Brand Forgiveness
Marc Fetscherin,
Department of Business,
Rollins College, USA.

Abstract
In the brand relationship literature, “a variety of different perspectives, concepts, models, and various theories have been developed and introduced to understand consumers’ relationships to their brands” (Fetscherin & Heinrich, 2015, p. 380). Some consumers love brands, some are indifferent and others hate brands. This presentation identifies and discusses various antecedences for brand hate, outlines different types of brand hate and various consumer behaviors related to brand hate such as brand switching, negative word of mouth or brand retaliation.

1. Antecedences of Brand Hate
Research on brand hate (Zarantonello et al., 2016; Hegner et al., 2017) has identified three main antecedents of hate. The first relates to the negative past experience with the brand such as product or service failures (Hegner et al., 2017). The second one relates to the image incongruence between the brand image and the consumer’s self-image (Kressmann et al., 2006). The third one relates to company’s social, ethical, moral or legal wrongdoing (Nenycz-Thiel & Romaniuk, 2011). This presentation tests hypotheses as related to each of the antecedents of brand hate.

2. Types of Brand Hate
Sternberg’s (2003) theory of hate from the psychology literature identifies three key components of hate: passion, commitment and intimacy. This presentation tests if the concept of interpersonal hate relationships can be applied to brand relationships. It further tests various hypotheses related to the different types of brand hate.

3. Consequences of Brand Hate
Research in psychology discusses various coping processes and behavioral responses to negative emotions (Lazarus, 1991) where the most basic ones being either ‘take a flight’ or ‘fighting’ strategies. Take a flight relates to behaviors such as avoiding any conflict where fighting strategies relates to more active and direct behavior such as complaining or retaliation behavior. This presentation discusses and tests various hypotheses related to these behavioral consequences as it relates to brand hate.

4. Method and Results
To test our research model and various hypotheses we conducted two empirical studies with over 700 consumers. To gather data, we used the online crowdsourcing platform www.globalbizresearch.org
Mechanical Turk (MTurk). We used items from well-known validated measurement instruments. We first conducted a principle component analysis to assess whether the various measurement instruments load on the corresponding factors or variables. We then conducted a series of validity and reliability tests (e.g., Cronbach Alpha, Average Variance Extracted, squared inter-construct correlation estimates, variance inflation factor). Finally, we tested our research model by means of structural equation models (SEM) which lead to acceptable mode fit. The presentation will report our findings and discussion of the various hypotheses.

References


