

Aalborg University

Department of International Marketing



Brand Avoidance and the Big Five personality traits

Master thesis

MSc International Marketing

Author	Dominik Remetei
Supervisor	Li Thuy Dao
Study Program	International Marketing
Submission date	06/06/2018
N° of pages incl. appendices	82
N° of characters without appendices	98 033



AALBORG UNIVERSITY
DENMARK

STANDARD TITLE PAGE FOR PROJECTS

To be completed by the student(s)

Subjects: <i>(tick box)</i>	Project:	Thesis: X	Written Assignment:
Study programme:		MSc International Marketing	
Semester:		4th Semester	
Exam Title:		IM - Master's Thesis	
Group Number:			
Names + Student Nos of group member(s):		Name(s)	Student Number(s)
		Dominik Remetei	20151348
Submission date:		6/6/2018	
Project Title /Thesis Title		Brand Avoidance and the Big Five personality traits	
According to module descriptions, maximum number of keystrokes of the paper/maximum number of pages:		240 000/100	
Number of keystrokes/pages (one standard page = 2400 keystrokes, including spaces) (table of contents, bibliography and appendix not to be included)		98 033/60	
Supervisor (project/thesis):		Li Thuy Dao	

We hereby declare that the work submitted is our own work. We understand that plagiarism is defined as presenting someone else's work as one's own without crediting the original source. We are aware that plagiarism is a serious offense, and that anyone committing it is liable to academic sanctions.

Rules regarding Disciplinary Measures towards Students at Aalborg University:

<http://www.plagiarism.aau.dk/Rules+and+Regulations/>

Date and signature(s):

Dominik Remetei, 28th of May 2018

Acknowledgements

I would like to thank all the people that have supported me throughout my studies and that I had the chance to work with:

- **My family** for supporting me not only financially, but also emotionally in times of the uttermost need
- **Li Thuy Dao**, for a being helpful, attentive, and professional supervisor of my thesis. The patient and insightful guidance helped me to form my thesis vision and more importantly to realize an interesting research.
- **All the enthusiastic professors** for putting all the effort into making the lessons engaging and for broadening my knowledge in International Marketing
- **All the respondents** that found the time to participate in the research of my thesis

Lastly, I'd also like to thank the AAU staff for providing a thorough informational support and the AAU students, especially Anika Spindermann, Carolin Engelke, and Ottavia Feletig, for making my studies more enjoyable and simply fun.

Table of contents

List of tables	i
List of graphs	i
List of figures	i
List of acronyms.....	i
Summary	ii
1 Introduction	1
1.1 Thesis rationale	2
1.2 Problem formulation	3
2 Literature review	3
2.1 Brand Avoidance	3
2.1.1 Experience-based avoidance	5
2.1.2 Identity-based avoidance	6
2.1.3 Morality-based avoidance	7
2.1.4 Deficit Value Avoidance.....	8
2.1.5 Brand avoidance - chapter summary	9
2.1.6 Answer to the 1 st supporting research question	10
2.2 Personality traits.....	11
2.2.1 Genetics vs. Environmental influence	11
2.2.2 Personality theories.....	12
2.2.3 Personality research history	13
2.2.4 Emergence of the Big Five	14
2.2.5 The Big Five personality factors.....	15
2.2.6 Personality – chapter summary.....	19
2.2.7 Answer to the 2 nd supporting research question	20
2.3 Big five and links to Brand Avoidance	20
2.4 Development of the hypotheses	21
2.4.1 Summary of the hypothesized relationship	26
3 The Methodology.....	27
3.1 Ontology	27
3.2 Epistemology	28
3.3 Methodological approach	29
3.4 Methods and Techniques	30
3.4.1 Secondary sources.....	30
3.4.2 Primary Data.....	31
3.4.3 Sampling and distribution	31
3.4.4 Questionnaire development and measurements	33
3.5 Validity and Reliability	37
4 Data Analysis and Findings	38

4.1	Data Analysis Assumptions.....	38
4.2	Sample Characteristics	41
4.3	Preliminary Analysis	42
4.3.1	Cronbach alpha.....	42
4.3.2	Descriptive statistics BA	43
4.3.3	Descriptive statistics Personality Traits	45
4.4	Hypothesis Evaluation	46
4.5	Additional hypothesis.....	50
5	Discussion.....	52
5.1	Discussing the research problem	52
5.1.1	The confirmed hypotheses	54
5.1.2	The rejected hypotheses	55
5.2	Reflection upon brand avoidance results.....	55
6	Limitations	58
7	Future research	59
8	Conclusion	57
9	Appendixes.....	60
9.1	The questionnaire.....	60
9.1.1	The questionnaire introduction text	60
9.1.2	Demographics.....	60
9.1.3	Brand avoidance	60
9.1.4	NEO-FFI inventory - English	61
9.2	Average score for BA by individual items.....	63
9.3	Summary of avoided brands	64
9.4	Brand avoidance data distribution	65
9.4.1	Morality based avoidance distribution.....	65
9.4.2	Experience based avoidance distribution	65
9.5	Other reasons of BA	66
9.6	Personality traits' scores according to demographics	68
9.6.1	Comparison according to Gender.....	68
9.6.2	Comparison according to Age	68
9.7	Tests of normality	68
9.7.1	Test of normality for BA by gender	68
9.7.2	Test of normality for personality traits by gender	69
9.7.3	Test of normality for BA by age	69
9.7.4	Test of normality for personality traits by age	69
9.8	Spearman's rho coefficients.....	70
9.8.1	Spearman's rho – Whole sample	70
9.8.2	Spearman's rho - Men.....	70
9.8.3	Spearman's rho – Women	71

9.8.4	Spearman's rho – 15-21	72
9.8.5	Spearman's rho – 22-65	72
9.9	Ranks for Mann-Whitney U test.....	73
10	References.....	74

List of tables

Table 1 - CATEGORIZATION OF BA; Source: AUTHOR	5
Table 2 - BRAND AVOIDANCE MOTIVATIONS ITEMS; Source: AUTHOR	36
Table 3 - CRONBACH ALPHA – EVALUATION OF THE COEFFICIENT; Source: GEORGE AND MALLERY (2013)	39
Table 4 - CORRELATION STRENGTH; Source: COHEN (1988)	40
Table 5 - DEMOGRAPHICS CHARACTERISTICS - CONTROL QUESTION SPLIT; Source: AUTHOR.....	41
Table 6 - CRONBACH’S ALPHA COEFFICIENT SCORES; Source: AUTHOR	43
Table 7 - BRAND AVOIDANCE MOTIVATIONS - WEIGHTED AVERAGE; Source: AUTHOR	43
Table 8 - OTHER BA MOTIVATIONS; Source: AUTHOR	44
Table 9 - TEST OF NORMALITY – WHOLE SAMPLE; Source: AUTHOR	47
Table 10 - LINEARITY OF THE RELATIONSHIPS; Source: AUTHOR	48
Table 11 - LINEARITY OF THE RELATIONSHIPS; Source: AUTHOR	48
Table 12 - SPEARMAN’S RHO COEFFICIENT – AGE (15-21); Source: AUTHOR	50
Table 13 - TEST OF NORMALITY; ‘AVOIDERS’ VS ‘NON-AVOIDERS’; Source: AUTHOR	51
Table 14 - INDEPENDENT TWO-SAMPLE T-TEST; ‘AVOIDERS’ VS ‘NON-AVOIDERS’; Source: AUTHOR.....	51
Table 15 - MANN-WHITNEY U TEST; ‘AVOIDERS’ VS ‘NON-AVOIDERS’; Source: AUTHOR	51
Table 16 - HYPOTHESIS REVISION; Source: AUTHOR	53

List of graphs

Graph 1 - AVOIDED BRANDS BY NAME; Source: AUTHOR	44
Graph 2 - AVOIDED BRANDS BY INDUSTRY; Source: AUTHOR	45
Graph 3 - AVERAGE SCORES OF PERSONALITY TRAITS - BRAND AVOIDANCE SPLIT; Source: AUTHOR	46

List of figures

Figure 1 - FACTOR DEFINERS OF THE BIG FIVE; Source: MCCRAE & OLIVER (1992)	17
Figure 2 - METHODOLOGY CHAPTER STRUCTURE; Source: KUADA (2010)	27
Figure 3 - SAMPLING CATEGORIZATION; Source: DANIEL (2012)	32
Figure 4 - EXCEL INVERSION MACRO; Source: AUTHOR	39

List of acronyms

BA	Brand Avoidance
AC	Anti-consumption
EBA	Experience-based avoidance
MBA	Morality-based avoidance
IBA	Identity-based avoidance
DVA	Deficit-value avoidance
NEO-FFI	Neuroticism-Extraversion-Openness Five-Factor Inventory
NFU	Need for uniqueness
FMCG	fast moving consumer goods

Abstract

Based on the preliminary investigation the author has decided to investigate the concept of Brand Avoidance (BA) from a psychological perspective. Using the tool of the Big Five personality inventory and the BA motivation statements as quantitative measures, he then examined the relationship between BA and personality traits.

As the reader could presume, the literature review focused on two pivotal topics – the brand avoidance and the personality traits. Analysing the BA research, which is still rather limited in its comprehensiveness, 4 basic motivations have been identified - experience-based avoidance (EBA), morality-based avoidance (MBA), identity-based avoidance (IBA), and deficit-value avoidance (DVA). The author has decided to further focus only on 2 of the 4 these motivations (EBA, MBA). The IBA was excluded because regardless of the personality trait scores, there was a risk of the individuals always avoiding only the brand that would be incoherent with their personality (Erikson, 1994; Syed & Juang, 2014; Waters & Fivush, 2015). Also, interpreting the results for this motivation could immensely increase the scope of this thesis, which the author wanted to avoid and instead recommended individual further research for IBA. The DVA was excluded because the quantitative items lacked sufficient reliability.

Next, the author introduced the personality traits in the context of the consumers research explaining that personality traits influence the attitudes toward brands for instance in terms of brand choice, or brand loyalty (Solomon et al., 2012). Subsequently, he examined the personality traits research to identify an appropriate theory and model that could help to explain the relationship. The author chose to use the Big Five personality model and its items' inventory as a tool to relate the personality traits to brand avoidance. The model consists of five personality traits (neuroticism, extraversion, openness, agreeableness, consciousness) which represent scales within each person. The choice was made based on the psychometric theory, which emphasizes quantitative approach toward personality traits, and the lexical hypothesis, where the basic assumption is that the fundamental differences in terms of a personality are embedded in language. The Big Five model consists of elemental traits, which are at the highest level of abstraction in comparison with other personality traits sets. Each level has its strengths and weaknesses. The strengths of the Big Five model is that it should be

applicable across situations and cultures. However, as the model is broadly applicable, it is not context specific, which lowers its predictive power.

Presenting several links between the Big Five personality traits and the BA motivations (experience-based and morality-based avoidance), the author hypothesized relationships between the variables. As a result, the author discovered several relationships that were statistically significant. Within the whole sample the author found a positive correlation of openness and morality-based avoidance, a negative relationship of consciousness and morality-based avoidance, a positive relationship of consciousness and experience-based avoidance. However, these relationships showed only weak correlation which cannot explain more than 6% of the variation. Furthermore, within the subgroup of respondents between 15-21, correlation analysis showed a negative relationship of morality-based avoidance and extraversion with 38,7 % of the shared variation. Younger respondents may therefore be an interesting group to be explored in further investigation of the relationship between BA and personality traits.

Since the correlations for the whole sample are relatively small, the results of the thesis cannot be considered conclusive. The BA research would benefit from a research that would further develop its theoretical basis. For instance, to bring clarity and better understand the relationships between the BA and concepts closely related to it (i.e. brand hate, brand choice, brand loyalty, brand love) could provide more solid background for investigating the concept from different perspectives. Lastly, when investigating BA motivations, using the personality traits on the lower levels of abstraction, which are more context sensitive, could bring more predictive power to the results.

The thesis contributes to the body of knowledge concerning BA, and more broadly – negative consumption. Even though the results concerning the relationship between BA and the Big Five personality traits don't provide conclusive answers, it is evident that BA is prevalent phenomenon within the Czech market and deserves a significant attention and further research.

1 Introduction

Traditional consumer research has focused mostly on the positive consumption (Aaker, 1999; Hogg, Cox & Keeling, 2000; Dhurup & Mafini, 2015). This can be recognized by the wide spectrum of positive keywords in consumer research, such as brand loyalty (Kaynak, Salman & Tatoglu, 2008; Eryigit, 2013), brand love (Alnawas & Altarifi, 2016), brand fit (Matzler, 2011), sometimes in combination with brand associations (Thomas, 2015). In the recent years, however, there has been a growing interest in the negative consumption. Many scholars studying negative consumption (Ogilvie, 1987; Banister & Hogg, 2004; Lee et al., 2009a, b; Kim, Choo & Yoon, 2013; Rindell et al., 2014; Knittel et al., 2016) argue that the reason for this shift is the negligence of this area, leaving significant gaps in the understanding of consumption. Also, trying to identify and understand the nuances in the negative consumption is becoming more recognized to be as valuable as in the case of the positive consumption. One of these nuances is the concept of **Brand avoidance (BA)**.

The *original* study of BA was conducted by Lee et al. (2009a) who posed the first research question in this area - "*Why do consumers avoid brands?*" (p. 170). This has sparked an interest of several researchers since then. It's been argued that brands as multi-dimensional constructs require a thorough examination because there can be multiple reason for avoiding them (Knittel et al., 2016). Lee et al. (2009a) stressed the importance in understanding why consumers avoid certain brands as BA "*can lead to negative brand equity and thus, brands have the potential to become market-based liabilities*" (p. 178). Various angles have been explored within the BA research - the perspectives of fast fashion attitudes (Kim, Choo & Yoon, 2013), an ethical consumption (Rindell, Strandvik & Wilén, 2014), attention to social comparison information (Kim, Ratneshwar, Roesler & Ghosh, 2014), a franchise brand (Shin, Casidy & Yoon, 2016), and others (Knittel et al., 2016).

Nevertheless, the area of BA is still relatively new with much space to be explored. For example, majority of the previous research is qualitative (Lee et al., 2009b, Charmley, Garry, & Ballantine, 2013; Rindell et al., 2014; Knittel et al., 2016), including the original study of Lee et al. (2009a). Therefore, a quantitative study could bring more generalizability to the research area.

The focus of the BA research can be split into two main categories. First, the motives behind BA (Kim et al., 2014; Khan & Lee, 2014; Kavaliauskė & Simanavičiūtė, 2015) and second, an investigation of a specific consumer group (*Generation Y* – Knittel et al., 2016, *ethical consumers* – Rindell et al., 2014; *fast fashion consumers* - Kim, Choo & Yoon, 2013; *skater subculture consumers* – Charmley et al., 2013). Also, these studies are concerned with the social aspect rather than the psychological one. This creates an opportunity to contribute with an investigation of BA using a psychological lens.

One of the major areas of psychological research are the personality traits. The reason to believe it would be beneficial to investigate the connection of the personality traits and BA, is that the prior research has linked personality traits to brand choice (Orth, 2005), consumption avoidance (Busic-Sontic et al., 2017), product avoidance (Quintelier, 2014). Also, it's been found that personality traits influence positive consumption reflected in enhanced brand loyalty (Matzler et al., 2006). Author of the thesis suspects personality traits may influence the negative consumption as well. Moreover, the relationship of personality traits and the concept of brands is relatively uncharted, with no research inquiring BA directly. Lastly, personality traits also provide the opportunity to look at brand avoidance from a quantitative perspective which would be a value for the mostly qualitative BA research. For these reasons the author chooses to examine the relationship between the personality traits and BA.

The author has chosen to conduct this research within the context of Czech Republic. BA hasn't been yet studied in a transition economy¹. Investigation of such market will complement the existing body of research in this area.

1.1 Thesis rationale

The purpose of the thesis is to contribute to the mosaic of negative consumption research by providing a relevant psychological profile of the consumers that take part in brand avoidance. This should be achieved by the hypothesized relationship between the personality traits and brand avoidance. The author tests the hypothesized relationships that are developed at the end of the literature review and critically assesses the results through the analysis and

¹ A transition economy is one that is changing from central planning to free markets (Economicsonline.co.uk., 2018)

discussion that follows. On the top of that, the thesis aims to contribute to the generalizability of the BA concept by the quantitatively measuring the BA tendencies within the Czech market.

1.2 Problem formulation

Based on the initial investigation of the area of the brand avoidance, the current thesis aims to answer the following problem:

“What is the relationship between personality traits and brand avoidance motivations?”

To be able to address this problem the properly, the author will first answer these supporting research questions:

1. *What are the motives of Brand Avoidance?*
2. *What is the role of personality traits in Consumer research?*

2 Literature review

Firstly, the author will review the theory behind BA analysing the previous research. As BA is relatively new concept and the research is still scarce, the information sources are quite limited. Second part of the literature review will identify the role of the personality in consumer research. Last part of the literature review focuses on the hypothesized relationship between personality traits and brand avoidance.

2.1 Brand Avoidance

The concept of brand avoidance has emerged from the anti-consumption research. Anti-consumption (AC) is quite a broad term and, according to Lee et al. (2009c), the word anti-consumption basically means ‘*against*’ consumption (p. 145). AC has many forms and can manifest itself by being opposed to consumption of products, services, brands, or reduction of consumption itself (Iyer & Muncy, 2009). Usually, these forms of AC are being studied separately (Kavaliauskė & Simanavičiūtė, 2015) to attain satisfying level of comprehensiveness.

Trying to answer ‘*what motivates the anti-consumption of certain brands*’ (p. 169), Lee et al. (2009a) identified BA as a form of AC, and argued the concept is distinguishable from other forms of AC by focusing solely on anti-consumption of brands. The complexity of brands makes

BA an intricate concept that requires its own research agenda. This agenda started year earlier in 2008, with the doctoral thesis of Lee, M. S. W. The original purpose of BA exploration was to shift the focus of AC from products, or services, to brands as the traditional AC research was neglecting the complexity of anti-consumption of brands.

The term '*brand avoidance*' was first coined by Oliva et al. (1992) and was supposed to represent an opposite to brand loyalty. Lee et al. (2009a, 2009b) have closely examined the concept later, and even though they agreed that BA indeed is on the opposite side of the spectrum to brand loyalty, they stated that Oliva et al. (1992) disregarded its particularities, using the term 'brand avoidance' interchangeably with brand switching. They differentiate these two concepts by defining **BA** as

'...the incidents in which consumers deliberately choose to reject a brand' whereas brand switching as *'the change from one brand to another'* (p. 170).

Furthermore, BA is distinctive in comparison to other manifestations of anti-consumption that may intuitive and caused by inaccessibility, unavailability, or because of the high price (Lee et al., 2009a). The **deliberate** intention with an underlying **motive** (Lee et al., 2009a; Lee et al., 2009b) are the key elements of BA. Also, BA can have certain levels of commitment (Rindell et al., 2014)

Examining the previous research of BA, it is evident that the **motives** behind brand avoidance represent the predominant focus and a way to categorize BA research, as seen in the table 1. Even though the categorization slightly varies in certain cases, the differences are only superficial. In-depth examination of the papers reveals that some of the seemingly distinct categories have much in common with the original framework of Lee et. al (2009a). The author explores these motives in the following chapters.

Author, year	Lee et al., 2009a	Lee et al., 2009b	Rindell et al., 2014	Knittel et al., 2016	Kavaliauskė & Simanavičiūtė, 2015	Charmley et al., 2013	Khan & Lee, 2014	Kim et al., 2016
-----------------	----------------------	----------------------	-------------------------	-------------------------	---	--------------------------	---------------------	---------------------

Title	'Anti-consumption and brand avoidance'	'Brand Avoidance: A Negative Promises Perspective'	'Ethical consumers' brand avoidance'	'Brand avoidance among Generation Y consumers'	'BRAND AVOIDANCE: RELATIONS BETWEEN BRAND-RELATED STIMULI AND NEGATIVE EMOTIONS'	'The inauthentic other: Social comparison theory and brand avoidance within consumer sub-cultures'	'Prepurchase Determinants of Brand Avoidance: The Moderating Role of Country-of-Origin Familiarity'	'Attention to social comparison information and brand avoidance behaviors'
Categorization	<ul style="list-style-type: none"> • Experience avoidance • Identity avoidance • Moral avoidance 	<ul style="list-style-type: none"> • Experience avoidance • Identity avoidance • Moral avoidance • Deficit-value avoidance 	<ul style="list-style-type: none"> • Manifest brand avoidance • Transient brand avoidance • Ambiguous brand avoidance • Vague brand avoidance 	<ul style="list-style-type: none"> • Experience avoidance • Identity avoidance • Moral avoidance • Deficit-value avoidance • Advertising 	<ul style="list-style-type: none"> • Unmet expectations • Symbolic incongruence • Ideological incompatibility • Unacceptable trade-off 	<ul style="list-style-type: none"> • Experiential avoidance • Symbolic identity incongruence • Moral avoidance 	<ul style="list-style-type: none"> • Undesired Self-Congruence • Negative Social Influence • Perceived Animosity • Perceived Risk 	<ul style="list-style-type: none"> • Based on social comparison (Need for assimilation) • Based on individuality (Need for uniqueness)

Table 1 - CATEGORIZATION OF BA; Source: AUTHOR

2.1.1 Experience-based avoidance

First of the recurring categories is the experience-based avoidance (EBA). EBA, as the name suggests, is tied to the negative experience of the consumers. The experience can occur before (Khan & Lee, 2014), during, or after the purchase (Lee et al., 2009a; Lee et al., 2009b; Kavaliauskė & Simanavičiūtė, 2015; Knittel et al., 2016). This type of avoidance is tied to the personal experience of the consumers.

The negative experience *before* the purchase leading to brand avoidance has been linked to negative social influence. Khan & Lee (2014) reported, that negative social influence can have a significant effect on the consumer. Some consumers may be influenced by others' previous negative experience with the brand. Younger people can be especially affected, as one study of Hegner et al. (2017) examining the negative word-of-mouth suggests. However, the direct effect and relationship between word-of-mouth and brand avoidance has not been proved.

Most of the brand avoidance research focuses on the negative experience *during* and *after* the purchase, where the theme repeatedly mentioned are the *unmet expectations*. These expectations can come from what the brand has promised (Lee et al., 2009a; Lee et al., 2009b) in terms of the **performance** of its products or services. Moreover, beside the performance, experiential avoidance can be caused by the **store environment**, and/or by the additional

effort after or before the purchase which can be view as unnecessary **hassle and inconvenience**. For instance, obtaining the product, or coping with the product's defects and subsequently filling a complain (Lee et al., 2009a; Knittel et al., 2016).

Consumers' expectations can be either confirmed, or disconfirmed. In the words of Lee et al. (2009a, p. 170), the experience is '*either above or below initial expectations*'. Experience that is below the initial expectations is of course the one leading to brand avoidance.

2.1.2 Identity-based avoidance

Next, the identity-based avoidance (IBA). Another name for this category is 'Symbolic incongruence'. Symbolic because consumers react to the symbolic meanings that brand creates. Kavaliauskė & Simanavičiūtė (2015) argue that as consumption of a brand has the power to enhance consumers' identity, so does the anti-consumption. And instead of expressing what their identity *is*, the consumers express what they identity *is not* by avoiding certain brand that could have an undesirable effect on their self-perception, potentially affecting also their self-esteem (Lee et al., 2009a; Lee et al., 2009b; Khan & Lee, 2014). As experiential brand avoidance, identity brand avoidance relates to individual's personal experience. IBA can be broken down into three major interrelated concepts, which are - associations with a negative reference group, a lack of authenticity, or deindividuation - loss of individuality (Lee et al., 2009a; Lee et al., 2009b; Charmley et al., 2013; Knittel et al., 2016).

Negative reference group

When talking about negative reference group, it's important to distinguish avoidance based on the undesired self and based on the negative reference group associations, as these could be viewed as one and the same thing. *Undesired self* is concrete and refers to specific features of personality consumer would like to avoid, whereas *negative reference group* avoidance is usually based on generalization, stereotypes, and is vague (Kavaliauskė & Simanavičiūtė, 2015; Knittel et al., 2016). Some consumers don't want to be associated with the brand they avoid because of the image of the brand's 'typical user' as it is incongruent with their identity. Although, if consumers want to distance themselves for some reason from part of their current identity even though it is congruent with the reference group, they might avoid the brand anyhow (Lee et al., 2009a; Lee et al., 2009b; Kavaliauskė & Simanavičiūtė, 2015).

Inauthenticity

Consumers may avoid brand due to lack or loss of authenticity. The inauthenticity avoidance can come for instance from an over-commercialization (Lee et al., 2009a; Lee et al., 2009b) whereby the brand can be viewed as fake (Kavaliauskė & Simanavičiūtė, 2015). Moreover, the way other consumers consume the brand (Lee et al., 2009a; Charmley et al., 2013) or the consumption of brand by people outside the original group of consumers can cause inauthenticity avoidance. We can see that it is precisely here, where there is an overlap of the negative reference group. An example of original consumer group can be a subculture (Charmley et al., 2013). Members of subcultures can practise brand avoidance collectively through the social constructs of 'inauthentic others'. If a brand accumulates too many of 'inauthentic others', which can be 'sponsor, sponsee, manufacturer, retailer and inauthentic user' (Charmley et al., 2013, p. 467), the members of the subculture may start to avoid such brand.

Deindividuation

Just as inauthenticity, deindividuation can arise when the brand becomes too mainstream. However, inauthenticity is more about avoidance or fear of *'fakeness'* (Lee et al., 2009a; Kavaliauskė & Simanavičiūtė, 2015), whereas deindividuation is a *fear of loss of identity/individuality* and with it sense of uniqueness (Lee et al., 2009a; Knittel et al., 2016). On the other hand, consumers can also avoid certain brands to fit in. For instance, Kim et al. (2016) found out that individuals that score high on attention to social comparison - ATSCI² are more likely to avoid brands with conspicuous logos on their products to decrease the risk of social evaluation and judgement. The authors hypothesize that while ATSCI consumers avoid such distinctive brand, the consumers that want to stand out and have need for uniqueness seek such brands.

2.1.3 Morality-based avoidance

Unlike the two previous categories which concern an individual, morality-based avoidance (MBA) focuses more on the societal and moral concerns. This type of avoidance stems from

² 'ATSCI (attention to social comparison information) refers to a person's degree of sensitivity to social comparison cues.' (Kim et al., 2016, p. 3)

the ideological incompatibility where consumers hold incompatible 'political and socio-economic sets of beliefs' (Lee et al., 2009a, p. 175). MBA can manifest through the *consumer cynicism*. Cynical consumers believe companies are motivated by self-interest and not by altruism. This makes them distrustful, irresponsible, and despicable in the eyes of consumer (Lee et al., 2009a; Lee et al., 2009b; Rindell et al., 2014; Kavaliauskė & Simanavičiūtė, 2015). Next, MA is manifested through *anti-hegemonic* behaviour, which is an attempt of a consumer to dismantle the power effects of multinational companies with the goal to regain power (Lee et al., 2009a; Lee et al., 2009b; Knittel et al., 2016). Last element, at least from the original framework of Lee et al. (2009), is the *country of origin* (COO) effects which can be interrelated with the anti-hegemonic behaviour. These occur when a consumer has some negative connotation with a country and believes that the country takes part in ideologically incompatible (immoral). It can be for example supporting war, consumeristic society, or hegemony (Lee et al., 2009a; Lee et al., 2009b). The COO effect is very similar to the perceived animosity. Khan & Lee (2014) defined the construct of animosity as "the remnants of antipathy related to previous or ongoing military, political, or economic events..."(p. 332). Khan & Lee (2014) reported that the COO effect on brand avoidance are especially strong when the perceived animosity is high.

In the chapter of experiential avoidance, it has been pointed out that consumers avoid brands if their expectations do not stand up to the actual experience which can be caused by promises that the company has made. In the case of MA, the promise perspective is not related to performance of the product, but rather promises related to ethical behaviour of the company. Some consumers also choose to avoid brands because of the promises that haven't even been made but **should have**. This refers to the ethical norms the consumer holds which can be related to animal, environmental, and social/human well-being (Rindell et al., 2014, Kavaliauskė & Simanavičiūtė, 2015).

2.1.4 Deficit Value Avoidance

Deficit value avoidance (DVA) occurs when the consumer concludes the brand's utility is insufficient perceiving the exchange as an unacceptable trade-off. In other words, the value of the branded product is inadequate to its price (Lee et al., 2009b; Kavaliauskė & Simanavičiūtė, 2015; Knittel et al., 2016). This can apply to low cost brand, where consumer can assume low cost brand equal low quality, but premium brands as well, where consumer

may think the branded product is overpriced and attributes the high price for instance to brand name, which he/she is not willing to pay for (Kavaliauskė & Simanavičiūtė, 2015). Another factor is unfamiliarity. When dealing with an unfamiliar brand the consumer can perceive the purchase too much of a risk for an uncertain, in the case of avoidance, low quality (Lee et al., 2009b). Some consumers attribute the brand's utility to its aesthetics, judging its packaging, or design (Kavaliauskė & Simanavičiūtė, 2015; Knittel et al., 2016)

2.1.5 Brand avoidance - chapter summary

Through an in-depth examination of the BA research, the author has found out that the focus is on the underlying motivations of BA, identifying found different categories of the motivations. The author would like to further argue why it is reasonable to narrow down the focus of this thesis and excluded two of the four motivations – Identity-based and deficit-value avoidance.

First, correlating **identity-based avoidance** and personality traits might not generate meaningful data. This is because identity-based avoidance occurs when consumers find the brand incoherent with their identity. For instance, in the context of personality traits, it's been shown that consumers may choose a brand which corresponds with their personality traits (Mulyanegara et al., 2009). Investigating identity-brand avoidance would therefore make sense if we would ask *what kind of brands consumers with certain personality traits avoid*. In other words, *is there a relationship between the personality of the consumer and the personality of the brand they avoid?* However, this is not the focus of this thesis. In the current research, the author tries to explain motivations behind brand avoidance with the qualities associated with each of the big five factors. By this logic, regardless of their personality, consumers may choose to avoid brand due to incoherence with their identity, because every individual prefers coherence over incoherence. This is because identity coherence is essential to our psychological well-being (Erikson, 1994; Syed & Juang, 2014; Waters & Fivush, 2015). Moreover, identity-based avoidance is the broadest motivation out of all four including many subthemes and it may bring more confusion than clarity, if included in the testing.

Second, **deficit-value avoidance** wasn't part of the original research of Lee et al. (2009a) but their further studies (Lee et al., 2009b). This caused slight differences in the further research of other investigators. For example, the study of Charmley et al. (2013) didn't include the

fourth category. As stated at the beginning of this thesis, there hasn't been much research done taking a quantitative perspective. Even less so, for testing quantitatively the motivations. The author has identified only two (Delzen, 2014; Kavaliauskė & Simanavičiūtė, 2015). Only one of the two studies have included the DVA, which means that the quantitative measurements of this BA category haven't been repeatedly tested, unlike the rest of the categories. Thus, the reliability of these measurements is more questionable. Therefore, the author chooses not to include DVA as well and develop the hypothesis only for the experiential and moral based avoidance.

2.1.6 Answer to the 1st supporting research question

After investigation of the brand avoidance literature, the author's structure of the brand avoidance motives is the most resembling the research of Lee et al. (2009b). The author identified four categories of motivations for brand avoidance – Experience-based Avoidance, Morality-based Avoidance, Identity-based avoidance, and Deficit Value Avoidance. However, as stated, the author chooses to focus only on the first two categories due to reasons mentioned in the previous chapter.

2.2 Personality traits

As suggested at the beginning of the thesis, to explain the motives for brand avoidance by personality traits, first the author must give a short summary of personality in general and work his way up through theory behind personality, the challenges in the personality research, identify the model that is going to most likely to generate reliable results, and lastly to identify potential links between personality traits and brand avoidance.

Interest in using personality as a predictor for consumer behaviour has its ups and downs. In the 1970's and 1980's the interest was quite low, but it caught researchers' attention in the 1990's again generating valuable insights for instance in brand choice, product selection, or brand loyalty (Solomon et al., 2012). There is no consensus on the definition of personality among the scientists, except it is closely tied to 'the concept of consistent responses to the world of stimuli surrounding the individual' (Kassarjian, 1971, p. 409). The consistency of behavioural responses can be seen across a spectrum of environmental situations, forming **behavioural patterns** which can then be called – a personality.

2.2.1 Genetics vs. Environmental influence

Personality is a subject of a “*nature-nurture*” debate, which are two contrasting views on how personality of consumers emerges. **The “nature” view**, also called the psychodynamic approach, states that consumers are born with predetermined behaviour that is set by their genetics. Supporters of this view believe that personality is something immutable and therefore it's unreasonable to expect that the individual can change. On the other hand, **the “nurture” view** says that personality develops over time being influenced purely by its environment. Followers of this view believe that a person changes as the marketing environment does (Solomon et al., 2012). These views are nowadays taken as separate. Instead the researchers try to identify which parts of personality are immutable and which can be influenced. This approach to personality research has been adopted due to the substantial body of evidence rejecting the notion of *tabula rasa*³ (Harris, 2000; Cotte & Wood, 2004).

³ Tabula rasa refers to the notion that everyone is born without any inherent dispositions and his/her development is entirely dependent on the surrounding environment (Solomon et al., 2012)

2.2.2 Personality theories

Marketing research trying to explain consumer behaviour by the means of the personality has its origins in the psychodynamic theories and although their original form is not used to day, they provide a valuable insight into personality research. Later, with the aim to quantify the effect on consumer behaviour, the researchers turned to the psychometric theories.

Psychodynamic theories

The father of psychodynamic theories is Sigmund Freud. According to Freud, personality consists of three components - id, ego, and superego, and people are motivated to reduce traction among the three elements. **Id** is an entity in the human mind that is driven by gratification. **Superego** is the regulator to the id, the moral entity. Superego could be also interpreted as the voice of what we call 'conscience'. Lastly, the **ego** is the entity that mediates the interaction of id and superego. It navigates the person's mind so both, id and superego, are balanced and satisfied. The ego isn't however flawless in the navigation and there arise certain conflicts between id and superego. In consumer behaviour research, that is why the consumer cannot give us the precise answer on certain purchase, because these conflicts happen on a subconscious level (Kassarjian, 1971).

Even though S. Freud's theories had a major impact on the consumer behaviour research as we know it today, the original Freudian theory is not taken literally anymore, as it puts too much stress on unresolved sexual conflicts of an individual. Neo-Freudian theorists rather focus on how the individual manages his or her relationships. One of the most influential theorist of this view was Carl Jung, who is the father of analytical psychology. In the centre of Jung's view on personality was the idea of the collective unconscious which represents 'a store house of memories inherited from our ancestral past', 'a cumulative experience of past generations', if you will. Collective experience creates archetypes, which can be described as behavioural patterns, and manifest themselves in stories, or dreams (Solomon et al., 2012, p. 113).

Psychodynamic theories hold an idiographic perspective focusing on the subjective constructions of an individual (Diemer & Gore, 2009). Therefore, psychodynamic theories cannot provide generalizable results and are more fit for case studies (Solomon et al., 2012).

Psychometric theory

To measure the personality the researchers have turned to the trait theory, which is known also as psychometric theory, and emphasizes the quantitative measurements of the personality traits. These traits are derived from person's genetics and early childhood learning (Kardes et al., 2011). Here we can see how the trait theory is a meeting point of the nature-nurture view (chapter 2.2.1). Trait theory represents the nomothetic view which, as oppose to the idiographic view, makes 'predictions based on groups of individuals' (Diemer & Gore, 2009, p. 342). The quantitative personality measurements are composed into a set of factors (traits) (Leon et al., 2012; Solomon et al., 2012). The categorization of the consumer according to the traits included in the set can serve for a segmentation of the consumer (Kardes et al., 2011). A definition of a trait is 'any distinguishing, relatively enduring way in which one individual differs from another' (Guilford, 1959, p. 6).

One of the popular sets is the Myers-Briggs typology. This typology is popular in the layman circles, but not that much in the scientific community. This is because the Myers-Briggs test doesn't assess the negative personality dimensions. Moreover, the typology lacks the scientific evidence for its validity. More acknowledged set of traits is the 'Big Five factors inventory' (Big Five, Five-Factor model) (Solomon et al., 2012). The set was developed by Costa and McCrae (1994). Before introducing this model further, a brief history of personality research will be presented to establish its background.

2.2.3 Personality research history

There have always been two big issues in the personality research (Hrebickova & Urbanek, 2001):

- a) First, **how to identify which are the traits that would characterize the human personality most accurately,**

b) and second, **which method to choose to create a proper structure of the potential personality model**

Personality research has been the bedrock of psychology for more than a century now (Monte, 2003; Mulyanegara et al., 2009). Throughout the 20th century the research workers have been trying to provide an answer to these issues.

Ad a)

The answer to the first obstacle - choice of the appropriate traits problem - turned out to be **the fundamental lexical hypothesis**, where the basic assumption is that the most fundamental personality differences are encoded in language. The more significant are the differences in personality, the more are these differences being applied in daily communication through words (Goldberg, 1993). The researchers inquiring the lexical hypothesis would choose the words describing personality from a reputable dictionary and subsequently arrive to a certain number of factors.

To briefly describe the process of the lexical studies, the researchers would first collect a complete list of words (mostly adjectives, or verbs) describing individual differences in personalities. As the five-factor model doesn't include all the words, but only those that describes relatively permanent personality traits (Hrebickova & Urbanek, 2001), the list in the case of this model is reduced accordingly. Next, the list would have been presented to a sizeable number of people (several hundreds), to evaluate which of the words is describing them the best.

Ad b)

The answer to the second obstacle - structuring the traits to create a model - would be the following step, which is **the factor analysis**. This would reduce the data even further to a certain number of factors (Hrebickova & Urbanek, 2001).

2.2.4 Emergence of the Big Five

In the 1884, Galton was the first scientist to recognize the lexical hypothesis. During the following century there have been numerous attempts to compile a structure of the personality model and find a consensus. A century later after Galton, Goldberg (1983) has

reviewed the knowledge concerning the lexical hypothesis and the big five factor structure that have been emerging in the previous decades. His study instigated further research in this area. The Big Five personality traits identified by Goldberg (1983) have been conceptualized and assembled into the Big Five personality traits model as we know it today by Costa & McCrae (1985), later revised in 1992. In fact, many theorists in the late 1980's and early 1990's were praising the Trait theory with the Big Five model at its fore front. To quote a few (from Pervin, 1994):

"If there is to be a specialty called personality, its unique and therefore defining characteristic is traits" (Buss, 1989, p. 1378).

"Taken together, they (the Big Five) provide a good answer to the question of personality structure" (Digman, 1990, p. 436).

"We believe its long history, cross-cultural replication, and empirical validation across many methods and instruments makes the Five Factor Model a basic discovery of personality psychology; core knowledge upon which other findings can be built" (McCrae & John, 1992, p. 207).

"Just as cartographers eventually settled on a standard system with north-south and east-west axes, so personality researchers must settle on a standard set of locations for the Big Five dimensions" (Goldberg, 1993, p. 30).

2.2.5 The Big Five personality factors

Consistency over time

It's been suggested that personality trait is way of distinguishing between two individuals over a certain period (Guilford, 1959). The traits stabilize throughout childhood and teenage years, reaching full stability in the adulthood (McCrae & Costa, 1994). After reaching full stability the personality traits keep their consistency over time. The consistency implies the consumer is a subject to the reality he, or she, lives in – as stated in the following quote from a longitudinal study of Steenkamp & Maydeu-Olivares (2015):

"Personality traits are dimensions of individual differences in tendencies to show consistent patterns of thoughts, feelings, and actions across a wide range of human domains and

different situations and contexts, from family and parenting to work and consumption" (p. 288).

These behavioural patterns determined the traits have the potential to serve as predictors of the behaviour in certain situations. The consistency is further supported by **five mechanisms**. First has to do with the genetic make-up that can influence the persons personality traits. Second, because people like consistency in their values, there is a co-occurrence of certain personality traits mutually stabilizing each other. Third is an environmental consistency, for example in the case of child rearing. Next, consistency the selection of the environment. People prefer the shopping environment that are coherent with their traits. Fifth and the last mechanism is the consumers identity that reinforces the consistency of the behaviour (Roberts & DelVecchio, 2000).

The Big Five structure

The big five factor structure has been repeatedly tested and proven to have the most appropriate number of factors (Norman, 1963; Goldberg, 1983,1993) across languages, with some exceptions (De Raad et al., 1997; Fruyt et al., 2004). For example, De Raad et al. (1997) have found some correlations among the factors. As a response, Hrebickova & Urbanek (2001) state that it is possible to say that the first three factors (Extraversion, Agreeableness, Conscientiousness) are practically identical across different languages but based on the past research, quantitative as well as qualitative, there isn't one ultimate lexical structure of personality traits with all the factors that would be identical across all languages, and argue it is more realistic to develop acceptable representations for individual culture and language⁴.

The five personality factors (traits) are **Extraversion**, **Agreeableness**, **Conscientiousness**, **Neuroticism** (Emotional stability), and **Openness to experience** (Intellect). The order of the traits is not arbitrary. The order is set according to the robustness of the factors (Norman, 1963). The five factors represent the five basic traits that everyone has. This means that everyone has these five traits and the score corresponding with the given scale provides a certain image of the individual's personality. In other words, some people are more extroverted, or agreeable and so on, than others and the other way around (Hrebickova &

⁴ The current thesis uses the Czech version of the Big Five inventory from Hrebickova & Urbanek (2001) which has been previously tested for its reliability.

Urbanek, 2001). The defining nature of the five factors can be seen in figure 1, is further described through alternative adjectives, statements, and scales that can measure each factor.

Factor		Factor definers		
Name	Number	Adjectives ^a	Q-sort items ^b	Scales ^c
Extraversion (E)	I	Active	Talkative	Warmth
		Assertive	Skilled in play, humor	Gregariousness
		Energetic	Rapid personal tempo	Assertiveness
		Enthusiastic	Facially, gesturally expressive	Activity
		Outgoing	Behaves assertively	Excitement Seeking
Agreeableness (A)	II	Talkative	Gregarious	Positive Emotions
		Appreciative	Not critical, skeptical	Trust
		Forgiving	Behaves in giving way	Straightforwardness
		Generous	Sympathetic, considerate	Altruism
		Kind	Arouses liking	Compliance
Conscientiousness (C)	III	Sympathetic	Warm, compassionate	Modesty
		Trusting	Basically trustful	Tender-Mindedness
		Efficient	Dependable, responsible	Competence
		Organized	Productive	Order
		Planful	Able to delay gratification	Dutifulness
Neuroticism (N)	IV	Reliable	Not self-indulgent	Achievement Striving
		Responsible	Behaves ethically	Self-Discipline
		Thorough	Has high aspiration level	Deliberation
		Anxious	Thin-skinned	Anxiety
		Self-pitying	Brittle ego defenses	Hostility
Openness (O)	V	Tense	Self-defeating	Depression
		Touchy	Basically anxious	Self-Consciousness
		Unstable	Concerned with adequacy	Impulsiveness
		Worrying	Fluctuating moods	Vulnerability
		Artistic	Wide range of interests	Fantasy
		Curious	Introspective	Aesthetics
		Imaginative	Unusual thought processes	Feelings
		Insightful	Values intellectual matters	Actions
		Original	Judges in unconventional terms	Ideas
		Wide interests	Aesthetically reactive	Values

a. Adjective Check List items defining the factor in a study of 280 men and women rated by 10 psychologists serving as observers during an assessment weekend at the Institute of Personality Assessment and Research (John, 1989a).

b. California Q-Set items from self-sorts by 403 men and women in the Baltimore Longitudinal Study of Aging (McCrae, Costa, & Busch, 1986).

c. Revised NEO Personality Inventory facet scales from self-reports by 1,539 adult men and women (Costa, McCrae, & Dye, 1991).

Figure 1 - FACTOR DEFINERS OF THE BIG FIVE; Source: MCCRAE & OLIVER (1992)

The figure depicts the language that describes the big five most accurately. Q-sort items in the fourth column used the Q-sort method⁵.

⁵ "In the Q-sort method, the judge or evaluator is given a set of statements or items previously developed or fixed upon... This set of statements constitutes the entire vocabulary the judge is permitted to employ." (Block, 1961, p. 8). The items in the set "are put in an order of representativeness for the individual,

Level of abstraction

The five factors describe personality at the highest level of abstraction (Goldberg, 1993) and belong to the category of the elemental traits, which are formed by genetics and early childhood learning (Kardes et al., 2011). Then there are compound, situational, and surface traits, which are at the lower levels of abstraction. Compound traits are derived from the elemental traits. They can be influenced by culture or subculture (Mowen, 2000) and are cross-situational in nature (Mowen, 2007). Situational traits are then the product of elemental and compound trait, and generally are more fit for situational context than elemental and compound traits. They can be influenced by the pressures of the situational environment. Lastly, the surface traits are derived from all the previous levels and are behavioural contexts.

Critical assessment of the Big five

The level of abstraction of the traits determines its advantages and disadvantages. In the case of the elemental traits, a significant downside is that unlike the other levels (compound, situational, surface), they are not that context specific and do not hold such a predictive power. However, a big advantage of the elemental traits is that they are universal across situations and culture and its consistency over time (Guilford, 1959; Goldberg, 1993; Roberts & DelVecchio, 2000; Steenkamp & Maydeu-Olivares, 2015). The influence of the different levels of traits over each other goes from the highest level of abstraction to the lowest. This means that elemental traits influence compound traits and so on, but not the other way around.

Another view of the relationship between the higher and the lower level of abstractions of the different personality traits is that of Villani and Wind (1975). Villani and Wind divide the sets as being in their original form or modified form, which is a parallel view to higher or lower level of abstraction. The authors argue that although consumer research has been trying to use personality traits modified instruments, these can lack the reliability of the original ones which is because they often must be significantly shortened and used in a concrete sample. However, the usage of the original personality traits instruments within the consumer research has been also questioned, as the instruments *'were [originally] designed for other*

"...those most characteristic of him/her being given high scores, whilst those least characteristic are scored low." (Stephenson, 1936, p. 357)

purposes' according to Villani and Wind (1975). Kassirjian (1971) argues similarly, saying that *'the variables that lead to the assassination of a president, confinement in a mental hospital, or suicide may not be identical to those that lead to the purchase of a washing machine, a pair of shoes, or chewing gum'* (Kassirjian, 1971, p. 415).

Some authors argued, that the Big Five model is too static and descriptive, unable to capture the dynamic nature of our people's lives (McAdams, 1992; Boyle, 2008). Also, the conceptual and methodological assumptions of the lexical hypothesis, on which the five-factor model is based, have been described as questionable (Block, 1995). Nevertheless, the Big Five model remains to be the most accurate and recognized tool for the quantitative measurement of personality in psychology and marketing as well (Matzler et al., 2006; Mulyanegara et al., 2009; Quintelier, 2014). Although there is no definite agreement on the measurements of the personality (Quintelier, 2014), i.e. in the number of factors (Hrebickova & Urbanek, 2001), the consensus on the structure of the model is steadily growing (Soto & Jackson, 2013).

To ensure the validity of the research some authors (Kassirjian, 1971; Villani and Wind, 1975) recommend using tool that have been already tested for the given context. In the current thesis, the author is trying to follow the recommendation by using the NEO-FFI questionnaire which is a Czech version of the Big Five inventory that has been tested within the context of the Czech Republic. However, the instrument itself doesn't use context specific personality traits (situational, or surface traits) in relation to the brand avoidance, which may be reflected in the results of the research. For further reference the thesis works with the Big Five model of Costa & McCrae from 1992 and the NEO-FFI questionnaire of the Big Five model developed by (Hrebickova & Urbanek, 2001).

2.2.6 Personality – chapter summary

Personality is a subject to an ongoing debate among the scientist. The debate is concerned mainly with 'nature/nurture' perspectives, to what degree is a personality given genetically and/or the environment. Secondly, the psychometric theory from which all the psychometric models measuring personality by quantity has its advocates as well as opponents and it's up to each individual researcher to decide if, how, and why to use one of the models. The Big Five model has been created in the 1985 by Costa & McCrae and is being widely used as relatively

reliable tool to measure personality. Next, the Big Five model includes personality traits on the highest level of abstraction. The advantage is that the model should be therefore applicable across situations, however has lower predictive power as it is not as context specific as other personality traits with lower level of abstractions. The Big Five factors must be tested for each language individually to verify their stability. This why the current thesis is using a Czech version of the Big Five questionnaire that has been tested within this market.

2.2.7 Answer to the 2nd supporting research question

The second research question – “What is the role of personality in the consumer behaviour?” can be answered as follows. The role of the personality the consumer behaviour is to explain why people behave in certain situations as they do, when it comes for instance to brand choice, or brand loyalty, and to provide predictions based on the inner workings of personality. Following this logic, the same explanation applies to brand avoidance because it belongs to the same body of research as brand loyalty, or brand choice.

2.3 Big five and links to Brand Avoidance

There are no studies directly connecting BA and personality traits yet. This may be due to the fact, that the negative consumption research is still somewhat overlooked, as many researchers suggested (Lee et al., 2009a, b; Charmley et al., 2013; Rindell et al., 2014; Knittel et al., 2016). However, there exists some research examining the subthemes of BA. For instance, the links between **personality traits** and **ethical consumption** (Quintelier, 2014; Basic-Sontic et al., 2017), **brand loyalty** (Matzler et al., 2006), and **consumption-based emotions** (Mooradian & Olver, 1997; Matzler et al., 2005). Upon these links and the definitions of BA and the Big Five, the author will attempt to develop a hypothesis for the relationship between **personality traits and BA**.

Environmental (Basic-Sontic et al., 2017), social, and political concerns (Quintelier, 2014) were inquired in relation to the negative consumption. These concerns were found to have significant impact on negative consumption and are identical with the elements of Moral Avoidance (Rindell et al., 2014). Quintelier (2014) examined the effect of the Big Five on

political consumer behaviour⁶ of young people between 15-21 years old. The behaviour is also known as 'ethical consumption' and is defined by the author as 'a free consumer choice motivated by political, social or environmental concerns which can take on two main forms: not buying certain products (boycotting) or specifically buying products with a fair trade or organic label (buycotting)' (Quintelier, 2014, p. 342). 'Buycotting' is not relevant as this thesis is focused on the negative consumption and that can be rather assimilated to 'boycotting'. This resonates with the moral avoidance and especially with the study of Ethical consumer's brand avoidance (Rindell et al., 2014) from table 1 - the social and environmental concerns are central to the participants (ethical consumers). The connection here is that if the consumer considers the brand to behave unethically, (s)he will 'boycott'/'avoid' the product/brand.

The influence of personality traits on brand loyalty, which has been named to be the opposite to BA (Lee et al., 2009a), have been explored by Matzler et al. (2006). They identified a direct relationship between brand affect⁷ and brand loyalty. After by testing their hypothesis they found the effect of personality traits on hedonic value⁸ (element of brand effect) having an impact on brand loyalty as a result. This could mean that if personality traits influence brand loyalty, they also might have an influence on the opposite to brand loyalty – brand avoidance.

Negative consumption-based emotions in neurotic individuals were found to affect the post-experience confirmation or disconfirmation of expectations with satisfaction (Mooradian & Olver, 1997; Matzler et al., 2005). In the case of disconfirmation, it can be then followed by complaints and diminish the repeated purchase intention (Olver, 1997; Mooradian & Olver, 1997). The disconfirmation of the expectations is also mentioned as a reason for experience-based avoidance (EBA).

2.4 Development of the hypotheses

With the aim to answer the formulated problem, stated at the beginning of the thesis (*"Is there a relationship between personality traits and brand avoidance motivations?"*) the author

⁶ 'Political consumer behavior...[is] ethical consumption, is a free consumer choice motivated by political, social or environmental concerns' (Quintelier, 2014, p. 342).

⁷ Brand affect is 'brand's potential to elicit a positive emotional response in the average consumer as a result of its use.' (Chaudhuri & Holbrook, 2001, p. 82)

⁸ Hedonic value is 'the pleasure potential of a product' (Matzler et al., 2006, p. 428)

will now hypothesize potential relationship between the individual traits on the experience and morality-based avoidance.

Extraversion (E)

Extroverted people are more "*assertive, active and talkative... upbeat, energetic*" and generally more sociable and prone to positive emotions (Costa and McCrae, 1992, p. 14-16).

Matzler et al. (2006) found that extraversion influences perception of hedonic value contributing to brand affect which then drives brand loyalty. Furthermore, it's been found that extroversion is reliable predictor of consumer satisfaction (Mooradian & Olver, 1997) and extroverted individuals are more likely to have positive emotions (Costa & McCrae, 1994). This proneness to positive emotions might have a diminishing effect on the negative experience a brand which could mean that the more individuals score high on Extraversion the less they would score on Experiential Avoidance, because, as stated before, extroverted person is more likely to focus on the positive rather than the negative:

H1a: *There exists a negative relationship between Extraversion (E) and Experience-based avoidance (EBA)*

Quintelier (2014) also had a similar hypothesis based on the sociability but related to morality-based avoidance stating that these consumers are more likely to discuss the ethical issues related to products. However, the results rejected the hypothesis. It is important to add, that Quintelier's results may apply only to the consumers between 15-21. Basic-Sontic et al. (2017) found a negative effect of Extraversion on green consumption. Quintelier doesn't really provide insightful explanation for this result, but Basic-Sontic et al. (2017) state that it may be that these consumers are not as concerned with the environmental issues due to their proneness to positive thinking. The author therefore predicts comparable results for Moral Avoidance.

H1b: *There exists a negative relationship between Extraversion (E) and Morality-based avoidance (MBA)*

Agreeableness (A)

This trait is "*primarily a dimension of interpersonal tendencies. The agreeable person is fundamentally altruistic ...sympathetic to others and eager to help them and believes that others will be equally helpful in return*"(Costa and McCrae, 1992, p. 14-16). ...

Busic-Sontic et al. (2017) found green consumption is positively influenced by Agreeableness. This can be explained by the altruistic tendencies and group-oriented behaviour that signifies care for others. Positive relationship of Agreeableness on green consumption was also supported by Kaynak & Ekşi (2014), who found that Agreeableness correlate positively with environmental consciousness⁹ which in this study was linked directly to anti-consumption behaviour. As agreeable individuals are sympathetic, compassionate, and considerate towards other, it could be that this would be a trigger for Moral avoidance. If such individual concludes that a brand is harming its environment, whether it's social, or natural, he or she will avoid certain brand. Here, the following hypothesis can be derived:

H2a: *There exists a positive relationship between Agreeableness (A) and Morality-based avoidance (MBA)*

However, it could also be that if there is no other entity's well-being at stake, if such individual experiences unmet expectations with the performance of a certain brand's product, because of the qualities of agreeable individuals, such as forgiveness, trustfulness he or she might let the unpleasant experience go and continue buying products of the given brand.

H2b: *There exists a negative relationship between Agreeableness (A) and Experience-based avoidance (EBA)*

Conscientiousness (C)

Individuals strong in **Conscientiousness** are "*purposeful, strong-willed, and determined... scrupulous.*" (Costa and McCrae, 1992, p. 14-16).

Busic-Sontic et al. (2017) found the Conscientiousness factor had a positive influence on green consumption. Unlike in the study of Busic-Sontic et al., Quintelier (2014) reports that

⁹ Environmental consciousness is 'awareness of the negative environmental outcomes associated with... products or brands...Environmentally conscious consumers are more likely to support anti-consumption.'(Kaynak & Ekşi, 2014, p. 773)

Conscientiousness people are less likely to boycott unethical products, and less inclined to ethical consumption. They explain this by the risk aversion, and unwillingness to pay more for ethical products.

We can see that these results are in contrast. However, majority of the research related to environmental concern, as argued both by Quintelier (2014) and Basic-Sontic et al. (2017), reports positive effect of conscientiousness on environmental concerns. Also, responsibility and ethical behaviour are embedded in the definition of conscientiousness (figure 1). Therefore, the author hypothesizes the following:

H3: *There exists a positive relationship between Conscientiousness (C) and Morality-based avoidance (MBA)*

Openness (O)

Openness to experience is associated with "*preference for variety, intellectual curiosity, and independence of judgment...*" (Costa and McCrae, 1992, p. 14-16).

Quintelier (2014) found that political consumer behaviours of young adults in Belgium is positively influenced by openness to experience. The author argued that openness to new experiences of these individuals leads to seeking alternative products and easier adoption of more ethical product. Similarly, to Quintelier (2014), Basic-Sontic et al. (2017) found green consumption is also positively influenced by Openness to experience. To explain the influence, Basic-Sontic et al. use the same arguments as Quintelier (2014) but add that the ability to think abstractly and flexibly allows these individuals to anticipate the environmental consequences. The author hypothesizes positive relationship between Openness and Moral Avoidance and anticipates that the intellectual curiosity and independent judgment of these individuals may increase their awareness of the moral issues connected with the company.

H4a: *There exists a positive relationship between Openness (O) and Morality-based avoidance (MBA)*

Furthermore, Matzler et al. (2006) found that openness positively influences brand affect¹⁰ and thus the perception of the hedonic value of the product. Unlike Extraversion, which is about the proneness to positive of emotions, open individuals feel positive, as well as negative emotions more intensely (Costa and McCrae, 1992; Matzler et al., 2006) which makes the consumer intensifies the hedonic value. However, experiencing the negative emotions more intensely caused by unmet expectations might lead to rejection of the brand.

It can be hypothesized that a consumer with strong openness factor could score higher on Experiential Avoidance as well.

H4b: *There exists a positive relationship between Openness (O) and Experiential-based avoidance (EBA)*

Neuroticism (N)

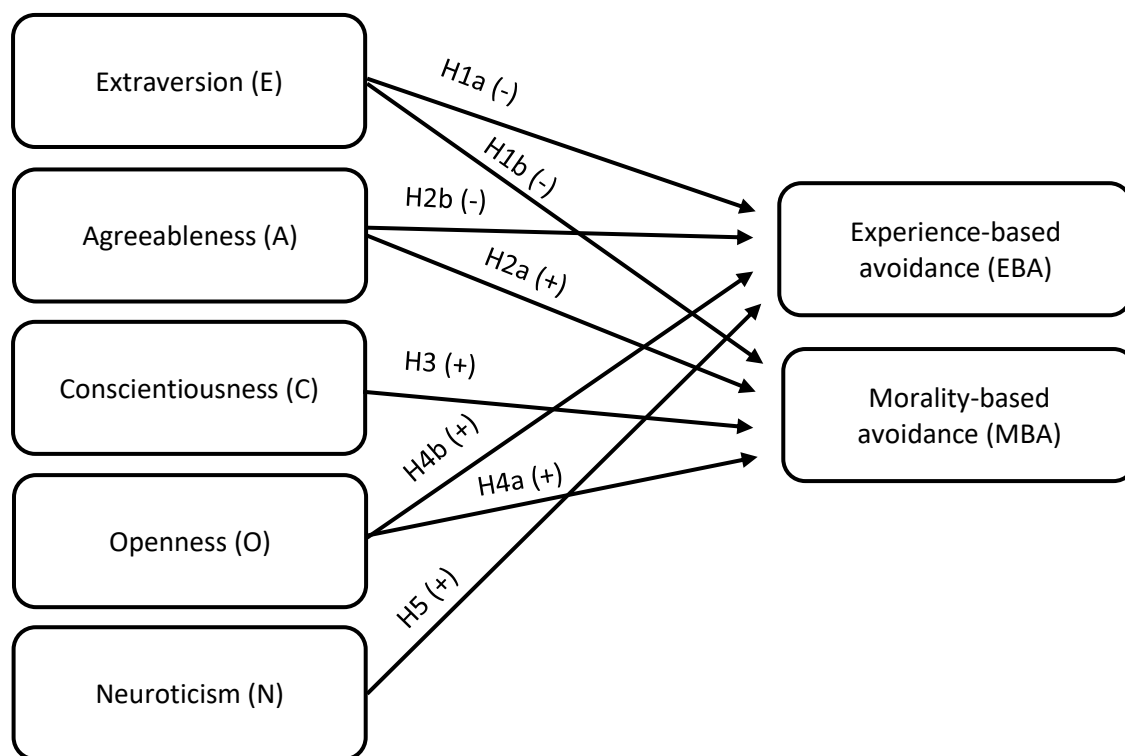
Neuroticism is a trait describing individuals that are easily irritable, insecure and impatient (Smith, 2012). Also, individuals scoring high on neuroticism are more likely to experience negative affects reflected in angry hostility, impulsiveness, vulnerability (McCrae & Costa, 1992; Kaynak & Ekşi, 2014). It is therefore evident that neurotic individuals are more likely to feel negative emotions which, as a matter of fact, are related to brand avoidance. Specifically, dislike and anger were associated with unmet expectations (Kavaliauskė & Simanavičiūtė, 2015), which are the basis for experience-based brand avoidance. From this reasoning could be hypothesized that individuals scoring high on Neuroticism could also score higher in experience-based avoidance.

H5: *There exists a positive relationship between Neuroticism(N) and Experience-based avoidance (EBA)*

Also, negative effect of neuroticism was found to be stronger predictors of satisfaction than the positive effect of extroversion. This means that if the scores of extroversion and neuroticism are equal within one individual, the neuroticism is more predictive of the consumer behaviour than extroversion (Mooradian & Olver, 1997).

¹⁰ Brand affect is 'brand's potential to elicit a positive emotional response in the average consumer as a result of its use.' (Chaudhuri & Holbrook, 2001, p. 82)

2.4.1 Summary of the hypothesized relationship



3 The Methodology

To tackle the research problem the author presents the Methodology chapter. For better navigation through the methodology chapter, the author chooses the research design from the figure 2 sourced from Kuada (2010). The figure accurately captures the purpose of this chapter which is to firstly explicitly state the author's philosophical views, with which the thesis operates, to help the reader understand the underlying assumptions of the work and allow for reading the thesis through the lens of the author's philosophical paradigm. Furthermore, the chapter presents the Methodological approach, that determines the Methods, tools and techniques the author is using to collect the data, which should inform the influence of personality traits over brand avoidance.

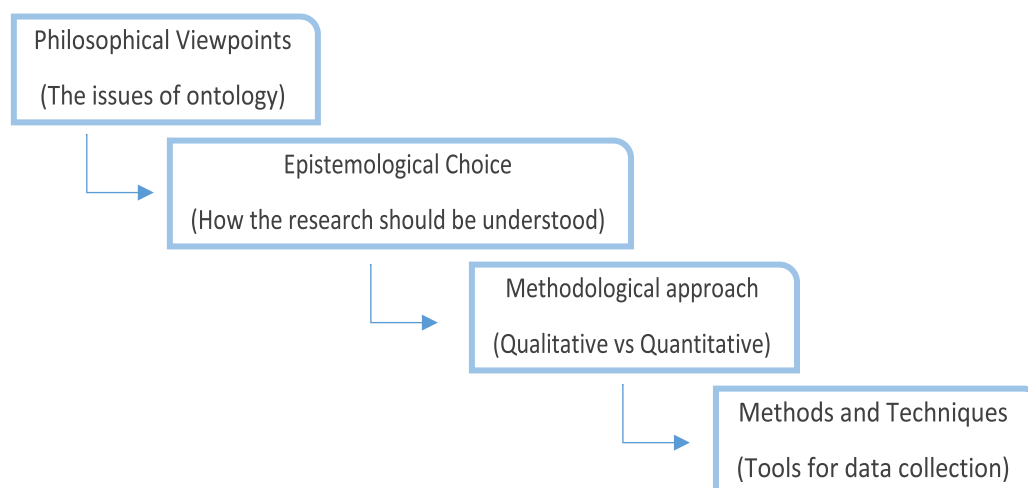


Figure 2 - METHODOLOGY CHAPTER STRUCTURE; Source: KUADA (2010)

In the social sciences it is generally agreed that the variety of the world views among the researchers necessarily implies variety of perceptions and attitudes toward the research itself. The researcher starts with certain basic assumptions, axioms which then influence the approach to the research (Kuada, 2010). First set assumptions is formed by ontology.

3.1 Ontology

Ontology is concerned with researcher's understanding the reality, or what is the truth. These philosophical viewpoints, representing ontology and questioning the reality, exist in dualistic space of paradigms that are in contrast. Contrasting distinction has been made between the

subjective and objective paradigm, the external and internal world. The paradigm can describe the reality where it is constructed by the individual in form of labels, or concepts, which is the subjective reality known as Nominalism (Kuada, 2010) or **Constructivism** (Bryman & Bell, 2015). In contrast to that, the objective reality consists of 'objective entities that have a reality external to social actors' known as Realism (Kuada, 2010) also called **Objectivism** (Bryman & Bell, 2015).

Ontological position of this thesis is **Objectivism**. The author believes that people live in a reality being confronted and influenced by externalities which then impose rules and regulations on them. There is a social order, within which people operate, that dictates these rules and regulations, and the procedures they follow. They do so to avoid punishment in the form of admonition, or worse form of penalization (Bryman & Bell, 2015).

The objectivistic stance of the author stems from the stability of the personality traits in relation to consumption. The consistency of the personality traits leads to consistent consumption behaviour (Roberts & DelVecchio, 2000; Steenkamp & Maydeu-Olivares, 2015) which is an argument why personality traits could be good predictors of brand avoidance. Also, the consistency can be seen in the consumer traits. It's been reported that brand preference is formed in an early stage in life (Bronnenberg et al., 2012).

3.2 Epistemology

The second set of assumptions is comprised by epistemological issues. These are concerned with the question of how we can know what we know (Kuada, 2010) and is supposed to determine what an appropriate/acceptable knowledge is (Bryman & Bell, 2015). A central issue of epistemology is determining whether the social world can be examined by the same procedures as the natural world (Bryman & Bell, 2015). Epistemological considerations, similarly to ontology, take a form of objectivist or subjectivist approach. The objectivist approach is represented by positivists.

Positivism put the emphasis on the researcher as an external observer who can study the social phenomenon and its part looking for regularities and anomalies to be able to predict the social world (Kuada, 2010). Moreover, positivism follows the premises that knowledge is

what can be perceived by senses and that the theory generates hypotheses, which if confirmed provides laws according to which the social world operates. The subjective perspective is taken on by anti-positivists.

Anti-positivism is also labelled as Interpretivism, and opposite to the Positivism it states that social sciences are fundamentally different from the natural sciences and therefore cannot be examined with the same tools and techniques. (Bryman & Bell, 2015). Anti-positivism believes that everything in the social world is relative and is comprised from a multitude of individual viewpoints that are dependent on the context. Anti-positivists reject the idea of objective knowledge (Kuada, 2010).

The author takes the epistemological stance of the **positivists**. The literature review has generated hypotheses that the author will test with appropriate tools to identify the regularities and anomalies of the collected data and establish the inner workings between brand avoidance and personality traits. The author aims test the hypotheses to uncover hypothesized influence of the traits over brand avoidance to provide relevant predictors of this phenomenon.

3.3 Methodological approach

The methodological approach is the research strategy of the thesis. This strategy can be projected for instance in the qualitative vs quantitative, explorative vs explanatory (hypothesis-testing), or inductive vs deductive approaches (Kuada, 2010). This thesis applies a **quantitative** approach due to the aim of determining the existence of a connection between brand avoidance and the personality traits and identifying the statistical influences to see if the personality traits can serve as predictors of brand avoidance. As mentioned earlier, this is represented by the nomothetic perspective of the Trait theory and making '*predictions based on groups of individuals*' (Diemer & Gore, 2009, p. 342).

The author was also considering the combination of qualitative and quantitative approach, But majority of the research in brand avoidance is qualitative and the author believes that the motivations, which are the major focus of brand avoidance research, have been explored in sufficient depth. What brand avoidance research lacks is the quantitative perspective.

Fortunately, the tools for qualitative testing of brand avoidance motives have been developed and repeatedly used in the brand avoidance research (Delzen, 2014; Kavaliauskė & Simanavičiūtė, 2015). These will be introduced in the following chapter.

As suggested before, the current thesis focuses on the **explanatory approach**, i.e. deducting the hypotheses and a verification of the pre-existing factors through subsequent statistical testing. This implies a **deductive** approach of the thesis (Bryman & Bell, 2015).

3.4 Methods and Techniques

Based on the research problem, the literature review, and the discussed paradigms, the author chooses appropriate methods and techniques. These will determine from where and how the data will be collected. This subchapter provides a description of data type sources, data collection approaches, data collection instrument and data collection method.

3.4.1 Secondary sources

In the preliminary stage of the research, the author identified the underrepresentation of quantitative data in the brand avoidance research and inexistent psychological profile of the brand avoidance consumers which could help to inform the avoidance behaviour.

To develop a comprehensive understanding of the topic the author conducted a literature review. While reviewing the brand avoidance research, the author found out that the predominant pivotal focus of brand avoidance are the underlying motivations. Subsequently the individual categories of the motivations were described. Identifying four categories of brand avoidance the author has chosen to reduce the scope of the research from four to two categories – experience-based avoidance and morality-based avoidance. The reasons have been explained in the chapter 2.1.5. However, to refresh reader's mind, the identity avoidance in relation to personality trait requires research of its own, because it focuses on the incoherence of the consumers' and the brand's identity. Therefore, it makes more sense to examine *what kind* of a brand does a consumer with certain personality traits. As this is not the aim of this thesis, the category has been excluded. As for the deficit-value avoidance; this category has been excluded due to insufficient reliability of its items.

In the next part of the literature review, the author presented the connection and role of the personality in the consumer behaviour research and its ability to explain the behaviour of an individual across different situations due to its stability, and applicability across culture. Then the contextual background of the Czech market has been described. And lastly, based on the links found in the previous research between personality and consumer behaviour, the author derived possible effects of personality traits in brand avoidance. Upon these links the hypotheses were built.

3.4.2 Primary Data

Choosing the positivistic stance and quantitative approach, the author will make use of the survey methodology to collect the data. As in the quantitative brand avoidance studies focusing on the motives of brand avoidance (Delzen, 2014; Kavaliauskė & Simanavičiūtė, 2015), the data has been collected with an online questionnaire with a cross-sectional survey design. This design focuses on the variation in the collected, quantifiable data, and searching for patterns which is possible because the data is collected at a single point in time (Bryman & Bell, 2015).

3.4.3 Sampling and distribution

Sampling

For the current research the non-probability sampling has been chosen. This sampling has certain weakness and strengths. Nonprobability, as oppose to the probability sampling, doesn't provide the full variety of elements in the population. It is a subject to selection bias¹¹ and doesn't provide a representative sample of the population (Daniel, 2012). On the other hand, it is time efficient, easier to obtain (Bryman & Bell, 2015), and doesn't need highly trained personnel (Daniel, 2012). Specifically, the author has chosen the **convenience sampling**.

This is a type of availability sampling, which is a subcategory to non-probability sampling (Figure 3). As the name suggests, the sampling is based on the convenience for the researcher.

¹¹ Selection bias is bias due to systematic differences in the characteristics of population elements that are selected to be included in the study and population elements that are not selected (Daniel, 2012)

In other words, the respondents that are easy to reach. The sample was contact by the means of online communication.

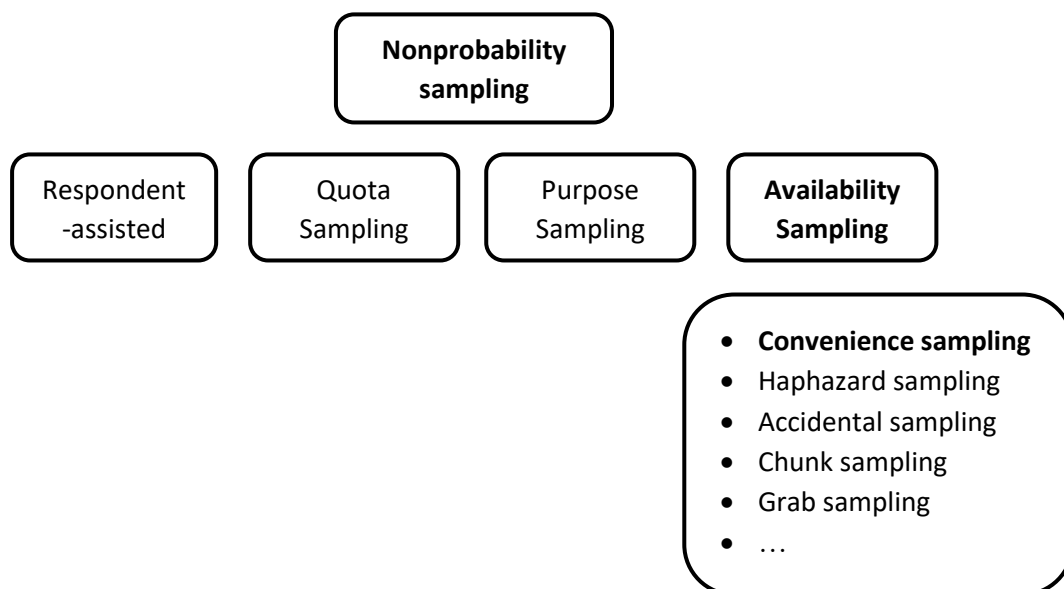


Figure 3 - SAMPLING CATEGORIZATION; Source: DANIEL (2012)

The author has decided to conduct the survey within Czech Republic, as no research has been conducted on Brand Avoidance in the Czech Republic before, which contributes to the value of the research.

Distribution

The responses were collected via social media platform - Facebook. The author chose this platform as it is the most used social platform in Czech (Focus, 2016).

The author has reached out to Facebook personal contacts who were encouraged to send the questionnaire further via this platform. The personal contacts represented university students. To penetrate further, outside of the author's social bubble and thus reduce the convenience sampling bias, the author has posted questionnaire link on Czech Facebook public groups. The author made use of the university students' Facebook groups he's part of, which may have caused that the sample age is tilted more towards the age of this group. Other groups that were used as a channel were concerned with housing, or job search. Furthermore, the groups were location specific. These groups consist of people residing in Brno, Olomouc, and Prague.

The questionnaire was created in Google Forms. The reason for using this platform is that it is free and accessible. Also, the platform is mobile friendly (Randall, 2013), which increased the chance of the response rate. Lastly, it allows to count reversed scores for certain questions, which was convenient for the data analysis. After the data collection, the author exported the responses into an Excel spreadsheet. The survey started on the 15th of April 2018 and lasted for 4 days.

Sample

Choosing an online environment and only one of social platforms to collect the data reduces the target population of Czech Republic. The reduction unfortunately supports non-coverage bias and is one of the limitations of this thesis. However, Hamburg based provider of market and consumer data (Statista, 2018) reported that there were 4.56 million users of Facebook in the Czech Republic in 2017, which represents approximately 57% of Czech internet users. Furthermore, the company has predicted 4.69 million for the year 2018 – approximately 59% of Czech internet users. Therefore, the coverage of the target population is still relatively significant.

3.4.4 Questionnaire development and measurements

Data were collected through a questionnaire, which was assembled based on the two major concepts of this thesis (brand avoidance and personality traits). The actual questions that inquire into the respondents' brand avoidance motivations and personality traits were acquired from the research examined in the literature review.

First, the respondent was presented with an **introductory text** which briefly presented the idea of the thesis (appendix 9.1.1). After the introduction, the questions' section followed and consisted of three parts. First part collected the demographic data, second part consisted of statements from the BA research of Delzen (2014) and Kavaliauskė & Simanavičiūtė (2015), and the third part, addressing the personality traits, was taken from Hrebickova & Urbanek (2001), which is the Czech version of the Big Five questionnaire. Each part will now be presented in more detail.

a) **Demographics**

Three demographic variables were included - age, gender, and nationality. These three measurements help to describe the sample and have been used in the previous research of previous brand avoidance and personality traits research. The author hasn't notice any additional demographic information that may be as significant as the three basic ones. Although, the additional demographic information would provide additional information about the sample.

Age

Age has been a variable of focus in several BA studies (Quintelier, 2014; Knittel et al., 2016; Hegner et al., 2017) which have, however, always focused on younger adults. Quintelier (2014) studied only the young adolescents of the ages of 15 and 21. When testing the effects of the Big Five, Quintelier (2014), but also others (Goldberg, 1993; McCrae and Costa, 2003) used and recommended using the age ranges 15 – 21 and 22 – 65 because the personality should be relatively stable from the age of 15 years and mostly fixed from the age of 22 years.

Even though the age has been collected by an open question, the minimal age for evaluation was therefore set to 15 years. This has been recommended by Hrebickova & Urbanek (2001), the authors of the Czech version of the personality measurements tool (NEO-FFI) used in this thesis, but also the original authors of the tool (Costa and McCrae, 1992). It is because the five factors stabilize with the age, 15 being the first to provide meaningful data.

Furthermore, the Czech Statistical Office (CSO, 2014a) responsible for recording the country's statistics states that the working age is from 15-65. The reason to consider the significance of the working age is that this age group disposes of the highest income and the level of consumption grows with age (Storesletten et al., 2004). The main distribution channel for the questionnaire is Facebook whose users are usually between 18-44 years of age (Focus, 2016) which is within the previously mentioned age requirements for the analysis. Lastly, the age question was set to accept only integers to make the data cleaning easier.

To conclude, the variable age will be evaluated within the ranges of 15 – 21 and 22 – 64.

Gender

The variable gender collected the values “Male” and “Female”. The author was considering including the variable “other”, but finally decided to use only the two genders. This is because using the variable “other” may bring additional ambiguity to the research.

Nationality

According to Czech Statistical Office the most common nationalities of foreigners in Czech in 2011 (last census) are Slovaks, Germans, Russians, and Ukrainians (CSO, 2014b). Slovaks are the leading foreign nationality with 1,4% in 2011. The rest is less than 0,4%. Therefore, nationality options will be set to “Czech”, “Slovak”, and “Other”.

b) Brand Avoidance

A control question has been developed to filter out the respondents that feel they haven’t experienced BA. This is because the subsequent BA statements wouldn’t apply to them. Before answering the control question, a short description of BA (appendix 9.1.3) was presented to the respondents. After this text, the **control question** followed:

“I deliberately avoid (have avoided) certain brand.”

The respondent had 2 options – “Yes” and “No”. If the answer was “Yes”, the respondent was asked to state the brand. Otherwise the respondents skipped to the personality questions.

To avoid confusion when analysing and interpreting data, the author has decided to clarify the brand the respondent will refer to, when answering the brand avoidance motivation statements, by the following statement:

“Please, state the name of the brand (only one). If you avoid (have avoided) more than one brand, state the one which you think is the most important to be avoided.

Name of the brand you avoid (one, most important to be avoided)”: _____

The author is aware of a certain ambiguity of the term “*most important*”. However, after considering other options such as “*first that comes to your mind*” and others, he decided to keep the term “*most important*”. After that the respondent was admitted to the BA motivation statements (table 2). Arguably, the most methodologically suitable, in terms of measuring BA, is the study of Kavaliauskė & Simanavičiūtė (2015) that used quantitative items to measure *the motives of BA*. The items were taken from Delzen (2014) who derived them from the initial

research of Lee et al. (2009a). Both studies tested the items by Cronbach's Alpha test of inter-item reliability with non-probability sampling. The statements inquire into the respondents' BA motivations and the respondents were asked to agree or disagree with the statements. 6 items for experience-based avoidance (EBA) and 4 items for morality-based avoidance (MBA) were taken. All 10 items were randomly ordered to decrease the order bias.

Motivation questions represented on a 5-point Likert scale with 1 as strongly disagree and 5 as strongly agree

Experience-based avoidance Items

EBA1	The performance of products of brand X is poor	
EBA2	The service of brand X is bad	
EBA3	The brand products are inconvenient	Delzen, 2014; Kavaliauskė & Simanavičiūtė, 2015
EBA4	I don't like the store environment of brand X	
EBA5	I don't like this brand because I am dissatisfied by it	
EBA6	My hate for this brand is linked to the bad performance this product had	

Morality-based avoidance Items

MBA1	The brand acts irresponsible	Delzen, 2014; Kavaliauskė & Simanavičiūtė, 2015
MBA2	The brand acts unethical	
MBA3	The company violates moral standards	
MBA4	The brand doesn't match my values and beliefs	

Table 2 - BRAND AVOIDANCE MOTIVATIONS ITEMS; Source: AUTHOR

Last question of this part was an open, voluntary question:

“Do you have other motivations to avoid the brand you stated?”

The author decided to include this question to have additional data about BA and to see if the other 2 basic BA motivations (Identity and deficit-value avoidance), that were excluded from the hypothesis testing, would also occur. Furthermore, the author wanted to make use of the sample to see, if also other motivations will occur.

c) Personality traits

The third part of the questionnaire are the personality questions. As indicated, the data will be collected by the NEO-FFI inventory, which emerged from the Trait theory, having relatively high potential to generate reliable quantitative data (Solomon et al., 2012). The NEO-FFI inventory captures the scores for each individual trait of the Big Five. Considering the inventory includes 60 items, it has been placed in the appendix 9.1.4, as it would occupy an excessive amount of lines here.

This thesis is in the context of the Czech Republic. Therefore, the author has used the Czech version of the NEO-FFI inventory which has been developed by Hrebickova & Urbanek in 2001. The Czech version of the NEO-FFI questionnaire had been acquired through a professional in the field of psychology.

It's been mentioned earlier, that as the last two factors of the Big Five (Neuroticism and Intellect) are not identical across languages they require analysis in the language corresponding with the language. Hrebickova & Urbanek have, however, carried out factor analysis verify that all the 5 factors of the Czech NEO-FFI inventory are stable.

To make it easier and to provide the reader with full view of the NEO-FFI Czech version of the inventory, the questionnaire has been checked with an English version online from an online source (Hogrefe UK, 2018) to ensure the accuracy of the translation from Czech (which is the language of the respondents) to English (the language of this thesis).

3.5 Validity and Reliability

To ensure sufficient validity of the research, the author used measurements from previous research that have been replicated. The concepts of Brand avoidance as well as personality traits have been validated in numerous studies. The measurement scales for personality traits have widely used in personality research. As for the brand avoidance measurements, these haven't been used nearly as widely, but have been replicated and validated (Delzen, 2014; Kavaliauskė & Simanavičiūtė, 2015). Reliability which is concerned with the quality of the measures is usually delivered by a test of internal reliability known as Cronbach's alpha (Bryman & Bell, 2015). Items used in this research have been subjected to test of internal reliability in the previous studies but will be tested here by Cronbach's alpha as well.

4 Data Analysis and Findings

4.1 Data Analysis Assumptions

This subchapter will describe all the research consideration that were part of the process from the moment the data collection was finished. In detail, the author will present the data screening process, the tools used for the statistical analysis, and its criteria.

Data screening

Before the statistical analysis and testing of the hypothesis, the data was downloaded from Google forms into an Excel file. The Google forms do not record incomplete questionnaires. Therefore, there was no need to clean the data from such data. The whole sample was applicable for the personality scores as the minimum age was 15 and maximum 67. As mentioned previously, in the chapter 3.4.4, the author has decided to evaluate only the ages between 15 – 21 and 22 – 65 to comply with the recommendations stated by the authors of the personality measurements tool, and with the working age in Czech (CSO, 2014a). One respondent with the age of 67 was therefore deleted. Also, one respondent stated *“Can’t remember”* when asked about the brand name. Although the author originally wanted to delete the respondent, after a detail examination of the respondent, he decided to keep the data. This is because even though the respondent didn’t remember the name of the brand, the answers tied to a specific grocery product. This conclusion was made based on the answer of the respondent to the additional question of the BA part *“Do you have other motivations to avoid the brand you stated?”*. The respondent stated - *“The taste was disgusting”*.

As some of the personality traits questions were scored inversely, the scores were reverted, so they can be added up to the total score of each personality trait. The inversion was conducted by an excel macro:

```

Sub inverze()
    Dim cell As Object
    For Each cell In Selection
        If cell.Value = 1 Then
            cell.Value = 5
        ElseIf cell.Value = 5 Then
            cell.Value = 1
        ElseIf cell.Value = 2 Then
            cell.Value = 4
        ElseIf cell.Value = 4 Then
            cell.Value = 2
        End If
    Next cell
End Sub

```

Figure 4 - EXCEL INVERSION MACRO; Source: AUTHOR

Next, the items for each brand avoidance motivation and each personality trait were labelled and the scored were counted. Additionally, the brands that were mentioned were re-written without typos, so they can be counted. After the screening, the data was uploaded into SPSS for further testing and analysis.

Internal consistency measurement

Even though the internal consistency of the constructs has been tested in the previous research, the author has decided to carry out the Cronbach Alpha test as well, to ensure the reliability of the constructs. George and Mallery (2003) state the following evaluation of the coefficient:

Coefficient value	Evaluation
$\alpha > .90$	Excellent
$\alpha > .80$	Good
$\alpha > .70$	Acceptable
$\alpha > .60$	Questionable
$\alpha > .50$	Poor
$\alpha < .50$	Unacceptable

Table 3 - CRONBACH ALPHA – EVALUATION OF THE COEFFICIENT; Source: GEORGE AND MALLERY (2013)

The minimal acceptable value of the coefficient was therefore set to **$\alpha > .70$** , which was also recommended by other researchers (Cortina, 1993).

Tests of normality

To determine the normality of the data distribution, the author used Shapiro-Wilk test. This is important, so the proper statistical test can be chosen for testing the hypotheses. The level of significant was set to $\alpha = .05$ as recommended (Salkind, 2007).

Correlation analysis

First to establish, which tool to use to test the correlation between two variables, the author had to conduct the test of normality for both variables. This should determine whether they have a normal distribution. If the test of normality is confirmed for both variables, the linearity of the relationship between them must be tested. Finally, if the linearity, as well as the normal distribution of both variables, is confirmed, the author uses Pearson's correlation coefficient. Otherwise, the author uses Spearman's rho coefficient.

For larger samples ($N=100+$), which is the case for this research, it is recommended not to only observe statistical significance, but also the strength of the relationship (Pallant, 2007). The evaluation of the strength is according to Cohen (1988, p. 79-81) as follows:

Correlation	Coefficient
small	$r = .10$ to $.29$
medium	$r = .30$ to $.49$
large	$r = .50$ to 1.0

Table 4 - CORRELATION STRENGTH; Source: COHEN (1988)

If there is a negative sign in front of the coefficient it signifies a negative relationship between the two variables – when one increases the other one decreases.

Additional tests

The questionnaire has split the respondents into two groups. The ones that indicated that deliberately avoid brand and the ones that do not. Although the original hypotheses focused only on the influence of personality traits over the brand avoidance motivations measured by the correlation, the author has decided to make use of the personality traits data collected from both groups, to test whether the group differ in terms of the personality traits.

Independent two-sample t-test when the data had a normal (Gaussian) distribution, and for the data that didn't have the normal distribution, the author used a nonparametric alternative of the Independent two-sample t-test, which was *Mann-Whitney U test*.

4.2 Sample Characteristics

Unfortunately, the Google forms do not show how many people have initiated the questionnaire, nor does it record the incomplete questionnaires. Therefore, it wasn't possible to see how many people have withdrawn or haven't finished the questionnaire. The total number of respondents after cleaning the data was 272. The gender split was relatively equal with 56,3 % of women (153) and 43,8 % of men (119). Youngest respondent was 15 years old and the oldest 65. An average age of the respondents is 28 years and most of them deviate for about 9 years. As for nationality, clear majority of the sample is Czech – 89% (242), about 10% (29) of Slovaks and less than 1% (1) of other nationality.

Majority of the respondents - 59% (161) - answered “Yes” to the question “*I deliberately avoid (have avoided) certain brand*” and 41% (111) answered “No”.

<i>“I deliberately avoid (have avoided certain brand”</i>					
		<i>“Yes”; N = 161</i>		<i>“No”; N = 111</i>	
Variable	Category	Frequency	Percentage	Frequency	Percentage
Gender	Male	76	47,2	43	38,7
	Female	85	52,8	68	61,3
Age	15 – 21	16	9,9	25	22,5
	22 – 65	145	90,1	86	77,5
Nationality	Czech	140	87,0	102	91,9
	Slovak	20	12,4	9	8,1
	Other	1	0,6	0	0
Total		161	100	111	100

Table 5 - DEMOGRAPHICS CHARACTERISTICS - CONTROL QUESTION SPLIT; Source: AUTHOR

We can see that the data representing the people who indicated they avoid brands shows also relatively equal split between the genders. However, the age group is significantly bigger for

22-65 of age. This is of course understandable as the age group is quite a broad range. The reasons to divide the sample in such age groups have been explained in the chapter 3.4.4, Questionnaire development and measurements. Also, we see that the group between the ages of 15-21 has only 16 respondents which may be a problem, as (Pallant, 2007) recommends a sample size greater than 20. However, Ramsey (1989) states that the critical r for $N=16$ in case of a Spearman's rho is 0.503.

As expected, most of the respondents were Czech (87%). Quite surprisingly, the number of Slovaks was quite high (12,4%) in comparison with the expectation (1,4%). There are several reasons why this may be so. As stated previously, the author used his personal contacts which are usually university students or fresh graduates and university students' Facebook groups. This part of population has usually higher percentage of Slovaks (CSO, 2014). Also, the approximate age of respondents is about 28 years, which is an age group at the beginning of the working age. The biggest age group moving to Czech for working is between the age of 25 – 34 (Bučková, 2011).

4.3 Preliminary Analysis

4.3.1 Cronbach alpha

The internal consistency supporting the reliability of the research has been tested by Cronbach's alpha coefficient. This applies to all the conceptual constructs that are part of the hypotheses testing - the 2 BA motivations (moral avoidance, experiential avoidance) and each of the 5 personality traits (neuroticism, extroversion, openness, agreeableness, and consciousness). In the table 6, we can see that all items demonstrated sufficient reliability with a value exceeding the required minimal value 0,7.

Construct	Value	N of items
Moral Avoidance	,913	4
Experiential Avoidance	,760	6
Neuroticism	,867	12
Extroversion	,853	12
Openness	,731	12
Agreeableness	,701	12

Consciousness	,849	12
---------------	------	----

Table 6 - CRONBACH'S ALPHA COEFFICIENT SCORES; Source: AUTHOR

4.3.2 Descriptive statistics BA

Brand avoidance motivations

When examining the average scores for each of the tested BA motivation, we can see (table 7) that respondents are more motivated by the moral reasons. This is also true when split into gender categories. When they are split by age, we can see that older respondents are also more motivated by moral reasons unlike younger respondents, who more motivated by experience-based avoidance. It is important to say this interpretation is valid only for this sample and cannot be generalizable. To make this conclusion generalizable, that author would have to conduct additional tests. Instead, the author chose to dedicate more focus to the developed hypotheses.

Group	Weighted average	
	EA	MA
Whole sample (N = 161)	3,17	3,48
Men (N = 76)	3,17	3,42
Women (N = 85)	3,17	3,53
15-21 (N = 16)	3,05	2,74
22-65 (N = 145)	3,18	3,56

Table 7 - BRAND AVOIDANCE MOTIVATIONS - WEIGHTED AVERAGE; Source: AUTHOR

Other motivations

Other motivations were captured by the questions:

“Do you have other motivations to avoid the brand you stated?”

In total, 60 people chose to add additional motivations. Out of these, 2 respondents wrote “No” and 1 “...”. Sometimes, the other reasons included two or more motivations. The rest of the respondents (57) fit the 4 original BA motivations. We can see from table 8, that the two BA motivations, that were not included into the hypothesis also appear frequently. The calculation in the table 8 is based on the appendix 9.5 with a detail transcription. The appendix

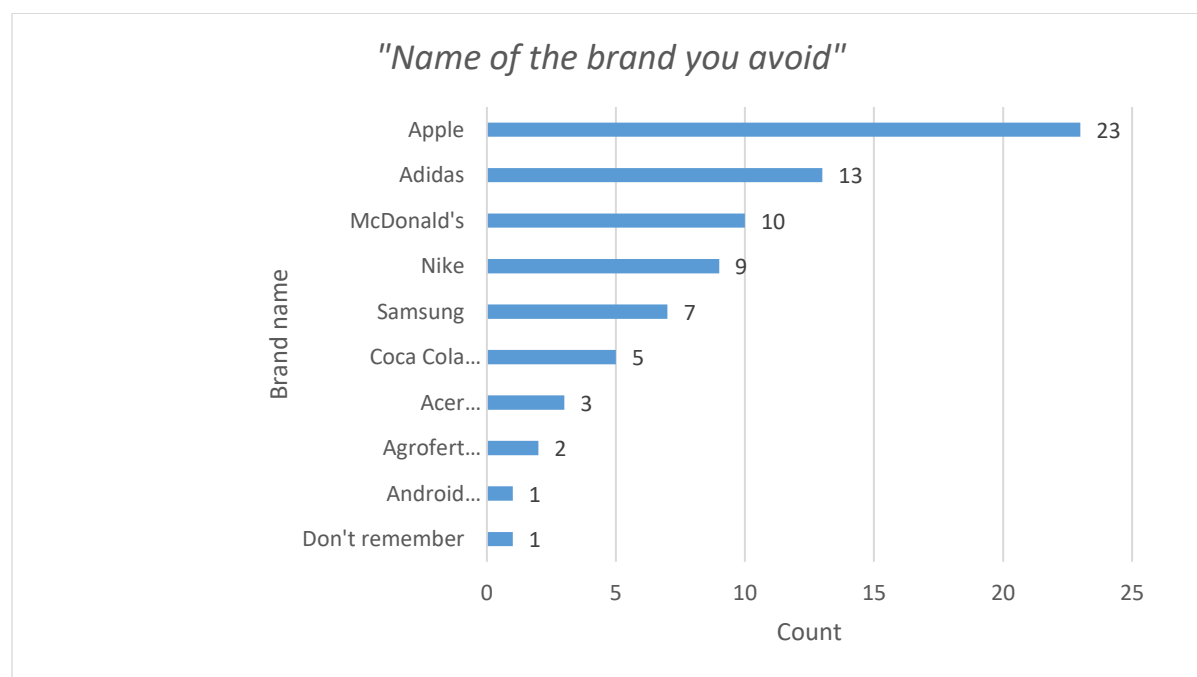
was translated from Czech to English and the translation was controlled by two other people for potential errors.

Motivation	Count	Percentage
MBA	18	29 %
EBA	12	19 %
IBA	19	30 %
DVA	14	22 %

Table 8 - OTHER BA MOTIVATIONS; Source: AUTHOR

Avoided brands

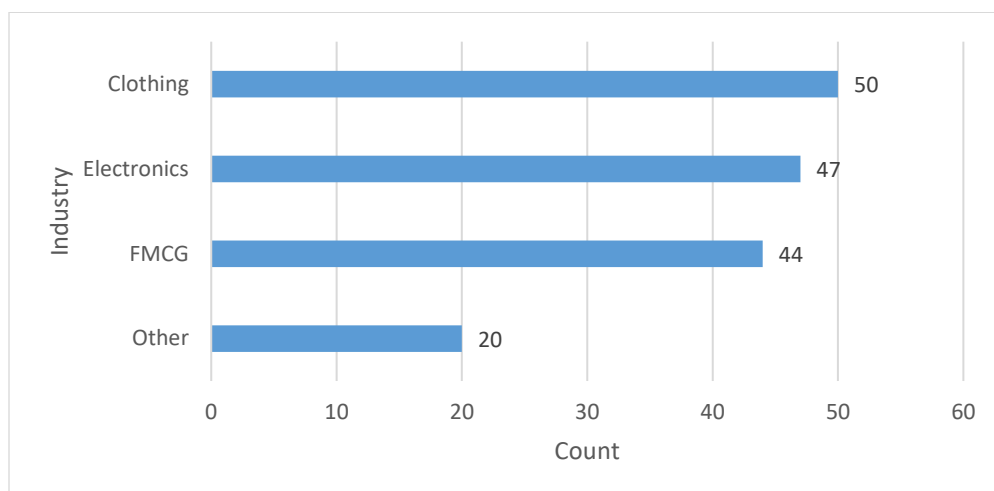
In the graph 1, we can see that **the top 5 avoided brands** are Adidas, McDonald's, Nike, Samsung, with Apple as the most avoided brand. Summary of the stated brands were can be found the appendix 9.3.



Graph 1 - AVOIDED BRANDS BY NAME; Source: AUTHOR

In the graph 2, we see that most avoided brand are in the clothing industry. However, electronics and fast-moving consumer goods (FMCG) are right behind. The rest of the brand are in the car industry (8), cosmetics (2), mobile operators (2), and low-cost flights (Ryanair),

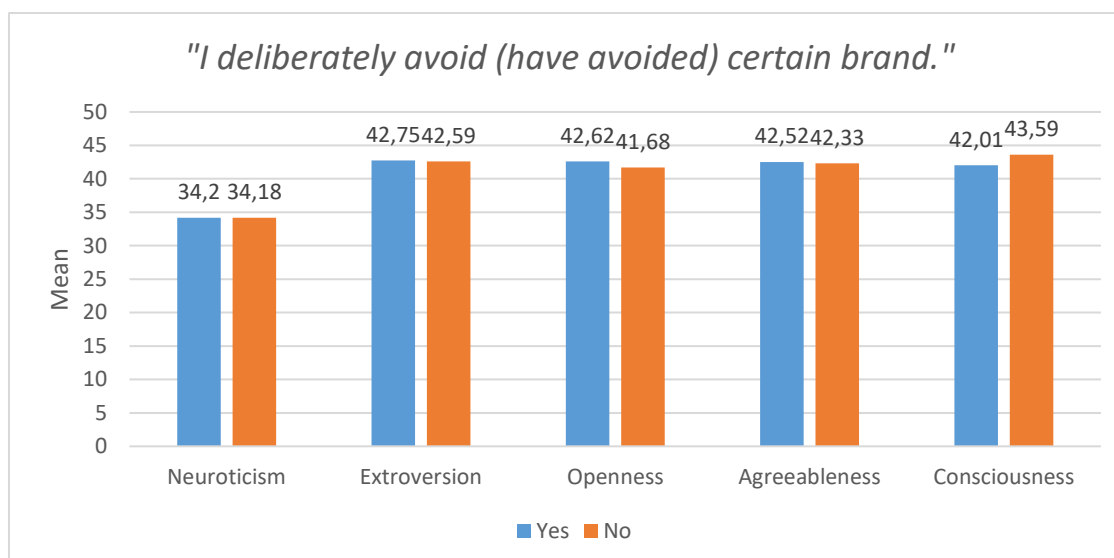
travelling agency (Sun & Sea), pharmacy network (Dr. Max), music shop (Metalshop), software company (Microsoft), jewellery store (Swarovski), kitchenware (Tescoma), variety store (Tiger). This count is based on all the occurrences. This means that for instance Apple, which has been mentioned 23 times, is part of the electronics. If we'd like to order the brands based on variety of names, the order would be slightly different. First would be FMCG (22), second clothing (20), next electronics (13), cars (5), and the rest remains identical.



Graph 2 - AVOIDED BRANDS BY INDUSTRY; Source: AUTHOR

4.3.3 Descriptive statistics Personality Traits

Average scores of the personality traits don't differ significantly based on any of the demographic variables (appendix 9.6). Similarly, the personality traits don't differ when comparing the group not avoiding brands with the group that indicated brand avoidance (Graph 3).



Graph 3 - AVERAGE SCORES OF PERSONALITY TRAITS - BRAND AVOIDANCE SPLIT; Source: AUTHOR

4.4 Hypothesis Evaluation

As we will see, the part of the dataset, representing the whole sample of people that indicated they avoid brands, didn't prove to have a normal distribution. Thus, for testing the original hypotheses (H1a – H5; chapter 2.4.1), the author uses Spearman's rho correlation coefficients. Furthermore, the author has decided to test the hypothesis for individual subgroups divided by gender and age. Here for some of the paired variables, between which the author tests the correlation, the normal distribution has been confirmed, but as we will see the condition of a linear relationship hasn't been confirmed for none.

Tests of normality

First, to determine whether to use parametric or non-parametric measure to determine the correlation relationship between the variables of BA and personality traits, that author had to test the normal distribution of the sample. This has been tested by Shapiro–Wilk test of normality with the value of significance ,05.

	Shapiro-Wilk		
	Statistic	df	Sig.
Morality-based avoidance	,930	161	,000
Experience-based avoidance	,981	161	,028

Table 9 - TEST OF NORMALITY – WHOLE SAMPLE; Source: AUTHOR

We can see that both, morality as well as experience-based avoidance have p value lower than the chosen level of significance (,05) therefore the hypothesis of normality wasn't confirmed. This means that the author will use a non-parametric correlation measure, which is Spearman's rho coefficient. This is so, because even if the distribution would be confirmed for some or all the personality traits, the parametric version (Pearson's coefficient) cannot be used as both variables that are being tested by the coefficient (always one BA motivation and one personality traits) would have to have a normal distribution.

Similarly, the normal distribution has been tested for each gender and age. The hypothesis of normal distribution was confirmed for women and people of all ages in terms of the experience-based avoidance. As for morality-based avoidance, the hypothesis of normal distribution was confirmed only for younger respondents (15-21).

For these subgroups was then tested the test of normality for the personality traits variables. Normal distribution was confirmed for women in terms of neuroticism, extraversion, openness, and agreeableness. For people between 15-21 in terms of neuroticism, openness, agreeableness, and consciousness. Lastly, for people between 22-65 in terms of neuroticism, extraversion, and openness.

The variables from brand avoidance and personality traits were then paired and the linearity of the relationship between them was tested. We see in table 10 that the linearity of the relationships wasn't confirmed (p value >,05) for none of pairs. Therefore, the author used for the correlation analysis only the Spearman's rho coefficient.

Subgroup	Personality traits	MA	EBA
Women	N	-	0,446
	E	-	0,998
	O	-	0,269
	A	-	0,805
15-21	N	0,189	0,66
	O	0,189	0,66
	A	0,171	0,606
	C	0,419	0,24

22-65	N	-	0,162
	E	-	0,466
	O	-	0,966

Table 10 - LINEARITY OF THE RELATIONSHIPS; Source: AUTHOR

Correlation Analysis

Here, the author will finally present the core of this thesis by conducting the correlation analysis using Spearman's rho coefficient to determine if there exist a significant relationship between the hypothesized variables of BA and personality traits.

			Morality-based Avoidance	Experience-based Avoidance
Spearman's rho	Neuroticism	Correlation Coefficient	,122	-,102
		Sig. (2-tailed)	,124	,199
		N	161	161
	Extraversion	Correlation Coefficient	-,004	-,016
		Sig. (2-tailed)	,963	,838
		N	161	161
	Openness	Correlation Coefficient	<u>,234</u>	-,104
		Sig. (2-tailed)	<u>,003</u>	,188
		N	161	161
	Agreeableness	Correlation Coefficient	,075	-,145
		Sig. (2-tailed)	,347	,066
		N	161	161
	Consciousness	Correlation Coefficient	<u>-,159</u>	<u>,235</u>
		Sig. (2-tailed)	<u>,044</u>	<u>,003</u>
		N	161	161

Table 11 - LINEARITY OF THE RELATIONSHIPS; Source: AUTHOR

From the correlation analysis we can see that the statistically significant correlation exists between openness (O) and morality-based avoidance (MBA), consciousness (C) and morality-based avoidance (MBA), and consciousness (C) and experience-based avoidance (EBA). The

rest of the relationships did not prove to be statistically significant. As for the strength and direction of the statistically significant relationships, O and MBA show positive, but small correlation, 5% (r^2) of the variation in MBA can be explained by O; C and MBA have negative and small correlation relationship (3%); C and EBA have positive, but again, only small correlation (6%).

In terms of the hypothesis, only one of the hypothesis have been supported, which is the positive correlation between openness and morality-based avoidance (**H4a**). This means that the more open individual is the more s/he tends to avoid brands for morality-based reasons. Author's hypothesis of a correlation relationship between consciousness and morality-based avoidance (**H3**) has proved to be statistically significant, but in an opposite direction – negative. Therefore, we can say, that more the more conscious individual is the less s/he tend to avoid brands for morality-based reasons. The last relationship that proved to be significant, **positive relationship of consciousness and experience-based avoidance**, hasn't been previously hypothesized – the more conscious individuals is the more s/he tends to avoid brands from (negative previous) experience-based reasons.

However, it's important to say, that all the correlations that have been mentioned so far, are small ($<.30$; Cohen, 1988) and the percentage of the variation that can be explained in the BA motivation by the personality traits is under 6%.

As for the individual subgroups, only in the subgroup of the younger respondents (15-21), the correlation between morality-based avoidance and extraversion has proven to be statistically significant (table 12). The correlation is negative and large ($>.50$). This means that the more is a person between 15-21 extraverted the less s/he tends avoid brands from morality-based reasons. Almost, 39% of the variation in MBA can be explained by extraversion. Even though the sample size is recommended to be >20 (Pallant, 2007), it's been said that $N=16$ is acceptable if the test value is greater than the critical value of $r = 0.503$ (Ramsey, 1989), which in this case is. This means that for this subgroup the hypothesis **H1b** has been confirmed.

			Morality-based Avoidance	Experience- based Avoidance
Spearman's rho	Neuroticism	Correlation Coefficient	,216	,004
		Sig. (2-tailed)	,423	,987
		N	16	16
	Extraversion	Correlation Coefficient	-,622	-,034
		Sig. (2-tailed)	,010	,900
		N	16	16
	Openness	Correlation Coefficient	,081	-,205
		Sig. (2-tailed)	,765	,447
		N	16	16
	Agreeableness	Correlation Coefficient	-,309	-,122
		Sig. (2-tailed)	,244	,652
		N	16	16
	Consciousness	Correlation Coefficient	-,172	-,232
		Sig. (2-tailed)	,524	,387
		N	16	16

Table 12 - SPEARMAN'S RHO COEFFICIENT – AGE (15-21); Source: AUTHOR

4.5 Additional hypothesis

In the chapter 4.3.3 - Descriptive statistics Personality Traits, the author has shown that scores of the personality traits do not differ when comparing the 'avoiders' (people who have indicated brand avoidance) and the 'non-avoiders'. The author has decided to include additional testing to support these results by developing the following hypothesis:

H6: *There doesn't exist a significant difference between 'the avoiders' and 'the non-avoiders'.*

Test of normality

Similarly, as with the original hypothesis, the author first tests the normal distribution of the two datasets.

		Shapiro-Wilk	
		Statistic	Sig.

Neuroticism	Yes	,986	161	,095
	No	,979	111	,082
Extraversion	Yes	,984	161	,056
	No	,987	111	,377
Openness	Yes	,984	161	,064
	No	,989	111	,521
Agreeableness	Yes	,972	161	,002
	No	,981	111	,117
Consciousness	Yes	,977	161	,009
	No	,987	111	,355

Table 13 - TEST OF NORMALITY; 'AVOIDERS' VS 'NON-AVOIDERS'; Source: AUTHOR

We see that for neuroticism, extraversion and openness the normality of the data hasn't been rejected, therefore to test the hypothesis the author uses the independent two-sample t-test. For agreeableness and consciousness, the author uses Mann-Whitney U test (non-parametric) because the normality of the data hasn't been confirmed for the responders who answered "Yes".

Independent Samples Test							
		Levene's Test for Equality of Variances		t-test for Equality of Means			
		F	Sig.	t	Df (n-2)	Sig. (2-tailed)	Mean Difference
Neuroticism	Equal variances assumed	,640	,424	,021	270	,983	,025
Extraversion	Equal variances assumed	,125	,724	,160	270	,873	,160
Openness	Equal variances assumed	,028	,868	1,080	270	,281	,945

Table 14 - INDEPENDENT TWO-SAMPLE T-TEST; 'AVOIDERS' VS 'NON-AVOIDERS'; Source: AUTHOR

	Mann-Whitney U	Asymp. Sig. (2-tailed)
Agreeableness	8780,500	,808
Consciousness	8106,500	,193

Table 15 - MANN-WHITNEY U TEST; 'AVOIDERS' VS 'NON-AVOIDERS'; Source: AUTHOR

In table 14 and 15, we see that the differences in the personality scores among the 'avoiders' and 'non-avoiders' are statistically significant. Therefore, the additional has been

confirmed, there doesn't exist any difference in terms of personality traits between 'avoiders' and 'non-avoiders'.

5 Discussion

The author has decided to explore a relatively new concept - Brand Avoidance (BA). BA has emerged from a broader concept of anti-consumption. The distinction was made because BA - the anti-consumption of brands, is too complex to be studied only as a part of anti-consumption (Lee et al., 2009a). Its own research agenda was required to provide sufficient level of comprehensiveness (Kavaliauskė & Simanavičiūtė, 2015). In the preliminary research, the author discovered that the studies which were conducted within this agenda predominantly focus on the social aspect. Also, the agenda lacked studies with the quantitative approach to the matter. The author, therefore, chose to study the concept from a quantitative and psychological perspective. To accommodate the psychological aspect, the author has decided to make a use of the personality traits. The quantitative approach was supported by the psychometric theory, specifically the model of the Big Five personality traits.

Connecting the Big Five personality traits and the two BA motivations, the author identified certain links in the literature upon which he derived the tested hypothesis. These hypotheses were derived from the research of Costa and McCrae (1992, 1994), Moorradian & Olver (1997), Matzler et al. (2006), Smith (2012), Quintelier (2014), Kaynak & Ekşi (2014), Khan & Lee (2014), Kavaliauskė & Simanavičiūtė (2015), and Basic-Sontic et al. (2017). The hypotheses were subsequently tested by Spearman's correlation coefficient.

5.1 Discussing the research problem

Overall, we can say that the evidence provided by the results trying to answer the research problem isn't conclusive. This is because the shared variance was relatively small (under 6%). However, there was a strong negative correlation between extraversion and Morality-based avoidance (MBA) within the younger subgroup (15-21).

A possible reason for the difference in expected relationships and the findings may be due to the level of abstraction of the Big Five. It's been mentioned, that the personality traits which constitute the Big Five, are elemental traits. Although it's been shown, that theses traits do hold the power to predict the consumer behaviour (Moorradian & Olver, 1997; Matzler et al., 2006; Quintelier, 2014, Basic-Sontic et al., 2017) and are applicable across cultures and

situations (Costa & McCrae, 1994; Solomon et al., 2012) it is also true that their downside is their lower predictive power when compared with the personality traits on the lower level of abstraction (compound, situational, and surface traits), which are more context specific. An example of such traits could be need for activity or need for play (compound), shopping enjoyment or value consciousness (situational) (Mowen et al., 2007), *'intention to purchase products with a food traceability label'* (surface) (Mowen, 2000). Solomon et al. (2012) stated that more situation specific traits may be more effective in predicting consumer behaviour. Also, some authors (Kassarjian, 1971; Villani and Wind, 1975) have argued that because the applicability of the personality traits instruments is questionable, which may put the validity of its results at stake.

Another possible explanation might be that the concept of BA needs to be strengthened theoretically. As a new concept, it isn't firmly positioned among other related concepts, such as brand switching, brand loyalty, or brand choice. The author will further discuss this idea in the chapter 7 – Future research. Lastly, the reason for the mismatch in the hypothesis and the findings may be found the nature of the Big Five model. The Big Five personality traits operate at the highest level of abstraction which lowers their predictive power. Also, it may be that the original form of the instrument is not good fit in the context of BA motivations and it might be more appropriate to use more situational personality traits.

In the following subchapters, the author will discuss the research problem in terms of the confirmed and the rejected hypothesis. To refresh reader's mind, the author includes a table summary of the hypothesized relationships:

Hypothesis	Personality traits	BA motivation	Relationship	Result
H1a	Extraversion	EBA	negative	rejected
H1b	Extraversion	MBA	negative	confirmed (15-21)
H2a	Agreeableness	MBA	positive	rejected
H2b	Agreeableness	EBA	negative	rejected
H3	Conscientiousness	MBA	positive	partially confirmed
H4a	Openness	MBA	positive	confirmed
H4b	Openness	EBA	positive	rejected
H5	Neuroticism	EBA	positive	rejected

Table 16 - HYPOTHESIS REVISION; Source: AUTHOR

5.1.1 The confirmed hypotheses

The correlation analysis revealed that one hypothesis was confirmed (H4a), and one partially confirmed (H3). **H3** was developed from the one of the consciousness features – tendency to behave ethically, and the studies of Quintelier (2014) and Basic-Sontic et al. (2017). Although the finding is in line with Quintelier, who reported the negative relationship, the author chose to hypothesize a positive relationship because of the consciousness definition and the study of Basic-Sontic et al., who reported a positive relationship between consciousness and pro-environmental behaviour. Quintelier explains the negative relationship between consciousness and ethical behaviour by stating that perhaps conscious people “*are more averse to risk and reluctant to pay more money for certain products than necessary*” (p. 348). **H4a** was also derived from the results of Quintelier and Basic-Sontic et al. On the top of that, the open individuals are also curious and introspective which may be also supportive argument for morality-based avoidance.

Although these relationships proved to be statistically significant, the correlation for all these relationships was small (H4a, $r=.234$; H3, $r=-.159$) – less than 6% of shared variance.

Also, there was a positive correlation relationship between **consciousness and experience-based avoidance** that hasn't been hypothesized but has shown to be statistically significant. Similarly, as in the previous hypotheses, the correlation was small ($r=0.235$). It may be, that after having the negative experience with the brand the high self-discipline and ability to delay gratification of conscious individuals may be the reason for the correlation with EBA (McCrae & Oliver, 1992).

Additionally, there was a statistically significant negative relationship between extraversion and morality-based avoidance with a large correlation of $-.622$ and 38,7% of shared variance **within the 15-21 age subgroup**. This relationship has been predicted in **H1b**. Unlike in the case of Quintelier (2014), who hasn't found any significant effects of extraversion on ethical consumption (specifically for the young adults of 21 years of age, the finding is in line with the results of Basic-Sontic et al. (2017). Basic-Sontic et al. argue that this may be due to the optimistic nature of extroverts.

5.1.2 The rejected hypotheses

The hypothesis **H1a** was developed on the fact that extraversion implies focusing rather on the positive emotions (Costa & McCrae, 1994). This has been demonstrated in its ability to predict consumer satisfaction (Mooradian & Olver, 1997) and driving brand loyalty (Matzler et al., 2006) which was stated to be the opposite to brand avoidance (Lee et al., 2009a). The reason why this hypothesis has failed may be that the assumption, that when extraversion is able to predict so-called opposite of brand avoidance – brand loyalty (Oliva et al., 1992; Lee et al., 2009a), is false. The relationship between the two concepts will probably be more complicated.

For the hypothesis **H2a**, the author took the results of Kaynak & Ekşi (2014) and Busic-Sontic et al. (2017) as an indication. The studies reported that green consumption and environmental consciousness (part of anti-consumption) are both positively related to agreeableness. The potential reason, why this hypothesis hasn't been confirmed could be that stronger agreeableness only ties to the general consumption and not consumption of the brands. Moreover, the assumption that agreeableness may be negatively related to experience-based avoidance (**H2b**) due to qualities that are implied by this trait (forgiveness, trustfulness) hasn't proved to be true.

In the case of **H4b**, the relationship hasn't proved to be significant. Openness therefore isn't related to experience-based avoidance. It may be that when open individual encounters the disconfirmation of the expectations, it doesn't have to be interpreted as something negative due to their flexible mind and openness to new things (Costa & McCrae, 1994).

Last, the **H5**, the positive relationship between neuroticism and experience-based avoidance, was derived from the fact that neurotic people have higher probability to experience negative emotions (McCrae & Costa, 1992; Kaynak & Ekşi, 2014). The negative emotions – dislike and anger were linked to unmet expectations (part of experience-based avoidance) in the study of (Kavaliauskė & Simanavičiūtė, 2015). The results, however, didn't show any significance.

5.2 Reflection upon brand avoidance results

On the top of the results dealing with the research problem (relationship of BA and personality traits), the research provided information about the brand avoidance and its motivations. First, we've seen that the two BA motivations that were excluded from the research

frequently appeared among the replies to the answer “*Do you have other motivations to avoid the brand you stated?*”. On the top of that, it’s been also possible to categorize all the replies into 4 BA motivations categories from the original BA research of Lee et al. (2009a). These findings contribute to the underrepresented quantitative evidence of the BA model categorization by Lee et. al (2009a).

Next, we have seen in the *Graph 1: Avoided brands by name* that clear majority of them are big multi-national corporations, where most avoided brands were Apple, Adidas, McDonald’s, Nike, and Samsung. It might be interesting to explore to what extend is the size of a company pivotal for the concept of BA. After all, it’s been mentioned in the original research of BA (Lee et al., 2009a) that consumers are cynical towards multinational companies because they believe they "cannot be altruistic without expecting a return on investment". Also, the tendency to avoid multinational brands maybe because of a resistance towards their power. As Foucault (1980, taken from Lee et al., 2009) argued, where there is power, there will be resistance. To put it in BA terms and context, this is called anti-hegemonic behaviour, which is part of the Morality-based avoidance. In *Graph 2: Avoided brands by industry*, we saw that the respondents most frequently avoid brands from the clothing industry, electronics, and FMCG. These results resemble the study of Kim et al. (2013), who tested fast fashion avoidance which was based on the model of Lee et al. (2009a).

6 Conclusion

The thesis has investigated the concept of brand avoidance, its motivations, through the psychological lens, taking on the quantitative perspective of the psychometric theory. After identifying the 4 basic BA motivations – experience-based avoidance (EBA), morality-based avoidance (MBA), identity-based avoidance (IBA), and deficit-value avoidance (DVA), the author has decided to focus only on the EBA and MBA, and to exclude IBA, as the motivation didn't seem to be appropriate fit for this thesis, deserving its own individual research. Also, DVA was excluded, as the author decided to use previously developed BA motivation items from the previous research and the DVA didn't prove to have sufficient reliability.

To quantitatively measure personality traits, the author decided to use the Big Five model which includes the traits of neuroticism (N), extraversion (E), openness (O), agreeableness (A), and consciousness (C). This model proved to provide relevant insights within consumer behaviour (Solomon et al., 2012), to be consistent over time (Guilford, 1959; Goldberg, 1993; Steenkamp & Maydeu-Olivares, 2015) and be applicable across cultures and situations (Mowen, 2000; Boyle, 2008; Mowen, 2007). Nevertheless, it has its limitations. The Czech version of NEO-FFI, developed by Hrebickova & Urbanek (2001), was used as a tool to measure these traits. To test the hypothesized relationships between the BA motivations and the Big Five the author has conducted correlation analysis using Spearman's rho coefficient. Correlation analysis shown that although there exists a statistically significant relationship between C and MBA, O and MBA, and C and EBA, the correlation were small. In conclusion, we could say there are slight indications of relationship between the Big Five and the BA motivations. However, the indications cannot be described as conclusive due to the strength of the relationships.

There exists a significant amount of research focusing on the positive consumption (Aaker, 1999; Hogg, Cox & Keeling, 2000; Matzler, 2011; Dhurup & Mafini, 2015). Nevertheless, many researchers argue that the area of the negative consumption has much to offer to consumer research (Ogilvie, 1987; Banister & Hogg, 2004; Kim, Choo & Yoon, 2013), and it should be in the interest of scholars and professionals alike to understand its nuances, such as BA (Lee et al., 2009a, b; Rindell et al., 2014; Knittel et al., 2016). Although the results of the current thesis don't provide a strong indication for the relationship between personality traits and brand

avoidance motivation, it may only be due to the disadvantages of the chosen personality traits model or the insufficient comprehensiveness in terms of the BA theoretical background.

7 Limitations

There are a several limitations to this reserach that the author would like to mention. First, the limitations in terms of the Big Five model. Although the Big Five model has provided numerous insight in the consumer research (Solomon et al., 2012) it was initially developed for other purposes in the field of psychology. Also, the high level of abstraction of the personality traits which constitue this model, implies lower predictive power when compared with more situation specific personality traits. Also, the basic notion of measuring personality might be problematic as well. The personality measures have been self-reported by the respondents. This may cause certain distortion of the personality image, as the respondents might have replied as a person they view themselves or wish to be, instead of providing more objective image of their personality (Quintelier, 2014, p. 350).

Furthermore, taking into consideration that BA is relatively new concept it may have some gaps in the theoretical backgroup which may have influenced the validity of this research. The gaps will be discussed in the next chapter

Another limitation of this research is its underestimated importance of the demographic information. The survey could have collected further demographic information about the respondents. For instance, about the place of settlement to be able to better identify the coverage of the survey. However, the distribution channels and the average suggest that the sample probably consisted of people residing predominantly in Brno, Olomouc, and Prague. Which means the research is mostly limited to the cities with more than 100 thousand residents. Also, there is a limitation concerning the data collection. In the light of convenience sampling, the author chose to use the most widely used social platform Facebook. This excludes online users that do not use Facebook and the potential respondents from an offline environment. These facts supported non-coverage bias.

8 Future research

It's been stated several times throughout the thesis, that BA is a concept which still has much space to be explored and according to many researchers (Ogilvie, 1987; Banister & Hogg, 2004; Lee et al., 2009a, b; Kim, Choo & Yoon, 2013; Rindell et al., 2014) the under-investigated area of negative consumption holds the same value for the researchers and marketing professionals alike.

There are some concepts that closely tie to BA such as anti-consumption (Lee et al., 2009a; Kaynak & Ekşi, 2014), green consumption, political consumption, brand loyalty, brand identification (Alnawas & Altarifi, 2016), brand fit (Matzler, 2011), brand associations (Kaynak et al., 2008; Thomas, 2015) and others. Studying the interconnection of these concepts with BA may help to strengthen its theoretical base. For example, it is true that the relationship between brand avoidance and brand loyalty (which has been coined as the opposite to BA) has been explored only theoretically (Oliva et al., 1992; Lee et al., 2009a) but hasn't been tested empirically. Lee et al. (2009a) proposed that brand loyalty may be "consistent avoidance of other brands, rather than preference towards a single brand" (p. 179). Therefore, further theoretical but also empirical investigation could help to strengthen the theoretical background of both concepts and bring better understanding of their mutual relationship.

Also, the BA could benefit from revision and further development of BA motivation the quantitative items (Delzen, 2014; Kavaliauskė & Simanavičiūtė, 2015). The items for DVA should be tested for its reliability so they can be used in further studies. Next, it's been suggested in the chapter 2.1.5 - Brand avoidance - chapter summary, that in the context of personality traits, it would be interesting to explore if consumers with certain personality traits would choose a brand with similar traits. Similar study has been conducted by Mulyanegara et al. (2009) who focused on investigating the personality traits of consumers and brands found that consumers choose brands that correspond with their personality. Lastly, it's been mentioned that as the Big Five operates at the highest level of abstraction which has its advantages but also disadvantages, it could be beneficial if the next research on BA and personality traits would focus on more situation specific traits.

9 Appendixes

9.1 The questionnaire

9.1.1 The questionnaire introduction text

“Thank you for making the time to fill in this questionnaire which is part of my master thesis. The whole procedure will take about 15 minutes. The purpose of the thesis is to examine how do personality traits influence the brand avoidance motivations. Brand avoidance is concerned with avoiding product or services of a specific brand. Your answers will remain anonymous and will be used only for the purposes of my research at the Aalborg University, Denmark.”

9.1.2 Demographics

Gender:

- Man
- Woman

Age: ____

Nationality:

- Czech
- Slovaks
- Germans
- Russian
- Ukrainians
- Other

9.1.3 Brand avoidance

Introduction to the concept of BA

“Please, keep in mind that brand avoidance doesn’t refer to the instances when you don’t dispose with enough finances, or the brand (service, or product) isn’t available. It refers to the situations, when the brand is accessible to you (financially, or otherwise) but you choose

to avoid it (not purchase it). Brand avoidance is defined as “the incidents in which consumers deliberately choose to reject a brand.”

Control question

“I deliberately avoid (have avoided) certain brand.”

Yes/No

Question specifying the avoided brand

“Please, state the name of the brand (only one). If you avoid (have avoided) more than one brand, state the one which you think is the most important to be avoided.

Name of the brand you avoid (one, most important to be avoided)”: _____

BA Items (Delzen, 2014; Kavaliauskė & Simanavičiūtė, 2015)

Please answer with 1 as strongly disagree and 5 as strongly agree

Experience-based avoidance					
<i>The performance of products of brand X is poor</i>	1	2	3	4	5
<i>The service of brand X is bad</i>	1	2	3	4	5
<i>The brand products are inconvenient</i>	1	2	3	4	5
<i>I don't like the store environment of brand X</i>	1	2	3	4	5
<i>I don't like this brand because I am dissatisfied by it</i>	1	2	3	4	5
<i>My hate for this brand is linked to the bad performance this product had</i>	1	2	3	4	5
Morality-based avoidance					
<i>The brand acts irresponsible</i>	1	2	3	4	5
<i>The brand acts unethical</i>	1	2	3	4	5
<i>The company violates moral standards</i>	1	2	3	4	5
<i>The brand doesn't match my values and beliefs</i>	1	2	3	4	5

Other BA motivations question

“Do you have other motivations to avoid the brand you stated?”

9.1.4 NEO-FFI inventory - English

No. of the question	Questions
---------------------	-----------

Neuroticism (N)

- | | |
|----|---|
| 1 | I usually don't worry |
| 6 | I often feel worse than others |
| 11 | When I'm under great stress, sometimes feel I'm going to pieces |
| 16 | Rarely, I feel lonely or downhearted |
| 21 | Often, I feel tense, jittery |
| 26 | Sometimes, I feel completely worthless |
| 31 | Rarely, I am fearful or anxious |
| 36 | Often, I feel angry with treatment by others |
| 41 | Too often, I feel discouraged when things go wrong |
| 46 | Seldom, I feel sad or depressed |
| 51 | I often feel helpless, wanting others to solve my problems |
| 56 | Sometimes, I feel so uncomfortable I want to hide |
-

Extraversion (E)

- | | |
|--------------|--|
| 2 | I like to have lots of people around me |
| 7 | I laugh easily |
| 12 XX | I do not consider myself to be overly happy person |
| 17 | I really enjoy talking to people |
| 22 | I like to be where action is |
| 27 | I try to avoid crowds |
| 32 | I am often bursting with energy |
| 37 | I am cheerful, high-spirited person |
| 42 XX | I am not too optimistic |
| 47 | I have fast-paced life |
| 52 | I am very active person |
| 57 | I am not interested in leading others |

Openness (O)

- | | |
|--------------|--|
| 3 X | Enjoy concentrating on daydream, letting it grow, develop |
| 8 X | Spend time learning and developing new hobbies |
| 13 | I am intrigued by patterns I find in art and nature |
| 18 X | It's pointless to listen to controversial views as they only confuse |
| 23 | Poetry has little or no effect on me |
| 28 XX | If I have the chance, I like to try new, exotic food |
| 33 | Seldom, I notice moods, feelings from different environments |
| 38 | When dealing with serious life decisions, I follow the opinions the people I respect |
| 43 | Sometimes from poetry or art, feel chill or excitement |
| 48 | I have a little interest in speculating on universe, human condition |
| 53 | I have a lot of intellectual curiosity |
| 58 | I often enjoy playing with theories, abstract ideas |
-

Agreeableness (A)

- | | |
|-------------|-------------------------------------|
| 4 XX | I try to be polite to anyone I meet |
|-------------|-------------------------------------|
-

9 X	I often get into an argument with my family or co-workers
14	Some people think I'm selfish, self-centred
19 X	I would rather cooperate than fight with others
24 XX	I am reserved and distrustful towards others
29	If one lets it, others will use him/her as a mean
34 XX	Most of the people I know like me
39	Some people think I am cold, calculating
44	I am obstinate in my views
49	Generally, I try to be thoughtful, considerate
54	If don't like people, I let them know
59	If necessary, willing to manipulate people to get what I want

Conscientiousness (C)

5	I keep my belongings neat, clean
10	I am pretty good at pacing self to get things done on time
15 XX	I am not too systematic
20	I perform all tasks given to me conscientiously
25 X	I have clear set of goals and I systematically work to achieve them
30	I waste a lot of time before settling down to work
35	I work hard to accomplish my goals
40	When I make a commitment, I can be counted on
45	At times I am less dependable, reliable than I should be
50	I am a productive person and always get job done
55	I never seem able to get organised
60	I strive for excellence in everything I do

Notes	<ul style="list-style-type: none"> • Original source of the Czech version: Hrebickova & Urbanek (2001) • The distributed version is also in Czech. This means the distributed version has not undergone the translation. The translation from Czech to English is only for the purposes of increased comfort of the reader. • The items from http://www.hogrefe.co.uk/business-psychometrics/neoffi3.html are in check with the Czech version that has been acquired from a Czech professional in the field of psychology and used in the thesis, to ensure the accuracy of the translation.
	<ul style="list-style-type: none"> • Exceptions are the questions No. <ul style="list-style-type: none"> ○ 6 questions (3, 8, 9, 19, 18, 25) were assigned X and needed correction to correspond with the Czech version ○ 7 questions (4, 12, 15, 24, 28, 34, 42) were assigned XX and needed to be replaced by Czech version translated by the author into English, as they were different questions
	<ul style="list-style-type: none"> • All the translations were checked with 2 native English speakers for accuracy.

9.2 Average score for BA by individual items

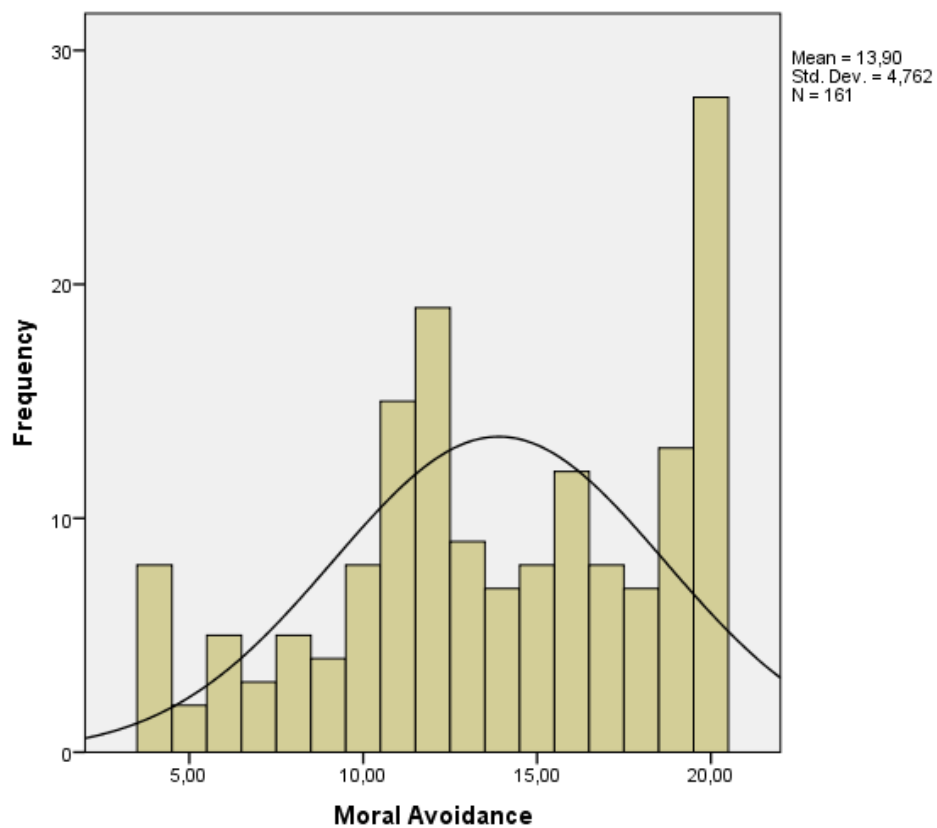
Experience based avoidance Items		Mean
EA1	<i>The performance of products of brand X is poor</i>	3,39
EA2	<i>The service of brand X is bad</i>	3,01
EA3	<i>The brand products are inconvenient</i>	3,05
EA4	<i>I don't like the store environment of brand X</i>	2,70
EA5	<i>I don't like this brand because I am dissatisfied by it</i>	3,47
EA6	<i>My hate for this brand is linked to the bad performance this product had</i>	3,41
Weighted average		3,17
Morality based avoidance Items		Mean
MA1	<i>The brand acts irresponsible</i>	3,45
MA2	<i>The brand acts unethical</i>	3,45
MA3	<i>The company violates moral standards</i>	3,26
MA4	<i>The brand doesn't match my values and beliefs</i>	3,74
Weighted average		3,48
N = 161		

9.3 Summary of avoided brands

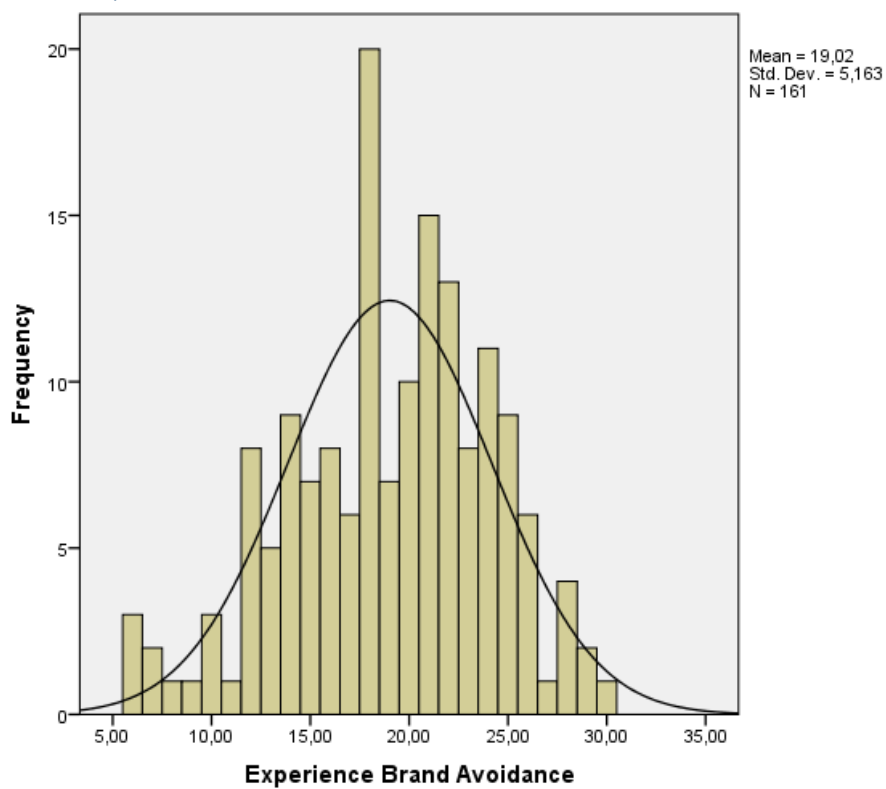
N of times	Brand
23	Apple
13	Adidas
10	McDonald's
9	Nike
7	Samsung
5	Coca Cola, H&M, Zara
3	Acer, Huawei, Hyundai, Starbucks, Vodňanské kuře
2	Agrofert, Baťa, KFC, Kostelecké uzeniny, Lenovo, Nestlé, Pandora, Puma, VW Android, Argus, Bernard, Božkov, Bubbleology, Ccc, Concept, Crocs, Čaje babičky Růženky, Dacia, DC, Deichman, Dove, Dr. Max, Fiat, Huawei, KiK, Kmotr, Lidl, Lonsdale, Louis Vitton, Max Factor, Metalshop, Microsoft, MIXIT,
1	New Yorker, Nikon, Nokia, Nutella, O2, Office shoes, Penam, Pepco, Pilos, Pilsner Urquell, Primark, Renault, Ryanair, Sencor, Sony, Sun & Sea, Svijany, Swarovski, Tally weijl, Tesco Value, Tescoma, Thor Steinar, Tiger, Tomi Hilfiger, Toshiba, Vodafone
1	Don't remember

9.4 Brand avoidance data distribution

9.4.1 Morality based avoidance distribution



9.4.2 Experience based avoidance distribution



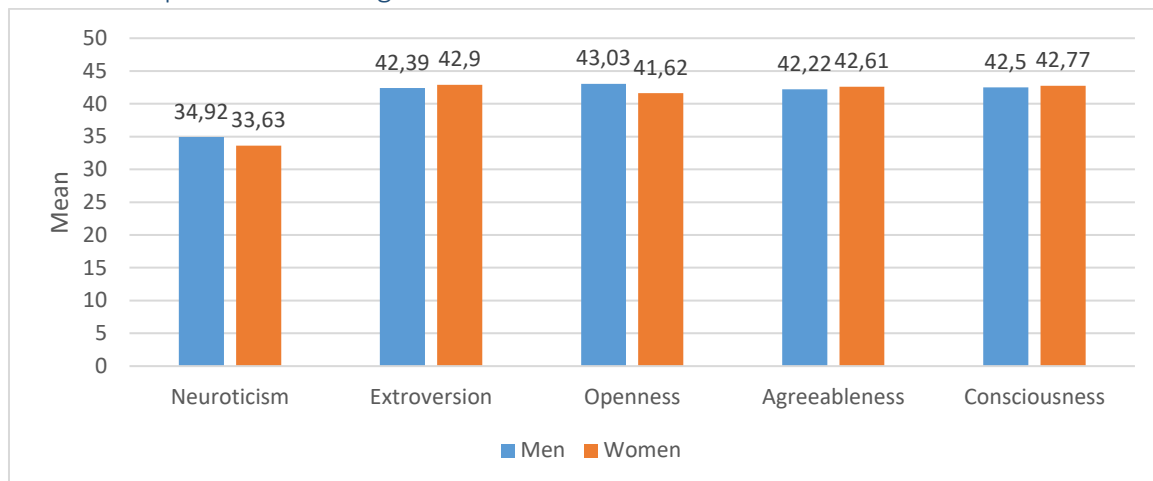
9.5 Other reasons of BA

#	Reason	Category	Company
1	company owner	MBA	Kmotr
2	Bad customer service, low-quality products	EBA	CCC
3	The products cause troubles, inconvenience	EBA	Samsung
4	It didn't taste good	EBA	Don't remember
5	...	-	Lenovo
6	No	-	Nike
7	No	-	Deichman
8	Bad quality	DVA	Apple
9	[brand's] attempts to mislead the consumer, its ecological footprint, and bad treatment of the employees	MBA	Coca Cola
10	I don't like its products; I hate mainstream	EBA, IBA	Pandora
11	Due to company owner	MBA	
12	The production isn't in the Czech Republic, or Europe.	MBA	Nike
13	It is too mainstream; I want to give a chance to other brands	IBA	Apple
14	I don't like the people that wear their products	IBA	DC
15	The company owner	MBA	Vodňanské kuře
16	Ownership structures	MBA	Vodňanské kuře
17	The incompatibility with other devices [inconvenience]	EBA	Apple
18	Everybody wears it	IBA	Crocs
19	I don't like the logo	DVA	Adidas
20	Everybody has it; it symbolizes mainstream	IBA	Pandora
21	I don't like the brand community	IBA	Apple
22	I prefer not branded products; I dislike the logo	IBA, DVA	Adidas
23	Owner	MBA	Kostelecké uzeniny
24	I associate the brand with certain group of people and I don't want to identify with them	IBA	Adidas
25	I feel that what sells is their brand name and not the quality of the products. Next thing, to use the applications you need to register every time. I had a MacBook for a while and I didn't like the incompatibility with other services. Too many paid applications.	DVA, EBA	Apple
26	Incompatibility with anything else	EBA	Apple
27	Owner	MBA	Penam
28	They replace sugar with glucose fructose syrup	MBA	Coca Cola
29	Certain group of people and lifestyle	IBA	Apple

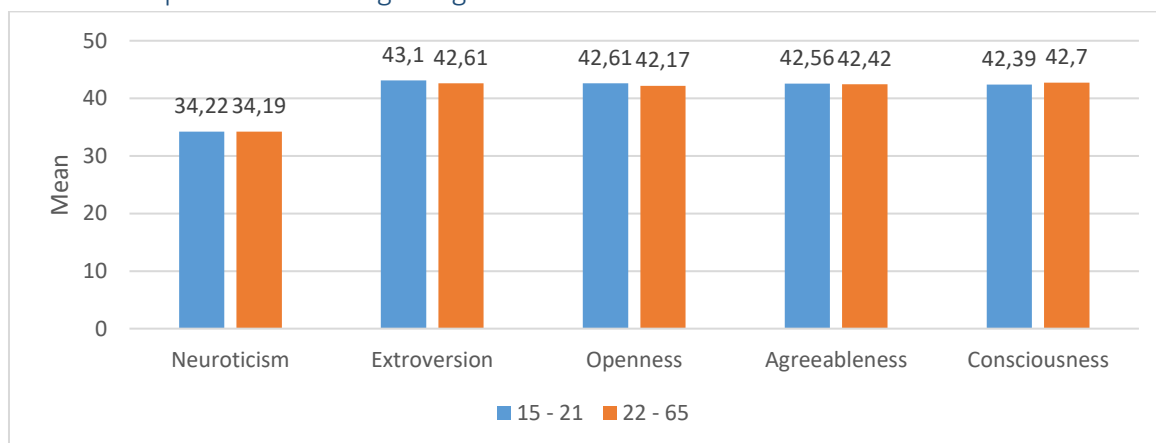
30	I have my own style	IBA	Apple
31	Unexpectedly low quality	MBA, DVA	Tally Weijl
32	Too commercial, high price, unsympathetic brand	DVA, IBA	Pilsner Urquell
33	Very negative impact on the people	MBA	Coca Cola
34	Bad service	EBA	Acer
35	Owner	MBA	Agrofert
36	You pay for the brand name, there are cheaper alternatives with the same quality and more options	DVA	Apple
37	I don't want to wear conspicuous clothes	IBA	Adidas
38	It is competition to my favorite brands	IBA	Adidas
39	High price for the quality	DVA	Starbucks
40	Misleading ingredients description	MBA	Bubbleology
41	I avoid it, because I find it ridiculous to judge people by the brand they buy	IBA	Nike
42	Bad quality	DVA	Fiat
43	Insufficient added value in comparison with the price	DVA	Apple
44	I don't like the taste anymore	EBA	Svijany
45	Price isn't in accordance with the price	DVA	Starbucks
46	High price	DVA	Apple
47	Misleading advertisement; Even though I like the quality of their products, I disapprove of such behavior	MBA	Dove
48	It is connected to the subculture I disagree with	IBA	Lonsdale
49	They didn't want to give me a refund	EBA	Tomi Hilfiger
50	It is an overpriced product	DVA	Apple
51	I don't like their marketing and the atmosphere that is connected to the products	IBA	Apple
52	The communication during the claim for replacement; they put the blame on the consumer and they state the same reasons to all the consumers, even though it is obvious the products has insufficient quality	EBA	Office shoes
53	I associate the brand with an ugly and uncomfortable design of the sneakers	EBA	Puma
54	Ecological footprint	MBA	McDonald's
55	Everybody has it	IBA	Apple
56	In almost all their products, they put some animal product and they don't even try (and then label) with a vegan logo, etc....; Their products are more less the same and cost too much. Not to mention, that every time you buy their product, you're left with too much of a packaging that isn't eco-friendly.	MBA, DVA	MIXIT
57	owner		Agrofert
58	Dieslegate scandal (environmental problem)	MBA	VW
59	It signifies status	IBA	Apple
60	I dislike the formerly diseased owner	IBA	Apple

9.6 Personality traits' scores according to demographics

9.6.1 Comparison according to Gender



9.6.2 Comparison according to Age



9.7 Tests of normality

9.7.1 Test of normality for BA by gender

		Shapiro-Wilk		
	Age	Statistic	df	Sig.
Morality-based Avoidance	Men	,934	76	,001
	Women	,923	85	,000
Experience-based Avoidance	Men	,965	76	,035
	Women	,979	85	,192

9.7.2 Test of normality for personality traits by gender

		Shapiro-Wilk		
Personality trait	Gender	Statistic	df	Sig.
Neuroticism	Men	,982	76	,366
	Women	,978	85	,158
Extraversion	Men	,969	76	,063
	Women	,986	85	,512
Openness	Men	,983	76	,388
	Women	,978	85	,155
Agreeableness	Men	,959	76	,015
	Women	,976	85	,110
Conscientiousness	Men	,979	76	,233
	Women	,966	85	,025

9.7.3 Test of normality for BA by age

		Shapiro-Wilk		
	Age	Statistic	df	Sig.
Morality-based	15 – 21	,896	16	,070
Avoidance	22 – 65	,924	145	,000
Experience-based	15 – 21	,906	16	,102
Avoidance	22 – 65	,984	145	,091

9.7.4 Test of normality for personality traits by age

		Shapiro-Wilk		
Personality trait	Age	Statistic	df	Sig.
Neuroticism	15 - 21	,930	16	,247
	22 - 65	,987	145	,205
Extraversion	15 - 21	,876	16	,033
	22 - 65	,989	145	,278
Openness	15 - 21	,955	16	,572
	22 - 65	,986	145	,152
Agreeableness	15 - 21	,955	16	,568

	22 - 65	,969	145	,002
Consciousness	15 - 21	,924	16	,197
	22 - 65	,976	145	,012

9.8 Spearman's rho coefficients

9.8.1 Spearman's rho – Whole sample

			Morality-based Avoidance	Experience-based Avoidance
Spearman's rho	Neuroticism	Correlation Coefficient	,122	-,102
		Sig. (2-tailed)	,124	,199
		N	161	161
	Extraversion	Correlation Coefficient	-,004	-,016
		Sig. (2-tailed)	,963	,838
		N	161	161
	Openness	Correlation Coefficient	<u>,234</u>	-,104
		Sig. (2-tailed)	<u>,003</u>	,188
		N	161	161
	Agreeableness	Correlation Coefficient	,075	-,145
		Sig. (2-tailed)	,347	,066
		N	161	161
	Consciousness	Correlation Coefficient	<u>-,159</u>	<u>,235</u>
		Sig. (2-tailed)	<u>,044</u>	<u>,003</u>
		N	161	161

9.8.2 Spearman's rho - Men

			Morality-based Avoidance	Experience-based Avoidance
Spearman's rho	Neuroticism	Correlation Coefficient	-,010	-,095
		Sig. (2-tailed)	,931	,413
		N	76	76

Extraversion	Correlation Coefficient	-,198	,041
	Sig. (2-tailed)	,086	,726
	N	76	76
Openness	Correlation Coefficient	,063	,023
	Sig. (2-tailed)	,589	,847
	N	76	76
Agreeableness	Correlation Coefficient	,035	-,023
	Sig. (2-tailed)	,763	,845
	N	76	76
Consciousness	Correlation Coefficient	-,008	-,026
	Sig. (2-tailed)	,942	,824
	N	76	76

9.8.3 Spearman's rho – Women

			Morality-based Avoidance	Experience- based Avoidance
Spearman's rho	Neuroticism	Correlation Coefficient	,053	-,092
		Sig. (2-tailed)	,630	,403
		N	85	85
	Extraversion	Correlation Coefficient	,074	,045
		Sig. (2-tailed)	,499	,682
		N	85	85
	Openness	Correlation Coefficient	,197	-,167
		Sig. (2-tailed)	,071	,127
		N	85	85
	Agreeableness	Correlation Coefficient	,012	-,143
		Sig. (2-tailed)	,911	,193
		N	85	85
	Consciousness	Correlation Coefficient	,129	-,040
		Sig. (2-tailed)	,238	,718
		N	85	85

9.8.4 Spearman's rho – 15-21

			Morality-based Avoidance	Experience- based Avoidance
Spearman's rho	Neuroticism	Correlation Coefficient	,216	,004
		Sig. (2-tailed)	,423	,987
		N	16	16
	Extraversion	Correlation Coefficient	-,622	-,034
		Sig. (2-tailed)	,010	,900
		N	16	16
	Openness	Correlation Coefficient	,081	-,205
		Sig. (2-tailed)	,765	,447
		N	16	16
	Agreeableness	Correlation Coefficient	-,309	-,122
		Sig. (2-tailed)	,244	,652
		N	16	16
	Consciousness	Correlation Coefficient	-,172	-,232
		Sig. (2-tailed)	,524	,387
		N	16	16

9.8.5 Spearman's rho – 22-65

			Morality-based Avoidance	Experience- based Avoidance
Spearman's rho	Neuroticism	Correlation Coefficient	-,034	-,124
		Sig. (2-tailed)	,688	,136
		N	145	145
	Extraversion	Correlation Coefficient	,028	,049
		Sig. (2-tailed)	,737	,562
		N	145	145
	Openness	Correlation Coefficient	,146	-,074
		Sig. (2-tailed)	,079	,379

		N	145	145
Agreeableness	Correlation Coefficient		,033	-,091
	Sig. (2-tailed)		,693	,278
		N	145	145
Consciousness	Correlation Coefficient		,093	-,007
	Sig. (2-tailed)		,266	,935
		N	145	145

9.9 Ranks for Mann-Whitney U test

		Ranks		
		N	Mean Rank	Sum of Ranks
Agreeableness	Yes	161	137,46	22131,50
	No	111	135,10	14996,50
Consciousness	Yes	161	131,35	21147,50
	No	111	143,97	15980,50

10 References

- [1.] Aaker, JL 1999, 'The Malleable Self: The Role of Self-Expression in Persuasion', *Journal Of Marketing Research (JMR)*, 36, 1, pp. 45-57, Business Source Premier, EBSCOhost, viewed 2 October 2017.
- [2.] Alnawas, I, & Altarifi, S 2016, 'Exploring the role of brand identification and brand love in generating higher levels of brand loyalty', *Journal Of Vacation Marketing*, 22, 2, pp. 111-128, Business Source Premier, EBSCOhost, viewed 13 Sep 2017.
- [3.] Bandara, WC 2014, 'Consumer Decision-Making Styles and Local Brand Biasness: Exploration in the Czech Republic', *Journal Of Competitiveness*, 6, 1, pp. 3-17, Academic Search Premier, EBSCOhost, viewed 28 September 2017.
- [4.] Banister, E, & Hogg, M 2004, 'Negative symbolic consumption and consumers' drive for self-esteem', *European Journal Of Marketing*, 38, 7, pp. 850-868, Business Source Premier, EBSCOhost, viewed 2 October 2017.
- [5.] Bearden, W, Netemeyer, R, & Teel, J 1989, 'Measurement of Consumer Susceptibility to Interpersonal Influence', *Journal Of Consumer Research*, 15, 4, pp. 473-481, Business Source Premier, EBSCOhost, viewed 26 December 2017.
- [6.] Bianchi, C., & Mortimer, G. (2015). Drivers of local food consumption: a comparative study. *British Food Journal*, 117(9), 2282-2299.
- [7.] Block, J 1995, 'A contrarian view of the five-factor approach to personality description', *Psychological Bulletin*, 117, 2, p. 187, Academic Search Premier, EBSCOhost, viewed 22 January 2018.
- [8.] Block, J, 1961, 'The Q-sort method in personality assessment and psychiatric research.'
- [9.] Boyle, GJ, 2008, 'Critique of the five-factor model of personality', *The SAGE handbook of personality theory and assessment*, 1: 295-312.
- [10.] Bronnenberg, B J, Dubé H J-P, and Gentzkow M, 2012, The Evolution of Brand Preferences: Evidence from Consumer Migration, *American Economic Review*, 102 (6), 2472–2508
- [11.] Bryman, A, & Bell, E, 2015, *Business Research Methods* (4th ed.). Oxford: Oxford University Press.
- [12.] Bučková, M, 2011, 'Slováků v Česku pracuje přes sto tisíc. Mají tu vyšší platy' Source: https://finance.idnes.cz/slovaku-v-cesku-pracuje-pres-sto-tisic-maji-tu-vyssi-platy-pam-podnikani.aspx?c=A110531_1594427_podnikani_hru . [online] idnes.cz. [Accessed 15 Apr. 2018].
- [13.] Basic-Sontic, A, Czap, N, & Fuerst, F 2017, 'The role of personality traits in green decision-making', *Journal Of Economic Psychology*, 62, pp. 313-328, Business Source Premier, EBSCOhost, viewed 26 December 2017.
- [14.] Buss, A H, 1989, Personality as traits. *American Psychologist*, 44, 1378-1388.

- [15.] Čábelková, I, Pogorilyak, B, Strielkowski, W, & Stříteský, V 2015, 'Customer Store Loyalty Determinants: A Case of the Czech Republic', DLSU Business & Economics Review, 25, 1, pp. 28-44, Business Source Premier, EBSCOhost, viewed 2 October 2017.
- [16.] Charmley, R, Garry, T, & Ballantine, P 2013, 'The inauthentic other: Social comparison theory and brand avoidance within consumer sub-cultures', Journal Of Brand Management, 20, 6, pp. 458-472, Business Source Premier, EBSCOhost, viewed 12 October 2017.
- [17.] Chaudhuri, A, & Holbrook, M 2001, 'The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty', Journal Of Marketing, 65, 2, pp. 81-93, Business Source Premier, EBSCOhost, viewed 23 January 2018.
- [18.] Cortina, JM 1993, 'What Is Coefficient Alpha? An Examination of Theory and Applications', Journal Of Applied Psychology, 78, 1, pp. 98-104, Business Source Premier, EBSCOhost, viewed 27 April 2018.
- [19.] Cotte, J, & Wood, S 2004, 'Families and Innovative Consumer Behavior: A Triadic Analysis of Sibling and Parental Influence', Journal Of Consumer Research, 31, 1, pp. 78-86, Business Source Premier, EBSCOhost, viewed 11 February 2018.
- [20.] Craig-Lees, M, & Hill, C 2002, 'Understanding Voluntary Simplifiers', Psychology & Marketing, 19, 2, pp. 187-210, Business Source Premier, EBSCOhost, viewed 27 December 2017.
- [21.] Cronin, J, McCarthy, M, & Collins, A 2014, 'Covert distinction: how hipsters practice food-based resistance strategies in the production of identity', Consumption, Markets & Culture, 17, 1, pp. 2-28, Business Source Premier, EBSCOhost, viewed 28 September 2017.
- [22.] CSO - Czech Statistical Office, 2014a, '3. Demografický vývoj', Retrieved April 13, 2018, from https://www.czso.cz/csu/czso/13-1131-05-casova_rada-3_2_obyvateľstvo_podle_veku-_rodinného_stavu_a_vzdelaní
- [23.] CSO - Czech Statistical Office, 2014b, 'Národnostní struktura obyvatel – 2011'. Retrieved April 13, 2018, from <https://www.czso.cz/csu/czso/narodnostni-struktura-obyvatel-2011-aqkd3cosup>
- [24.] De Raad, B, Perugini, M, & Szirmák, Z 1997, 'In Pursuit of a Cross-lingual References Structure of Personality Traits: Comparisons among Five Languages', European Journal Of Personality, 11, 3, pp. 167-185, Academic Search Premier, EBSCOhost, viewed 23 January 2018.
- [25.] Denissen, J, & Penke, L 2008, 'Motivational individual reaction norms underlying the Five-Factor model of personality: First steps towards a theory-based conceptual framework', Journal Of Research In Personality, 42, 5, pp. 1285-1302, Academic Search Premier, EBSCOhost, viewed 22 January 2018.
- [26.] Dhurup, M, & Mafini, C 2015, 'Finding empirical synergy between athlete-endorser brand-fit, brand association and brand purchase intentions', African Journal For Physical, Health Education, Recreation & Dance, 21, 1:1, pp. 186-196, SPORTDiscus, EBSCOhost, viewed 2 October 2017.

- [27.] Diemer, M, & Gore Jr., P 2009, 'Culture and Assessment: Nomothetic and Idiographic Considerations', *Career Development Quarterly*, 57, 4, pp. 342-347, Teacher Reference Center, EBSCOhost, viewed 16 February 2018.
- [28.] Digman, J M, 1990, Personality structure: Emergence of the five- factor model. *Annual Review of Psychology*, 41, 417-440.
- [29.] Dolich, JJ 1969, 'Congruence Relationships Between Self Images and Product Brands', *Journal Of Marketing Research (JMR)*, 6, 1, pp. 80-84, Business Source Premier, EBSCOhost, viewed 23 December 2017.
- [30.] Economicsonline.co.uk. (2018). Transition economies. [online] Available at: http://www.economicsonline.co.uk/Competitive_markets/Transition_economies.html [Accessed 5 January 2018]
- [31.] Erikson E H, 1994, *Identity: Youth and crisis* (No. 7). WW Norton & Company.
- [32.] Eryigit, C 2013, 'The Influence of Brand Associations on Brand Loyalty in Accordance with Product Involvement', *Choregia*, 9, 2, pp. 17-33, SPORTDiscus, EBSCOhost, viewed 13 Sep 2017.
- [33.] Fehr, E, & Gächter, S 2002, 'Altruistic punishment in humans', *Nature*, 415, 6868, p. 137, Academic Search Premier, EBSCOhost, viewed 13 December 2017.
- [34.] Fei, X, 2017, Brand avoidance among the Chinese consumers in the mobile industry: The main drivers of the brand avoidance among the Chinese customers with the quantitative description.
- [35.] Focus, 2016, 'Uživatelé sociálních sítí v ČR: závěrečná zpráva z marketingového výzkumu trhu'. FOCUS, Marketing & Social Research. Retrieved from <http://www.focus-agency.cz/files/contentFiles/socialni-site-2016-cz.pdf> [Accessed 18 Mar. 2018].
- [36.] Fruyt FD, McCrae RR, Szirmák Z, & Nagy J 2004, 'The Five-Factor Personality Inventory as a Measure of the Five-Factor Model: Belgian, American, and Hungarian Comparisons with the NEO-PI-R', *Assessment*, 11, 3, pp. 207-215, Academic Search Premier, EBSCOhost, viewed 23 January 2018.
- [37.] Galton, F, 1884, 'Measurement of character', *Fortnightly Review*, 36, p. 179-185.
- [38.] George, D., & Mallery, P. (2003). *SPSS for Windows step by step: A simple guide and reference*. Boston: Allyn & Bacon
- [39.] Goldberg, L R, 1993, The structure of phenotypic personality traits. *American Psychologist*, 48, 26-34.
- [40.] Goldberg, LR 1993, 'The structure of phenotypic personality traits', *American Psychologist*, 48, 1, p. 26, Academic Search Premier, EBSCOhost, viewed 22 January 2018.
- [41.] Guilford, J P, 1959, *Personality*, New York: McGraw-Hill, 6.
- [42.] Harris, JR 2000, 'Socialization, Personality Development, and the Child's Environments: Comment on Vandell (2000)', *Developmental Psychology*, 36, 6, p. 711, Academic Search Premier, EBSCOhost, viewed 11 February 2018.

- [43.] Hegner, S, Fetscherin, M, & van Delzen, M 2017, 'Determinants and outcomes of brand hate', *Journal Of Product & Brand Management*, 26, 1, pp. 13-25, Business Source Premier, EBSCOhost, viewed 13 January 2018.
- [44.] Hogg, M, Cox, A, & Keeling, K 2000, 'The impact of self-monitoring on image congruence and product/brand evaluation', *European Journal Of Marketing*, 34, 5/6, p. 641, Business Source Premier, EBSCOhost, viewed 2 October 2017.
- [45.] Hogrefe UK (2018), NEO Five Factor Inventory - 3 (NEO-FFI-3 UK) - Business/HR Tests | Hogrefe. [online] Hogrefe.co.uk. Available at: <http://www.hogrefe.co.uk/business-psychometrics/neoffi3.html> [Accessed 2 Dec. 2017].
- [46.] Hrebickova, M, & Urbanek, T 2001, 'NEO pětifaktorový osobnostní inventář' (according to 'NEO-Five-Factor Inventory, Costa, PT and McCrae, RR'), Praha: Testcentrum, 2001. ISBN 80-86471-06-3.
- [47.] Hřebíčková, M, and Ostendorf, F, 1994, 'Towards a comprehensive taxonomy of Czech personality-relevant terms', poster presented at the Seventh European Conference on Personality Psychology, Madrid, 12-16 July, 1994.
- [48.] Iyer, R, & Muncy, J 2009, 'Purpose and object of anti-consumption', *Journal Of Business Research*, 62, 2, pp. 160-168, Business Source Premier, EBSCOhost, viewed 27 December 2017.
- [49.] Kardes, F R, Cronley, M L, & Cline, T W, 2011, *Consumer Behavior*, Mason, OH: South-Western, Cengage Learning, 2011. ISBN 978-0-538-74540-6.
- [50.] Kassarian, HH 1971, 'Personality and Consumer Behavior: A Review', *Journal Of Marketing Research (JMR)*, 8, 4, pp. 409-418, Business Source Premier, EBSCOhost, viewed 9 February 2018.
- [51.] Kavaliauskė, M, & Simanavičiūtė, E 2015, 'BRAND AVOIDANCE: RELATIONS BETWEEN BRAND-RELATED STIMULI AND NEGATIVE EMOTIONS', *Organizations & Markets In Emerging Economies*, 6, 1, pp. 44-77, Business Source Premier, EBSCOhost, viewed 12 October 2017.
- [52.] Kaynak, E, Salman, G, & Tatoglu, E 2008, 'An integrative framework linking brand associations and brand loyalty in professional sports', *Journal Of Brand Management*, 15, 5, pp. 336-357, Business Source Premier, EBSCOhost, viewed 2 October 2017.
- [53.] Kaynak, R, & Ekşi, S, 2014, 'Effects of Personality, Environmental and Health Consciousness on Understanding the Anti-consumptional Attitudes', *Procedia-Social and Behavioral Sciences*, 114, 771-776.
- [54.] Khan, M, & Lee, M 2014, 'Prepurchase Determinants of Brand Avoidance: The Moderating Role of Country-of-Origin Familiarity', *Journal Of Global Marketing*, 27, 5, pp. 329-343, Business Source Premier, EBSCOhost, viewed 2 October 2017.
- [55.] Kim, E, Ratneshwar, S, Roesler, E, & Ghosh Chowdhury, T 2014, 'Attention to Social Comparison Information and Brand Avoidance Behaviors', *AMA Winter Educators' Conference Proceedings*, 25, p. C-33, Business Source Premier, EBSCOhost, viewed 23 January 2017.

- [56.] Kim, H, Choo, H, & Yoon, N 2013, 'The motivational drivers of fast fashion avoidance', *Journal Of Fashion Marketing & Management*, 17, 2, pp. 243-260, Business Source Premier, EBSCOhost, viewed 27 August 2017.
- [57.] Klapilova, PK 2016, 'Generation Y Attitudes towards Shopping: A Comparison of the Czech Republic and Slovakia', *Journal Of Competitiveness*, 8, 1, pp. 38-54, Academic Search Premier, EBSCOhost, viewed 5 May 2018.
- [58.] Klepek, M, & Matušínská, K 2016, 'PURCHASING BEHAVIOUR OF CZECH SINGLES AND ITS CONSEQUENCES ON MARKETING COMMUNICATION EFFECTIVENESS', *Acta Academica Karviniensia*, 1, pp. 57-69, Business Source Premier, EBSCOhost, viewed 2 October 2017.
- [59.] Knittel, Z, Beurer, K, & Berndt, A 2016, 'Brand avoidance among Generation Y consumers', *Qualitative Market Research: An International Journal*, 19, 1, pp. 27-43, Business Source Premier, EBSCOhost, viewed 22 January 2017
- [60.] Koudelka, J 2013, 'Segmentation of Czech consumers as for their relationship to organic foods', *Agricultural Economics / Zemedelska Ekonomika*, 59, 8, pp. 348-360, Academic Search Premier, EBSCOhost, viewed 28 September 2017.
- [61.] Kuada, J, 2010, *Research Methodology: A Project Guide for University Students*. Centre for International Business, Department of Business Studies, Aalborg University.
- [62.] Kučerová, V, & Zeman, J 2013, 'Cenová elasticita poptávky jako nástroj pro plánování úspěšných akčních slev', *Trends: Economics & Management / Trendy: Ekonomiky A Managementu*, 7, 17, pp. 101-112, Business Source Premier, EBSCOhost, viewed 1 October 2017.
- [63.] Lecy, J, & Beatty, K 2012, 'Representative Literature Reviews Using Constrained Snowball Sampling and Citation Network Analysis'. *SSRN Electronic Journal*.
- [64.] Lee, M S W, 2008, *Brands we love to hate: An exploration of brand avoidance* (Doctoral dissertation, Research Space Auckland).
- [65.] Lee, M, Fernandez, K, & Hyman, M 2009c, 'Anti-consumption: An overview and research agenda', *Journal of Business Research*, February, Business Source Premier, EBSCOhost, viewed 22 August 2017.
- [66.] Lee, M, Motion, J, & Conroy, D 2009a, 'Anti-consumption and brand avoidance', *Journal Of Business Research*, 62, 2, pp. 169-180, Business Source Premier, EBSCOhost, viewed 22 January 2017.
- [67.] Lee, M, Motion, J, & Conroy, D 2009b, 'Brand Avoidance: A Negative Promises Perspective', *Advances In Consumer Research*, 36, pp. 421-429, Business Source Premier, EBSCOhost, viewed 22 October 2017.
- [68.] Lennox, R. D., & Wolfe, R. N. (1984). Revision of the self-monitoring scale. *Journal of Personality and Social Psychology*, 46(6), 1349–1369.
- [69.] Leon G, Schiffman, Kanuk, L L, & Hansen, H, 2012, *Consumer Behaviour: A European Outlook*. Pearson.

- [70.] Matzler, K, Bidmon, S, & Grabner-kräuter, S 2006, 'Individual determinants of brand affect: the role of the personality traits of extraversion and openness to experience', *Journal Of Product & Brand Management*, 15, 7, pp. 427-434, Business Source Premier, EBSCOhost, viewed 26 December 2017.
- [71.] Matzler, K, Faullant, R, Renzl, B, & Leiter, V, 2005, The relationship between personality traits (extraversion and neuroticism), emotions and customer self-satisfaction. *Innovative Marketing*, 1(2), 32-39.
- [72.] Matzler, K, Pichler, E, Fuller, J, & Mooradian, T 2011, 'Personality, person-brand fit, and brand community: An investigation of individuals, brands, and brand communities', *Journal Of Marketing Management*, 27, 9-10, pp. 874-890, Business Source Premier, EBSCOhost, viewed 2 October 2017.
- [73.] McAdams, DP 1992, 'The Five-Factor Model in Personality: A Critical Appraisal', *Journal Of Personality*, 60, 2, pp. 329-361, Academic Search Premier, EBSCOhost, viewed 22 January 2018.
- [74.] McCrae, R R, & John, O P, 1992, An introduction to the five-factor model and its applications. *Journal of Personality*, 60, 175- 215.
- [75.] McCrae, R, & Costa Jr., P 1994, 'The Stability of Personality: Observations and Evaluations', *Current Directions In Psychological Science*, 3, 6, pp. 173-175, Academic Search Premier, EBSCOhost, viewed 11 February 2018.
- [76.] McCrae, R, & Oliver J 1992, 'An Introduction to the Five-Factor Model and its Applications', *Journal Of Personality*, 60, 2, pp. 175-215, Academic Search Premier, EBSCOhost, viewed 23 January 2018.
- [77.] McCrae, R, Costa Jr., P, & Martin, T 2005, 'The NEO-PI-3: A More Readable Revised NEO Personality Inventory', *Journal Of Personality Assessment*, 84, 3, pp. 261-270, Business Source Premier, EBSCOhost, viewed 21 January 2018.
- [78.] Monte, C, 2003, 'Beneath the Mask: An Introduction to Theories of Personality', 7th Edition. John Wiley & Sons, ISBN 9780471263982
- [79.] Moorradian, T, & Olver, J 1997, 'I Can't Get No Satisfaction:" The Impact of Personality and Emotion on Postpurchase Processes', *Psychology & Marketing*, 14, 4, pp. 379-393, Business Source Premier, EBSCOhost, viewed 11 February 2018.
- [80.] Mowen, J C, 2000, 'The 3M: A Meta-Theoretic Model of Motivation and Personality'. Springer, Boston, MA.
- [81.] Mowen, J, Park, S, & Zablah, A 2007, 'Toward a theory of motivation and personality with application to word-of-mouth communications', *Journal Of Business Research*, 60, 6, pp. 590-596, Business Source Premier, EBSCOhost, viewed 5 March 2018.
- [82.] Mulyanegara, R, Tsarenko, Y, & Anderson, A 2009, 'The Big Five and brand personality: Investigating the impact of consumer personality on preferences towards particular brand personality', *Journal Of Brand Management*, 16, 4, pp. 234-247, Business Source Premier, EBSCOhost, viewed 23 December 2017.

- [83.] Norman, WT, 1963, 'Toward an adequate taxonomy of personality attributes: Replicated factor structure in peer nomination personality ratings', *The Journal of Abnormal and Social Psychology*, 66.6: 574.
- [84.] Ogilvie, D. M. 1987, 'The undesired self: A neglected variable in personality research'. *Journal of personality and social psychology*, 52(2), 379.
- [85.] Oliva, TA, Oliver, RL, & MacMillan, IC 1992, 'A Catastrophe Model for Developing Service Satisfaction Strategies', *Journal of Marketing*, vol. 56, no. 3, pp. 83-95.
- [86.] Orth, UR 2005, 'Consumer personality and other factors in situational brand choice variation', *Journal Of Brand Management*, 13, 2, pp. 115-133, Business Source Premier, EBSCOhost, viewed 26 December 2017.
- [87.] Pallant, J, 2007, "Survival manual: A Step By Step Guide to Data Analysis Using SPSS", Open University Press ISBN-13: 978-0-335-22366-4, ISBN: 0-335-22366-4
- [88.] Pervin, LA 1994, 'A Critical Analysis of Current Trait Theory', *Psychological Inquiry*, 5, 2, p. 103, Academic Search Premier, EBSCOhost, viewed 15 February 2018.
- [89.] Petra, KK 2016, 'Generation Y Attitudes towards Shopping: A Comparison of the Czech Republic and Slovakia', *Journal Of Competitiveness*, 8, 1, pp. 38-54, Academic Search Premier, EBSCOhost, viewed 28 September 2017.
- [90.] Quintelier, E 2014, 'The influence of the Big 5 personality traits on young people's political consumer behavior', *Young Consumers*, 15, 4, pp. 342-352, Business Source Premier, EBSCOhost, viewed 23 December 2017.
- [91.] Ramsey, P. H. (1989). Critical values for Spearman's rank order correlation. *Journal of educational statistics*, 14(3), 245-253.
- [92.] Randall, A 2013, '5 Awesome Reasons to Use Google Forms'. [online] makeuseof.com. Available at: <https://www.makeuseof.com/tag/5-awesome-reasons-to-use-google-forms/> [Accessed 18 Mar. 2018].
- [93.] Rindell, A, Strandvik, T, & Wilén, K 2014, 'Ethical consumers' brand avoidance', *Journal Of Product & Brand Management*, 23, 2, pp. 114-120, Business Source Premier, EBSCOhost, viewed 23 January 2017.
- [94.] Rindell, A. (2008). *Image Heritage-The Temporal Dimension in Consumers' Corporate Image Constructions*. Svenska handelshögskolan.
- [95.] Roberts, B W, & DelVecchio, W F, 2000, The rank-order consistency of personality traits from childhood to old age: a quantitative review of longitudinal studies. *Psychological bulletin*, 126(1), 3.
- [96.] Salkind, NJ 2007, *Encyclopedia of measurement and statistics*, Sage Publications, Inc., Thousand Oaks, CA, [Accessed 27 April 2018], doi: 10.4135/9781412952644.
- [97.] Shin, H, Casidy, R, Yoon, A, & Yoon, S 2016, 'Brand trust and avoidance following brand crisis: A quasi-experiment on the effect of franchisor statements', *Journal Of Brand Management*, 23, 5, pp. 1-23, Business Source Premier, EBSCOhost, viewed 23 January 2017.

- [98.] Smith, TA 2012, 'The Personality Trait Predictors of Brand Loyalty', *Academy Of Business Research Journal*, 3, pp. 6-20, Business Source Premier, EBSCOhost, viewed 16 February 2018.
- [99.] Solomon, M., Russell-Bennett, R., & Previte, J. (2012). *Consumer behaviour*. Pearson Higher Education AU.
- [100.] Soto, CJ, & Jackson, JJ, 2013, Five-factor model of personality. In D. S. Dunn (Ed.), *Oxford Bibliographies in Psychology*, New York, NY: Oxford University Press.
- [101.] Statista, 2018, 'Forecast of Facebook user numbers in the Czech Republic from 2015 to 2022 (in million users)'. [online] Available at: <https://www.statista.com/statistics/568761/forecast-of-facebook-user-numbers-in-the-czech-republic/> [Accessed 18 Mar. 2018].
- [102.] Steenkamp, J B E, & Maydeu-Olivares, A, 2015, Stability and change in consumer traits: evidence from a 12-year longitudinal study, 2002–2013. *Journal of Marketing Research*, 52(3), 287-308.
- [103.] Stephenson, W, 1936, 'Introduction to inverted factor analysis, with some applications to studies in orexis', *J. educ. Psychol.*, 19327:353-367 *The Study of Behavior*. Chicago: Univer. of Chicago Press, 1953.
- [104.] Storesletten, K, Telmer, C, & Yaron, A 2004, 'Consumption and risk sharing over the life cycle', *Journal Of Monetary Economics*, 51, 3, p. 609, Business Source Premier, EBSCOhost, viewed 26 March 2018.
- [105.] Syed, M, & Juang, L 2014, 'Ethnic Identity, Identity Coherence, and Psychological Functioning: Testing Basic Assumptions of the Developmental Model', *Cultural Diversity & Ethnic Minority Psychology*, 20, 2, pp. 176-190, Academic Search Premier, EBSCOhost, viewed 8 March 2018.
- [106.] Thomas, RJ 2015, 'Out with the old and in with the new: a study of new kit sponsorship and brand associations in the Barclays Premier League', *Journal Of Product & Brand Management*, 24, 3, pp. 229-251, Business Source Premier, EBSCOhost, viewed 2 October 2017.
- [107.] Tomek, I, Stříteský, V, & Tahal, R 2013, 'SEGMENTATION OF CZECH CONSUMERS BASED ON THEIR ATTITUDES TOWARDS MONEY', *Central European Business Review*, 2, 2, pp. 19-24, Business Source Premier, EBSCOhost, viewed 28 September 2017.
- [108.] Villani, KE, & Wind, Y, 1975, 'On the usage of "modified" personality trait measures in consumer research. *Journal of Consumer Research*, 2(3), 223-228.
- [109.] Vondra, V. (2012). Český spotřebitel není hloupější než zbytek Evropy. [online] Aktuálně.cz. Available at: <https://zpravy.aktualne.cz/ekonomika/cesky-spotrebitel-neni-hloupejsi-nez-zbytek-evropy/r~i:article:740567/?redirected=1506862104> [Accessed 1 Jul. 2017].
- [110.] Waters, T, & Fivush, R 2015, 'Relations Between Narrative Coherence, Identity, and Psychological Well-Being in Emerging Adulthood', *Journal Of Personality*, 83, 4, pp. 441-451, Academic Search Premier, EBSCOhost, viewed 8 March 2018.

- [111.] Wohlin, C 2014, 'Guidelines for snowballing in systematic literature studies and a replication in software engineering'. In Proceedings of the 18th international conference on evaluation and assessment in software engineering (p. 38). ACM.
- [112.] Wooten, D, & Reed II., A 2004, 'Playing It Safe: Susceptibility to Normative Influence and Protective Self-Presentation', Journal Of Consumer Research, 31, 3, pp. 551-556, Business Source Premier, EBSCOhost, viewed 26 December 2017.