U.PORTO

FEP FACULDADE DE ECONOMIA
UNIVERSIDADE DO PORTO

ANTECEDENTS AND OUTCOMES OF CONSUMER NEGATIVITY TOWARDS BRANDS

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Dissertation
Master in Marketing

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2019

Resumo

Objetivo: Apresentar a *Brand Hate* como um fator central nas relações entre consumidor e marca no marketing de serviços, explorando antecedentes e consequentes desta reação na indústria das telecomunicações.

Metodologia: Um inquérito baseado na teoria que procura plicar conceito à indústria das telecomunicações enquanto especifica uma Modelo de Equações Estruturais com seis fatores. Com um modelo sólido baseado na literatura e adaptado ao contexto, conduzimos uma análise de mediações utilizando o *add-on* para IBM SPSS, PROCESS Model 4.

Descobertas: A *Brand Hate* prova ser um mediador de todas as relações negativas propostas, enquanto demonstra ser particularmente importante para o passa-palavra negativo. Este modelo enquadra-se na área do marketing dos serviços e revela importantes perspetivas sobre função do *Brand Hate* nas relações negativas dos consumidores com as marcas.

Originalidade: O estudo apresenta uma primeira abordagem da *Brand Hate* no contexto da indústria dos serviços em Portugal, enquanto testa a *Brand Hate* como um mediador na relação entre antecedentes e consequentes nas relações negativas entre consumidores e marcas.

Implicações para a Gestão: As empresas de telecomunicações encontram-se num Mercado altamente competitivo, e as marcas trabalham a construção de relações com os consumidores. Este estudo apresenta uma nova perspetiva sobre os consumidores que nutrem emoções negativas e que podem representar um problema para a marca.

Palavras-chave: *Brand Hate*, relações consumidor-marca, mediação

Abstract

Purpose: Present brand hate as a centerpiece of negative consumer-brand relationship in service marketing, exploring the antecedents and outcomes of this relationship in the telecommunications industry.

Methodology: A survey-based data was modelled after theory that aims to apply concepts to the telecommunications industry while specifying a Structural Equation Model with six factors. With a solid model grounded and context-adapted, we conducted the mediation analysis using SPSS add-on PROCESS with the template model 4.

Findings: Brand hates proves to mediate all the negative relationships proposed, while showing to be especially significant in mediating Negative word of mouth. This model fits the services marketing approach and revealed important insights into the function of band hate in negative relationships.

Originality: The present study presents a first insight of brand hate in the context of the service industry of telecommunications in southern Europe while testing brand hate as a mediator in an ordinary least square (OLS) regression involving negative predictors leading to negative outcomes in brand-consumer relationships.

Managerial implications: Telecommunication operators are a highly competitive market with brands that invest in building relationships with its customers. This study presents a new insight into customers that nurture negative emotions and that can present a problem to the brand.

Keywords: brand hate, consumer-brand relationship, mediation analysis

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Introduction

The relationship between a brand and a consumer is complex and is object of different fields of study that propose conceptualizations and theories, but there is yet to be presented a full developed theory around what are the various forms between groups of consumers, and brand types. Psychology and marketing research have shown that Brands can be loved (Batra, Ahuvia, & Bagozzi, 2012; Carroll & Ahuvia, 2006) with many similitudes to an interpersonal relationship (A. R. Johnson, Matear, & Thomson, 2011), and also be the object of negative emotions, including complex feelings, like hate.

Negative relationships towards brands present predictors and outcomes of this relationship that are addressed in this study focusing with brand hate as mediator, a construct that reached great consensus in its definition and constituency among researchers (Hegner, Fetscherin, & Delzen, 2017; Krishnamurthy & Kucuk, 2009; Lia Zarantonello, Simona Romani, Silvia Grappi, & Richard P. Bagozzi, 2016), and proving to be a "intense and consequential" (Lia Zarantonello et al., 2016, p. 11) negative emotion, second only to love.

Mostly drawing concepts and theories from psychology and consumer behavior, recently the main focus in literature has been in establishing a relationship of causality of certain emotions an it's effects in consumer behavior (Fournier, 1998). The relationship marketing has flourished and replaced previous paradigms in marketing theory, and the development and implementation of customer relationship management processes has been evolving across industries (Buttle, 2009).

Recent literature focuses the study of the concept of brand hate (Hegner et al., 2017; Lia Zarantonello et al., 2016). However, recently, many concepts and constructs of negative brand relationships have been studied, being desire for retaliation (Grégoire & Fisher, 2006), brand avoidance (Lee, Motion, & Conroy, 2009), brand divorce (Sussan, Hall, & Meamber, 2012) and attachment-avoidance (Park, Eisingerich, & Park, 2013). Currently, more deep conceptualizations of hate within brand relationships (Fetscherin, 2019) have been presented, demonstrating it multidimensionality (Kucuk, 2019) as with other negative consequents like brand avoidance (Odoom, Kosiba, Djamgbah, & Narh, 2019). Also, new insights and perspectives around negative relationships and its origins, whether its started by the brand (Hu, Qiu, Wan, & Stillman, 2018) or explore deeply the contextualization of hate in

consumer experience (Fetscherin, 2019; Kucuk, 2019). Of great contribution to consumer-brand relationship are the approaches to brand love and brand loyalty concepts (Batra, Ahuvia, & Bagozzi, 2012; Carroll & Ahuvia, 2006). A bad experience may have more impact in memory and the action of a consumer than the good ones (Hegner et al., 2017) so negative relationships are of high interest in managerial application.

We advance this field of research studies with a new methodology applied to the mediating role of brand hate that, according to our best knowledge of the literature, was not provided yet. An ordinary least square (OLS) regression, using PROCESS model 4 by Hayes (2017) which allowed us to present a new understanding of different effects that each relationship within the factors that are present in the consumer-brand relationship.

Another gap in the literature is the specification of the model to a more detailed setting, directed to an industry or sector, testing it against more homogeneous situations (Lia Zarantonello et al., 2016). In fact, we approached the theory with a more service-brand orientation, and designed the survey with testing questions related to those services. This addresses the increasing methodology spectrum of Brand Hate investigation, approaching with different applications of measure scales, constructs, relationships, tests and methodologies, and expanding its application to different industries, locations and universes (Fetscherin, 2019; Kucuk, 2019).

Research had been applied either to luxury brands (Bryson, Atwal, & Hultén, 2013), food chains (Islam, Attiq, Hameed, Khokhar, & Sheikh, 2018) but most studies of brand hate focus on consumers selecting the brand for which they nurture negative feelings or attitudes. In the studies that the consumer chose the hated brand, telecommunication brands figure as one of the top industries cited (Fetscherin, 2019; A. R. Johnson, Matear, & Thomson, 2011).

In the next chapter we will explore in depth the current literature available, from those who mainly try to establish concepts and analysis of the consumer relationships, through the more developed emphasis on positive emotions and the more underdeveloped state of negative emotions. The telecommunication industry, in the European market, is mature and highly competitive, with a high penetration rate in the mobile business. In terms of Portuguese mobile communications business, the marketing strategy has been seen as based on emotion. Many of the brands try to organize and generate a sense of tribalism (free same network

communications), events (every major online communication sponsor cultural and musical events), as that's seen as investment in the relationship with the customers, and also a sign of high advertising and marketing budgets (Jurisic & Azevedo, 2011). This is in line with most of the research that focus on relationships towards brands, and not products or services, since "branding in recent years has increasingly been about more abstract, intangible, general considerations" (Romani, Grappi, & Dalli, 2012a, p. 56).

All brands that we study here are or were telecommunication operators in the last 5 years in the home Portuguese market, with its main business being mobile communications, fixed telephone, home and mobile internet and cable tv. The market is highly concentrated across the industry, with the 3 top players having 97,6% in the mobile market, 95.5% in the subscribed tv and 95.8% in the home internet, the three principal services provided (ANACOM, 2019).

There are calls in the literature in a context-base adoption of brand hate into service marketing; a very mature market with usage that is ubiquitous across almost every consumer; a good balance between utilitarian and value-added, as there are prices regarding base models to complex price and retention with multiple services and additions that turn the product a more unique and personal experience for the consumer. The competition is fierce, and according to the regulator, there were 104 thousand complaints through the Portuguese regulatory authorities, with a mean of 4,8 complaints per thousand customers (ANACOM, 2018). Proving this tendency, according to the major informal association of consumers in Portugal, the industry is the one with most complaints, with 35 thousand contacts from consumers searching for help regarding the matter (DECO, 2019). We must add, other informal complaint aggregator websites in Portugal, where consumer can complaint and companies can interact with the consumers, show that the telecommunication companies have higher rates of complaint than any other sector, occupying the first spots in number of complaints received (Portal da Queixa, 2019). Although the complaints may be a scarce indicators of a more complex problem that we must report, and other functional and transactional problems may be the major cause of complaints (ANACOM, 2018) the developed state of its use of information technologies and being one of the more developed B2C sectors in Europe in terms of services (Jurisic & Azevedo, 2011) makes it one of the most developed consumer services with a great number of consumers and brands.

Having said that, next we will draw a broad picture of the literature review concerning Brand Hate and negativity towards brands, we will explain the methodology and the proposed hypothesis that were tested. Finally, we will present an observation and discussion of the results and point future research and managerial implications.

Conceptual background

Consumer brand relationships

The concept of relationship marketing has, for a long time, almost completely replaced the transactional notion of marketing (Fournier, 1998), becoming a popular research area in the past years, creating and establishing concepts either positive, negative, and indifferent as to how consumers relate to brands and consumer products or services (Fetscherin & Heinrich, 2015).

Useful ways to map the literature and trace the streams of brand relationship and consumer behavior are citation meta-analysis that provide us a useful and over-all view of the state of the art of the literature. The main areas of research in the past couple of decades become clear the relationship between them, and focus around consumer behavior, brand love and brand passion, brand communities, brand cult and storytelling. These multiple concepts are the base of a complex subject, regarding brands and consumers (Fetscherin & Heinrich, 2015).

To pursue our research we will focus promptly on the existing literature regarding consumer behavior (Aaker, Fournier, & Brasel, 2004; Alba & Lutz, 2013; Fournier, 1998; Fournier & Alvarez, 2013), mainly concepts around brand love (Batra et al., 2012; Carroll & Ahuvia, 2006) and brand evangelism, but also in the vast literature providing extensive research in negative emotions towards brands (Grégoire & Fisher, 2006; Krishnamurthy & Kucuk, 2009; Kucuk, 2008; Marticotte, Arcand, & Baudry, 2016). Although the literature around positive relationships with brands was pioneer, with a vast and more consolidated theory, being the main focus of interest regarding the relationship and emotional studies, the negative call to form more theories has been increasing the results that are now available.

The concept of brand love, which encompasses in itself a nature of affection, is known to have a role in building a self and the group "coherent identity narrative" (Ahuvia, 2005, p. 172), while also in itself has a "precluded negative feeling for a brand" (Carroll & Ahuvia, 2006, p. 81). Brand hate is a concept of relating badly to a brand, either when there is an actual purchase or even an interaction with a brand. This feeling, which may be strongly felt towards an object, is stronger than, for instance, dislike of a brand (Hegner et al., 2017) but

many emotions compose the negative realm of relationships (Romani et al., 2012a), hate, as love, is a complex emotion composed by several secondary and primary emotions (Batra et al., 2012; Lia Zarantonello et al., 2016).

Brands are perceived as an entity with multiple attributes given by the consumers, or the public, as it should include those that are not in a transactional relationship with the brand in cause. Positive relations are seen as more than utilitarian value tending to be "strong and long lasting" (A. R. Johnson et al., 2011, p. 110) drawing from interpersonal relationship research that proved to be appropriate in brand-consumer relationships contexts (Fetscherin, 2019). The tendencies that are observed in human relationships can be useful in predict consumer behavior (Thomson, Whelan, & Johnson, 2012) as the combination of emotions found in psychology, can link with some behavioral responses towards brands. The relationship that consumers establish with brands is one that is based on the psychology and human behavior research, and, as such, concepts of brand love (Carroll & Ahuvia, 2006), brand divorce (Sussan et al., 2012) and brand hate draw parallels to a human dimension (Aaker et al., 2004; Fetscherin & Heinrich, 2015; A. R. Johnson et al., 2011; Sussan et al., 2012; Thomson et al., 2012).

A theory that provides an overall view of the relationship spectrum, describes it as multi-dimensional in self-distance and valence, can be corelated in one model that merges self-distance, with utilitarian everyday brands being near and aspirational or distant brand being far, and valence (positive or negative) to describe the nature of brand relationship in the Attachment-Aversion Relationship Model (Alba & Lutz, 2013). The broad coverage of this model provides a "comprehensive integration of the existing brand-relationship literature" (Alba & Lutz, 2013, p. 266).

Also note that emotions in regard to products in its utilitarian sense does not suffice and not fully corresponds to those related to brands, as we can analyze the brand as being constructed by a visual, marketing activities and corporate image (Alba & Lutz, 2013; Romani et al., 2012a). Additionally, what constitutes a brand is generated through sources controlled and not controlled by the company (Romani et al., 2012a), although the commoditization and tangibility of a product or service can blur this distinction. This distinction between brand and product is relevant in the affective but may be tendentially indistinguishable in terms of cognition.

The state of the art of negative relationships with brands studies spreads itself through many concepts and branches that should be considered, as anti-brand communities, the determinants and managerial implications of anti-branding (Krishnamurthy & Kucuk, 2009), negative word of mouth, trash-talk (Marticotte et al., 2016) and boycott (Ettenson & Klein, 2005), the discourse used in negative content produced by the consumers (Marticotte et al., 2016) or producing more broaden descriptions of the phenomena as the or attachment-aversion relationship (Alba & Lutz, 2013) or the approach-avoidance (Lia Zarantonello et al., 2016).

Although the research built on the consumer-brand relationship concept has been engaged by many authors, the negative pole of the relationship seem to have been less studied in favor of the positive concepts of the relationship (Park et al., 2013). Despite some streams of research have studied the negative emotions throughout the years, it's often called as an priority in future research as it's a *hot topic* nowadays (Fetscherin & Heinrich, 2015; Lia Zarantonello et al., 2016). But both research topics are generating research outputs right now, and some of the essential researches are not distant in the methodologies and approaches to the conceptualization of emotions and constructs, with its own exploratory research, aiming to strength the psychology established definition of concepts, used interchangeably with brands and interpersonal relationships, found in positive relationship studies (Batra et al., 2012), and in the field of negative emotions (Lia Zarantonello et al., 2016).

In the last years, particularly since early 2010's to past middle decade there is an increasing response in research towards negativity in literature (Annex 1). Many constructs have been linked to predictors of brand avoidance, as the opposite to brand loyalty (Lee et al., 2009), and relating these outcomes to some of the determinants is fundamental to realize the multiple and complex nature of the relationships with brands and allows us to see the research done to some of the parts, focused in these theories (Khan & Lee, 2014). The consumption link between self-concept and the values of a brand is extensively studies, and states that people tend to consume brands that "maintain or enhance their self-concept" (Lee et al., 2009, p. 170) while avoiding those incongruent, and also those with incongruent values to those they hold. Based in grounded theory methodologies, it started emerging what is still considered most of the constitutes the antecedents of brand avoidance (Lee et al., 2009). The negative emotions that can be felt towards a brand, even their nuances and variations, are thoroughly described in the literature, with precise concepts that were found to describe consumer emotions (Romani, Grappi, & Dalli, 2012b).

Some of the managerial implications of these recent studies on antecedents and outcomes are consistent with negative and brand hate research, and show similarities with brand love and positive emotions, providing some recipes and strategies to deal with them. The reason behind this managerial implications follows ethical behavior and also the incorporation of more consumer inspection towards an effective response (Lia Zarantonello et al., 2016) and of past relationship (Hegner et al., 2017) as also the proactive approach of the consumer. This also calls for an active and continuous evaluation of the relationship nature with the consumers, as those with a higher "relationship quality" may have more tendency for retaliation (Grégoire & Fisher, 2006, p. 46).

There is also a suspected hierarchical disposition of outcomes, as some may be more detrimental to brands, as negative word of mouth compared to brand avoidance, and should be prioritized by practitioners (Romani et al., 2012b). It's possible that some groups of consumers are more easily targeted in order to prevent or change their stance towards a brand. As literature suggest, a brand that tries to manipulate these desires or emotions on consumers may have undesirable results, as those more involved with the brand may feel get more disappointed and have a desire to damage the brand longer, as a "high-quality" relationship may inhibit negative effects but can also amplify them (Grégoire, Tripp, & Legoux, 2009a, p. 28).

Some researchers often call for a cross-cultural studies to test their hypothesis, a longitudinal analysis of the testing of their models and. Propose the study of love and hate relationship in the same object (Lia Zarantonello et al., 2016). It was extensively done in prior research especially in cases of product or service failure, and describe situations of fail to forgive, fight and flight and love-becomes-hate effect (Grégoire et al., 2009a). It also helped to establish the concept of relationship quality as a construct formed by trust, commitment and social benefits (Aaker et al., 2004) and what mediators contribute in critical incidents.

Other authors have explored the phenomena of anti-branding activism (Hollenbeck & Zinkhan, 2006, 2010; Kozinets & Handelman, 2004; Krishnamurthy & Kucuk, 2009). The brand is the target of negative messages from consumers, being consumer empowerment a pre-condition, and consumer dissatisfaction the trigger that enables a transitional or ideological dissatisfaction (Krishnamurthy & Kucuk, 2009).

Along the literature most of it relates to the brand and managerial expectations of the relationship with the brand, not focusing in the "consumer self-transformation" (Sussan et al., 2012, p. 521) and this has been criticized as exclusionary of the consumer dynamic and predispositions since on it depends the concretization of the emotion and actuation. This has been reported as "given the interactions between the concepts of self, spirituality, and the brand, when consumer engages in self-transformation through spirituality, the extant theories concerning the self and its relationship with the brand will collapse" (Sussan et al., 2012, p. 522).

The greater the brand value or company success more likely there are negative actions from consumers, either active or passive, that could be related to dissatisfaction as avoidance, negative word of mouth or even boycotting (Krishnamurthy & Kucuk, 2009; Lee et al., 2009) a view that has been shared in various others authors that recommend to question the tolerance of strangeness of bonds of the brands with consumers (Aaker et al., 2004).

Brand Hate and its Determinants

Brand hate is one of the negative emotions that has been conceptualized in the marketing literature as a key construct in understanding many of the consumers behavior towards a brand. Brand hate is seen as a multidimensional construct that is one of the top emotions, as love (Hegner et al., 2017; Lia Zarantonello et al., 2016; Sternberg, 2003). In order to measure Brand hate we adopted a model from the literature that proves to measure it, making use of 6 item that they specified through their study (Hegner et al., 2017). We proceeded to the translations of the 6 items proposed by Hegner et al (2017). Brand hate acts as the center of our model, and is the mediator of a set of triggers that predict negative word of mouth, brand avoidance or brand retaliation, a set of consequences that are widely studied and harmful to brands. Mediation occurs when a predictor is influencing an outcome through a mediator. In this case, our study employs the recent data available from previous studies in order to measure the effects in each path of the model that we propose. Since mediation analysis follows a set of steps that need to be verified in order to infer mediation (Marôco, 2014), the hypothesis established describe the theory following the rules for assessing mediation.

Brand Hate

First, a set of predictors is known to lead to hateful emotions and attitudes in consumers, their context or marketing experience (Hegner et al., 2017). Present in this study, we established two antecedents of brand hate, being negative past experience, "the strongest predictor of brand hate" for Bryson et al. (2013) (Hegner et al., 2017, p. 14) and symbolic incongruity, a significant difference between the brand symbolic meaning and the consumer self-image. We propose that:

H1 – The antecedents of Brand Hate have an effect on Brand Hate

H1a - Negative past experience has an effect on Brand hate;

H1b - Symbolic Incongruity has an effect on Brand hate;

A set of consumer attitudes or behavioral outcomes are present in the marketing literature regarding that has been deeply studied in research (Fetscherin & Heinrich, 2015). This way the behavioral outcomes from the Brand Hate, and also from the negativity towards a brand, are actually very well tested in the literature, presenting overlaps and constant evolution. Regarding this, we state the following hypothesis:

H2 – Brand hate have an effect the set of consequents

Brand Avoidance

Brand avoidance is defined by switching or stop using a brand or interacting with it (Hegner et al., 2017) and is associated with *flight* strategies (Grégoire et al., 2009a) being a more passive action towards a brand. Underlined may be a strategy to cope with levels of hate for the brand, defined as avoidance strategies in psychology (Lia Zarantonello et al., 2016), that do not reveal themselves other than by stop using the brand an being related to it.

H2a - Brand hate has an effect on Brand avoidance;

Negative Word of Mouth

Some grounded behavioral outcomes in the literature, that brand hate predicts are complaining, negative word of mouth and switching (Romani et al., 2012b) complaining, protest, negative word of mouth, patronage reduction or cessation (Lia Zarantonello et al., 2016); brand switching, private and public complaining, brand retaliation and revenge and "willingness to make financial sacrifices to hurt the brand" (Fetscherin, 2019, p. 3), this last one providing a new approach from the authors that enabled them to obtain significant data on the matter. Our construct is then based on questions that try to assess the deeply and extensively researched negative word of mouth that may include acts like referencing negative things about the brand, either to friends or strangers (A. R. Johnson et al., 2011). Then, we analyze the hypothesis:

H2b - Brand hate has an effect on Negative word of mouth;

Brand Retaliation

Brand retaliation measures a construct that have different degrees within itself, since it can include many types of actions and attitudes that seek to cause damage or hurt a brand (Hegner et al., 2017). In our study we determine a dichotomy in this construct, with one being the most damaging to the brand, and other softer as complaining with a bad attitude, as also introduced recently in the literature as "willingness to make financial sacrifices to hurt the brand" (Fetscherin, 2019, p. 3; Kucuk, 2019). We also included third party complaining, as some authors consider complaining either to the brand or to regulatory institutions or others, aside from other hatred activities that seek to damage or break the brand or even actions like stealing (A. R. Johnson et al., 2011). We argue that:

H2c - Brand hate has an effect on Brand retaliation;

Also, Brand Hate has been identified as a strong predictor of negative emotions and a mediator for them, it's also a predictor of negative outcomes that stem from this relationship.

We also made use of the literature driven conceptualization of its determinants, with Negative Past Experience, Symbolic Incongruity being the three constructs that we use, adapted from Hegner et al. (2017).

Negative Past Experience

Negative Past Experience in the literature derives from a failure in product or service. It's mainly represented by the product or service-related failures (Grégoire & Fisher, 2006; A. R. Johnson et al., 2011), but also the marketing environment (Hogg, Banister, & Stephenson, 2009), packaging or information, it's quality (Krishnamurthy & Kucuk, 2009) or even its country of origin (Bryson & Atwal, 2018; Bryson et al., 2013). We include a vast spectrum of this items, but adapted it to the service-oriented brands that are telecommunication operators. In fact, when an expectation is not met towards a service, in the brand touchpoints, it's known to be associated with "complaining, negative WOM and protest" (Lia Zarantonello et al., 2016, p. 21) that fall in our characterization as Negative Past Experience. Since its product oriented, and occurs when occur negative consumption experiences (Lia Zarantonello et al., 2016) we propose that:

H3 – Negative past experience Brand Hate have a direct effect on the outcomes

H3a - Negative past experience has an effect on Brand aversion;

H3b - Negative past experience has an effect on Negative word of mouth;

H3c - Negative past experience has an effect on Brand retaliation;

Since we propose that brand hate is a known factor in the three proposed outcomes (Lee et al., 2009), we complete the analysis of the role of brand hate in mediating negative past experience, stating that:

H4 - Negative past experience have a greater effect on the outcome when mediated by Brand hate

H4a - Negative past experience has a greater effect on has an effect on Brand aversion because it influences Brand hate;

H4b - Negative past experience has a greater effect on Negative word of mouth because it in-fluences Brand hate;

H4c - Negative past experience has a greater effect on Brand retaliation because it influences Brand hate;

Symbolic Incongruity

Symbolic Incongruity is the identification of the self with a brand (Khan & Lee, 2014) and is linked to brand avoidance (Hegner et al., 2017; Lia Zarantonello et al., 2016). It's a personal form of communicating and using the brand to boost one's own identity through the concepts of the brand, either by avoidance or by linkage (Bryson et al., 2013; Khan & Lee, 2014; Lee et al., 2009; Sussan et al., 2012), or by association with a social group (Park et al., 2013). Since it's known to predict negative outcomes, we state that:

H5 - Symbolic incongruity have a direct effect on the outcomes

H5a - Symbolic incongruity has an effect on Brand aversion;

H5b - Symbolic incongruity has an effect on Negative word of mouth;

H5c - Symbolic incongruity has an effect on Brand retaliation.

Symbolic incongruity is a trigger of brand hate (Hegner et al., 2017), that can potentiate the occurrence of negative outcomes, we state that:

H6 – Symbolic incongruity have an effect on the outcomes because it influences Brand hate;

H6a - Symbolical incongruity has an effect on Brand aversion because it influences Brand hate;

H6b - Symbolical incongruity has an effect on Negative word of mouth because it influences Brand hate;

H6c - Symbolical incongruity has an effect on Brand retaliation because it influences Brand hate.

In the EFA tests that we ran, the items that reference Symbolic incongruity were highly intercorrelated (> .9) with another predictor of brand hate found in the literature, Ideological incompatibility, that includes ideological (Kavaliauske & Simanaviciute, 2015; Khan & Lee,

2014; Kucuk, 2008) or moral (Bryson et al., 2013; Park et al., 2013) incompatibility between the consumer and the brand, and also from corporate wrongdoings (Khan & Lee, 2014; Lia Zarantonello et al., 2016). It is defined as all sorts of situations when the brand represents "a set of beliefs which are incompatible with the consumer" (Hegner et al., 2017, p. 15). In order to obtain a valid and reliable model we made the option to use only Negative past experience and Symbolic incongruency to test as antecedents of Brand hate.

Brand Hate plays a role of mediation between the causes presented here, (Lia Zarantonello et al., 2016; Romani et al., 2012b) that are vastly studied in the literature, and many outcomes that can be troublesome to brands.

Methodology

The main objective of the dissertation is to present a conceptualization of negative relationships towards brands and explore the antecedents and outcomes. Conveying from the existing literature, we aim to typify the various emotions felt towards a brand and characterize the existing relationships in the negative sense. With this in mind, we want to test the existing known models advanced by the most recent literature, adapting it to the services marketing reality. To do this, we chose the telecommunication operators, based on the aforementioned reasons.

In methodology we will explain the survey design and the distribution and collection of data. Afterwards, we will focus on the conceptual model, based on the current literature. We started by doing a multivariate-procedure Exploratory Factor Analysis (EFA) carried to describe the elements found in the literature. Although we had previous information that guided us on the relations between the latent and the observed variables, we aimed to (1) performed and adaptation to a specific industry; (2) in a country that require translation. Therefore, the EFA is considered need in order to obtain a richest and robust model, revalidating the existing models in the literature and, at the same time, proposing different specifications of the relationships (Byrne, 2013).

We made assessment of the normality, assessment of multivariate outliers, through analyzing extreme outliers in the Mahalanobis distance and respecifying the model to address covariance errors spotting high scores of modification indices (M.I.) (Byrne, 2013).

After modifying and re-estimating the model we reached what we considered an adequate goodness-of-fit and confirm the plausibility of the relations between variables, obtaining validity by empirical and theoretical evidence as is required to an effective Confirmatory Factor Analysis (CFA) model (Brown, 2015). It also provided a solid ground for the hypothesis that we propose to address in this study, presenting them in a path diagram, this way proceeding to analyze the relationship between the latent and the observed variables, and also between the latent variables.

Our study mainly had two analysis focus, which were the Structural Equation Model (SEM) applied to the variable's relation, using IBM Amos, and the Mediation Process Analysis, in

which we did the regressions needed to infer mediation, aided by Process 3.33 add-on by Hayes, in SPSS 25.

Descriptive Statistics

The survey was published in more than 10 web forums that discuss technology, telecommunication services, home care & finance, including the telecommunication company web forums. It was also shared via e-mail to university e-mail. With 636 responses, 51% were female and 48% are aged between 18 and 25, 29% between 25 and 35 and 21% between 35 and 65. 18.4% of the respondents never switched from telecommunications operator and 46% switched 2 or more times.

The more frequent operators mentioned were Meo, with 35%, Nos with 30% and Vodafone with 17%. Since the 25 years old and less was so prominent, there were present many of the brand oriented towards this demography (operated by the most frequent previously mentioned) were also present with Moche, Yorn being present 9%, Moche 4% and Wtf 2%. ONI, Nowo, Lycamobile and CTT were the remaining of the occurrences.

The number of respondents that had the service Mobile Phone Operator was 75%, 60% with home internet, 57% with TV service. Despite 54% of the respondents doesn't want to go back or keep with the brand, 60% consider a reduction in use of its services. 65% say that the price was not the reason for switching/wanting to switch.

Relating to the action taken towards the brand, 74% said the action was adequate and 25% said the action was scarce.

Next, we present the descriptive statistics with the Mean and Standard Error, and also the Skewness and Kurtosis of all the component variables of the constructs, from Brand Hate and its antecedents (Table 1). Since the outcome's variables were binary, we expose them with the total frequency and its percentage from the total sample size (Table 2).

Table 1

Item	Mean	SE	*Skewness*	Kurtosis.
		Mediator		
Brand Hate	**3.16**	**1.93**	**0.51**	**-1.01**
BH_aversion	3.59	2.08	0.23	-1.27
BH_tolerance	3.28	2.06	0.43	-1.11
BH_betterworld	2.73	1.98	0.90	-0.41
BH_angry	3.34	2.19	0.39	-1.29
BH_awful	3.15	2.11	0.52	-1.12
BH_hate	2.89	2.09	0.72	-0.88
		Antecedents		
Past Experience	**4.39**	**1.68**	**-0.18**	**-1.06**
PE_performance1	4.31	1.96	-0.10	-1.27
PE_performance2	4.40	1.97	-0.16	-1.30
PE_dissatisfied	4.72	1.87	-0.30	-1.09
PE_inconvenient	4.11	1.86	0.04	-1.12
Simbolic Incongruity	**5.05**	**1.57**	**-0.63**	**-0.39**
SI_identity	4.95	1.88	-0.52	-0.89
SI_association	5.22	1.84	-0.70	-0.62
SI_admiration	5.15	1.70	-0.57	-0.67
SI_seen	4.87	1.73	-0.35	-0.76
		Consequents		
Brand Avoidance	**0.26**	**0.37**	**1.04**	**-0.39**
BA_refrain	0.34	0.47	0.69	-1.53
BA_reject	0.18	0.38	1.67	0.79
Negative Word of Mouth	**0.20**	**0.34**	**1.48**	**0.70**
WOM_negative	0.26	0.44	1.12	-0.75
WOM_influencer	0.14	0.34	2.14	2.58
Brand Retaliation	**0.44**	**0.42**	**0.24**	**-1.56**
BRs_confront	0.51	0.50	-0.05	-2.00
BRs_manifest	0.36	0.48	0.57	-1.68

Table 2

Item	Frequency	Total of the sample
Brand Avoidance	235	37%
Negative Word of Mouth	173	28%
Brand Retaliation	360	57%

Data Collection

Trust in the constructs that we used in our study is protected since we grounded our research in a model that describes brand hate as a mediating construct between the antecedents and the outcomes of negative literature review, based mainly in two recent studies that conceptualized brand hate as a construct (Hegner et al., 2017; Lia Zarantonello et al., 2016).

In this study we draw from the evidence of similarity between interpersonal emotions and attitudes from non-interpersonal ones (Batra et al., 2012; Sussan et al., 2012). As observed in the literature review in the present study, we present a review of the extensive research that aims to defining concepts of emotions, brand behaviors, consumers behaviors, antecedents and outcomes, either on the negative but also the positive emotions.

In order to acquire data we've modelled a survey based on the relationship concepts acquired from the existing literature about relationships with brands, based with the conceptualization by Hegner et al. (2017), that consolidated many, if not all, of the known determinants and outcomes that surround hate construct. Following an extensive review of the hate literature applied to marketing and psychology, we constructed a survey with Likert scales, from 1 to 7, based on the determinants found in the literature. These determinants (negative past experience, symbolic incongruity and ideological incompatibility) were measure by 10 or more items each, with questions that relate to the proved constructs, and others that could relate more to the services or telecom specificities.

For Brand Hate we used the proposed by Hegner et al. (2017) with 6 items. We proceed to a Principal Component analysis of these determinants, and also the brand hate, establishing a cut-off at 0,5, and doing so with the items, we obtained a smaller but solid, set of brand

hate determinants, that could be compared, without significant changes, to the one proposed in the literature.

Likewise, for the outcomes, we based our constructs in the previously discussed model. Brand avoidance is one of the most studied consumer actions and is widely present in the literature, and symbolic incongruity and ideological incompatibility, with less consensus, but thoroughly observed in negative brand relationships literature. For the outcomes, we obtained only 2 valid items per construct, with brand avoidance and negative word of mouth corresponding to those previously proposed, but brand retaliation proving a less reliable measure (especially due to low frequency in our sample) and with a possibility of measure a fourth construct, that we dubbed brand retaliation soft, and that consisted in confrontational complaint.

The survey was distributed online, through brand, technology, home and other web forums, social networks and through e-mail reaching thousands of customers. It was available from December 2018 to February 2019. We asked the participants to choose the brand towards which they had negative emotions, had leave the company or have the intention to.

We made use of structural equation modeling to identify and further test the relationships between the different variables, assessing it validity and reliability, helping us advance in the discovering of relations within the universe of negative relationships between concepts, as many of the research done in the past years (Batra et al., 2012; Carroll & Ahuvia, 2006; Hegner et al., 2017; Marticotte et al., 2016). In order to obtain a model with statistical significance, we analyzed the constructs with Principal component analysis obtaining high correlation between uncorrelated constructs, with the items found in previous studies (Hegner et al., 2017; Lia Zarantonello et al., 2016).

After obtaining a solid model of the interaction between the constructs proposed, we further tested the relationship of mediation of Brand Hate between each one of the determinants and its outcomes. To conduct this test, we used PROCESS model 4, an addon for SPSS that aids the mediation analysis. This analysis will result in a confirmation of our hypothesis regarding the mediating role of Brand Hate, but also the effect of the antecedents in the outcomes.

This authors often call for a longitudinal study of negative emotions and further investigation of concepts as brand hate (Lia Zarantonello et al., 2016). Longitudinal studies, as Grégoire et al. (2009), are scarce and may be favored if the full spectrum of brand relationship be developed. In a related study from (Batra et al., 2012) used a grounded theory to conceptualize and explore into the brand love concept/prototype, before trying to relate different concepts and constructs in their findings. (Park et al., 2013) calls for study of more moderators identifiable within the Attachment-Aversion model, as type of attachment, product category and other dimensions as market alternative that can be tested against relationships (Park et al., 2013). Batra et al. had already stated that "more research is needed broaden the type of consumers and categories, particularly durables and services" (Batra et al., 2012, p. 14) regarding brand love, but despite many research being done in the realm of negativity in the services or service related events (Grégoire et al., 2009a; A. R. Johnson et al., 2011) a call to a broader research of the application of the hate construct in the marketing literature has also been proposed (Lia Zarantonello et al., 2016).

In order to analyze our constructs, first we specified a model with Brand Hate and its antecedents. Starting with the model grounded in the literature, especially those from (Grégoire & Fisher, 2006; A. R. Johnson et al., 2011; E. J. Johnson, 2006; Lia Zarantonello et al., 2016; Romani et al., 2012a), we tried to improve and evaluate the acceptability of the model, is based only on the goodness-of-fit models, requiring us to also evaluate the localized strain and parameter estimates (Brown, 2015). To achieve the best model possible, we did an Exploratory Factor Analysis (EFA), doing a Principal Component Analysis (PCA) with Varimax with Kaiser normalization as the rotation method, allowing us to provide evidence of the interrelation inside factors. Doing that, Brand Hate didn't eliminate any item, being applied with the 6 items used other studies (Hegner et al., 2017). On the other hand, Negative Past Experience and Symbolic Incongruity, used in the same study had its items reduced from 12 and 10 to 4 items each. The components were all highly correlated, with Brand Hate (>0.817), Negative Past Experience (>0.696) and Symbolic Incongruity (>0.647). The items that we grounded as being Ideological Compatibility presented intercorrelation with items outside its own factor, generating only a independent component with 3 items. The intercorrelation problems were noticed mainly with Symbolic incongruity. Multiple tests were run for the model in order to achieve a solid model, that we testes from the reliability and validity tests.

Since we failed to obtain Discriminant validity and Convergent validity with a model that included Ideological compatibility, this construct had to be left out. In terms of the operationalization of the model, the items could have some similarities to the Symbolic incongruity from the point of view of the consumer, and the component with 3 items did not allow for a god-fitting model.

Symbolic Incongruity items tested a high correlation when accounting for Ideological Incompatibility, and these two constructs have highly correlated in items. Consumers of this service may be unable to have a perfect distinction between the perceptions regarding the brand symbols and meanings relating to the consumer from the perceptions of ideology, morality of the brand activities in society. Having faced a high correlation (from PCA tests) between Symbolic incongruity and Ideological incompatibility, we've redefined the model without the late construct.

Accounting for two antecedents, being a negative past experience and a symbolic incongruity, together with three outcomes, brand avoidance, negative word of mouth and brand retaliation, we were able to build the best model contemplating the mediation effects of Brand hate with a good model-fit and also with validity and reliability, despite not accounting for moral or ideological antecedents. It may be the case that of misinterpretation of the questions, or further research into the Ideological incompatibility in services and saturated/mature businesses like telecommunications is needed, as a more utilitarian view of the service may left no greater assessment of the ideology.

Since "a good- fitting model should also produce modification indices that are small in magnitude" (Brown, 2015, p. 102) we established covariances between items inside errors of the same factor, in all of those above the threshold of 10, improving the model-fit. This measurement error covariances were verified between two items that belong to Brand hate component and two from Symbolic incongruity. This effect can happen for a numerous of reason, but, after evaluating the questions, it may have been triggered by very similar questions (Byrne, 2013). After this the authors proceed to specify and re-run the model.

Then, we applied the same method with all the outcomes. We designed the model with 5 items for Brand Avoidance, 6 for Negative Word of Mouth and 7 for Brand Retaliation. Since we failed to obtain validity and reliability tests with this construct, we proceeded to an

Extraction Method of Principal Component Analysis (PCA) to obtain an extraction of 3 fixed components. After the factor reduction we proceeded to a new specification of the model until obtaining Convergent Validity. For Brand Avoidance and Negative Word of Mouth we establish two components for each that reveal high Pearson correlation, with $p < .01$. For Brand Retaliation the factors presented a distance between them and allowed us to create two different constructs with 2 items each. This way, and after evaluation of the construct, to differentiate Brand Retaliation with greater damage, which includes actions that damage the brand financially, and are more similar to constructs as "Willingness to Damage Brand Financially" (Fetscherin, 2019, p. 3) addressed recently in the literature and Brand Retaliation with a softer approach, that presents itself more as complaining or show discontentment with the brand to its employees.

Reliability and Validity tests

In terms of validity and reliability of the model, we proceeded to compute the composite reliability, convergent validity and discriminant validity, within the recommended values in literature (Brown, 2015; Field, 2000). All of the constructs present a CR > .6.4. For the Brand Hate and every other antecedent construct, all the CR > 0.90 and the Cronbach's $\alpha > 0.90$. The AVE was always greater than 0.7, meeting the required convergent and discriminant validity between all constructs.

Average Variance Extracted (AVE) was high on the outcomes, although slightly below 0.5 on Brand Avoidance and Brand Retaliation (Table 3). Cronbach α is reported to be in the low end, with Brand Avoidance going as low as 0.63, within acceptable threshold. There is Discriminant Validity, since all the constructs are not intercorrelated outside their factor (Annex 3: Discriminant Validity, Convergent Validity, Composite Reliability (CR) and Average Variance Extracted (AVE).). This items were obtain after a EFA that allowed us to test for the relationships present and are based on a valid model grounded in the literature (Grégoire & Fisher, 2006; A. R. Johnson et al., 2011; E. J. Johnson, 2006; Lia Zarantonello et al., 2016; Romani et al., 2012a), being important to mention that the dichotomous application of the outcomes questions implied that the respondent actually performed the requested action. Also, Brand Retaliation Hard includes values that proved to be hard to obtain (Fetscherin, 2019; Kucuk, 2019), having low frequencies of this

outcome being reported, and proving to be a rare and extreme form of action towards a brand, especially with the previously explained nature of this questionnaire. This value was afterwards deleted from the model.

Table 3

Reliability and Validity tests

	Cronbach's α (> 0.7)	CR (> 0.6)	AVE (> 0.5)
BH	0.97	0.97	0.8
PE	0.90	0.91	0.7
SI	0.90	0.90	0.7
BA	0.63	0.64	0.5
WOM	0.72	0.73	0.5
BR (del.)	0.60	0.66	0.5
BR	0.65	0.65	0.5

The Structural Equation Model (SEM) analysis was conducted using Maximum Likelihood Estimation, and we reached a suitable sample size of 636 people (Brown, 2015).

We obtained VIF of 2.4 in the analysis between Brand Hate and the antecedents, and 2.1 and 2.9 between the outcomes and all the independent variables (being Brand Hate, Negative past experience and Symbolic incongruity). This values are within range to not represent a problem of multicollinearity (Field, 2000).

The model showed an excellent fit: $\chi 2$ (156) = 459.313, p-value < 0.001; CFI = 0.972; NNFI = 0.959; RMSEA = 0.056. This values (Table 4) assess the statistical adequacy of our model (Figure 1), as based on our theoretical and practical account of the variables analyzed (Byrne, 2013). All the constructs presented, and also the behavioral outcomes, are significantly related to their own components, with ps < .001. The Brand Hate construct shows that it is positively and significantly related to its components (standardized beta coefficients between 0.86 and 0.97, with all p < .001). All the other constructs are also positively and significantly related within themselves, with Negative Past Experience has standardized beta coefficients between 0.75 and 0.91, Symbolic Incongruity between 0.68 and 0.89 and Ideologic Compatibility between 0.61 and 0.96, all of the previous with ps < .001.

Also, from the assessment of normality (Annex 2: Assessment of normality), the items had a kurtosis value well below the recommended threshold of 7, since it can be detrimental to the SEM analysis (Byrne, 2013). The value of 57.27 in the critical ratio (C.R.) of the multivariate variable suggests nonnormality in our sample. In order to verify the existence of items that suffer from multivariate outliers, i.e. that suffer from has extreme values scores in two or more values (Byrne, 2013), we searched for observations that had a Mahalanobis distance notably higher than the common observations, farthest from the centroid. Assessing two observations with 172.252 and 106.604 we proceed to remove the items from the sample and run the model again. Next we present the path diagram and the regression weights that result from the final model (Figure 1), and the path coefficients (Table 4). Factor loadings can be consulted in annexes (Annex 4: Parameter estimates for the CFA model (Factor Loadings)).

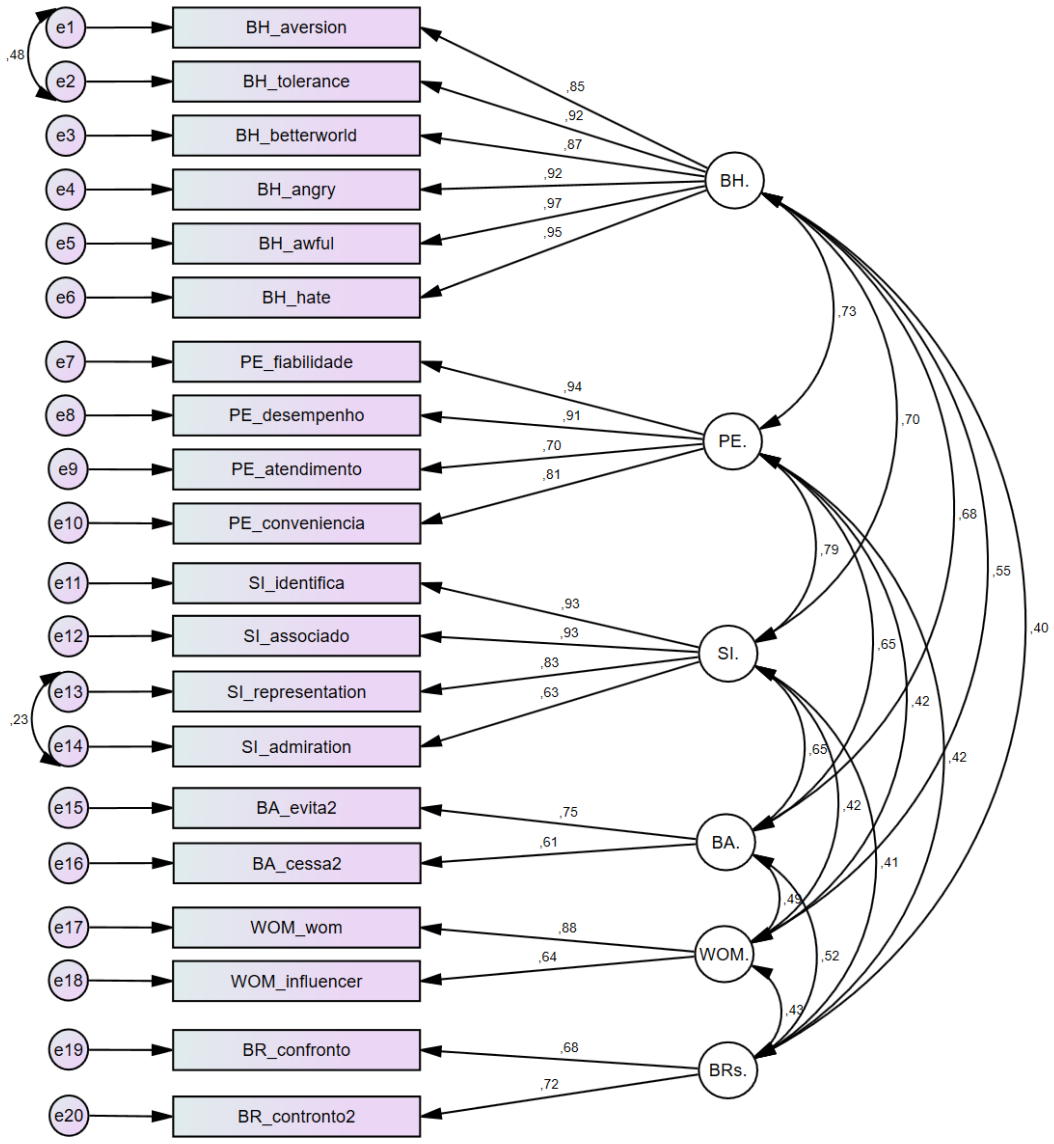

Figure 1

Table 4

Item	Path Coeficients
Brand Hate	
BH_hate	0.939***
BH_awful	0.963***
BH_angry	0.917***
BH_betterworld	0.865***
BH_tolerance	0.918***
BH_aversion	0.849***

Negative Past Experience	
Item 1	0.808***
Item 2	0.699***
Item 3	0.906***
Item 4	0.929***
Symbolic Incongruity	
Item 1	0.927***
Item 2	0.929***
Item 3	0.624***
Item 4	0.829***
Brand Avoidance	
BA_refrain	0.608***
BA_reject	0.755***
Negative Word of Mouth	
WOM_negative	0.635***
WOM_influencer	0.878***
Brand Retaliation	
BRs_confront	0.716***
BRs_manifest	0.678***

*** indicates p-value < .001, ** indicates p-value < .01, * indicates p-value < .05, ns = non-significant.

Linear Regression

This model shows (Table 5) that the Brand Hate relationship is highly significant with its antecedents, $F(3, 633) = 328$, $p < .001$, $R^2_a = 0.54$, and explains a high proportion of total variance of Brand hate (54%) (Marôco, 2014). The Linear Regression of the antecedents and Brand Hate reveals that Negative Past Experience proved to be the highest antecedent in order of magnitude for Brand Hate, ($\beta = .46$, $t(633) = 11.08$, $p < .001$), followed by Symbolic Incongruity ($\beta = .32$, $t(633) = 7.73$, $p < .001$) all of which are significant.

From the Linear Regression values obtain from all the independent variables (mediator and antecedents) towards the dependent ones (Brand Hate outcomes) we obtain that Brand Hate is always significant, with a p-value < .001. With Brand Avoidance, Brand Hate has the highest magnitude of impact with ($\beta = .36$, $t(632) = 7.40$, $p < .001$), followed by Negative Past Experience ($\beta = .14$, $t(632) = 2.57$, $p = .011$) and Symbolic Incongruity ($\beta = .13$, $t(632) = 2.44$, $p = .015$), $p < .05$). This model explains 33% of the total variance of Brand Avoidance.

To Negative Word of Mouth and Brand Retaliation, any of the independent variables are significant, except for Brand Hate $\beta = .08$, $t(632) = 8.71$, $p < .001$. This relationships presented explain 22% of the variance of Negative Word of Mouth, with Brand Hate having the only effect; and 12% of the total variance of Brand Retaliation, with Brand Hate $\beta = .17$, $t(632) = 3.08$, $p < .01$ succeeded by Negative past experience ($\beta = .14$, $t(632) = 2.23$, $p < .05$).

Table 5

Item	β	t(624/635)	p	R^2_a
Mediator Outcome Linear Regression Analysis				
Brand Hate F(3,633)=376	**-**	**-**	*******	**0.54**
Negative Past Experience	.46	11.08	***	-
Symbolic Incongruity	.32	7.73	***	-
Outcome Linear Regression Analysis				
Brand Avoidance F(3, 632) = 101.94	**-**	**-**	*******	**.33**
Brand Hate	.36	7.40	***	-
Negative Past Experience	.14	2.57	*	-
Symbolic Incongruity	.13	2.44	*	-
Negative Word of Mouth F(4, 632) = 61.42	**-**	**-**	*******	**.22**
Brand Hate	.08	8.71	***	-
Negative Past Experience	.01	.04	*ns*	-
Symbolic Incongruity	.01	.06	*ns*	-
Brand Retaliation F(4, 632) = 30.95	**-**	**-**	*******	**.12**
Brand Hate	.17	3.08	**	-
Negative Past Experience	.14	2.23	*	-
Symbolic Incongruity	.09	1.45	*ns*	-

*** indicates p-value < .001, ** indicates p-value < .01, * indicates p-value < .05, ns = non-significant.

Discussion and Results

Mediating Role of Brand Hate

Recent studies in the marketing literature have been studying deeply the meditating role of emotions, and specifically Brand Hate, on consumer behaviors. (Lia Zarantonello et al., 2016) The mediating role of negative emotions, or brand Hate, in the marketing literature, has been of central importance (Bagozzi, Gopinath, & Nyer, 1999; Lia Zarantonello et al., 2016; Romani et al., 2012a). In order to analyze our sample we used mediation analysis, "a statistical method used to evaluate evidence from studies designed to test hypotheses about how some causal antecedent variable X transmits its effect on a consequent variable Y" (Hayes, 2017, p. 78).

What this model suggests is that there is a relationship between the antecedents and the outcomes, and that there is a mediation of Brand Hate in the process, and, in some cases, it's not a direct effect but functions trough an increase in Brand Hate emotions in the consumer.

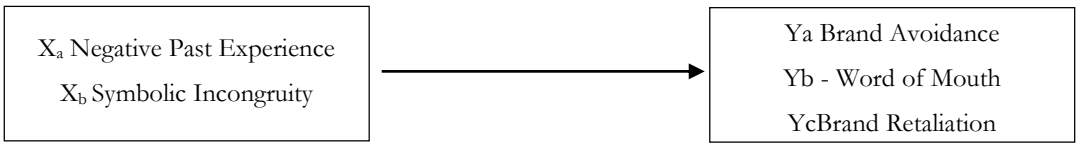

Figure 2 Simple Relationship. Adapted from (Hayes, 2017)

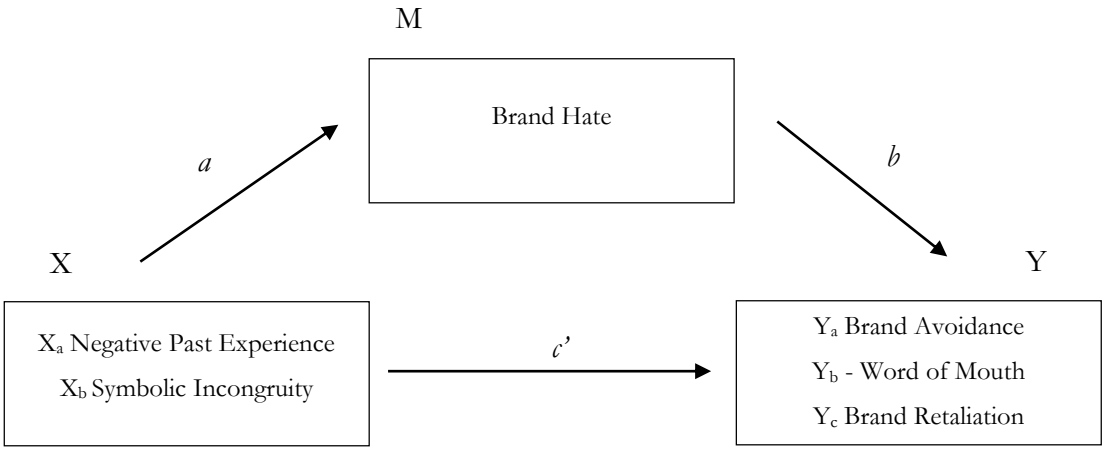

Figure 3: Mediated Relationship. Adapted from (Hayes, 2017).

In order to make statistical inference about the mediation of Brand Hate in our model, we proceed to use bootstrap confidence intervals, since it's the preferred method, as "they respect the irregularity of the sampling distribution of the indirect effect" (Hayes, 2017, p. 521). The bootstrap confidence intervals can make does not assume the normality shape of the sample since it uses "empirically generated representation of the sampling distribution of the conditional indirect effect" (Hayes, 2017, p. 427) as recommended in the literature. We set PROCESS to generate 10.000 bootstrap samples.

After defining the model, in which Brand Hate acts as the mediating factor in this process (Lia Zarantonello et al., 2016; Romani et al., 2012a) we proceed to verify if it met all the conditions of mediation in the paths establish between every proposed antecedent and outcome (Field, 2000; Marôco, 2014).

Mediation Analysis

With the aim of inferring mediation, we searched if (1) the three antecedents (X variables), significantly predict the outcomes (Y variables); (2) the three antecedents (X) significantly predicted Brand Hate (M mediator); (3) the mediator Brand Hate (M) significantly predicts each one of the outcomes (Y); and (4) all the antecedents (X) variables, are annulated or lessened predicting the (Y) variables, the Brand Hate outcomes, the steps for considering the mediation complete (Field, 2000). First, we will analyze the model for Brand Hate with the antecedent Negative Past Experience. Then, for the model regarding Brand Hate with the antecedent Symbolic Incongruity. After, we will discuss and draw conclusions regarding both antecedents in each of their models with the three different consequents.

Note that the simple mediation analysis requires each model to be run separately, doing so we are performing 3 analysis for Negative Past Experience and 3 analysis for Symbolic Incongruity, accounting for the same outcomes. The relationship between Brand Hate (M) and the two antecedents will remain unchanged regardless of the outcomes, so the *b* path will be shared among them. For an easier reading of the paths we present diagram with the path coefficients, that should help the readability of the models, and that was adapted from the literature (Hayes, 2017). A comprehensive output can be consulted in Annex 5: PROCESS Model 4 Outputs.

OLS Regression for Negative Past Experience

In the first step (path *c*) of the mediation model, the regression of negative past experience with the brand avoidance, ignoring the mediator brand hate, was significant, β= 0.1080, t(631) = 14.34, p < .001. It's also significant with negative word of mouth β = 0.0724, t(631) = 9.37, p < .001 and significant with brand retaliation β = 0.0823, t(631) = 8.68, p < .001. Path c is also known as Total Model Effect, representing the total effect as $c = c' + ab$.

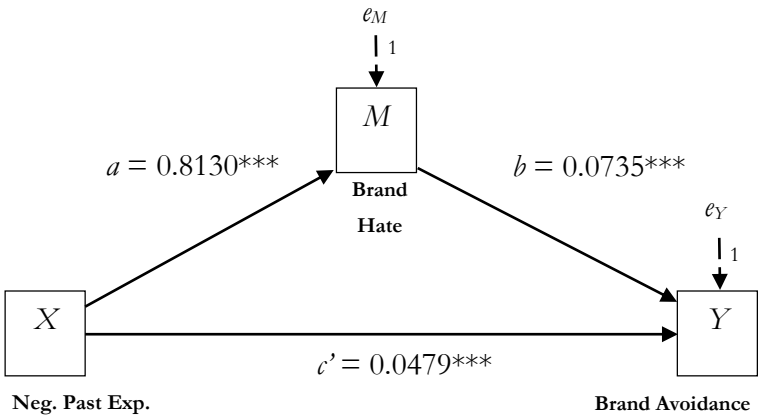

Figure 4. Adapted from (Hayes, 2017).

*** indicates p-value < .001, ** indicates p-value < .01, * indicates p-value < .05, ns = non-significant.

The regression of symbolic incongruity with the brand avoidance, ignoring the mediator brand hate, was significant, β = 0.1122, t(631) = 13.83, p < .001. It's also significant with negative word of mouth β = 0.0751, t(631) = 9.06, p < .001 and significant with brand retaliation β = 0.0827 t(631) = 8.10, p < .001.

Secondly (path *a*), we showed that the regression of the negative past experience on the mediator, brand hate, was also significant, β = 0.8168, t(631) = 25.23, p < .001.

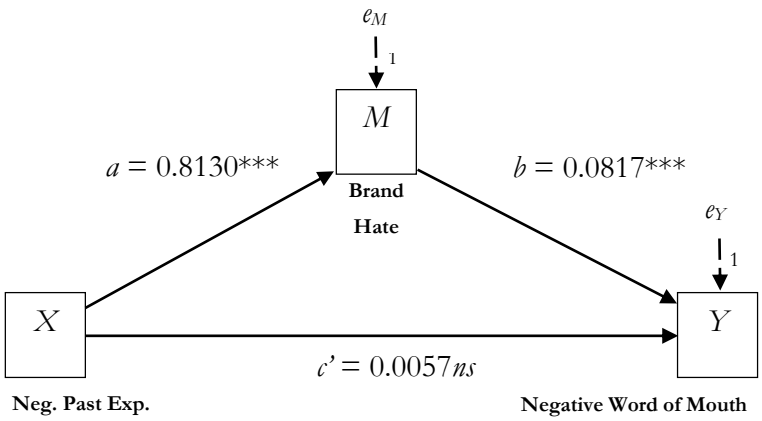

Figure 5: Adapted from (Hayes, 2017).

*** indicates p-value < .001, ** indicates p-value < .01, * indicates p-value < .05, ns = non-significant.

Third step (path *b*) the mediation shows that the mediator brand hate, controlling for negative past experience was significant, β = 0.0735, t(630) = 8.36, p < .001 in the mediation towards brand avoidance. Also the mediator controlling for negative past experience, was also significant towards negative word of mouth β = 0.0817, t(631) = 9.15, p < .001 and also significant towards brand retaliation β = 0.0415, t(630) = 3.59, p < .001.

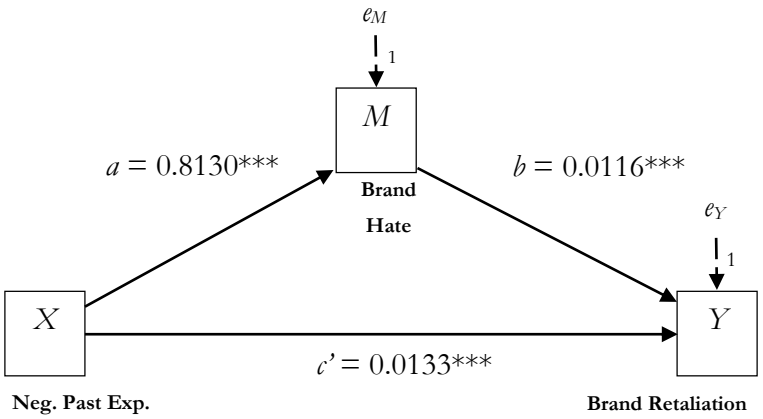

Figure 6. Adapted from (Hayes, 2017).

*** indicates p-value < .001, ** indicates p-value < .01, * indicates p-value < .05, ns = non-significant.

Fourth, path *c'*, the analyses revealed that, controlling for the mediator brand hate, the negative past experience is a significant predictor of brand avoidance, β = 0.0479, t(630) = 4.73, p < .001. When controlling for the mediator, negative past experience is also a significant predictor of brand retaliation, β = 0.0484, t(630) = 3.64, p < .001. Our analyses revealed that,

controlling for the mediator brand hate, negative past experience is not a significant predictor of negative word of mouth, β = 0.0057, t(630) = 0.43, p = .5821.

From our bootstrap method, with completely standardized values, the indirect effect of negative past experience is significant for brand avoidance β = 0.2757, 95% CI [0.2001, 0.3566], β = 0.3222, 95% CI [0.2440, 0.4026] for negative word of mouth and β = 0.1344, 95% CI [0.0574, 0.2107] for brand retaliation, since the confidence intervals does not include 0.

We found that brand hate partially mediates the relationship between negative past experience and brand avoidance. It also partially mediates the relationship between negative past experience and brand retaliation.

It was found that brand hate fully mediated the relationship between negative past experience with the negative word of mouth.

Table 6: Model Coefficients for the Brand Hate study with Negative Past Experience

		Consequent						
		M (Brand Hate)				Y (Brand Avoidance)		
Antecedent		Coeff.	*SE*	*p*		Coeff.	*SE*	*p*
X (Past Exp.)	*a*	0.8130	0.0324	< .001	*c'*	0.0479	0.0101	< .001
M (Brand H.)		--	--	--	*b*	0.0735	0.0088	< .001
Constant	i_M	-0.4212	0.1519	.0057	i_Y	-0.1855	0.0338	< .001
		$R^2 = 0.5022$ F (1, 631) = 636.46, p < .001				$R^2 = 0.3211$ F(2,630) = 148.98,p < .001		
		Y (Neg. Word of Mouth)				Y (Brand Retaliation)		
X (Past Exp.)	*c'*	0.0057	0.0103	.5821	*c'*	0.0484	0.0133	< .001
M (Brand H.)	*b*	0.0817	0.0089	< .001	*b*	0.0415	0.0116	< .001
Constant	i_Y	-0.0838	0.0343	.0148	i_Y	0.0943	0.0444	.0340
		$R^2 = 0.2252$ F (2, 630) = 91.54, p < .001				$R^2 = 0.1245$ F(2,630) = 44.81, p < .001		

OLS Regression for Symbolic Incongruity

In the first step (path *c*) of the mediation model, the regression of symbolic incongruity with the brand avoidance, ignoring the mediator brand hate, was significant, β = 0.1122, t(631) = 13.83, p < .001. It's also significant with negative word of mouth β = 0.0751, t(631) = 9.06, p < .001 and significant with brand retaliation β = 0.0827, t(631) = 8.10, p < .001.

It also shows the regression of symbolic incongruity on brand hate is significant β= 0.8308, t(631) = 22.94, p < .001.

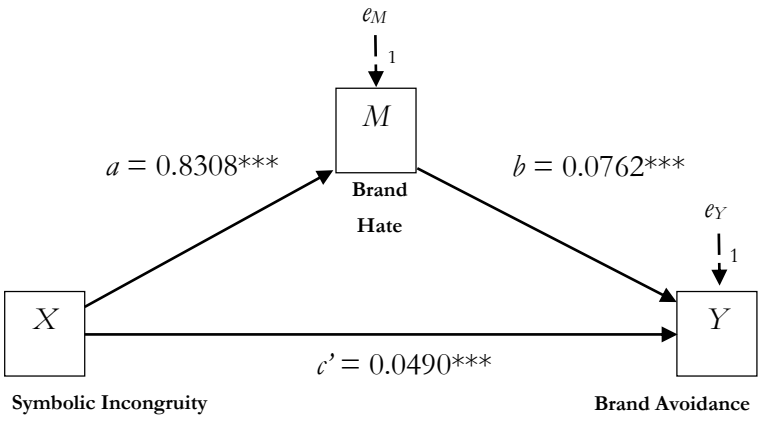

Figure 7. Adapted from (Hayes, 2017).

*** indicates p-value < .001, ** indicates p-value < .01, * indicates p-value < .05, ns = non-significant.

Third step (path b) the mediation shows that the mediator brand hate, controlling for symbolic incongruity was significant, β = 0.0762, t(630) = 9.07, p < .001 in the mediation towards brand avoidance. Also the mediator controlling for symbolic incongruity, was also significant towards negative word of mouth β = 0.0808, t(630) = 9.48, p < .001 and also significant towards brand retaliation β = 0.0477, t(630) = 4.31, p < .001.

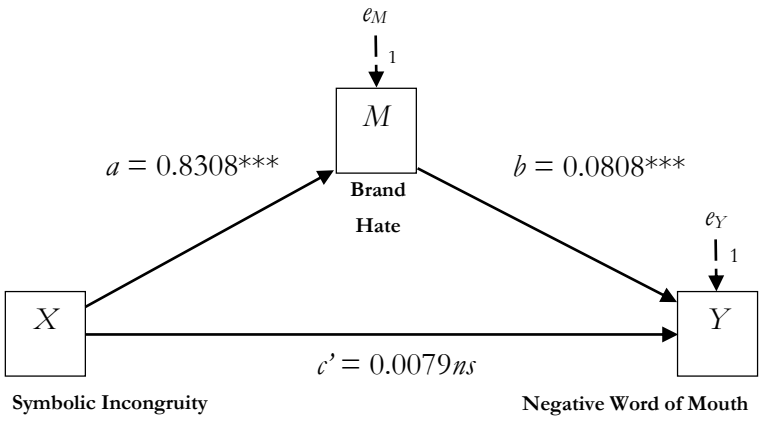

Figure 8. Adapted from (Hayes, 2017).

*** indicates p-value < .001, ** indicates p-value < .01, * indicates p-value < .05, ns = non-significant.

Fourth, path c', the analyses revealed that, controlling for the mediator brand hate, the symbolic incongruity is a significant predictor of brand avoidance, β = 0.0490, t(630) = 4.73, p < .001. When controlling for the mediator, symbolic incongruity is also a significant predictor of brand retaliation, β = 0.0431, t(630) = 3.16, p < .01. Our analyses revealed that, similarly to what happened with negative past experience, controlling for the mediator brand hate, symbolic incongruity is not a significant predictor of negative word of mouth, β = 0.0079, t(630) = 0.7554, p = .4503.

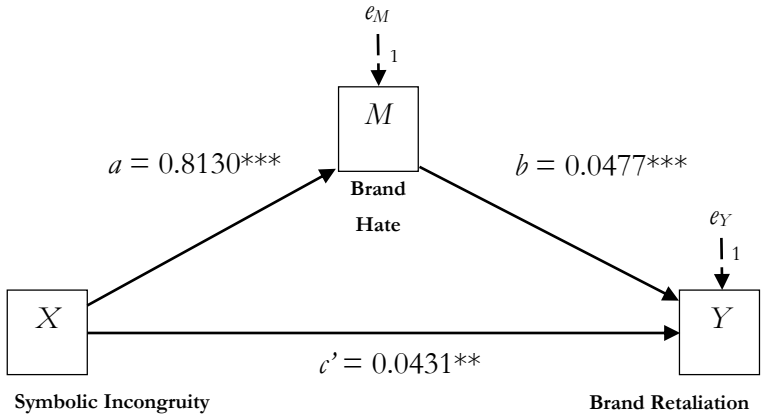

Figure 9. Adapted from (Hayes, 2017).

*** indicates p-value < .001, ** indicates p-value < .01, * indicates p-value < .05, ns = non-significant.

From our bootstrap method tests, with completely standardized values, the indirect effect of symbolic incongruity is significant for brand avoidance β = 0.2718, 95% CI [0.2053, 0.3415],

for negative word of mouth β = 0.3034, 95% CI [0.2357, 0.3733] and for brand retaliation β = 0.1470, 95% CI [0.0784, 0.2214], since it does not include 0 in any of the tests.

Table 7: Model Coefficients for the Brand Hate study with Symbolic Incongruity

		Consequent						
		M (Brand Hate)				Y (Brand Avoidance)		
Antecedent		Coeff.	*SE*	*p*		Coeff.	*SE*	*p*
X (Simb. Inc.)	*a*	0.8308	0.0362	< .001	*c'*	0.0490	0.0103	< .001
M (Brand H.)		--	--	--	*b*	0.0762	0.0084	< .001
Constant	i_M	-1.0330	0.1914	< .001	i_Y	-0.2309	0.0413	< .001
		R^2 = .4547 F (1, 631) = 526.20, p < .001				R^2 = 0.3211 F(2,630) = 149.00,p < .001		
		Y (Neg. Word of Mouth)				Y (Brand Retaliation)		
X (Simb. Inc.)	*c'*	0.0079	0.0105	.4503	*c'*	0.0431	0.0136	.0016
M (Brand H.)	*b*	0.0808	0.0085	< .001	*b*	0.0477	0.0111	< .001
Constant	i_Y	-0.0963	0.0419	.0220	i_Y	0.0696	0.0544	.2017
		R^2 = 0.2252 F (2, 630) = 91.71, p < .001				R^2 = 0.1201 F(2,630) = 43.00, p < .001		

Discussion

In conclusion the analysis in which paths from our model we can infer mediation is as follows. Each of the two antecedents, Negative Past Experience and Symbolic Incongruity (X) significantly predict each of the three of the proposed outcomes (Y), Brand Avoidance, Negative Word of Mouth and Brand Retaliation, with ps < .001. This is known as Total Effect or *c* path, and represents the direct effect of X on Y.

Brand Hate (M) is significantly predicted by the three antecedents (X) Negative Past Experience and Symbolic Incongruity. This is known as *a* path.

In its turn, Brand Hate (M) significantly predicts three of the proposed outcomes (Y), with ps < .01. This is known as *b* path.

Completing the mediation inference, two X variables are lessened predicting two of three X variables, Brand Avoidance and Brand Retaliation, in what's known as path *c'*.

Negative Word of Mouth is not statistically different from zero, which proves that it's completely mediated by Brand Hate to all the three antecedents (X) Negative Past Experience and Symbolic Incongruity.

When we presented the mediation analysis, we did not mention the effect sizes for each relation model. Some authors argue against its use to measure the mediation effects (Field, 2000; Preacher & Kelley, 2011). We reported the Confidence intervals of the indirect effects of X on Y (that is, c - c') and the completely standardized indirect effects of X on Y, in order to be comparable with other studies with different measures (Preacher & Kelley, 2011).

The effect size was similar around all antecedents for the same outcome, meaning that for Brand Avoidance, the R^2 measure around 0.24 for the total effect to 0.32 of the indirect effect. For Negative Word of Mouth, it went from around 0.12 for the direct effect to 0.22 accounting for the mediator. For Brand Retaliation showed a total variance explained of 0.10 to 0.12 in the Y variable.

Next we match this analysis with the previously defined hypothesis.

All antecedents predict Brand Hate

All the proposed antecedents significantly predict Brand Hate, with models with a p-value <.001 and a R^2 higher than 0.45. Symbolic Incongruity has the higher effect on Brand Hate, with a model that represents R^2 = .4547, β= .8308, t(631) = 22.94, p <.001 and Negative past experience have an R^2 = .5022, β= .8168, t(631) = 25.2281, p <.001.

This way, we prove H1, since both H1a, Negative past experience has an effect on Brand hate and H1b, symbolic incongruity has an effect on Brand hate. All of these predict significantly Brand Hate, in a similar fashion.

Brand Hate predicts all three outcomes

Path *b* shows that Brand Hate significantly and positively predicts the proposed outcomes, with Brand Avoidance and Negative Word of Mouth being the most influential with similar values presented, with a value as high as β = .0817 and ps <.001. Brand Retaliation presented a lower β = .0116 with a p <.01 when accounting for Negative Past Experience.

Thus, prove H2, with its components being all proved since H2a, Brand Hate has an effect on Brand avoidance; H2b, Brand hate has an effect on Negative word of mouth with the same conclusion for Brand Retaliation, either controlling for negative past experience or controlling for symbolic incongruity, with small differences. Brand Retaliation is a form of actively show the brand the dislike, having an cost associated for the consumer to perform that retaliation (Fetscherin, 2019) presenting a very low effect, comparing to negative word of mouth or brand avoidance.

Direct effect between the predictors and the negative outcomes

H3 and H5 are both partially proved, since Negative past experience and Symbolic incongruity have a direct effect in the outcome brand avoidance (H3a, H5a) and brand retaliation (H3c and H6c). But since H3b - Negative past experience has an effect on Negative word of mouth and H5b - Symbolic incongruity has an effect on Negative word of mouth present in the *c' path* p > 0.5, Brand Hate proved to be a complete mediator between Negative Word of Mouth Negative Past Experience and Symbolic Incongruity. This means that negative

word of mouth only occurred when a feeling of brand hate is true for the consumer. Although H3 and H5 are only partially proved, since we predicted that all the outcomes will also have an direct effect on negative outcomes freely from brand hate, it still is true the hypothesis theorized in H4 and H6: all the outcomes have a greater effect on the outcome when mediated by Brand Hate controlling for each predictor.

Since Brand Hate completely mediates the relationship between all the antecedents and Negative Word of Mouth it also proves that the effect of mediating this relationship is complete, in H4b and H6b, and for the remainder having a greater effect:

Brand Hate mediates the relationship between both antecedents and Brand Avoidance, with Symbolic Incongruity H6a, ($F (2, 630) = 149.00$, $p < .001$, $R^2 = .3211$), being the one with the highest effect from Brand Hate with $\beta = .0490$, $t(630) = 4.73$, $p < .001$, followed by H4a, Negative Past Experience ($F (2, 630) = 148.98$, $p < .001$, $R^2 = .3211$) predicting $\beta = .0479$, $t(630) = 4.73$, $p < .001$.

It also proves to have a mediation effect between all the antecedents and their Brand Retaliation, with very close values, as with Brand Avoidance.H4c, proved since Negative past experience ($F (2, 630) = 44.81$, $p < .001$, $R2 = .1245$) had the highest of the effects with $\beta = .0484$, $t(630) = 3.64$, $p < .001$, compared to H6c, Symbolic incongruity ($F (2, 630) = 43.00$, $p < .001$, $R^2 = .1201$) with an effect of $\beta = .0477$, $t(630) = 3.16$, $p < .01$.

Completely standardized indirect effect(s) of the Antecedents on the Outcomes

There was a significant indirect effect of Negative Past Experience $\beta = .2757$, 95% CI [.2001, 3566] on Brand Avoidance through Brand Hate, because C.I. does not contain 0. The effect is followed in size by the indirect effect provided by Symbolic Incongruity on Brand Avoidance through Brand Hate, $\beta = .2718$, 95% CI [.2053, 3415].

Brand Retaliation proved to have had a significant indirect effect, mainly from Symbolic Incongruity, through Brand Hate, with an effect size of $\beta = .1344$, 95% CI [.0574, .2107], followed by Negative Past Experience $\beta = .1470$, 95% CI [.0784, .2214]

Negative Word of Mouth is completely mediated in Negative Past Experience with β = .3222, 95% CI [.2440, .4026], followed by Symbolic Incongruity β = .3034, 95% CI [.2357, .3733].

The indirect effect values presented were completely standardized for best comparison with further studies.

Conclusion

Brand hate has proved to be at the center between a set of antecedents and negative outcomes for the brand (Lia Zarantonello et al., 2016) and in our study this has been analyzed through a grounded theory model that the authors tested and specified for service brand telecommunications industry. Hate is a strong emotion, with great impact in a consumer approach to a brand. This interpersonal emotion or attitude has been studied when applied to brands, and have been recently studied with multiple gradients, leading to different outcomes (Fetscherin, 2019).

Negative past experience proved to be a predictor of brand hate. In fact when a consumer has a negative experience with a brand, it can deteriorate their relationship and lead to an negative outcome (Zarantonello, Romani, Grappi, & Fetscherin, 2018) and has been documented as a predictor of experiential brand avoidance (Lee et al., 2009). In relation to Brand avoidance, Brand hate proves to be a strong mediator, through which an increased in the outcome takes place, also having a direct relationship. Brand hate, especially if it's felt more strongly, as its suggested by the literature, leads to public complaining, a form of negative word of mouth (Fetscherin, 2019). In our analysis, the Negative past experience predicts Negative word of mouth exclusively when mediated by Brand hate emotions, in line with this suggestion. It has been reported that Brand retaliation don't need to be motivated by an negative experience (A. R. Johnson et al., 2011), and in our sample, regarding Brand retaliation, the total effect is smaller, although brand hate plays a mediating role.

Symbolic incongruity is a predictor of brand hate. When accounting for Brand hate, it proves to influence Brand Avoidance, but also shows it effects the outcome without mediation. In fact, the symbolic incongruity relates the identity of the consumer and the brand, and has been linked to brand avoidance (Lee et al., 2009). It leads to Negative word of mouth only

when mediated by brand hate emotions. Negative word of mouth is expected to be and effect of all predictors (Hegner et al., 2017), and our study suggest that the emotion is essential in mediating it incidence. Symbolic incongruity suggests effect on Brand retaliation, whether it's mediated by Brand hate or not.

Other interpersonal constructs that may be relevant to the negative-consumer brand relationships, like ideological concepts, the ones that relate to moral or social standards (Lee et al., 2009) can be linked to political ideology and political consumerism (Duman & Ozgen, 2017) something that would need further clarification in our product-brand or consumer context specific case. Our model did not include what some authors describe as Ideological incompatibility (Hegner et al., 2017) since it presented a high correlation to Symbolic incongruity.

This research presented a new approach, from our best knowledge of the literature, from other studies that analyze consumer brands in many industries, rather focusing in a single telecommunication industry. It tests consumers and non-consumer relations with telecommunication brands. Relates consumer-brand relationships with constructs grounded in theory in interpersonal and psychology research that previously had established (Fetscherin & Heinrich, 2015; Lee et al., 2009; Romani et al., 2012a).

The method that was applied in this study presented a good overview of the relationship between brand hate and some outcomes and antecedents. The proposed factors in the literature proved to be valid in a context-specific within the telecommunications industry, and may be applied to other contexts and could, with cautious, be compared with the ones present in this study.

Some of the considerations made in this study can be used to investigate further dynamics present in the services brand-consumer relationship. Some of the constructs, like Brand Retaliation, can be analyzed under different scales of intensity, or occupying a wider range of constructs. Also, new insights were added regarding the predictors of brand hate, show high correlation between some factors, like symbolic incongruity and ideological incompatibility. The high correlation can be related to the high identification of personal and interpersonal perceptions, misunderstanding of the questions presented. This should be investigated to further clarify the perceptions in service brands, as how we personally relate to the brand,

and how we relate the brand to it context should present some differentiation (Hegner et al., 2017).

Further research can implement comparative methodologies across industries and cultures, with multicultural research and regarding customers and non-customers relationships with consumer brands, or longitudinal studies that can test conditions of time as other studies (Grégoire et al., 2009a) and other critical points that mediate the relationship in the negative realm (Aaker et al., 2004).

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Annex 1

Author	Conceptual Antecedents	Conceptual Outcomes
(Kucuk, 2019)	• Brand Hate (Many Types)	• Big Five personality Traits
(Fetscherin, 2019)	• Brand Hate (Five types)	• Brand switching; • Private and public complaining; • Brand retaliation and revenge; • Willingness to make financial sacrifices to hurt the brand (WFS)
(Hu et al., 2018)	• Perceived brand status; • Perceived brand rejection	• Brand preference
(Hegner et al., 2017)	• Negative Past Experience; • Symbolic Incongruity; • Ideological Incompatibility.	• Brand Hate; • Brand avoidance; • Negative word of mouth; • Brand Retaliation.
(Lia Zarantonello et al., 2016)	• Violations of expectations; • Taste system; • Corporate wrongdoings.	• Brand Hate
(Khan & Lee, 2014)	• Perceived animosity COO; • Undesired self; • Negative social influence	• Brand Avoidance
(Kavaliauske & Simanaviciute, 2015)	• Symbolic Incongruence; • Ideological Incompatibility • Unmet expectations; • Unacceptable trade-off	• Negative emotions towards brands
(Park et al., 2013)	• Failure to meet individual needs • Association to undesirable group • Inconsistency of values or morals	• Attachment-aversion
(Bryson et al., 2013)	• Negative past experience; • Country of origin; • Identity; • Corporate morals	• Negative emotions towards brands • **Desire for Revenge**
(Sussan et al., 2012)	• Negative experience; • Negative symbolic meaning; • Incongruence of self-brand image	• Brand divorce

(A. R. Johnson et al., 2011)	• Self-relevance • Relationship emotions • Shame	• Self-conscious emotions • Desire for revenge
(Krishnamurthy & Kucuk, 2009)	• Transactional dissatisfaction • Quality of service • Market-level dissatisfaction • Ideologically dissatisfaction	• Brand hate • **Anti-brand activism**
(Lee et al., 2009)	• Negative past product experience • Symbolic incongruity; •	• Brand avoidance
(Romani et al., 2012b)	• Physical object • Symbolic object	• Negative brand emotions • **Brand switching** • **Negative word of mouth** • **Complaining**
(Hogg et al., 2009)	• Marketing environment; • Consumer´s environment; • Social environment.	• Brand avoidance
(Grégoire, Tripp, & Legoux, 2009b)	• Service failure • Perceived betrayals	• **Desire for revenge**
(Grégoire & Fisher, 2006)	• Service failure; • Brand relationship quality	• Desire for retaliation

Adapted from (Hegner et al., 2017)

Annex 2: Assessment of normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
BR_confronto	0	1	-0.05	-0.518	-1.997	-10.283
BR_contronto2	0	1	0.562	5.784	-1.684	-8.671
BA_evita2	0	1	0.685	7.05	-1.531	-7.882
BA_cessa2	0	1	1.659	17.077	0.751	3.867
WOM_wom	0	1	1.098	11.301	-0.795	-4.093
WOM_influencer	0	1	2.076	21.371	2.309	11.885
SI_representation	1	7	-0.571	-5.878	-0.67	-3.449
IC_admiration	1	7	-0.344	-3.546	-0.759	-3.907
PE_atendimento	1	7	-0.301	-3.095	-1.087	-5.597
PE_conveniencia	1	7	0.035	0.361	-1.124	-5.787
SI_identifica	1	7	-0.514	-5.291	-0.896	-4.612
SI_associado	1	7	-0.702	-7.223	-0.621	-3.196
BH_aversion	1	7	0.227	2.336	-1.265	-6.512
BH_tolerance	1	7	0.431	4.435	-1.114	-5.733
BH_betterworld	1	7	0.899	9.253	-0.42	-2.16
BH_angry	1	7	0.389	4.001	-1.291	-6.646
BH_awful	1	7	0.521	5.365	-1.117	-5.751
BH_hate	1	7	0.714	7.353	-0.88	-4.531
PE_fiabilidade	1	7	-0.097	-1	-1.265	-6.514
PE_desempenho	1	7	-0.155	-1.6	-1.295	-6.668
Multivariate					134.729	57.269

Annex 3: Discriminant Validity, Convergent Validity, Composite Reliability (CR) and Average Variance Extracted (AVE).

	CR	AVE	**BR**	**BH**	**NPE**	**BA**	**WOM**	**BR (del.)**	**IC**
BR	0.735	0.587	0.697						
BH	0.967	0.832	0.407	0.910					
NPE	0.905	0.707	0.414	0.728	0.841				
BA	0.904	0.706	0.520	0.683	0.640	0.685			
WOM	0.636	0.469	0.442	0.561	0.416	0.504	0.759		
BR (del.)	0.654	0.486	0.270	0.186	0.127	0.312	0.279	0.721	
IC	0.904	0.706	0.408	0.706	0.796	0.642	0.419	0.065	0.840

Annex 4: Parameter estimates for the CFA model (Factor Loadings)

			Estimates	S.E.	C.R.	P
Regression weights						
BH_hate	<---	BH	1.12	0.032	35.232	***
BH_awful	<---	BH	1.151	0.031	36.661	***
BH_angry	<---	BH	1.14	0.034	33.046	***
BH_betterworld	<---	BH	0.967	0.033	29.478	***
BH_tolerance	<---	BH	1.069	0.024	44.342	***
BH_aversion	<---	BH	1			
PE_conveniencia	<---	NPE	0.827	0.028	29.197	***
PE_atendimento	<---	NPE	0.709	0.033	21.612	***
IC_admiration	<---	SI	0.619	0.033	18.611	***
SI_representation	<---	SI	0.804	0.027	30.162	***
WOM_influencer	<---	-WOM	0.581	0.053	10.91	***
WOM_wom	<---	-WOM	1			
BA_cessa2	<---	BA	0.658	0.057	11.611	***
BA_evita2	<---	BA	1			
BR_contronto2	<---	BR	1			
BR_confronto	<---	BR	1			
PE_desempenho	<---	NPE	0.976	0.025	39.748	***
PE_fiabilidade	<---	NPE	1			
SI_associado	<---	SI	0.983	0.024	41.402	***
SI_identifica	<---	SI	1			
Covariances						
BH	<-->	NPE	2.345	0.175	13.371	***
NPE	<-->	SI	2.515	0.173	14.504	***
-WOM	<-->	BA	0.067	0.008	8.206	***
BH	<-->	BR	0.242	0.032	7.527	***
BH	<-->	-WOM	0.373	0.036	10.461	***
BH	<-->	BA	0.427	0.039	10.994	***
BH	<-->	SI	2.158	0.166	13.019	***

NPE	<-->	BA	0.417	0.04	10.534	***
NPE	<-->	-WOM	0.292	0.035	8.358	***
NPE	<-->	BR	0.26	0.034	7.746	***
SI	<-->	BA	0.399	0.038	10.57	***
SI	<-->	-WOM	0.278	0.034	8.258	***
SI	<-->	BR	0.243	0.032	7.588	***
BA	<-->	BR	0.064	0.008	8.068	***
-WOM	<-->	BR	0.057	0.008	7.465	***
e14	<-->	e13	0.288	0.058	4.957	***
e2	<-->	e1	0.426	0.046	9.329	***

Variances

BH	3.12	0.234	13.32	***
PE	3.334	0.216	15.457	***
SI	3.045	0.198	15.352	***
-WOM	0.147	0.016	9.361	***
BA	0.125	0.015	8.547	***
BR	0.118	0.011	11.008	***
e8	0.68	0.054	12.623	***
e7	0.462	0.048	9.7	***
e6	0.436	0.032	13.502	***
e5	0.297	0.027	11.089	***
e4	0.744	0.049	15.179	***
e3	0.945	0.058	16.311	***
e2	0.676	0.045	15.023	***
e1	1.178	0.072	16.36	***
e12	0.457	0.043	10.537	***
e11	0.45	0.044	10.153	***
e10	1.167	0.076	15.426	***
e9	1.794	0.108	16.559	***
e14	1.791	0.105	17.02	***
e13	0.912	0.06	15.275	***
e18	0.071	0.006	12.645	***

e17	0.044	0.012	3.697	***
e16	0.092	0.007	14.015	***
e15	0.098	0.011	8.997	***
e20	0.11	0.01	11.218	***
e19	0.138	0.011	12.68	***

*** indicates p-value < .001, ** indicates p-value < .01, * indicates p-value < .05, ns = non-significant.

Annex 5: PROCESS Model 4 Outputs

Path *a* - X variable predicts M (Outcome Variable M)		
F (1, 631) = 636.46, p < .001, R^2 = .5022	β = .8168, t(631) = 25.23, p < .001	PE→**BH**
F (1, 631) = 526.20, p < .001, R^2 = .4547	β= .8308, t(631) = 22.94, p < .001	SI→**BH**
Path *b* - M variable predicting Y (Outcome Variable (M)Y)		
F (2, 630) = 148.98, p < .001, R^2 =.3211	β = .0735, t(630) = 8.36, p < .001	PE→ **BH→BA**
F (2, 630) = 149.00, p < .001, R^2 =.3211	β = .0762, t(630) = 9.07, p < .001	SI→**BH→BA**
F (2, 630) = 91.54, p < .001, R^2 = .2252	β = .0817, t(630) = 9.15, p < .001	PE→**BH→WM**
F (2 , 630) = 91.71, p < .001, R^2 = .2255	β = .0808, t(630) = 9.48, p < .001	SI→**BH →WM**
F (2, 630) = 44.81, p < .001, R^2 = .1245	β = .0415, t(630) = 3.59, p < .001	PE→**BH→BR**
F (2, 630) = 43.00, p < .001, R^2 = .1201	β = .0477, t(630) = 4.31, p < **.001**	SI → **BH → BR**
Path *c'* - X variable predicting Y (Outcome Variable (X)Y)		
F (2, 630) = 148.98, p < .001, R^2 =.3211	β = .4790, t(630) = 4.73, p < .001	**PE→BH→BA**
F (2, 630) = 149.00, p < .001, R^2 =.3211	β = .0490, t(630) = 4.73, p < .001	**SI→BH→BA**
F (2, 630) = 91.54, p < .001, R^2 = .2252	β = .0057, t(630) = 0.55, p = **.58**	**PE→BH→WM**
F (2 , 630) = 91.71, p < .001, R^2 = .2255	β = .0079, t(630) = 0.76, p = **.45**	**SI→BH→WM**
F (2, 630) = 44.81, p < .001, R^2 = .1245	β = .0484, t(630) = 3.64 p < .001	**PE → BR**
F (2, 630) = 43.00, p < .001, R^2 = .1201	β = .0431, t(630) = 3.16, p < **.01**	**SI → BR**
Path *c* - X variable predicts Y (Total Effect Model)		
F (1, 631) = 205.61, p < .001, R^2 = .2458	β= .1080, t(631) = 14.34, p < .001	**PE → BA**
F (1, 631) = 191.16, p < .001, R^2 = .2325	β = .1122, t(631) = 13.83, p < .001	**SI → BA**
F (1, 631) = 87.86, p < .001, R^2 = .1222	β = .0724, t(631) = 9.37, p < .001	**PE → WM**
F (1, 631) = 82.08, p < .001, R^2 =.1151	β = .0751, t(631) = 9.06, p < .001	**SI → WM**
F (2, 631) = 44.81, p < .001, R^2 = .1245	β = .0823, t(631) = 8.68, p < .001	**PE → BR**
F (1, 631) = 65.63, p < .001, R^2 = .0942	β = .0827 t(631) = 8.10, p < .001	**SI → BR**

Path *c* – *c'* – Indirect effect(s) of X on Y	**Completely standardized indirect effect(s) of X on Y.**	
β = .0600, 95% CI [.0429, .0785]	β = .2757, 95% CI [.2001, .3566]	**PE→BH→ BA**
β = .0633, 95% CI [.0473, .0803]	β = .2718, 95% CI [.2053, .3415]	**SI→BH→BA**
β = .0667, 95% CI [.0496, .0844]	β = .3222, 95% CI [.2440, .4026]	**PE→BH→WM**
β = .0671, 95% CI [.0508, .0847]	β = .3034, 95% CI [.2357, .3733]	**SI→BH→ WM**
β = .0339, 95% CI [.0144, .0532]	β = .1344, 95% CI [.0574, .2107]	**PE→BH→BR**
β = .0396, 95% CI [.0211, .0601]	β = .1470, 95% CI [.0784, .2214]	**SI→ BH→BR**

PROCESS Procedure for SPSS Version 3.3, Hayes (2017). Level of confidence for all confidence intervals in output: 95.00. Number of bootstrap samples for percentile bootstrap confidence intervals: 10000.