LITERATURE REVIEW ON BRAND HATE

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Abstract:

In recent years, there has been a growing academic interest in understanding the sense of brand hate, so it is necessary to review the relevant literature. Brand hate is a relatively new concept in recent years and it will have an impact on consumer behavior. Brand hate is negative brand emotion, which is derived from Stergner's (2003) hate triangle theory. The existence of brand hate makes it imperative for marketing scholars to pay attention to the negative emotional factors of consumers. The main objectives of this study are as follows: (i) to discuss the definitions and dimensions of brand hatred by conducting a systematic review of the existing brand hatred literature; (ii) to summarize the importance of brand hatred and the factors that influence brand hatred from the literature, and; (iii) to summarize the previous studies on brand hatred. On this basis, valuable insights are provided to practitioners that brand managers must be proactive in reducing brand hate and retaining customers, and that brand managers risk losing customers and business if they do not take appropriate measures.

Keywords:

Hate, Brand Hate, Brand Emotion

Introduction

The new face of business today is fierce competition. Branding and brand management are important related concepts in marketing. Indeed, brands express certain emotions of consumers (Fournier, 1998) and emotions play an important role in the purchase process of branded products or branded services (Böger et al., 2017). But marketing scholars are used to

emphasizing positive emotions and are more interested in positive forms of knowledge as opposed to negative forms of knowledge. Managers are more interested in understanding why consumers consumers are willing to buy products rather than not (Dalli, Romani, & Gistri, 2005).As a result, there has been extensive research on positive emotions towards brands (Bagozzi, Gopinath, & Nyer, 1999; Laros & Steenkamp, 2005; Richins, 1997). Cultivating consumers who love the brand with positive emotions towards the brand is an important goal for companies because it makes consumers more loyal. However, the relationship between consumers and brands can vary greatly (Fournier, 1998), and some consumers will have a fondness for the brand, while others may be indifferent or even hate the brand (Khan & Lee, 2014).

Consumers are more likely to talk about negative experiences or negative comments than to share positive feelings (Baumister et al., 2001). From a marketing management perspective these negative relationships can have a negative impact on the organization (Fournier & Alvarez, 2013; Krishnamurthy & Kucuk, 2009; Kucuk, 2008). Therefore, it is necessary for marketing managers to pay attention to negative emotional factors.Especially in the internet era, the openness, anonymity, and immediacy of information objectively "encourages" consumers to express their true emotions, and the internet and online brand community platforms provide a risk-free and wide-reaching vehicle for consumers to expand their reach at a very low cost (Obeidat, Xiao, al Qasem, & Obeidat, 2018).Psychological theory suggests that negative emotions have a greater impact on an individual's behavior than positive emotions (Rozin & Royzman, 2001).In the field of marketing, the influence of consumers' negative emotions is much greater than positive emotions, however, research on consumer behavior at this stage mainly focuses on consumers' negative behaviors towards brands, while emotions, attitudes, and perceptions are the origin of behaviors, so in order to truly explore consumers' negative behaviors, we also need to start from consumers' negative emotions towards brands.In the case mentioned by Fournier (1998), consumers may also develop "dark side" emotions towards the brand, which are also based on emotional attachment.In recent years, scholars realized the above problem and began to study negative consumer emotions (Fetscherin, 2019). Since 2009 the literature on the field of Brand hate has gradually climbed, "Brand hate" is a hot issue in recent years in the international emerging academic.

Origins of Hatred

The term "hate" was first used in psychology, and according to academics, it is a combination of several other emotions, including hatred, wrath, rage, and so on (Shaver, Schwartz, Kirson, & O'connor, 1987). According to Sternberg's triangular structural theory of hate, hate can encompass three potentially significant emotions: rage, contempt, and antipathy(Sternberg, 2003). Consumers' negative past experiences may cause them to hate the product or the related service personnel, and since the brand symbolizes the products and services it can provide, consumers will hate the products or services of the same brand, and thus hate focuses on the level of the brand (Hegner, Fetscherin, & Van Delzen, 2017).

According to Sternberg (2003), the notions of hate and love are connected. The triangle theory of love is depicted in Figure 1 below, whereas the triangle theory of hate is shown in Figure 2. The triangle theory of hate states that by analyzing all three components jointly, hate, love, and hate can be understood.
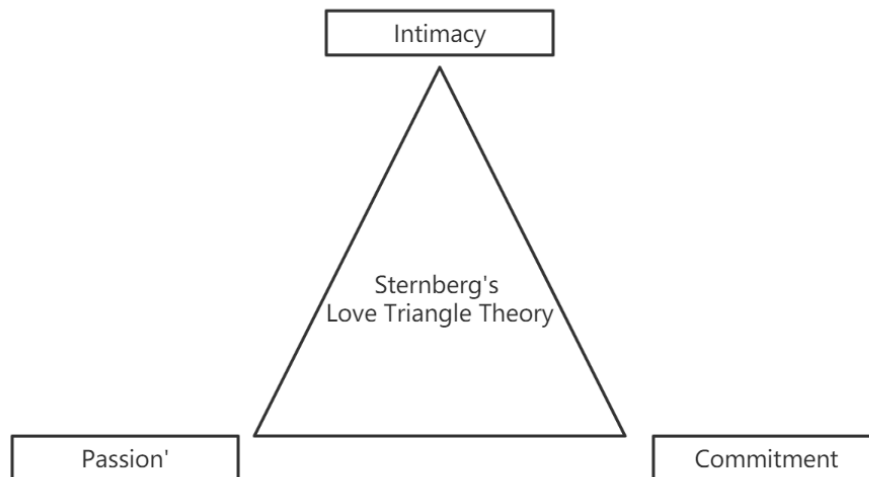
Figure1 Sternberg's Love Triangle Theory

Intimacy, passion, and commitment are the three components of love, according to the love triangle hypothesis. In a relationship, intimacy is defined as proximity, communication, trust, and closeness; on the other hand, passion is defined as romance and physical attraction. The choice to fall in love now and stay in that relationship for the long haul is called commitment.
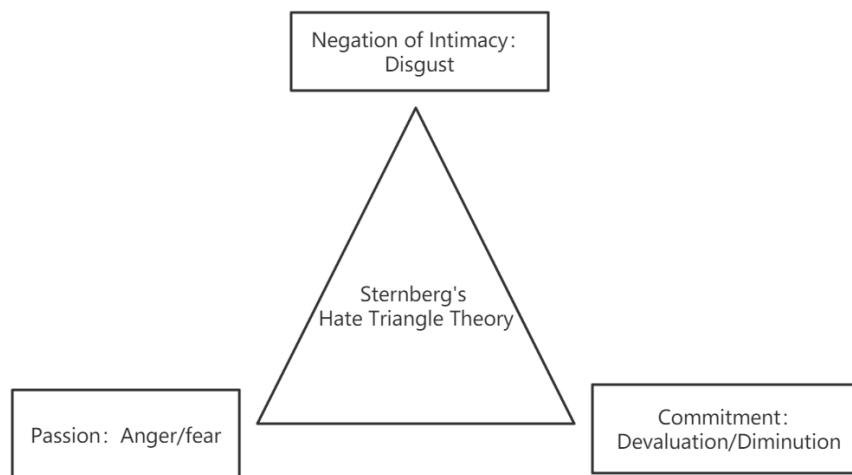
Figure2 Sternberg's Hate Triangle Theory

Similar to the triangle theory of love, the triangular of hate also holds that closeness, passion, and commitment are the components of hate. Emotional distance brought on by repulsive or disgusting feelings is referred to as intimacy. Anger and terror when faced with danger are expressions of passion. Disregard for and worthlessness toward the target population are referred to as decision/commitment. These three components are interrelated, and seven different forms of hatred can result from combining these three components in different ways (Sternberg & Sternberg, 2008).

Cool hate:Disgust (disgust of negation of intimacy alone)

Hot hate:Anger–fear (anger–fear of passion alone)

Cold hate:Devaluation–diminution (devaluation–diminution of decision–commitment alone)

Boiling hate:Revulsion (disgust of negation of intimacy anger–fear of passion)

Simmering hate:Loathing (disgust of negation of intimacy   devaluation–diminution of decision–commitment)

Seething hate:Revilement (anger–fear of passion devaluation–diminution of decision–commitment)

Burning hate:Need for annihilation (disgust of negation of intimacy   anger–fear of passion devaluation–diminution of decision–commitment)

Definition of Brand Hate

The concept of "brand hate" has just recently been introduced in marketing literature. The notion of brand hate was initially proposed by Grégoire et al. (2009), who saw it as a desire for avoidance and retaliation. According to Hohnson et al. (2011), "hate" is defined as intense customer hostility toward a brand, mostly manifested as the idea of retaliation, which may result from having gone through a significant incident (connected to a good or service). The majority of academics define brand hate as a powerfully negative consumer sentiment towards a brand. (Bryson, Atwal, & Hultén, 2013; Fetscherin, 2019;Kucuk, 2016; Romani, Grappi, & Dalli, 2012; Zarantonello, Romani, Grappi, & Bagozzi, 2016) a combination of multiple negative emotions (Zarantonello et al., 2016). Some scholars view it as an extreme dislike of the brand (Kucuk, 2016; Romani et al., 2012), or a stronger emotion than dislike (Hegner et al., 2017). Some scholars also believe that brand hate is the opposite of brand love (Bryson et al., 2013), In addition to describing the relationship between brand hate and brand loyalty, Kucuk (2019) offered a more expansive definition of brand hate that includes consumers' strong negative emotions and negative associations with the brand, which are related but distinct. The majority of current work on brand hate views brand hate as a negative feeling, albeit the specific negative emotions chosen are not all the same.

Dimensions of Brand Hatred

Divergent views exist among academics regarding the nature of brand animosity. Gregoire first identified brand hatred as brand avoidance and retribution, which was later shown by other researchers to be the outcome variable of brand hatred (Elif, 2021). Zhang (2017) identified three dimensions of brand hatred in his study, which are the affective dimension, cognitive dimension, and physiological dimension. The consumer's bodily reaction is the physiological dimension; brand image is the cognitive dimension; and a wide range of emotional responses are included in the affective dimension. Brand hatred has been categorized into active brand hatred and passive brand hatred (Zarantonello et al., 2016), active brand hatred includes Anger, Contempt & Disgust and passive brand hatred includes Fear, Disappointment, Shame, and dehumanizaon. Compared to consumers who experience active brand hate, individuals who experience passive brand hate are more inclined to avoid brands (Duiveman, 2016). Brand hatred also has attitudinal brand hatred and behavioral brand hatred (Kucuk, 2018), attitudinal brand hatred is a passive or silent attitude and behavioral brand hatred includes active, direct, and aggressive behaviors.The six negative emotions (NEBs) associated with brands that Romani et al. (2012) listed are dislike, anger, sadness, worry, embarrassment, and discontent. Negative emotions are divided into NEB1 and NEB2 based on whether they are produced actively or passively; consumers produce different negative emotions for different brands.

Fetscherin (2019) argues that brand hate consists of three emotions: disgust, contempt, and anger,and that seven different types of hate come from a combination of these three emotions, which are cool hate, cold hate, hot hate, simmering hate, boiling hate, seething hate, and burning hate (Sternberg, 2003). Disgust refers to the seeking of physical, emotional, or mental distance. When a consumer feels close to a brand, love usually accompanies that feeling. In

contrast, when an individual feels averse or distant from a brand, such a feeling may be accompanied by disgust (Park, Eisingerich, & Park, 2013). Anger is one way that passion can show itself.Brand haters have disdain for a brand and create a mindset that serves to reinforce their negative emotions (Sternberg, 2003).Brand haters feel contempt for brands and adopt a way of thinking that perpetuates their hatred (Sternberg, 2003). Some academics have only used a one-dimensional theory to describe brand hatred; this kind of intensely negative feeling is all that exists (Bryson et al., 2013; Hegner et al., 2017).Table 1 summarizes brand hate and definitions and dimensions.

Table 1 Summarizes the Brand Hate Definitions and Dimensions

Author（year）	Definition	Dimension
Gregoire et.al. (2009)	A desire for revenge and a desire for avoidance .(p.20)	Brand retaliation, brand avoidance, betrayal revenge and avoidance
Johnson et.al. (2011)	Consumers'strong opposition to the brand, is mainly represented by the concept of revenge, which can arise from experienced critical incidents (product- or service-related) (p.108)	Anti-Brand Actions (Anger. Shame.）
Romani et.al. (2012)	Negative emotions toward brands (p.56)	Dislike, Anger, Sadness, Worry, Embarrassment, Discontent.
Bryson et.al. (2013)	An intense negative emotional effect toward the brand (p.395)	Extreme Negative Emotions
Alba and Lutz (2013)	True brand disgust (p. 268).	Resentment, attacks
Zarantonello et.al. (2016)	Brand hate is a constellation of negative emotions. (p.11)	Active brand hate (Anger, Contempt & Disgust), Passive brand hate (Fear, Disappointment, Shame）
Kucuk (2016)	consumers' detachment from a brand and its associations as a result of consumers' intense and deeply held negative emotions. (p.19)	disgust, anger, contempt, devaluation and diminution
Hegner et.al. (2017)	Consumers have a stronger emotional response to brand hate. Brand hate is a more intense emotional response that consumers have toward a brand than brand dislike. (p. 14)	unidimensional
Zhang（2017）	Brand hate is a strong negative emotion that consumers feel towards a brand and is	Emotional, Cognitive, Physical Dimensions

	accompanied by related emotions such as anger, sadness, and fear (p.50)	
Duiveman（2016）	Strong negative emotional impact on the brand (p.9)	Active brand hate, passive brand hate
	It's a negative emotion.	disgust, contempt, and anger
Fetscherin（2019）	The brand hate concept is naturally linked to intense or extreme negative emotions and emotional responses (p. 117)	
Kucuk (2019)	Negative consumer-brand relationships (p.1)	negative consumer-brand relationships

Factors Affect the Brand Hatred

In the marketing literature, scholars have discussed some of the causes that lead consumers to develop brand hatred. Negative past experiences are the antecedents that lead to brand hatred; negative past experiences refer to consumers' perception that a product performs below expectations after having used it (Hegner et al., 2017; Wu, Shi, Wang, & ZHANG, 2017; Zarantonello et al., 2018; Liang, Ling, & Wang, 2020). Customer dissatisfaction is the main reason for brand aversion (Bryson et al., 2013; Grégoire, Tripp, & Legoux, 2009). Customers are not satisfied when perceived performance is lower than expected performance. Unethical and irresponsible behavior of companies will cause brand hatred among consumers (Balikçioğlu & Kiyak, 2019; Preijers, 2016; Zhang, 2017; Liang et al., 2020). Wu and Dalvand state that the spread of negative word-of-mouth should be avoided and that negative word-of-mouth can cause consumers to develop hatred towards the brand (Wu et al., 2018; Dalvand et al., 2019).

Of course, there are some other important antecedents such as, symbolic conflict, ideological incompatibility. From the perspective of brand image it is proposed that the main manifestation of conformity to symbolic conflict is symbolic incompatibility, which refers to the image of the brand is a situation in which the consumer does not want it, and therefore produces consumer brand aversion (Safana ,2018; Hashim & Kasana ,2019; Hegner et.al. ,2017).Zhang (2017) studied the antecedents of brand hate by categorizing the factors into company-related factors, product-related factors, consumer-related factors, and customer service-related factors. The company-related factors involved negative brand image as well as other sub-factors that are closely related to the product brand image, such as the store environment, the quality, and the design of the product itself. In addition to irritation or annoyance due to brand slogans (Rosengren & Dahlsamen, 2006), consumers may also feel an aversion to a particular brand because of the unwelcome image created by the brand's symbolism program (Hogg & Banister, 2001).

In addition to some of the above factors, brand characteristics (Kucuk, 2019), consumer characteristics (Leung, 2020), and the relationship between consumers and brands also have an impact on brand hate. Multiple associative relationships are established between consumers and brands, and when the consumer-brand associative relationship is strong, it indicates that the consumer has invested emotionally and materially in the brand, and the consumer will show positive commitment and loyalty behaviors to the brand. However, once the brand relationship ends, it is more likely to prompt multiple negative emotions (Johnson, Matear, & Thomson, 2011). Jain and Sharma (2019) found that consumers with a strong association with a brand are

more likely to develop brand hatred after a service failure.Table 2 summarizes the factors that influence brand hatred.

Table 2 Summarizes The Factors That Influence Brand Hatred

Author（Year）	Fcators
Hegner et al.(2017)； Wu,Zarantonello et al.(2018); Liang X.P et al.(2020)	Negative past experiences
Hegner et al.(2017); Wu,Zarantonello et al.(2018); Liang X.P et al.(2020)	Customer dissatisfaction
Balıkçıoğlu and Kıyak(2019); Preijers (2016); Zhang(2017); Liang X.P et al.(2020)	Unethical and irresponsible corporate behavior
Wu et al. (2018); Dalvand et al. (2019)	negative reputation
Safana (2018); Hashim and Kasana (2019); Hegner et.al. (2017); Liang X.P et al.(2020)	Inconsistent symbolic images and ideological dissonance
Zhang(2017)	Negative brand image
Hashim and Kasana (2019); Liang X.P et al.(2020); Johnson A R(2011);	Poor brand relationship quality
Hogg & Banister(2001)	Unpopular image created by the brand's symbolism program

The Importance of Brand Hatred

At this stage, consumers prefer internet platforms for shopping. The advent of the internet and the development of technology has led to a number of changes in the way interactions are carried out, bringing convenience to the lives of users. This is no exception when it comes to the emotional element of a consumer's attachment to a brand. Therefore, in the internet platform, brands are more vulnerable to criticism and need to be aware of the greater reach of negative comments (Kucuk, 2019). Therefore in this environment, hostility, resentment and negative comments can easily and quickly spread (Kucuk, 2018), so we must pay attention to the importance of having the factor of brand hatred triggered by negativity on the impact of the consumer behavior. It's important for a company to research the negative sentiment consumers have towards a brand. This allows the company to find flaws in the company's management based on negative consumer sentiment, which in turn leads to a better ability to survive and grow.

Previous research on brand hate in the marketing literature talks about some of the consequences that brand hate emotions can lead to and identifies multiple types of behavioral consequences. Boycotts are one of the results of brand hate, which are consumers' refusal to make purchases to punish the company (Duiveman, 2016); complaints, which refer to customers' efforts to eliminate their dissatisfaction due to bad experiences, to express their

negative emotions, and to harm the company that has caused them damage (Aymankuy, 2010); negative word-of-mouth communication, brand avoidance, and protests against hostile and aggressive patterns of behavior aimed at intentionally damaging the brand (Grégoire et al., 2009); Brand hate and brand vengeance behaviors refer to actions taken towards the purpose of harming and punishing the company for the damages it has caused. Regarding the outcome variables of brand hate, a review of the literature can be divided into active and passive behaviors. Among the proactive for include private and public dissemination of negative word-of-mouth (Fetscherin, 2019; Hegner et al., 2017), consumer complaints (Romani et al., 2012; Zarantonello et al., 2016), revenge (Fetscherin M,2019; Hegner, 2017), protests (Zarantonello et al., 2016), brand boycott (Bryson et al., 2013). Passive behaviors include brand avoidance, purchase reduction, and brand switching (Bryson et al., 2013; Hegner et al., 2017; Romani et al., 2012; Zarantonello et al., 2018).In addition to this, brand hatred leads to the termination of the relationship with the brand (Delzen, 2014; Preijers, 2016). It also leads to customer churn due to a lack of dependence as well as distrust in the brand (Zhang, 2017), which in turn leads to brand switching due to low dependence (Kiyak, 2019).

Especially in the Internet environment, negative evaluations of products/services can reach more potential future customers than traditional word-of-mouth because it can be obtained through a network of several people's contacts. These negative messages about consumption may relate to personal experiences and opinions that affect people's emotions in the form of words (Bickart & Schindler, 2001). This makes negative word-of-mouth more harmful to the brand. Consumers who have negative feelings towards the brand will also have negative attitudes towards the brand and will engage in brand damaging behaviors, companies by discovering these behaviors of theirs and finding out the reasons why consumers develop hatred can be in the future marketing can reduce the damage they may face. So, understanding the relationship between brand hate and other factors can help companies to come up with effective strategies in managing consumer behavior (Zhang, 2017). The cost of retaining existing customers is five times lower than the cost of acquiring new customers (Duiveman, 2016).Therefore, companies should concentrate on avoiding customer negativity to prevent customer churn. There are uncontrollable factors that can arise during the process of marketing management in a company that can have a negative impact on the company, then it is especially important to know more about brand hate (Duiveman, 2016). In addition, brand hate can directly or indirectly damage the brand image, and more importantly, it can influence consumers' purchasing decisions (Zarantonello, Romani, Grappi, & Fetscherin, 2018).

Summarizing of Past Studies on Brand Hate
Although brand hate, although a relatively new concept, has been studied by a number of scholars in recent years. The following is a summary of these studies.

Romani (2012) made a great contribution to the study of brand hate by considering brand hate as a negative brand emotion and designing a scale containing six negative brand emotions, namely anger, resentment, disgust, embarrassment, sadness, and worry. Romani's study of brand hate opened up the minds of scholars in the later period and laid the foundation.

The study by Bryson et al. (2013) was aimed at conceptualizing the impact of extreme negative emotional reactions to luxury brands, which is brand hate. The results of the study suggest that country of origin, consumer dissatisfaction with services and negative stereotypes of luxury brand users are potential causes of brand hatred in the luxury industry.

Zarantonello et al. (2016) conducted a study on brand hate in Europe considered brand hate as a negative emotion. The authors developed an 18-item brand hate scale and tested its impact on behavioral outcomes (complaints, negative WOM, protests, and reduced/stopped patronage). The study categorized brand hate into active brand hate, which includes anger, contempt and disgust, and passive brand hate, which includes fear, disappointment, shame and dehumanization. The authors relate this conceptualization and measurement of brand hate to important behavioral outcomes and different types of antecedents.

Hegner et al. (2017) conducted a study on the determinants and outcomes of brand hatred among German consumers, and he concluded that "hating" brands is a stronger emotional response of consumers to brands compared to "disliking" them. Six items were used in the study to measure brand hate, and the findings suggest that brand hate is triggered by three determinants: negative past experiences, symbolic incongruity, and ideological incompatibility. And it led to three behavioral outcomes: brand avoidance, negative word-of-mouth, and brand retaliation.

Platania et al. (2017) also focused on the analysis of predictors and outcomes of brand hate, with the study's brand hate scale consisting of 21 items. The results showed that a brand is more likely to be hated not because of the specific performance of the products and services associated with it, but because of the importance of its values and the symbolic impact associated with the brand.

Mohammad (2019) did a study on the antecedents of brand hatred towards appliance customers in the appliance market, he defined brand hatred as the dark side of brand hatred and concluded that the main variables that directly affect brand hatred are experimental avoidance, negative word-of-mouth, anti-branding cyberspace, affective avoidance, identity avoidance, mimicry avoidance, and moral avoidance, respectively. The effect of contingent factors (marketing and relationships, negative thinking, technical issues in marketing, customer needs, inability of corporate) on brand aversion is indirect.

Fetscherin (2019) defined brand hate as a negative emotion and categorized it into five types, explaining how brand hate affects consumer behavior. The five types of brand hate (cool hate, hot hate, simmering hate, burning hate and boiling hate) are combined by three emotions (disgust, contempt, anger) and each type of brand hate leads to different behavioral outcomes including brand switching, private and public complaining, brand retaliation and revenge, and willingness to make financial sacrifices to hurt the brand. In this study adopted Sternberg's (2003) interpersonal scale using 10 items to measure disgust, 10 items to measure contempt, and 9 items to measure anger. For the different behavioral outcomes of hate, the items of Romani et al. (2012) and Thomson et al. (2012) were used respectively. It was found that the emotion of disgust has a mixed effect, it has a positive effect on brand switching, private complaints but a negative effect on public complaints, brand retaliation (Fetscherin, 2019).

Kuck (2019) argued that brand hate is a negative relationship between consumers and brands, the study categorized consumer brand haters into real haters and regular haters, with real haters exhibiting "Boiling Brand Hate" and regular haters exhibiting "Seething Brand Hate". The study also explored the relationship between consumer personality and brand hate, such that confident and aggressive consumers are more likely to feel hate.

Platania et al. (2020) designed the Brand Hatred Short Scale for Italian consumers and the study concluded that brand hatred can be defined as consumer dissatisfaction with the performance of a product or service. The brand scale of the study was a unidimensional scale consisting of six items.

Singh (2021) further investigated the relationship between brand love and brand hate in the context of a research study in the Indian fashion services industry, through which it was found that brand hate moderated the relationship between brand experience and attitudinal loyalty as well as behavioral loyalty.

Conclusion

This paper deepens the understanding of brand hate by reviewing the literature related to brand hate. The paper describes the origin and development of hate as well as the definition, dimensions and importance of brand hate, and summarizes the factors that influence brand hate through the literature.Through the hate theory we have a deeper understanding of the origin of brand hate, through the previous literature on brand hate research learned that we should pay more attention to the factors that triggered brand hate, then how to reduce the brand hate according to the product characteristics is a problem we need to solve in the future research.Longitudinal studies of brand hatred help to understand how brand hatred is created and evolves, thus contributing to a comprehensive understanding of its meaning and impact. The limitation of brand hate research is that more studies have been conducted in developed countries, so future studies could be broadened and must include countries at different economic levels.

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