänger Brand Image. *Journal of Marketing*, *70*(1), 50–64. https://doi.org/10.1509/jmkg.2006.70.1.50

Trope, Y., & Liberman, N. (2010). Construal-level theory of psychological distance. *Psychological Review*, *117*(2), 440–463. https://doi.org/10.1037/a0018963

Tucker, W. T. (1964). The Development of Brand Loyalty. *Journal of Marketing Research*, *1*(3), 32–35. https://doi.org/10.2307/3150053

Weiner, B. (1980). A cognitive (attribution)-emotion-action model of motivated behavior: An analysis of judgments of help-giving. *Journal of Personality and Social Psychology*, *39*(2), 186–200. https://doi.org/10.1037/0022-3514.39.2.186

Weiner, B., Graham, S., & Chandler, C. (1982). Pity, anger, and guilt: An attributional analysis. *Personality and Social Psychology Bulletin*, *8*(2), 226–232. https://doi.org/10.1177/0146167282082007

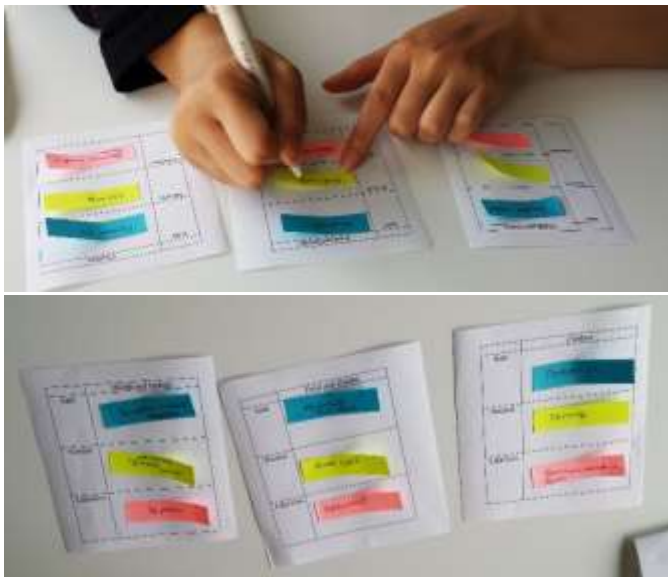Zarantonello, L., Romani, S., Grappi, S., & Bagozzi, R. P. (2016). Brand hate. *Journal of Product & Brand Management*, *25*(1), 11–25. https://doi.org/10.1108/JPBM-01-2015-0799

Appendixes

Appendix A. Interview Phases

Step 1:

Step 2:

Step 3:

Appendix B. Hated Brand List in the Current Work

Hated Brands in Study 1

3 Amigos	Canada Goose	JP Morgan	Sony
Accotrements	Chenoy's	KFC	Sorel
Acer	Clinique	La Bay	Starbucks
Air Canada	Columbia	La Belle Province	Subway
Alibaba	CVS Pharmacy	La Khaima	Taco Bell
All microwaves	Danby Refrigerator	Lee	Teavana
American Apparel	Dell	Lipton	Tim Hortons
American Eagle	Drugstore Makeup	Lululemon	Toshiba
Amir	Expedia	Market America	Turkish Airline
Apple	Fido	McDonald's	UGG
Aramark	Foot Locker	National Bank	United Airline
Asus	Forever 21	Nestle	Urban Decay
Bayer	Furniture in Walmart (school system)	Nissan	Videotron
Bell	Garnier (shampoo)	Noodle Star	Xiaomi
Best Buy/Future Shop	Greyhound	RBC	Xytex Corp
Brandy Melville	H&M	Rogers	Yellow Luc
Café Campus	Hewlett-Packard	Rudsak	Zara
Café Mgriade	Hollister	Samsung	

Hated Brands in Study 2

A&W	David's Tea	Kylie Cosmetics	Rival
Abercrombie & Fitch	Dell	LA Colors	Rogers
Acer	Easton	La Senza	Rolo
Adidas	Echo Unlimited	Lancôme	Rudsak
Air Canada	Ed Hardy	Le Chateau	Russell Athletic
Aldo	Ekko Umituel	Lenovo	Samsung
American Apparel	Eska	Life	Sensodyne
Android	Etro	Lindt	Sketchers
Apple	Face Replen	Liquid nutrition	Sony
Ardene	Forever 21	Little Caesars Pizza	SoundCloud
Asus	GAP	L'Oréal	Starbucks
Auatina	Gatorade	Lotte	Studio (from the Dollarama store)
Avon	George	Louis Vuitton	Sunsilk
Axe	Geox	Lululemon	Teavana
Bauer	Gildon	Lux	Telus
Beats	Golds gym	MAC	Tommy Hilfiger

		Marc Jacobs	
Bell	Google	(Makeup only)	Toshiba
Bergham	Grey Goose	McDonald's	Tropicana
Best Buy	H&M	Mexx	True Religion
Bing	He	Michael Kors	Tutti Frutti (Breakfast place)
Blackberry	Head and Shoulders	Monsanto	Uber
BMO	Hewlett-Packard	Nestle	UGG
Brandy Melville	HP	Nike	Umbro
Breyer's	HSBC	No-name brand	Urban Planet
Burger King	IGA	Nutella	Vans
Calvin Klein	iPhone	Olay	Vetements
Canada Goose	Jack and Jones	Old Navy	Videotron
Chevrolet	Jelleez	Pepsi	Walmart
Clean and Clear	Joe Fresh	Pink	Wincor Computers
Coach	Jordan	President's Choice	Windows
Coca-Cola	Joshua Perets	Presse Café	Winners
Colgate	Kate Spade	Proactive	Yeezy
Converse	Kellogg's	Puma	Zara
Covergirl	Keurig	RCA	
Crocs	Kleenex	Red Bull	
Dasani water	Kraft	Reebok	

Hated Brand in Study 3

Abercrombie and Fitch	Forever 21	Louis Vuitton	Sketchers
Acer	Frontier	Lufthansa	Snapchat
Adidas	Gain	LuLaRoe	Sprint
Aeropostale	GAP	Lululemon	Spykar
Airtel	GAZPROM	Lush	Star Health
Alienware	Geico	Luvs	Starbucks
American Eagle	Georgia Pacific	lux	Suave
Another Mom	G'Five	Marlboro	Sun
Apolo	Gigabyte	McDonald's	Tesla
Apple	Gucci	Men's Wearhouse	The Daily Mail
AT&T	Häagen-Dazs	Michael Kors	The Today Show
Banquet	Haier	Micromax	Tide
Barilla	Hanes	Microsoft	T-Mobile

Beats By Dre	Himalaya Neem Face Wash	Nestle	Tommy Hilfiger
Bud Light	Hollister	New Balance	Tony's Pizza
Buffalo	HP	Nike	Too Faced Cosmetics
Buick	Idea Telecom	Nintendo	Totino's
Cadillac	Ikea	Old Navy	Toyota
Chevrolet	Irish Springs	Panasonic	True Religion
Chick-fil-A	Ivanka Trump	Papa John's	Trump
Coca-Cola	JC Penny	Patanjali	Tyson
Comcast	Johnson & Johnson	Peppers Fry	Uber
Coolpad	Jollibee	Pepsi	Ubisoft
Cox	Juicy Couture	Perdue	United
Cream	Kate Spade	Phillip Morris USA	Verizon
Crocs	Kawasaki	Plastic Rice	Vista Print
Dawn	Kellogg's	Polo	Vodafone
DeBeers	KFC	PolyStation	Wal-Mart
Dell	Kia	Puma	Wells Fargo
Dominos	Kirby	Red Bull	Whole Foods
Doritos	Koch	Redmi	Wills
E.L.F.	Kreepy Krauly	Reebok	Windstream
Ed Hardy	Lakmé Juicy Lip Gloss	Rice A Roni	Winn-Dixie
Electronic Arts	Lee	Safeway Select	Wonder Bread
Equate	Lenovo	Sam's Club	Xtra
Famous	Levi	Samsung	Yes
Febreze	LG	Scott Toilet Paper	
Fonic	Light Harmonics	Sears	
Ford	Logitech	ShopClues	

Appendix C. Brand Hate Measurement Scale

- I feel furious at this brand.
- I have a feeling of revulsion to this brand.
- I have a feeling of loathing to this brand.
- I feel disappointed when I think about this brand.
- I feel displeased when I think about this brand.
- I feel disenchanted when I think about this brand.
- I feel fearful when I think about this brand.
- I feel threatened when I think about this brand.
- I feel worried when I think about this brand.
- I feel odd thinking about this brand.
- I feel overwhelmed thinking about this brand.
- I feel uncomfortable when I think about the brand.
- This brand makes me feel weird.
- I got screwed up by this brand.
- This brand made me suffer.
- My experience with this brand is troublesome.
- I don't care about this brand.
- I dismiss the brand.
- The brand is hypocritical.
- This brand is scum.
- The brand is shady.
- I want to hurt someone when I think about the brand.
- I feel like screaming when I think about this brand.
- I want to smash something when I think about the brand.
- I feel like strangling someone when I think about this brand.
- I feel sick to stomach thinking about the brand.
- I want to vomit when I think about the brand.
- I want to puke thinking about the brand.