A Dynamic Analysis of Brand Hate and Brand Forgiveness

Marc Fetscherin,
Department of Business,
Rollins College, United States.
E-mail: mfetscherin@rollins.edu

Alexandra Sampiedro,
Department of Business,
Rollins College, United States.
E-mail: mfetscherin@rollins.edu

Abstract

Extensive research has been conducted in the last few decades about positive brand relationships such as brand attachment, brand loyalty or brand love. More recently research focused on negative brand relationship such as brand divorce, brand dislike or brand hate. What is still a major gap in the literature is to assess the interchange between negative and positive emotions consumers have for brands and the role of forgiveness. The purpose of this paper is to close that gap. We use a 3x2x4 research design. We identify 3 sources of brand hate (negative past experience, image incongruity, ideological incompatibility), 2 level of brand forgiveness (high vs. low) and 4 behavioral outcomes (brand avoidance, private complaining, public complaining and brand retaliation). We use a multi-method approach. First, we conducted a series of 30 in-depths interviews to explore these concepts and develop our research model. Second, we conducted a survey by using MTurk to obtain U.S. representative sample of 506 respondents. After a series of validity and reliability tests (e.g., KMO, Cronbach Alpha, Confirmatory Factor Analysis, VIF, AVE) our results show brand forgiveness can be attained depending on which determinant of brand hate. Our ANOVA analyses also showed consumers with high forgiveness scores (more likely to forgive) are less likely to engage in private or public complaining or retaliate against the brand. Moreover, they are also more likely to buy the brand in the future. This paper explores and outlines theoretically and empirically the determinants and outcomes of brand hate as well as brand forgiveness.

Key Words: Brand Relationships, Brand Hate, Brand Forgiveness

JEL Classification: M31, M39