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SUMMARY

During the past years, the business world has witnessed a technological revolution. Globalization and internet allow companies to work more efficiently, reach new markets and understand better its clients creating a stronger relationship with each other. Therefore, it is clear that nowadays consumers are having more power over brand than some years back. Brands can take advantage of this empowerment and help its customers creating brand communities to help other consumers, spreading a positive and loyal message, enhancing in this way the brand to be perceived positively by other consumers. On the other hand, though negative experiences and/or wrongdoing activities by firms, consumers can also actively act, but in a negative way with possible harmful consequences for companies. Aiming to hurt the brand and try to convince other consumers in non-consumption. These are called, anti-brand organizations.

Furthermore, social media simplifies the way to spread the negative message and just a small fail of a company can cause a big consequence. This consequence might affect people's perception and can turn loyal customers into customers that avoid the brand. This could further affect sales volume and the brand identity in general which will be the purpose of investigation.

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1. INTRODUCTION

The purpose of this chapter is to introduce the background behind the research and to present the main research topics. Likewise, there will be created problem formulation and research questions that will serve as a base for the whole project and will be considered throughout the whole investigation. In the following subchapter there will also be conducted the structure of the project with all the steps that will be taken in order to answer the problem formulation.

1.1. RESEARCH BACKGROUND

Branding in the post-internet era has changed the communication among consumers. Now it is made easier to exchange different points of view regarding brands and very often, consumer's perspectives are distinct from those that brands try to communicate. To be successful, brands have to understand the product's brand value is an essential practice for companies. Customers tend to evaluate brands according to promised standards of quality and service that create the brand value (Lane, 2003).

Moreover, consumers have become empowered by the internet and are now co-creators of brand identity and brand meaning (Kucuk, 2008). They are using the internet as a tool to speak out and to be heard.

There are some reasons beyond the product functions and its features why people buy certain brand. Consumers buy brands because they have formed long-term, committed and loyal relationship with those brands. However, the relationship does not necessarily have to be only positive. Depending on the kind of relationship, consumers may form brand-communities or anti-brand communities with other consumers with similar preferences in order to present their opinions and spread the positive or negative message (Krishnamurthy and Kucuk, 2009). These brand communities generate a sense of belonging among members where the brand becomes the main purpose for group interactions. Anti-branding practices appear in different forms such as consumer brand resistance, brand avoidance, boycotting, rebellion or non-consumption (Cherrier, 2009). Mass production has caused overconsumption that is continuously destroying environment and human health. These negative results have raised consumers awareness towards unconscious consumption and are now changing their purchase behavior (Kaynak, 2013). In order to specify anti-branding, the main motives that can

trigger consumers to react against consumption will be investigated. The traditional form of word-of-mouth (WOM) is related to person-to-person conversation concerning the product or service. In this way, customer's satisfaction or dissatisfaction with a certain brand did not spread out quickly. However, with the usage of internet and globalization, this conversation is much faster with no restriction to time or distance (Pitt et al., 2002). Also, Pitt et al. (2002) has stated that consumers have an easy accessibility to relevant, updated and unbiased information, that provides ability to talk among each other and with other companies. They can manifest their feelings towards a brand and express themselves throughout various platforms such as forums, discussion boards, boycott websites or blogs, which belong to e-WOM (electronic word-of-mouth) forms. Moreover, negative feedback, message or feelings can spread incredibly fast which can seriously hurt the brand in several ways (Breitsohl et al, 2010).

Internet has helped shifting the power from companies to consumers (Pitta et al, 2005). People can spread out their message among millions of other consumers and use their empowerment weapon (Kucuk, 2008). Furthermore, customers with same opinions or same negative experience with a specific brand can gather together and/or create an anti-brand website organization. Thus, this may lead into a powerful tool against a brand as open talks about these issues and negative points are shared for the public.

Nowadays, it is possible to contribute with opinions and feedback regarding products or services acquired, which makes it easier for other consumers to make a purchase decision (Karakaya et al, 2010). Among the big volume of information, both from companies and consumers it seems that the reviews, opinions and messages from other consumers are more acceptable and more influential than information and reviews available on original websites of companies (O'Reilly et al, 2011). Electronic word-of-mouth is also a very influential source of information in terms of purchase decisions. Consumers have permanent access to reviews about different products from companies or other customers which directly influence their purchase behavior (Maslowska et al., 2017).

1.2. PROBLEM FORMULATION AND RESEARCH QUESTIONS

Anti-brand websites enable members to express opinions and negative experiences with brands and gather together with similar-minded people from any corner of the world, at any time. However, there is a lack of research that focuses on the impact of anti-branding that includes the communities on brand identity and consumer purchase behavior which will be taken care of in the present study. In order to conduct a complex research, problem statement has been formulated as follows:

What is the impact of anti-branding on brand identity and consumer purchase behavior?

People usually tend to talk more about strong brands that have a considerable audience, higher awareness and many loyal customers which further leads to repeated purchases (Kucuk, 2008). Therefore, such brands will be taken into consideration during the investigation. It is a fact that the more customers a company has, the higher sales volume it can gain (Krishnamurthy and Kucuk, 2007). However, even a small mistake or faux pas can be quickly spread among a brand's audience, that eventually can cause an enormous negative buzz among consumers. This is incomparably more dangerous for big firms than for smaller ones, that present a lower awareness and fewer customers (Bailey, 2004).

Nevertheless, first it is important to find out the antecedents of anti-brand activities. Moreover, this research intends to explore the consumer purchase behavior after having a negative feeling with a brand. For this, it is important to understand whether these can change the consumers' perception towards a brand, impacting enough to comprehend whether this will influence into a negative purchase behavior. Furthermore, three research questions have been created to complement the problem formulation and for deeper analysis of the chosen topic.

RQ1: What are the main determinants affecting negative behavior such as brand hate towards a brand?

The first research question will be researched with the combination of literature review and data collection, in order to find out the factors that influence negative behavior and consumers dissatisfaction with a certain brand.

RQ2: What are the implications of consumers empowerment on brand identity?

The power over the market and decisions used to be in corporations' hands. This, however, has changed within the past few years and consumers took it over. People tend to search for information about a certain product or a brand provided by other consumers rather than by brand itself. Therefore, the impact of customers opinions and the word-of-mouth on brand identity is undoubted. Our aim is to find out what consequences can this empowerment bring to companies and branding. This research question will be answered with the literature review.

RQ3: Do the negative antecedents and outcomes of brand hate influence purchase decisions?

The last research question will be answered both from the review of literature and collected data from the questionnaire where the implications will be discussed in the discussion part.

1.3. STRUCTURE OF THE RESEARCH

The present paper will be divided into seven parts illustrated below: introduction, methodology, theoretical background, literature review, findings, discussion and conclusion and limitations. This structure will be followed in order to get the relevant answers for given questions.

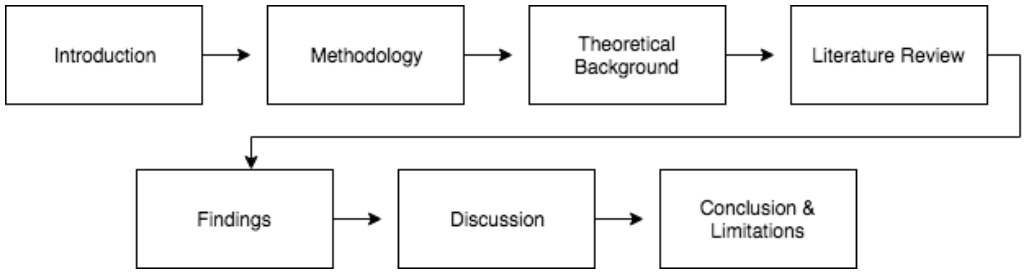

Figure 1 - Structure of the project (own creation)

In the methodology section the authors provide a detailed process of the project and justification for the methods that are used within the project. The authors provide exploration of scientific considerations that will help with research and the choice of a paradigm for better understanding the topic with provided arguments for the choice. Moreover, research approach will be included for better data analysis.

The third part of the project is theoretical background to explain different concepts that the project is based on such as brand equity, brand identity, brand image, brand hate, brand avoidance, consumer-brand relationship, consumer empowerment, anti-branding communities, their role and antecedents or corporate social responsibility. These topics will help us in understanding the complex problem.

The following part is provided with literature review with many different sources of scientific articles regarding three topics- anti-branding and brand equity, anti-branding and consumer behavior and anti-branding and purchase behavior. In the end of this chapter there will be created a framework that sums up the literature review and researchers' assumptions, with the hypothesis that will either be confirmed or disproven with the data collection.

Another part of the project is the findings where analysis of data collection of the survey will be presented in order to be able to answer the problem formulation and research questions. This will be followed by the discussion, that is the chapter that will provide the specific answers for our questions after comparing the analysis of gathered literature with the collected data.

Lastly, the conclusion and limitations, will sum up the whole project with provided constraints that prevented the researchers from better results.

2. METHODOLOGY

In this chapter, there will be presented scientific considerations such as methods and techniques in order to research the presented topic. Methodology means a way of systematic resolution of a research problem. Hence, methods that have the purpose to guide will be explained so that the reader will be able to understand. Also, in the context of this research were used different methods and techniques which will be described and explained the different decisions throughout this chapter.

2.1. RESEARCH METHODOLOGY

To write this chapter the authors will take in consideration three books, Research Methodology, a project guide for University Students written by John Kuada; Research Methods for business students by Mark Saunders and Philip Lewis; and Methodology for Creating Business Knowledge (2009) by Arbnor and Björn Bjerke. However, the book written by Arbnor and Björn Bjerke will be the major source of information. Arbnor and Björn Bjerke are two economists from Sweden known for their research methodology. The book serves as a framework for the theoretical theory of science and uses the model.

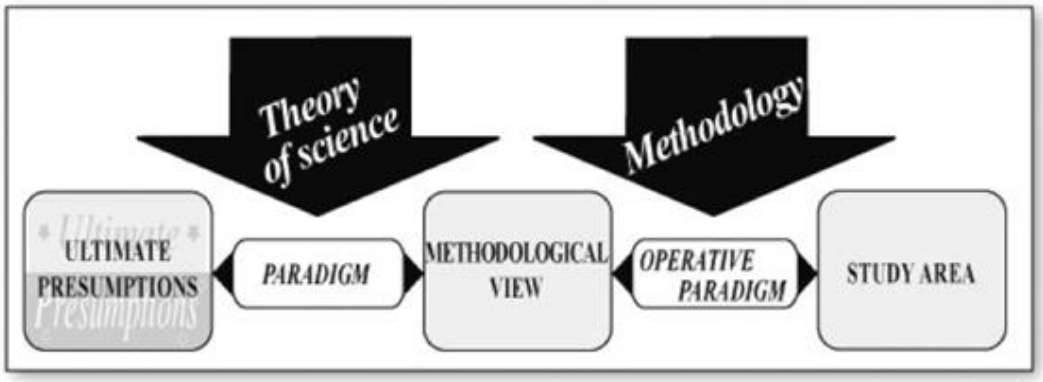

Figure 2 - Theory of Science and Methodology. (Arbnor & Bjerke, 2009)

2.2. THEORY OF SCIENCE

Theory of science is the first consideration that can influence the project conclusion. For this, some ultimate presumptions will be employed and followed throughout this project to better understand the reality (Arbnor & Bjerke, 2009). Explaining in this way the relation between theory of sciences and the practical application of the methodology. With this, paradigms are the connection between these two.

2.3. ULTIMATE PRESUMPTIONS

According to Arbnor & Bjerke (2009), ultimate presumptions have purpose to create the way researchers see the world, typically unconscious. This is the way the knowledge is created. Ultimate presumptions are also guidelines for researchers to form a way of thinking, gathering the information and understanding and explaining them. Without having the ultimate presumptions, this understanding would be more complicated that could also affect the whole research. According to Kuada (2012), there exist different concepts that explain paradigms such as ontology, epistemology or methodology. For this research, the authors aim to be as objective as possible in order to provide the whole overview regarding the consumer purchase behavior and perception towards a brand when in contact with an anti-branding organization. Therefore, an appropriate paradigm has to be chosen accordingly to guide the researchers understanding the presumptions about reality.

2.4. PARADIGM

In order to understand the researched topic, certain rules should be processed. These rules can be set through the choice of paradigm that is important for clarification of the topic. There are different opinions and understandings regarding this concept (Arbnor & Bjerke, 2009). According to Bryman & Bell (2015), paradigm is "*a cluster of beliefs and dictates which for scientists in a particular discipline influence what should be studied, how research should be done, how results should be interpreted*" (Bryman & Bell, 2015. pp. 35). That means that the choice of paradigm is what creates the rules within the field where the researchers are working. According to Arbnor & Bjerke (2009), it is a set of rules, a framework, that is chosen by researchers in order to provide solutions to certain problems. The first concept of paradigm in the modern usage was presented in 1964 in the book "The Structure of Scientific Revolutions" written by Kuhn in Kuada (2012). This concept has been followed

and developed by many different researchers. In order to deeper research paradigm, the authors will refer the book "Sociological paradigms and Organizational Analysis" written by two professors, Gibson Burrell and Gareth Morgan. They created an analysis of sociological paradigms mostly based on theory about paradigms that deals with the identification of different conceptions of reality, conducted by Thomas S. Kuhn. Burrell and Morgan also present two different dimensions for social theory analysis which are objectivity and subjectivity and describe four sociological paradigms such as functionalism, interpretivism, radical structuralism and radical humanism (Burrell & Morgan, 1979).

2.4.1. FUNCTIONALISM

Functionalist paradigm is determined to research the reality via explanations and descriptions and the basis for the study is objectivity (Silburn, 2010). This paradigm provides "the dominant framework for the conduct for academic sociology and the study of organizations" (Burrell and Morgan, 1979). According to Burrell and Morgan, functionalism obtains to find rational explanations and social interactions in order to connect the reality with the social world. The approach within this paradigm is usually problem-oriented including one or more issues. Objectivity is required as a main factor for functionalism and therefore, the author needs to take a neutral position and exclude the emotions and personal values from the study. After the reality is explained by functionalist paradigm, researchers will be able to predict the reaction to given effect and that is why the neutral attitude is necessary.

2.4.2. INTERPRETIVISM

Interpretivism, unlike functionalism represents a subjective view of reality (Silburn, 2010). This approach points out its anti-positivism epistemology that refers "to understand the world as it is, to understand the fundamental nature of the social world at the level of subjective experience" (Burrell and Morgan, 1979). Interpretivism as a paradigm involves not just one but several realities and the knowledge is obtained by interrelationships between the individuals within a society. This paradigm aims to explain the realm of individual consciousness and subjectivity. The social world is seen here as an emergent social process formed by the individuals. Social reality and understanding of it that is accomplished for having any existence outside the consciousness of each individual, is "a little more than a network of assumptions and intersubjectively shared meanings" (Burrell and Morgan, 1979.

P.41). In order to understand the behavior of an individual, the researcher has to collect data through subjective experiences of individuals.

2.4.3. THE RADICAL HUMANIST PARADIGM

This paradigm relates to sociology development of radical change from a subjective point of view (Burrell and Morgan, 1979). The approach has some similarities with the interpretivism considering its nominalist, antipositivist, voluntarist and idiographic view. The subjectivist approach towards social science can accentuate the human consciousness. Nevertheless, its reference frame is "committed to a view of society which emphasizes the importance of over-throwing or transcending the limitations of existing social arrangements" (Burrell and Morgan, 1979, p.32). According to Burrell and Morgan (1979), the present paradigm sees the society as anti-human and thus, it is the way where a human being can go beyond his natural barriers, surpass spiritual bonds and therefore realize his full potential.

2.4.4. THE RADICAL STRUCTURALIST PARADIGM

In contrast to the radical humanist paradigm, this paradigm concerns the sociology of radical change from an objective point of view and therefore have similarities with functionalism. Thus, it can be defined as realistic, positivist, determinist and nomothetic (Burrell and Morgan, 1979). The radical structuralists concentrate on structural relationships within realistic social world unlike radical humanists which focus on consciousness as a foundation for radical critique of society. There are several discussions concerning this paradigm, besides the common debates among these that the "view of the contemporary society is characterized by fundamental conflicts which generate radical change through political and economic crisis. It is through such conflict and change that the emancipation of men forms the social structures they live is seen as coming about" (Burrell and Morgan, 1979, p.34) where different theoretics exchange their opinions about impact on different social forces on social changes. Some of them prefer structure and analysis of power relationships while the others deep-seated internal contradictions.

2.5. CHOICE OF PARADIGM

In order to give an exact comprehension of way this project has been structured and the worldview throughout it, the authors decided to choose the functionalism paradigm with objectivism in this way, it will be possible to look at this investigation in a scientific way

The decision has been made since we trust it will give an exact comprehension of the picked worldview and the way the project has been structured. Therefore, the chosen paradigm is the functionalist worldview. Through this paradigm, the researchers will be able to look at this investigation in a scientific way. Objectivity will be used throughout this paper, which the purpose of this paradigm is to investigate the chosen topic within several articles in the literature review. This implies our undertaking composing that cannot relate emotional to the outcomes delivered.

Within functionalism that was chosen as paradigm, the reality is considered to exist. This reality is objective and mutual relationships are significant because the entity is different from the individual parts. It is the objectivity that constitutes the perception of reality within the investigation. This perception is holistic which means that all the parts within the project form a general view of the investigated problem.

The general assumptions are formed through ontology and epistemology that is bearable in the way the world is seen and therefore, it helps in understanding the choice of paradigm. This choice is like a bridge between the assumptions and the choice of view of methods. The combination between the generation of operative paradigm and the chosen method is what produces the study area and therefore the final issue.

The understanding of chosen paradigm is achieved through dialectics. The present project will be written within functionalism which is believed to create the best view of investigating the impact of anti-branding on consumers purchase decisions. This also matches the ontological perception of reality and the epistemological scientific idea. Within objectivity, the researchers have to exclude their personal emotions to the gained results. This means that the results achieved during the project as considered to be correct.

2.6. RESEARCH APPROACH

Choosing the right research approach and respective designs is an essential part of the project. Research methods can be understood as strategies, processes or techniques of gathering data, its analysis and discussion in order to discover new information and provide more knowledge for better understanding of the topic. Research approach can be considered as a framework from which consists several steps in order to understand the data collection in detail, analysis and its interpretations Saunders et al. (2009).

According to Saunders et al (2009), there are two opposite research approaches to take into consideration: inductive and deductive. Deductive approach is an approach, where the literature helps the authors to identify theories and ideas and where a theoretical or conceptual framework and hypotheses are developed before the strategy to test these hypotheses (data collection). In the inductive approach, on the other side, there is first the data collected and afterwards the related theory developed. Deductive approach belongs more to positivism, whereas inductive more to interpretivism.

The major differences between deductive and inductive approaches are as following (Saunders et al, 2009):

Deductive approach emphasizes:

1) *scientific principles*
2) *moving from theory to data*
3) *the need to explain causal relationships between variables*
4) *the collection of quantitative data*
5) *the application of controls to ensure validity of data*
6) *the operationalization of concepts to ensure clarity of definition*
7) *a highly structured approach*
8) *researcher independence of what is being researched*
9) *the necessity to select samples of sufficient size in order to generalize conclusions*

Inductive approach emphasizes:

1) *gaining an understanding of the meanings humans attach to events*
2) *a close understanding of the research context*
3) *the collection of qualitative data*

4) *a more flexible structure to permit changes of research emphasis as the research progresses*
5) *a realization that the researcher is part of the research process*
6) *less concern with the need to generalize*

As previously clarified, the authors have chosen a positive, functionalist approach and therefore, a deductive research approach has been choosing. To do so, researchers have to formulate the hypothesis, test them, collect data and ensure their validity and reliability that is crucial for research, as deductive research follows scientific principles (Saunders et al, 2009). Bryman and Bell (2009) have designed a 6 step process of deduction that will be followed throughout this research.

According to Bryman and Bell (2009), to follow the deduction process it starts with the theory, collecting the existing studies about the topic that will help the creation of the conceptual framework to understand the impact of anti-branding on consumer purchase behavior. On the second stage of the process, it is where hypotheses are developed. The following stage is where the data will be collected and gathered. Then, after analyzing the collected data this can be either confirmed or rejected. The last step will be the revision of theory from which a comparison between the reviewed literature and the collected data will be discussed.

2.7. RESEARCH METHODS AND DESIGN

For this research, the authors will use quantitative data that will be explained in the following paragraphs. According to Bryman and Bell (2009), there are several research design methods, and this is an important stage in the academic research process such as experimental design, classic experiment.

2.7.1. LITERATURE REVIEW

The literature review represents an enormous importance within this investigation as it provides the whole background about the taken research. It also allows the authors to educate themselves in the described topic area (Danson & Arshad, 2014).

According to Danson & Arshad (2014), the literature should be understood before the justification or argument is proposed. For this, there are several styles of literature review such as: *narrative*, *systematic*, *meta-analysis* and *meta-synthesis*, although narrative and systematic reviews are the

dominating styles. Nevertheless, for the purpose of this paper, systematic literature review was the chosen approach. According to Bryman and Bell (2009), there are few main steps of systematic literature review. The first step is based on *specifying the question and planning the review.* For this, research questions have to be specified and clearly answerable. The second step applies in the *conduction of the review,* that involves carrying out an unbiased search through the keywords and search terms. *Reporting and dissemination,* this involves providing a descriptive map of the research in order to help the reader to clearly understand the research.

The authors started with specifying the theme that furthermore, the problem statement and consequent research questions were specified. The sources for findings the literature review were scientific journals, literature of the anti-branding influence in brand identity, consumer behavior and purchase decision. This literature review comprises of 21 peer-reviewed articles, the initial scope search was conducted using Google Scholar and Aalborg University library. These databases were chosen from the number of articles available on them and because of previous experiences with another projects. Then, the snowballing effect was also leading the authors to several other articles that were considered as well.

The search strategy was followed with several keywords and sentences, such as: “Anti-brand and Brand identity”, “Anti-brand and Consumer Behavior” and “Anti-brand and purchase intentions”. “Anti-Branding Purchase Behavior”, “Anti-Branding Consumer Behavior” and “Anti-Branding Brand identity” as the above terms are of interest to the literature review, from these keywords it was found a total of 17.350 articles matching the above-mentioned keywords. Thus, the authors had to segment the data from where just English studies were considered. The inclusion criteria were therefore based on title, abstract, keyword searching, journal quality, and empirical studies.

It is imperative for the nature of the examination to understand what approach the authors took to review extant literature. Without it, the reader may miss critical perspectives within the whole paper. In this way, a comprehensive summary of the literature within the chosen topic will be possible to understand. Therefore, the empirical findings in the topic of the influence of anti-branding in brand equity, consumer behavior and purchase decision were conducted to build comprehensive picture of the studied phenomena.

2.7.2. QUANTITATIVE RESEARCH

As the next step of deductive approach after the literature review is data collection that can either be done quantitatively or qualitatively. According to Kuada (2012), when authors are seeking the test hypotheses or find numeral answers to understand specific elements in the research questions, quantitative data is highly recommendable. There are several quantitative techniques that can help researchers reaching the research goals, such as questionnaires and quantitative interviews. For this research, the authors decided to use questionnaire as the data collection instrument, more specifically, an online survey. This strategy has several benefits as it does not require any budget and at the same time, it is possible to gather a considerable amount of data that can be quickly applied (Bryman & Bell, 2009).

In order to create the survey successfully, Kuada (2012) suggests a series of steps to be sure that the questionnaire is consistent with the problem formulation, theories, concepts and conceptual models.

For the first step, the authors delineated the survey objectives and consequent hypothesis in order to proceed with the data collection. The base for creation of questionnaire was the problem formulation, research questions, as well as framework that had to be kept in mind during the process of building the questionnaire in order to get relevant answers. The ideas for the questions were also gathered from the literature review, from where the authors could adopt, adapt and develop other questions that could adapt to the research topic. This also supports the chosen deductive approach.

Before creating the questions for the survey, the authors were deciding on the number of questions to get enough insight and also not to cause disgust among respondents if the questionnaire was too long. The questionnaire was written and sent out only in English as the respondents were from many different countries but able to understand English language.

The questionnaire was created in X-Act Survey, a tool for questionnaire-based surveys creation, with the access from the Aalborg University.

Second step- to be sure that the online survey is built properly and with a clear message that all the respondents can easily understand, a small test pilot has to be made. In this research, this test pilot was sent to 10 acquaintances through social media to understand whether the questions were clear, if there were any grammar mistakes and/or technical failures. This pilot test showed that there were two grammar mistakes and one technical issue. Therefore, these were corrected after the pilot test.

Third step- in every questionnaire it is important to understand what the target sample is and where these are located in order to reach them. Therefore, social media as the main channel was used to send these questionnaires to reach people within a different age group, education and nationality.

Fourth step- there are several techniques to select different samples. For the research, the authors used the self-selection sampling. This technique is based on identifying and selecting respondents that desire to take part of the research. For instance, it can be publicized on social media or invite individuals. For this, the authors have spread the questionnaire among individuals that were interested in filling it due to a connection and/or curiosity regarding this project, groups on Facebook that were interested in this topic. Besides the self-selection sampling, a snowball technique was also applied when individuals asked to share the questionnaire with relatives and friends who these identify as potential respondents due to a connection with the subject. The questionnaire was created in May 2019 and was spread out through social media for a period of time of 2 weeks.

Fifth step- in order to analyze the collected data, the same tool (X-Act Survey) also offers the possibility to analyze the data with their own charts and tables. Moreover, there is also the opportunity to extract the data into a CSV file and therefore, explore it on an excel spreadsheet.

Sixth step- this is the final step of this process where the authors describe the findings and how these can help in the investigation. Furthermore, these findings will be compared with the existing literature and problem formulation.

2.7.3. SURVEY DESIGN

It was decided by the researchers to use factor analysis as a technique to design the survey with a confirmatory approach. According to Pallant (2010), factor analysis is considered as a data reduction technique. Where it is possible to gather set of variables and put them together in factors, from where it is possible to test the correlation between these and others. For this it was used a confirmatory factor analysis as approach. Therefore, it was divided into three different sections: Consumer Dissatisfaction, Brand Hate and its Consequences and Purchase Decisions. The first section, consumer dissatisfaction was designed to understand whether gender and education influence consumers' consciousness regarding moral, environment and health and also whether moral, environmental and health consciousness and past experiences influence customer dissatisfaction. To find out more about people's feelings, there were asked about their negative emotions towards brands in general and further towards three proposed brands - McDonald's, Coca-Cola and Nike. People that answered "yes"

as having negative feelings, were further asked about the reasons, to understand what makes them dissatisfied about brands and vice versa, what they consider important when making brand choice. Moreover, respondents were asked whether or not they have had a negative experience with any brand and what was their reaction towards this, in order to find out if negative experience can be a trigger of consumer dissatisfaction.

Second section concerned brand hate and its consequences, to understand whether consumer dissatisfaction has a relationship with brand hate which can lead to its consequences such as negative e-WOM, brand avoidance or anti-brand activities. To find this out, this section was complemented by negative, unethical facts about the three mentioned companies with the aim whether it is possible to change people's minds by providing them a negative knowledge about companies' immoral actions. The analysis about the outcomes will be done by analyzing people's answers after providing them with the facts, what kind of emotions they would have and what actions they would take.

Third section concerns negative purchase behavior and whether the brand hate triggers and outcomes have an impact on it. Firstly, there will be analyzed whether consumers after having negative experiences with a brand, react with non-consumption. Then, the reasons of non-consumption of products will be investigated, whether there were moral, environmental or health issues that triggered this fact. Furthermore, there will be the aim to find whether the provided facts such as type of anti-branding activity change their mind about these brands and influence their purchase behavior.

All the questions in the survey were marked as required, however, there were made activation questions in order to tailor the questions according to respondents' answers. The original questionnaire is attached in the appendix 1.

3. THEORETICAL BACKGROUND

In this chapter, there will be presented the theoretical background to help the reader to have a better perspective before going through the literature review. This will identify and describe different relevant concepts that are crucial for a full research understanding.

3.1. BRAND EQUITY

In the business world, it is known that a company cannot only focus on its profit. It is important for the company to understand the value of its brand. Nevertheless, it is important that the brand can perceive what its customers think and understand their behavior.

This value generated the term equity, and it was first mentioned by David Aaker, that defined it as: "a set of brand assets and liabilities linked to a brand, its name and symbol that add to or subtract from the value provided by a product or service to a firm/or to that firm's customers" Aaker (1993).

According to Aaker (1993), the success of the brand may differ from case to case. Furthermore, there are three factors that influence this success, **brand visibility**, **customer loyalty** and **brand association**.

Brand visibility is when consumer receives information about a specific brand, this can happen when a brand uses proper marketing mix, word of mouth, advertising and others (Bhasin, 2019). In other words, brand visibility occurs when the brand is visible and relevant to customers, associating quality with the brand when they imagine a product. It is also associated with credibility, increasing this way brand trust and facilitating the way consumers look at a brand's product/service.

Customer Loyalty represents in its natural way, a significant value to a brand (Huang, 2017). First due to the repetitive purchases that loyal customers are willing to make to stay with the preferred brand and second, the word-of-mouth that will be generated due to constant good experiences with the brand that will be shared with other consumers and therefore, increase conversions more easily.

Brand associations relate to emotions, either when customers have negative or positive correlations with the brand. This involves the brand's personality, expressed benefits (emotional and social) as well as the values held by the organization (Aaker, 2017). For instance, brands that hold values aiming at sustainability or ethical business practices along with superior customer service may

generate more positive brand equity than those that do not. Furthermore, these three concepts are tied together in an inextricable way, that may create strong brand equity and leverage the brand to higher markets.

3.2. BRAND IMAGE

The concept of Brand Image is mentioned for the first time in 1950 by an advertising specialist, that "*in order to express the feelings and emotions of users link to a specific product, proposed to use the term Brand Image*" (Isoraite, 2018). According to Chan et al., (2018), argue that it's the perception customers have about a particular brand. Therefore, it is important to understand what is in the consumer's mind and for that reason, marketers are investing how to communicate the brand's image in an effective and clear way to consumers. Furthermore, building a brand's positive mental perception in consumers is crucial for having positive brand image.

Brand image is a vital factor that impact purchaser settling on any decision. Brand image refers to a current view of customer about a brand. Brand picture isn't just about the logo, it is much more than that. It is the whole perception about brand's personality that is developed overtime. Consumers have different impressions about brands, for instance, the feedback from existing clients with a specific product/service, advertising, sustainability and the way brands communicate with customers (Tuominen, 1992).

3.3. BRAND IDENTITY

Brand Identity is known to be a separate category from brand image. And therefore, having a distinctive brand identity is a key success factor for the competitiveness and success of a brand (Alnawas and Altarifi, 2015). According to Keller (2008), brand identity occurs when there is a communication between the brand and consumers that provides what the brand stands for. Brand identity basically includes all the visible elements of brand such as logo, design, color and such, that makes the brand different from other ones and stays in people's minds.

In this way, marketers aim to create brand associations that will generate distinction. Moreover, this distinction can be incredibly relevant, since it will create the real difference in relation to brand's competitors (Alnawas and Altarifi, 2015). According to the previous researchers, it is important that

this communication has a high level of consistency to be received in a more efficient way and to increase the retention level.

3.4. CONSUMER-BRAND RELATIONSHIPS

The concept of Consumer-brand Relationships (CBR) has been studied by several authors that argue that brands can have a viable relationship with consumers (Keller, 2014; Fetscherin and Heiritch, 2014). This concept has been gaining a lot of strength within the marketing world due to the different brand constructs such as *brand loyalty*, *trust*, *personality* and *commitment* and how brands can interlace ties with its customers.

According to Fetscherin and Heiritch (2014), CBR research is a "multidisciplinary, multidimensional and multi-conceptual with a variety of concepts, constructs and underlying theories borrowed from different fields such as marketing, psychology and others" (p.367). The same authors created a brand connection matrix inspired by the Hierarchy of Effects Model by Lavidge and Steiner in 1961, Keller Customer-Based Equity model in 2001. Through this model, the classification of different brand relationships is presented, based on functional or/and emotional connections. On the top, the strength of the brand relationship, where can be either weak or strong. Then, it illustrates the feeling that the relation with the brand can have, either positive or negative.

The table is divided into 4 quadrants: **(1) Brand Satisfaction** – In this first quadrant, consumers have weak ties with the brands, although these have a positive feeling towards it. A lot of consumers may be satisfied with a specific product or service, but it does not mean these will love or become loyal to the brand. **(2) Brand Love and Brand Passion –** This quadrant is the type of relationships that companies desire. Where brand love and brand loyalty happen due to strong and positive feelings. **(3) Brand Avoidance –** Consumers have generally a negative feeling. However, this is not so strong. **(4) Brand Hate and Brand Divorce** – On the contrary of the 2nd quadrant, in this quadrant, consumers have a strong and negative feelings towards brands. These negative feelings may influence the creation of anti-brand groups to spread the hate message. For the conceptualization of this research, brand hate and brand avoidance are the feelings that are more relevant for the researchers due to the research objectives. Therefore, these concepts will be explored in detail below.

Feeling Towards Brand	Strengths of Brand Relationship: *Weak*	*Strong*
Positive	(1) Brand Satisfaction	(2) Brand Love Brand Passion
Negative	(3) Brand Avoidance	(4) Brand Hate Brand Divorce

Figure 3 - Brand connection matrix (Fetscherin and Heiritch, 2014)

3.4.1. BRAND HATE

Consumer psychological factors might be considered to be the economy's driving forces (Van Raaij, 1981). These factors are feelings and emotions that can be developed by consumers towards a brand, positive such as brand loyalty or brand love or negative such as brand hate. Brand hate is expected to be an opposite of brand love. However, this could indicate that brand hate means scarcity of brand love which is not necessarily the case. When a person has positive emotions towards a brand, can develop a "brand attachment", to get closer to the brand. Whereas when developing negative emotions, "brand aversion" is created that therefore, creates brand avoidance (Kucuk, 2016).

Consumers negative approach towards brands and its impact on market had not been so well researched, even though negative brand experiences have more significant importance in purchase decision making than the positive ones (Chevalier, 2006; Kanouse, 1984; Kucuk, 2016). This is revealed by the consumer hate through online reviews sites and complaint boards. With the newest technology tools, it is much easier to express and share one's emotions publicly since the interactions in digital world are usually anonymous. Moreover, a lot of purchase decisions are being made based on these reviews and therefore, negative consumer-brand relationship can lead into a company harm in terms of brand equity (Kucuk, 2016). It is believed that, more than creating brand connections, generating positive feelings and try to gain new customers, it is more important to manage the negative experience and try to maintain the current customers (Fournier et al, 2013; Kucuk, 2016).

Hate in general is a very comprehensive emotion that ranges from an innocent avoiding or distancing of brand to disgust or anger (Sternberg, 2003). When the delivery expectations are failed from the company's side, consumers might get disappointed, from where it may generate negative emotions and reactions towards the brand. These feelings can be identified as anger, frustration or disgust and, this can be a powerful pointer of brand hate. In another words, brand hate is a

psychological state when consumers are forming intensive negative feelings towards a brand with poor performance and providing bad experiences both for the individual and society (Kucuk, 2016).

3.4.2. BRAND AVOIDANCE

According to Roseman (1984), different negative feelings can trigger cognitive and behavioral responses. Brand avoidance occurs with customers turning back to a certain brand and switching to its competitor or stopping purchasing the brand at all (Hegner et al., 2017). Oliva et al. (1992) describe brand avoidance as contrast to brand loyalty and as interchangeable name with brand switching. The previous authors assume that brand satisfaction leads to loyalty and, on the other hand, brand dissatisfaction to avoidance. Thompson et al. (2006) suggest that inauthenticity of brand meanings is one of the determinants to brand avoidance. The term brand avoidance is here explained as a consequence of consumers deliberate choice of brand rejection. According to Lee et al. (2007), there are several reasons for brand avoidance, such as unsatisfied consumers expectations, ideological incompatibility or symbolic inconsistency. Thus, the incoherence between brand performance and consumers expectations might lead to brand avoidance. Consumers therefore try to secure their own identification by avoiding certain brands that do not correspondent with their desired self. Not well managed, brand avoidance can easily lead into negative brand equity since customers will keep on continuous unfavorable reacting towards the brand (Keller, 1993; Aaker, 1996).

3.5. CONSUMER EMPOWERMENT

In the past, corporations were the ones to control and rule the market with their supply power. Later, the power was divided between producers and retailers to make better product selection for consumers. Nowadays, the power has shifted again and this time it was consumers to take it over. This power shift might be dangerous in some aspects for corporations and definitely redefines the character of consumer-brand relationship. There are two different perspectives when taking consumer empowerment into consideration – consumerism and relationships within distribution channel (Krishnamurthy & Kucuk, 2009). Consumerism is protection of consumers interests and rights such as safety, the right to be informed, to voluntarily choose a product or the right to say their opinion and be heard (Day et al., 1970). These rights give consumers opportunity for a change and it is up to companies what attitude they take. The new technology tools have made it even easier to utilize these

rights and consumer's voice is more powerful than ever before (Krishnamurthy & Kucuk, 2009). According to Krishnamurthy and Kucuk (2009), consumer empowerment is a precondition to anti-branding and customer dissatisfaction is the trigger.

Krishnamurthy and Kucuk (2009) segmented the consumers power into four categories – *technological, economic, social and legal*. Technologic power source gives consumers flexibility, transparent relationship with companies and provides new and more convenient options for purchasing. Economic power source increases consumers bargaining power in terms of having access to more options and also reduces the costs because of the huge competition resulting from globalization. Social power also increases the economic power by gathering together with other consumers and bargaining better conditions and solutions and pushing the corporations to make a change. The last, legal power source gives consumers the opportunity to access legal information about a company and therefore it is easier for them to start a case.

3.6. ANTI-BRAND COMMUNITIES

According to Wong et al. (2018), online communities or differently called web communities are organizations where members interact with each other and exchange different kinds of information. One of the characteristics of an online community is that the content is mainly created by its members. They can post, comment, share, discuss, give advice or collaborate with each other. Online communities can be a valuable source for business improvements as the consumers contribute in brand value co-creation by providing their ideas and opinions about the product or service and suggestions about new opportunities to improve the business and increase customer satisfaction (Wong et al., 2018).

However, brands also have to deal with those type of communities that may influence other consumers and therefore, generate negative Word-of-Mouth towards a specific brand. These communities called as anti-brand communities aim to create and spread negative anti-brand information to form negative consumer-brand relationships (Wong, et al. ,2018). Due to the newest technologies it is hard for brands to maintain the same image and identity they once had. Customers communicate with each other via social networks, forums or e-mails and, dissatisfied customers can create anti-brand websites to uncover dark secrets and/or experiences of companies. However, it can be used purely to spread negative experiences or informations, which can badly affect its long-term built reputation (Awasthi, 2012). Anti-brand communities' websites are new form of protesting

against a moral or ethical disfavor towards a corporation. The rise of these communities are results of a constant increase of consumers empowerment on the Internet where these can connect with like-minded people and together build the community to spread the message (Kucuk, 2007).

Anti-brand communities are represented by consumers that can take on the role of social activist and express the aversion to a brand's domination. According to Hollenbeck et al. (2006), there are different types of anti-brand communities. First, it is a type of community that consists of elements with **common moral commitments**. Moral responsibility is a sense of duty for improving the society and make the world a better place. Members of the community present the right and wrong matters of companies and take an action if a company's moral system is doubted (Hollenbeck et al., 2006). According to the same author, one of such examples can be the reduction of plastic usage to help the environment reducing greenhouse gas emissions, pollution or even saving the oceans. These communities are together fighting against big corporations that are producing huge amount of plastic waste. The result of these protests, manifestations and anti-campaigns was very successful and in October 2018 the European Parliament voted for reducing the plastic waste particularly in single-use plastic litter that are found in large amount in European seas or on the beaches such as plastic straws, water bottles, coffee cups, plastic bags, cutlery, and such. In March 2019 the Parliament approved the law and from 2021 are these products banned from EU market (European Parliament, 2019). This one example can be used to see that anti-brand communities can make a huge impact.

Second, is a community that **supports common goals** of the members. These groups work on a *reciprocal exchange* with other community members and exchange their opinions, recommendations and support. Chat rooms, blogs and other forms of communication among the members create a relationship that is interdependent, where members depend on the others and support each other in order to stay committed to the cause in question and achieve the common goal. Community members usually describe the anti-brand group as a family-like environment where relationships mimic close friendships. It is resulted from the same needs and priorities the members have, and this gives them the confidence necessary for standing up for their beliefs and accomplishing the set goals (Hollenbeck et al, 2006).

Thirdly, it is providing a way to deal with **workplace challenges**. It can be the company's previous or current employees that are or were not satisfied with workplace issues such as mean and demanding management, rude customers, wrong payments or even working schedule. These people then look for solace and support from other people on online communities. Members of such group create together a network where everyone can share his issues with the company and get relevant help from somebody that has gone through the same problem (Hollenbeck et al, 2006). In this

category can be also communities fighting against fashion brands using cheap workforce that work in insufficient conditions for very low salaries.

The fourth type of anti-brand community is the **resource hub.** Providing resources is essential for maintaining a community. For instance, according to Hollenbeck et al (2006) the anti-McDonald's webpage was made to inform and educate people about a British court case called McLibel. With the usage of the Internet, this anti-campaign, that started in just one country was transformed into a global campaign in 150 countries. These types of communities are creating anti-brand websites to generate awareness and inform the general public about the ethical and moral actions of corporations (Hollenbeck et al, 2006).

3.6.1. ANTI-BRAND WEBSITES

Because of the enhancing empowerment of consumers on the Internet, corporations, as well as consumers have their website to share their own beliefs and information about a specific brand (Hollenbeck et al, 2006). This empowerment could help increase the brand value in case of customers satisfaction. On the other hand, the dissatisfaction can be manifested in the form of creating anti-brand websites (Hollenbeck et al, 2006; Kucuk, 2008; Awasthi et al, 2012). The Internet allows the brand haters spreading the negative message to vast amount of people at almost no cost. These hate oriented sites usually use corporates' domain names so that people can connect them with the brand in a slightly changed version to gain more awareness and to be remembered (Kucuk, 2007).

According to Kucuk (2017), if the owner of a website is not profiting from using the brand name on his or her anti brand website is legal and can use it. These websites serve as a communication tool for exchanging information, organizing protest events against targeted brand.

3.6.2. ROLE OF ONLINE ANTI-BRAND COMMUNITIES

Internet is an efficient means for establishing a coalition. Online communities are more powerful than the physical ones due to its flexibility, resources accessibility, better communication in different levels and platforms, addressing the message to masses of people. Although, such communities are not connected geographically, they still complete attributes for being a community such as common

decision making, trust and dependence on each other, obligations for the group, standardized practices for communication and others (Hollenbeck et al., 2006; Awasthi et al, 2012).

There are four main characteristics that make the Internet efficient. First of all, **speed,** that considerably enhances the activists' capabilities in their endeavors. Nowadays, there are a lot of effective ways to share information among members, in this way they can be constantly updated about news compared to the past when the community members had to rely on traditional one-to-many communication types of media such as newspaper, radio or television (Hollenbeck et al,2006). In other words, consumers are no more inactive receivers but work on co-creation the brand value (Kucuk, 2007).

The second advantage of Internet in terms of improved anti-brand communities is its **convenience**. It is much easier to become a member of an online community, to share the content and to be informed about everything happening within the group and, the easy access from any place or any device, whenever they want to participate in the discussion.

Community formation is another attribute of Internet that improves the online community. Activist groups of social movements in the past used to be formed around conspicuous commonalities such as age, nationality, race, religion or sexual orientation. On the other side, the anti-brand movements nowadays point out the inconspicuous characteristics and the members are treated in the same way thus, differences are incredibly valuable because everyone can contribute with a different point of view on the same topic. In a general way, what connects them are the same values, intention and the message (Hollenbeck et al.2006).

The fourth characteristic is **anonymity**, which can be taken as the biggest advantage. The virtual world offers many ways to occult the identity. Therefore, members feel secure and free in sharing their opinion because, in really nobody knows who the person behind the computer is and thus, there is no concern about any kind of problems (Hollenbeck et al, 2006).

3.6.3. ANTECEDENTS OF ANTI-BRANDING

Marketers endeavor to associate brands with some specific meanings to establish unique personalities to them (Aaker, 1997) to create a relationship between consumers and the brand and form emotional connection (Heisley et al, 2007). Nevertheless, these strategies are not always appreciated by consumers. This aversion behavior towards a brand can either be passive or active.

Passive resistance involves frugality, avoidance of brand, voluntary dispossession or simplification. The active resistance involves expressing dissatisfaction, boycotting, anti-brand activism or brand-focused revenge (Hollenback et al, 2010).

Globalization and free market has triggered a bigger competition and mass production on the market that is continuously destroying the environment and human health. This knowledge changed people's perception and reshaped their buying decisions (Kaynak, 2013).

Consumers' identity is partially represented by the brand they are consuming and therefore these try to avoid brands where there is a discrepancy between their own and the brand's beliefs and values (Kaynak, 2013). According to Lee at al. (2009), these issues can be categorized into three groups. First, **experiential avoidance**, that is caused by negative experience with a brand which results into searching for other alternatives. This type of avoidance might occur before, during or after purchasing a brand. Second, **identity avoidance** also known as symbolic incongruence, is based on consumers' reactions to symbols that a brand creates. This happens when instead of representing what one's identity is, tries to express what it is not when avoiding a certain brand. In other words, when the image is not in accordance with the consumer's values. Third, **moral avoidance**, that results from detrimental promises that lead to ideological incompatibilities. A consumer might have moral avoidance to a certain brand when he believes that it is his duty to refuse it due to the brand's impact on society.

Kaynak (2013) explains four main antecedents of anti-branding that is **ethnocentrism**, **religiosity**, **environmental consciousness** and **health consciousness.**

Ethnocentrism can be here described as one central group in contrast to other groups that are evaluated based on the central group and its values. Consumer ethnocentrism can also be defined as the preference of local made products in comparison to foreign products. These consumers have beliefs of betraying their own country and that purchasing foreign products will harm the economy of their country which could lead to an increase of unemployment rate.

On one side, big corporations and global brands can produce the products for much lower costs but they might ignore the fact that natural resources they are using during the production are exhaustible which can cause an environmental disaster. People are starting to be aware of the consequences of these companies and try to avoid buying their production. It can be stated that consumers are more delicate towards the actions of the global brands and its impact on the environment and the consumers which enhances their aversion to these brands (Kaynak, 2013).

There are three main arguments why ethnocentric oriented people tend to avoid the foreign brands. Firstly, it is the *commitment to their own country* and the fear for worsen economic situation in case they would purchase the imported products. Further, it is their *patriotic feeling*s they have and consideration that buying imported products is immoral. This might result in buying lower quality local products. Lastly, it is the consumers' *personal values* and attitudes towards the foreign brands or products (Kaynak, 2013).

Religiosity as an antecedent of anti-branding can be described as one's beliefs, views and actions towards a religion which might be denoted as the unit of culture systems regulating the problems of meaning by transcendent reality that has an impact on values, attitudes, morals and priorities of individuals (Stolz, 2009). When it comes to business, religiosity as an influencing factor has a big importance in purchase behavior of consumers. Religiosity, as it may shape consumers' preferences can in some cases prevent them from buying certain brands if the message does not correspondent with their beliefs and further share their opinion on anti-brand websites (Kaynak, 2013).

Environmental consciousness might be explained as an awareness towards environmental and ecological outcomes such as global warming, air pollution, waste disposal, natural resources, climate change or poverty that are associated with humankind and corporations negligent operations which reshape consumers behavior to reduce these activities against nature (Kaynak, 2013).

People are aware now more than ever of the environmental impact of products and services and therefore, they are more likely to support the anti-consumption of such brands in order to enhance his own gratification and life satisfaction by respecting the nature. Further, some consumers might avoid purchasing some brands because of moral reasons such as ideological inconsistency. Environmental consciousness has been increased a lot lately thanks to anti-brand websites, informative blogs and media or discussion forums (Kaynak, 2013). Through educating people via social media, documentaries, or word of mouth, people's consciousness and awareness towards environmental issues has increased a lot and also influenced their purchase behavior by taking sustainability into consideration (Vermeir, et al. 2006). Therefore, companies that are aware of this are trying to act more sustainable because they know that the resources we have are not infinite and instead of searching for new ones it is better to focus on searching sustainable ways and environmental practices for business while protecting our planet and the remaining resources. Millennials as the first generation know how important is to protect our planet because the consequences will be significant within next few years. They also know they can make a difference just when changing their lifestyle and adopting new habits beneficial to our environment (GPI, 2014). According to a survey conducted by GPI (Global packaging institute, 2014), millennials are also willing

to pay more for products considered to be eco-friendly. According to the same study, they have high intention but at the same time low action since among all the age groups they are least likely to support their beliefs with concrete actions such as recycling or saving water.

Health consciousness can be interpreted as the degree to which are the health issues involved in one's daily life. Health aware consumers are more likely to choose the healthier alternatives of products to buy and consume (Kaynak, 2013). According to Cherrier (2009), consumers' addiction to consumption is caused by living in an "empty world", where they desperately consume products that are not necessary, in pursue to feel happier and better even if this is followed by bad financial situation, emotional distortion, senseless lives or unhealthy manners. In the past few years there has been conducted studies about the impact of chemicals in packaging on our health and consumers are starting to be more aware about this issue. One of such studies was conducted by GPI (2014) and it was found out that as seen in environmental problems, millennials demonstrate also bigger concern towards the plastic packaging among all the generations. This concern also appeared as a motivator for changing their purchase behavior and buying habits.

In order to complement the aforementioned variables, there are two more that could play a role in affecting the 4 variables and further the anti-branding. These are gender and the education. Different researchers have studied the impact of gender on ethnocentrism (Balabanis et al., 2004; Rahman et al., 2011). It was examined that female consumers tend to be more ethnocentric oriented that male ones (Balabanis et al.,2004). In the aspect of religiosity, it is claimed by several studies that there is also difference between male and female customers and that female's purchase behavior is much more affected by religion than male's (Miller & Hoffman, 1995; Loewenthal et al., 2002). When considering environmental issues, researchers views differ. Some claim that this aspect has bigger impact on female consumers (Mostafa, 2007) while another study considers purchase behavior of male consumers to be more affected by environmental conscious (Reizenstein et al., 1974). The last research to find out the impact of gender on health conscious revealed that the female group is more health conscious than the male one (Fagerli & Wandel, 1999).

When considering education, it was found out that more ethnocentric people were more likely to be less educated (Watson et al, 2000). The same result was found also with religiosity, when more educated people tend to have lower religiosity (Stroope, 2011). According to Wang et al (2011) consumers with lower education had also lower environmental consciousness and did not consider environment protection as important as well-educated people. Considering health consciousness, consumers with higher education are more conscious about health aspect and live healthier than lower-educated people (Divine et al, 2005).

3.7. CORPORATE SOCIAL RESPONSIBILITY

Corporate social responsibility is an approach of a corporate and its business philosophy that supports sustainable development by bringing economic, social and environmental benefits to corporates stakeholders. Company's responsible and ethical activities can directly and indirectly influence the identification of consumer with the company, his approach towards a product and his overall satisfaction (Kucuk, 2018). In case company is doing well regarding CSR, it can increase business returns (Du et al., 2010). It was also investigated that only investing in CSR activities will not have this impact unless it is in combination with quality and innovations of products (Luo et al., 2006). According to Krishnamurthy and Kucuk (2009), most of the brand haters justify their behavior and brand avoidance as reminder to companies about their obligations and responsibilities. It follows that company's wrongdoing might impact consumers behavior in terms of anger or brand hate (Krishnamurthy and Kucuk, 2009). Hate provides moral exclusion with the hated object being seen as evil or inhuman where morally involved participants deserve fair treatment or some moral inclusion (Opotow et al., 2005). Opotow et al. (2005) determine four different elements of moral exclusion, which are human rights, gender equality, environmentalism and coexistence. Measuring the company's ethics is mostly based on these elements. Consumers that are more socially conscious are aware of companies' wrongdoing and ethically and morally eliminate these from their social value system. These consumers in such situations demonstrate indignation or anger which are brand hate antecedents (Antonetti et al., 2016).

This concept of moral exclusion relates with the concept of moral brand avoidance (Kucuk, 2018). This avoidance manifests when consumer's beliefs do not correspondent with brand's values. These consumers feel a moral responsibility to avoid that brand that is acting unethically or immorally (Lee et al, 2009). In other words, consumers' consumption and purchase motivation is based on whether the brand's activities morally and ethically matches with consumers beliefs (Portwood-Stacer, 2013). If the brand's actions do not correspondent with good moral values, it can lead to avoidance and further to negative brand equity (Lee et al, 2009) or consumers anti-branding actions (Krishnamurthy and Kucuk, 2009).

3.8. CONSUMER BEHAVIOR AND PURCHASE DECISION

Nowadays, it is easy to buy any kind of products or services, either on the internet or in a physical point and therefore, consumption is increasing, everyone is a consumer, with different needs,

interests and desires. Thus, all these interests, desires and needs can be uncovered and explore, in this way, marketers can craft marketing strategies based on the consumer behavior. According to Wilkie (1994), consumer behavior refers to study how the selection of individuals occurs, buy or use and disposal of products or services, and how different experiences or ideas meet consumer needs and wants. In other words, consumer behavior is the study of how consumers build selections regarding what they have, want, and the way do they obtain (Nawal, 2019).

It is crucial to understand consumer behavior to create a more effective marketing. With this, it is possible to identify the target that a specific brand wants, the way of communication and the design creation that is more appealing for the segment. With the consumer behavior knowledge, marketers can understand how to satisfy the needs of the target in a much more effective way and what influence the buying decision. Adapting the brand to specific markets and to the ideal segment, hoping for a differentiation from its competitors and conquering a bigger market share. There are several factors that influence consumer behavior, such as psychological factors, personal factors, socio-cultural factors and motivations.

Directly related with consumer behavior is purchase decisions. Therefore, having a good understanding of what customers need and how to satisfy them better than the competition can enhance the sales. Several authors have been arguing how does purchase decisions work. One of these authors is Kotler (2012), where this described the consumer purchase decision process in 5 different stages:

1. **Problem recognition**: This first stage refers to when consumers understand the need or a problem, generated by internal or external factors that has to be solved.
2. **Information Search:** The second stage occurs when after recognizing the problem, consumers start to evaluate possible products or service that will satisfy their needs. These information search may have different sources, such as referrals through friends, family or even product/service feedback, advertising, packaging, promotions and others. The author also gives the example of the family member responsible for the shopping, that is directly influenced by the other members of the family when it comes to buy every kind of products. It is clear that these kinds of sources may be trustworthy and helpful in the evaluation of alternatives.
3. **Evaluation of alternatives**: As mentioned previously, evaluation of alternatives may be influenced by the experience of previous buyers, opinions and others. Through these experiences, beliefs and attitudes a decision may be easier for the consumer to buy the best alternative. On the other hand, brands try to differentiate their product or service offering

different attributes that may fulfil consumer's needs from its competitors. These attributes may be based on the company's knowledge about their segment. In this way, consumers can compare several alternatives and select the one that better meets the solution for the problem.

4. **Purchase decision:** In an obvious way, after the evaluation of alternatives it comes the consequence choice of a product/service that suits better to the consumer's needs or problems. Even though, the choice of the product may be due to negative or positive feedback that came from other consumers and obviously, personal economy (wage or others), unexpected situations (job loss), may influence the decision in the end due to these different effects.
5. **Post-purchase behavior:** After costumer buy a product or service, it will come across the pos-purchase behavior. This is the last stage of the consumer decision making process. Therefore, the customer will now start to create a perception about the purchased product/service and conclude whether, this will fulfil his needs. From this experience it will determine the way a customer can distribute the feedback. May be in a negative way in case if this is not satisfied with the final purchase and moreover, will spread a negative word. Or it can be positive, in case if the product/service fulfil or even surpass the exactions that these would have towards their choice. In this way, a positive word may be spread out and consequently, help potential buyers on their decision process.

4. LITERATURE REVIEW

In this chapter, the reader will be provided with existing literature about the chosen topic. These papers will be further divided according to different topics that will be carried out within literature review. This will introduce a broad view of research done on the different variations and influence of anti-branding on brand equity, consumer behavior and purchase decision. Considering all the regards from the reviewed papers, a conceptual framework will be illustrated that will be further used for the purpose of data collection.

4.1.1 THE IMPACT OF ANTI-BRANDING ON BRAND IDENTITY

As previously said, social and political awareness has been rising with new technologies and therefore, companies have been trying to build strong relationships with their customers (Hening-Thurau et al, 2013). Social media is one of the tools that can help building strong ties but at the same time, it can also build cases of disappointment, initiating a wave of revolt against a specific brand, creating negative word-of-mouth.

A paper written by Hollenbeck and Zinkhan (2006) is focused on the role of anti-brand communities, where the researchers investigate anti-brand social movement examining consumer activist groups on the internet, aiming to understand the reason for which these groups are created. The main motivators for people to purchase/consume products or services is the differentiation of product, service, manufacture or reputation such as brand names identity, label, status and others (Kucuk, 2016; Hollenbeck and Zinkhan, 2006).

According to Hollenbeck and Zinkhan (2006), consumers buy brands due to their connection and loyal commitment with that specific brand. Although, these consumers also establish connections with other consumers that have similar brand preferences, these networks are called brand communities and in a general sense, these have a positive impact due to its support in a brand. However and how it was said previously, there are also organizations that intend to destabilize and fight against a specific brand, generally due to corporate decisions, bad experiences, opportunism and others. These are called as anti-branding communities and these are emerging as a new form of consumer activism. Hollenbeck and Zinkhan (2006) argue that these activist groups have two unique aspects, where the first is focused on the **confluence of ideas** and the second focus on **participation in social actions**.

For instance, **confluence of ideas** may be generated due to workplace equality, corporate domination or even marketing propaganda issues. Then, the way **people participate in social actions** can provide different social experiences. Furthermore, these can strengthen their position towards a brand. Thus, to complete this paper took the researchers two-years of examination of consumer activism, with an initial investigation of 104 anti-brand web communities. The authors created a selection criteria to narrow down the number of anti-brand members, shared values within the community, common goals and action strategies. From these, three community cases have been analyzed in depth using this selection criteria, anti-Starbucks, anti-Walmart, and anti-McDonald's. Furthermore, it revealed that there are negative and positive aspects (from company's perspective) on the participation in anti-brand communities. From a negative point of view, participating in an anti-brand community does not require energy or much time which may result in a powerful consumer agency and source of information, where everyone can access to all the opinions and accusations against a specific brand. Also, it provides social benefits, as users can connect to each other and share their experiences. On the other hand, the positive aspects warn companies to innovate the business functions and all the discussions against the brand may serve as a free marketing research tool.

The same conclusion was reached by Kucuk (2008), although his research aimed to understand the role of anti-brand websites and their importance in Negative Double Jeopardy (NDJ). This phenomenon illustrates that strong firms can attract more customers, higher penetration and a higher level of loyal customers that will lead to more repeated purchases but on the other hand, attract more anti-brand sites than the smaller businesses. Thus, the NDJ may influence both types of businesses. Furthermore, millions are spent in fighting against anti-branding and anti-consumption activities "*in order to minimize the negative impacts of anti-branding efforts on the internet and to reach more effective and productive market relationships*" (Kucuk, 2008 pp. 210).

All the experiences shared among consumers, either positive or negative may influence the brand identity where extremely negative emotions towards a brand might generate a brand avoidance and anti-consumption of a brand (Mishra, 2018).

In order to understand the nature of the impact of anti-brand towards specific brands, Kucuk (2008) collected anti-brand websites from search engines, where this was taking in consideration companies that have been or are listed on the Business Week's top 100 Brands' List. Overall, the study showed a clear NDJ effect, where most valuable brands have been targeted by anti-branders (in some cases, multiple sites) while less valuable websites do not present any anti-brand website. Although, with this research of websites the researcher found that there are several typologies of anti-brand sites regarding the NDJ: **Experts** (high brand rank, high brand consistency)**, Symbolic Haters** (low

brand rank, high brand consistency), **Complainers** (high brand rank, low brand consistency) and **Opportunists** (low brand rank, low brand consistency). In terms of **Experts** anti-brand websites, these mention most of the times brands that have been in the list. The founders have a broader knowledge about market environment and due to their advanced level of expertise they can predict or follow changes in real time. In this way, these can be prepared for counter-strategies against perceived malpractices in businesses. Thus, the discussion is mainly based on analytical view with important market information. **Symbolic haters** usually aim at well-known brands but not rated as high as the ones targeted by the experts. These groups are more or less based on negative word of mouth or rumors and concentrate more on the fabrications behind the company's success than on facts and present that information to gain attention. An example can be symbolic haters of amazon and its one-click payment method which was made to increase customer experience to make the payment easier for them by saving their information from prior purchases. Some customers highly value this change and consider it as saving their time and a big improvement from Amazon's end. On the other site there are symbolic haters who try to convince people with their point of view, that Amazon is trying to steal their personal and banking information for their own purposes. These sayings are, however, not based on real facts, just the doubts and mistrust which is an opposite of experts group. Symbolic haters usually do not have any relevant reason for hating the brand but usually the hate goes from their personal preferences or social pressure of what is fashionable to hate and to love without providing any information or background about what makes them think that. Therefore, the information provided by them are not as strong and convincing as those provided by the experts (Kucuk, 2007).

Complainers demonstrate their dissatisfaction by bringing forth companies' scandals and product/service failures to create resistance towards these brands. Protesters within this group are more oriented in product/service related issues rather than company's philosophy. Complainers might have experience negative approach by the company when trying to resolve these disagreement issues they have and therefore they started to fight against the company this way with thought it might have better effect to make a change. The level of web design is less advanced than the ones from the experts and symbolic haters and also the efficiency is limited to actual failures of the company such as pictures of damaged packages or others. However, the message of a complainer is straightforward with provided evidence of negative experiences from customers (Kucuk, 2007).

Opportunists rely on a company's failure but for their own "profit" and are fed by media news. Therefore, they want to find scandal and share it in order to generate popularity and traffic in their website buying the rights to all possible negative domain names potentially used in the future.

Overall, all these different anti-branders may have a negative influence for a targeted brand and the author stresses that companies should monitor and understand their communication patterns, listen and gain all the feedback they are providing. For instance, the author goes further and argues that companies could actually invest in a possible cooperation with the **expert's** group, thus could develop new ideas and learn more about the challenges and the consequence solution. Obviously, some of these anti-branders may not be willing to work for a company that the person has been developing negative ideas about, but companies can understand what the level of hostility in order to prevent a possible negative answer and repercussions regarding the proposal. Also, a possible cooperation with the **symbolic haters** is not that appealing since these do not present as useful insights as experts. So, the solution might be monitoring the websites and open any form of communication directed to consumers to control the negative buzz.

Complainers are probably previous customers that might have been satisfied with the company before, although a bad experience might have changed their perception about a specific brand. In such cases, companies should try to transform a possible negative word of mouth into a positive one, improving their experience. This can be possible, offering personalized services offering discounts on the next purchase or other solutions.

To combat **opportunists,** it is not so linear, as these just want to steal web traffic from the targeted company and profit from it. Therefore, companies can always predict possible harmful domain names and buy them, evaluate search engine marketing efforts in keywords selection by taking these websites in consideration or last case scenario, buy the anti-brand website and shut it down.

All in all, Kucuk (2008) concluded that all these anti-brand groups may have a negative effect on the brand identity of a brand, as it mismatches the perception in a customer's mind. Therefore, influencing these customers to turn against the brand. This can affect its performance in the market. Nevertheless, instead of fighting these groups, companies can try to take advantage of them to build more competences and advantages. To understand a bit more about a potential brand dilution or perception that anti-brands can influence, the same author (Kucuk, 2016) decided to explore the influence of anti-brands on a potential dilution problem in another paper. The internet-mediated consumer power and the consequence consumer involvement with the brand identity is rising in an extremely fast pace. Therefore, "the usage of brand associations is becoming very common among consumer brand-haters on the internet.

Because of the internet's democratic-structure, "*millions of users are able to develop and share new brand logos, marks, and semiotics for targeted brands in digital spaces everyday*" (Kucuk, 2016

pp. 94). Thus, a potential brand dilution may be created and affect the trustworthiness and persuasiveness of the brand in the eyes of consumers due to the usage of brand symbols. Even though this concept in its traditional meaning is related to a company's competition, nowadays is also related with consumers.

Consumers are independently "*own version of brand meanings by rejecting and subverting company-generated brand meanings*" (Kucuk, 2016 pp. 94). In response of corporate "wrongdoing", consumers are using these brand meanings to rise against the brand. It is clear this may result in a loss of economic value of the brand. Moreover, anti-branders in order to voice their discontent, use original brand associations with negative symbols and emotional content to build different and negative brand identities, creating confusion among other consumers.

The collision with brand identity starts when consumers reject marketer-generated brand meanings that will clash with perceptions of corporations or even the marketers. Kucuk (2016) conducted a questionnaire to understand the potential problem where 2 anti-branding images were used, the chosen brands were Coca-Cola and Shell. The author also introduced two different classifications of possible anti-branding dilution, namely **blurring** and **tarnishing** which will be used respectively (figure 4).

Figure 4 - Examples of anti-branding dilutions (Kucuk, 2016)

The study received a total of 219 responses through an online survey equally distributed within different age groups. Most of the participants could successfully associate the image to the brand which indicated almost no confusion in defining the target of the anti-branding image. Although, the author verified a negative review about the Shell image where it was considered as dilution by tarnishment due to a high negative connotation. Whereas Coca-Cola was reported to a dilution by blurring due to a more neutral feedback. To go deeper on this subject the author decided to interview around 39 individuals. Furthermore, the author's conclusion is that, indeed, anti-branding can change brand identity perception and that people are willing to share these types of images on social media. This willingness for a negative speech generated by consumers, is reaching high levels on the internet.

However, companies can try to control these negative communications and avoid possible confusions that might affect consumer's perception. Thus, anti-branding images might generate some dilution but more in a political or social expression, rather than an imitation or corruption of corporate brand meanings.

Although, the major assumption in this study is, that behind all the anti-branders mind, there is almost always truth reflected about corporate actions. However, some may use just rumors or even lies to create a negative criticism and profit out of it. Therefore, the same conclusion is reached as previously, companies need to listen to these "anti-branders" carefully and understand whether anti-branders are raising their voice just in terms of informing the others or to create their own profit. In this way, companies may be able to convert the negative feedback into a positive one.

Firms can also take advantage of this kind of negative advertising and use it against its competitors because the consumer voice can be easily spread to whole markets in just a click, for instance supporting financially the activists against a specific brand (Kucuk, 2016). It is clear that anti-brand communities have a negative effect on brands in a short term. Although, it is crucial to understand the effects in the long run. Moreover, Awasthi et al. (2012) investigated how anti-branding can affect consumer perceptions in long-term. furthermore, consumers feel fulfilled with a service or product, may become loyal (Kucuk, 2016; Awasthi et al, 2012; Wong et al., 2017). Thus, the way that consumers relate to a brand is extremely significant and not just the way a brand is perceived, because revenue and profit are less vulnerable to disruptions from different offers or incentives (Grisaffe and Nguyen, 2010).

According to Awasthi et al (2012), this low change vulnerability happens due to a high-quality brand relationship, that leads to a strong emotional attachment to a brand representing a higher intention of repurchase. Moreover, how these customers react to an eventual contact with these anti-branding communities either offline or online and what is the effect on their perception in long-term is still not so linear.

For this effect, Awasthi et al. (2012) studied the negative publicity effect of two similar brands in India, Coca-Cola and Pepsi, that back in 2003 due to the accusation of both brands were hiding facts of potentially dangerous levels of pesticides in both products. The short-term impacts were clear, both soft drinks were banned in several states, resulting an enormous buzz within the society. The authors, 9 years after this incident, created an online form with a sample size of 328 people to understand the long-term effects. Based on the questionnaire results, around 40% of the respondents kept on using products produced by these two brands. It was also clear that most of the respondents were feeling

emotionally attached to the brand they consume regularly. This shows that consumers may get attached to brands used regularly creating in this way, a repurchase cycle. In terms of quality of product, around 72% answered that products by these brands have a high quality. In more a long-term perspective, both brands could neutralize the negative effect. To support the last sentence, 60% of the of the respondents stopped using their regular soft drink right after the alleged use of pesticides in it, although just 6% of the respondents answered they are still not drinking the products. Which around 54% are already consuming again the products and therefore, the impact of negative publicity in long run is less significant in the brand identity (Awasthi et al. 2012). The fact that the Coca Cola's responsible started to visit cities giving explanations about the speculations also helped as the sales and brand identity started to rise again. Furthermore, Kucuk (2016) suggests, negative anti-branding is not as harmful in the long term as most people may think. Although, targets of anti-brand can learn with these specific groups and improve their weaknesses improving in this way, the competitiveness and others.

All in all, it is clear that social media may be either a positive tool that can build strong ties with a brand but at the same time, it can also build cases of disappointment, creating a negative word-of-mouth and possible consequences for the brand identity.

According to Hollenbeck and Zinkhan (2006), consumers buy brand's product due to their connection and loyal commitment. Though, this connection or loyal commitment may be changed. This may be changed due to a negative past experience with a specific service/product from a specific brand or just because consumer's ideals are not necessarily the same as the brand and it generates disputes in terms of moral and ethical problems and others. This is the way that the called anti-brand communities are generally formed. There are different types of anti-brand organizations but not all of them have the same goal. While some thrive to alert consumers for the non-consumption of certain brands (due to different reasons), others try to take advantage of brand's problems for their own profit.

According to Mishra (2018), Kucuk (2008) and Awasthi et al. (2012) consumers tend to share experiences among each other. These experiences shared among consumers, either positive or negative may influence the way the brand is perceived. Towards a more negative experience point of view and according to the same authors, anti-brands can indeed influence the brand identity of a brand. Kucuk (2008) argues that this happens because anti-brands can mismatch the perception of a brand with the one that consumers have. From this, Kucuk (2008), studied the collision with the brand identity of a brand when in contact with an anti-brand organization in a consumer's perspective. This

study found a positive correlation between anti-brand actions and the change of perception of the brand in a consumer's mind.

4.1.2. THE IMPACT OF ANTI-BRANDING ON CONSUMER BEHAVIOR

Consumer psychological factors are factors that identify the psychology of a subject that lead his actions to achieve satisfaction and determine the consumer behavior. These can be positive (such as brand loyalty) or negative (such as negative brand experience). With the availability and continuous improvement of digital tools, consumers can share both their positive or negative experiences with vast amount of people that can have an enormous impact on consumers' preferences, beliefs and perception about brands. Nowadays, many customers search for reviews and recommendations about products or brands online, from other people, instead of looking at the company's website (Kucuk, 2018) and it was found that negative reviews have a big effect on decreasing sales but positive reviews do not have an effect on increasing them (Chevalier et al, 2006). Therefore, it is essential to understand how consumers negativity can influence the market, what are the antecedents of consumers feelings of hate and how to deal with them.

According to Kucuk (2018), consumers complaints about product/service failures have direct influence on brand hate and therefore it is considered as one of its antecedents. Many customers after having a negative experience with a brand tend to express their emotions online what is made much easier than ever before.

Another factor that has an impact on brand hate is corporate social responsibility which is an approach or a philosophy of company towards environmental, social and economic benefits for every individual. Therefore, company's moral and ethical behavior might have direct or indirect impact on consumer identification with the company, their perception of the products and their satisfaction (Kucuk, 2018).

Kucuk (2018) also presented his "brand hate matrix" where it is linked to several product/services failures with corporate social responsibility (CSR). Where the researcher divides companies that are high/low on customer service and product/service failures complaints and companies that are high/low on CSR activities into four categories. The best case is the group where there is low complaints and many CSR activities. These companies are among the most loved companies and with this approach of "making the world a better place for the next generations" they can gain a lot of customers or maintain the current ones. On the other hand, when a company only invests on CSR but

does not care much about customer service and complaints, the investments are not perceived by customers and it is the same negative outcome as if they did not endeavor to do any change. Companies should therefore first concentrate on their own customers and their satisfaction to maintain or improve their reputation and then, develop CSR activities.

Another category is companies with low complaints but poor CSR. These companies do well with keeping the customers satisfied. However, today's world is more demanding and in order to succeed among the competition it is essential to exceed consumer's expectations (Kucuk, 2018).

Whereas maintaining good consumer-brand relationship brings a lot of advantages and benefits to firms, negative consequences are less researched. There are many cases when people turned from a "brand lover" into a "brand hater" right after a negative experience they went through. These customers might represent a risk if these become too dedicated to harm the company. In this technology age, when it does not take much effort to spread a negative message about the company, it is easy to accomplish a damage (Johnson et al, 2011).

Johnson et al (2011) were investigating the motivations of anti-brand behavior and the implication of enduring the relationship between the brand and customers. It was discussed that the customer-brand relationship goes beyond the point when the customer stops buying or using the brand as it might be wrongly interpreted by companies. The study stresses the importance of maintaining and taking care of the existing customer base instead of recruiting a vast amount of "one-time" customers and the miscarriage of the customers may result into antagonist in the future. It is suggested to let the customers build their own identity with the brand in order to have strong relationship and increase the profit. On the other hand, if a brand builds a selfish one-way relationship, customer can feel loss of identity which can be reflected in his negative feelings and the additional actions he might take can be harmful, spiteful and aimed to hurt or destroy the previous relationship partner.

After research about the outcome of anger and negative consumption in the same context it was determined that if such customer has available channels to express himself, it would have therapeutic impact on the relationship (Johnson et al, 2011). Therefore, companies should pay more attention to emotions and feelings and try to research what stands behind anti-brand behavior. And if such dissatisfied customer arises, the author of this study suggests the company to help him find the satisfaction with its competitor just to keep him motivated and satisfied so that the chance of an anti-brand movement would decrease.

Consumers tend to oppose and fight against strong global companies trying to harm their reputation when they are not satisfied with their activities concerning environment or social

responsibility. Romani (2015), gives one of such examples, a protest against Burberry for using inappropriate chemicals in their manufacture or for their nonsensical action of burning their clothes worth 40 millions USD just for protection the luxury status of its brand (BBC, 2018).

Study conducted by Romani et al. (2015) aims to find out the reasons for anti-brand activities and if feeling of hate is one of the causes for such actions. The study derived from the exploration in the psychology of hate and the negative feelings such as hate, disgust, anger or scorn were found to be the motion for actions and activation for such actions depends on individual level of empathy. That means, bigger empathy level is connected with stronger negative feelings about a company's wrongdoing. These hate feelings further directly influence anti-brand actions.

This is also supported by Sternberg (2013) and his theory of hate towards brands. This theory utilizes three concepts of hate: *negation of intimacy, passion and commitment*. The first, *negation of intimacy* is represented by aversion and disgust. It refers to seeking of distance that is being sought from a target object or an individual because that is the cause and reason of hate that is experienced by another individual. The hate can result from an individual's actions or characteristics. This concept can also be seen in hate relationships in case when one sees the other as inhuman. This individual might be seen like this because of committing a crime towards another individual. The second concept is *passion* that represents an anger or fright as a response to danger perceived from a target individual. And the third one is *commitment* which refers to contempt towards the target individual where he is barely seen as human. The aim of people within this group is to change the mindset of other people to see this individual the same way they see him.

Kaynak (2013) was making a research with the purpose to find out if factors such as ethnocentrism, religiosity, environmental consciousness and health consciousness have impact on anti-branding actions. This research was carried out in Turkey where was supposed that religiosity as well as ethnocentrism would make the biggest impact on purchasing behavior. However, it was health consciousness that was placed as the major stimulus for anti-branding. Within environmental consciousness there was a difference between consumers with at least a bachelor's degree and those without. It was found that people having a degree were much more aware of the environmental issue and therefore, bigger motivation to start an anti-campaign. When it comes to ethnocentrism, the study shows that this factor has only impact on anti-branding actions for female and less-educated people. Religiosity was found not to have bigger impact on consumers that are doing anti-branding activities.

To sum up, brands as emotional economic factors are in charge of many consumers decisions. Brand hate, being a powerful negative emotion, is capable of having a big impact on market dynamics. It is indicated that interactions between corporate social responsibility and complaints about product/service failures can create negative outcomes and generate brand hate. There is a need for companies to understand how to handle the consumers negative feelings towards a brand (Kucuk, 2018) and be more attentive towards their emotions to understand the reason behind an anti-brand behavior to prevent moral violation, and in case of such behavior be ready to provide possible options for both-sided satisfaction (Johnson et al., 2011). Moreover, companies should constantly monitor what is being said about their behavior and moral actions and in case of controversially perceived activities they should develop a strategy such as public relations activities or campaigns and provide good convincing arguments in order to defend itself and to avoid spreading negative messages and hate. It was also found that to understand people's reactions towards brand hate, empathy is an important variable. Companies are therefore suggested to segment consumers and based on their empathy level tailor the strategies to reduce the negative effect (Romani et al., 2015).

4.1.3. THE IMPACT OF ANTI-BRANDING ON PURCHASE BEHAVIOR

According to Sharma (2015), branding plays a considerable role for the sales in any business. The author argues that brands create buyer aspirations and therefore, a strong brand can generate positive emotions among consumers that would have positive impact on purchase decision. Electronic word-of-mouth is one of the drivers that has been playing a significant role with a huge impact, positive or negative, on consumers purchase decisions when buying a specific brand (Kim et al., 2017; Kucuk, 2016; Awasthi et al, 2012; Wong et al., 2017).

To understand how actually negative feedback work on purchase behavior, Kim et al. (2017) have researched how negative and positive online reviews on an ecommerce website can influence the purchase behavior. Nowadays, most of the potential customers look first at reviews online to understand whether a product or service may fulfil their expectations and whether to purchase such product. Moreover, a consumer can have access to different opinions, from other consumers within just a few clicks and does not have to only rely on information provided by company that might also be a bit distorted.

Kim et al. (2017) collected data from a large online retailer operating in United States that provides health, beauty, and personal care items. The sample was retrieved directly from the website, analyzing

9.838 products that had only one-review and these products were displayed 420.334 times during 14-week period. For the analysis the authors used as unit, the clicks on the review tab on the retailer's website. So, when clicking the review tab, besides being exposed to the review content will also be exposed to other information clues. The conclusion of this research was that customers, indeed, trust more online product reviews as these allow consumers to get a trustable, relevant and practical information from another customers. Positive feedbacks increase the purchase probability, although depends on how lengthy the review is. In this case, when the review length reaches its maximum, has a positive effect on the quality, however, if the review is too long, it diminishes. This is also presentable in an advertising context and therefore, nowadays advertisers use illustrations to show products, allowing consumers to build elaborations on the message.

According to Rethen et al. (2016) the more elaboration a brand uses for its advertising product the more counter-arguing will generate, which may result in more negative attitudes towards the advertisement. As described before, a positive word-of-mouth has a positive correlation on the purchase decision. However, how anti-brand actually affects the purchase behavior is still a question to be answered. Furthermore, it is important to understand the causes and consequences of brand hate, anti-consumption and brand avoidance groups. Hegner et al (2017) analysed and discussed the concept of brand hate, describing the main determinants and outcomes of this concept. It is clear that while some feel love for specific brands, another may be indifferent or hate. As said previously, this negativity may influence consumers in their decisions towards a brand and the number of these brand hate sites tend to increase due to the empowerment of consumers. Moreover, "brand hate sites directly and indirectly impact consumers' perceptions of the targeted brand's identity and image, and consumer purchase decisions" (Kucuk, 2008, p.211, Hegner et al.,2017).

It is clear that nowadays consumers expect more from brands than before and customer satisfaction may not always lead to brand loyalty. Zarantonello et al. (2016) explored how certain emotions can also lead to either active or passive brand hate. This may generate anti-brand groups as reflecting their negative emotions towards a brand, how these begin to understand what emotions lead to more active anti-branding. Some of these negative feelings are related with a corporate wrongdoing and violation of expectations such as fear, disappointment, shame and dehumanization. This may create brand avoidance and anti-consumption towards a specific brand affecting the purchase decision, that eventually can generate an anti-brand group fighting actively against corporate actions, influencing different consumer decisions.

To understand better the factors that make consumers becoming anti-consumers and therefore, avoiding the brand, Mishra (2018) explored a study in order to identify the most important ones. For

this purpose, it was created a questionnaire that was administered to 300 consumers. This questionnaire was segmented by 5 factors to understand why consumers resist brands and how it affects their purchase decisions: **Quality and Reliability, Price-Quality Relationship, Ethnocentrism and Moral Values, Undesired Self-Image and Oppositional Brand Loyalty.** The **Quality and Reliability** arises when consumers avoid a brand due to their previous bad experience with the brand, either due to its inconvenience, poor functionality and other defects. Consumers tend to doubt about these brands and originality of product, considering that these may not fulfil their needs. **Price-Quality Relationship** occurs when consumers look at the price before purchasing. These may avoid a brand due to the ratio Price-Quality relationship. **Ethnocentrism and Moral Values** is always an important factor that is being considered by consumers before buying a product. This effect may influence consumers decision in a negative way if there is a poor relationship between the brand and consumer's home country. Moreover, avoiding these brands may be a reality due to the ethnocentrism and moral values. If a brand does not match the consumers personality or values, consumers may avoid a specific brand due to an **Undesired Self-Image**. Their social circle is also something crucial in consumer's eyes in the sense that if the brand is not approved, they change their opinion about it. In terms of **Oppositional Brand Loyalty,** this is verified when a brand tries to copy or compete with their favorite brands. The author concluded that the major reason of anti-consumption is the inability of these brands to satisfy the customers in their needs. However, all the other factors also influence the purchase decision, where the author emphasizes that companies need to give importance to the moral/ethical values and adapt to each market these are targeting. Nowadays, consumers are resisting in buying products not just individually, but also collectively in anti-brand communities. Therefore, if brands ignore this, it might influence the sustainability of the brand in the long term due to the consumer activism confronting these brands. To counter this consumer activism and produce positive outcomes, companies can enhance the transparency in their operations and investing more towards social responsibility, personal relations, society's health, sustainable resources, environment and others.

The same conclusion was reached by Lee et al (2007), developing a conceptual framework that helps clarifying why do consumers avoid certain brands which has further impact on purchase decision. The data to answer these questions was collected through three in-depth sensitization interviews containing three main categories discovered by the authors: **Experiential avoidance**, **Identity Avoidance** and **Moral Avoidance.** The first category, **experiential avoidance**, refers to negative experiences with a brand, leading into brand avoidance. These experiences, generally, involve unmet expectations. **Identity Avoidance** occurs when participants perceive an incompatibility of the brand with their identity. When a specific brand takes wrong decisions that may impact

negatively to the society or environment, it is called the **Moral Avoidance**. All these categories showed to have a positive correlation in the Brand avoidance. However, it was on the third category that it showed that consumers are becoming more active against brands as these, seek moral and ethical changes to consumerist ideology (Lee et al, 2007; Romani et al, 2015).

There have been many articles and studies about the negative impact of negative reviews on products/services sales. However, a study from Berger et al. (2010) focuses, on the contrary, that negative publicity does not necessarily have to cause a disaster but might even increase the sales. They argue that increased product awareness, even though in a negative way might have positive influence. According to the same authors, one example to confirm this can be the movie Borat, that even though Kazakhstan was not shown in a good light, it made the country, according to Hotels.com, searched 300% more than before. Therefore, even a negative review about a book might make people not buying it but will increase their awareness about product's existence. However, this effect also depends on actual awareness of a product.

The higher the awareness is, the more can negative publicity hurt the brand and sales. Berger et al. (2010) argue that the reason why previous researches proclaim that negative publicity affects negatively on sales is that they only focused on products with actual high awareness among consumers and says that increased awareness of products that are not that known among consumers, negative publicity might enhance the sales. People might not buy a book right away but it will keep the idea in their mind and, over the time, this negative message will be dissociated from the memory. In this way, consumers would just feel aware of certain product, but the message may be forgotten. This estimation leads the authors to make analysis of New York Times reviews and book sales with following results: irrespective of whether the author was famous or not, positive reviews led to substantial increase of sales in between 32-52%. On the contrary, negative reviews depended on the author awareness. Negative reviews on books written by known author led to 15% decrease in sales. However, negative reviews on books written by not so known author led to 45% increase in sales (Berger et al., 2010).

To sum up, branding plays always an enormously important role for sales in any business. Therefore, it is complicated for brands to maintain the same expectation level for all the consumers as nowadays consumers are expecting more and more from the products or services. To maintain or exceed expectations, companies take different decisions and change strategies that may lead into different opinions, generate positive or negative word-of-mouth, scandals and others. These different outcomes can transform the way consumers look at a certain brand and influence its performance. According to Sharma (2015) branding may be negative or positive and both, may bring different

outcomes and influence on different ways the purchase decision. On one hand, positive reviews and word-of-mouth increase the trustworthiness and it may increase the sales as a consequence, whereas, negative may decrease the sales and brand perception. However, this might not always be the case. When considering brands with lower level of awareness, negative reviews can help the brand become known among people and increase the sales (Berger et al., 2010). Kucuk (2008) argues, that brand hate sites influent directly and indirectly on the consumer perception of the targeted brand's identity and image, and as a negative consequence on consumer purchase decisions.

4.2. CONCEPTUAL FRAMEWORK

Based on theoretical conceptualization and literature review the authors of the present study have created conceptual framework that consists of different elements. First part concerns the antecedents of brand hate that were estimated as moral consciousness, environmental consciousness, health consciousness and past experiences and its determinants such as age, gender and education. Second part of framework is focused on the impact of these negative feelings on consumers' behavior in terms of anti-brand activities and their purchase behavior.

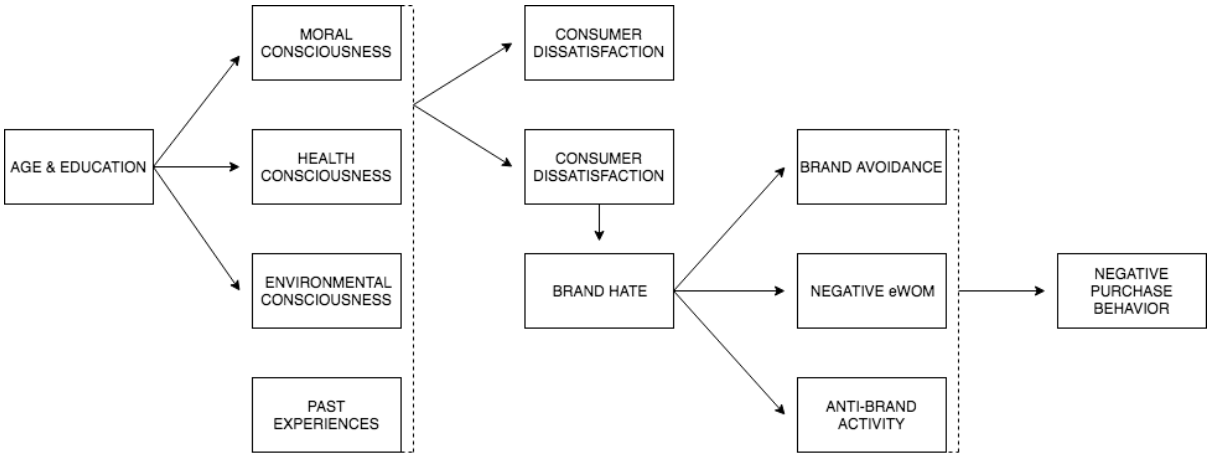

Figure 5 - Conceptual Framework (own creation)

Firstly, one of the objectives of this study is to understand the antecedents that initiate brand hate. According to Kaynak (2013), education and gender may influence the way consumers perceive the negative past experiences with a company and also their behavior towards the society in general. Thus, the first hypothesis is formulated as:

H1: Education and gender influence consumer satisfaction through consumers' consciousness

According to the available literature and researchers assumptions given as moral and ethical consciousness, when customer feels that it is his responsibility to avoid a certain brand due to its harmful effect on society in terms of corporate irresponsibility for example by providing unacceptable labor conditions because these consumers believe that with consumption of these products they are indirectly approving the brand's immoral and unethical actions (Kaynak, 2013).

Second antecedent of brand hate is environmental consciousness (Kaynak, 2013). Consumers are nowadays more aware of brands and their products' or services' impact on the environment and would more likely to avoid a brand that is not acting in accordance with their values and mindset. While there are still people that do not care about the nature and their awareness of earth protection is low, most of them do know the words of being eco-friendly or going green. This phenomenon has arisen in the past few years when the problem became big and started influencing not only our environment but also human beings (GPI, 2014).

Health consciousness is consumers' willingness to do something good for their own health and improve their quality of life. Therefore, health conscious individuals tend to prefer healthier alternatives of products they normally use. According to Grisby (2004), health aware consumers tend to avoid brands with unhealthy practices and try to implement healthy and sustainable lifestyle in their daily routines.

These three factors, moral, environmental and health consciousness might either lead into consumer satisfaction or dissatisfaction depending on a positive or negative attitude towards that issue. These were also found to be influenced by other considerations such as age, gender or education (Kaynak, 2013). Age matters in all the mentioned aspects and it is because the younger generation is more conscious about the impact of company's wrongdoing and unethical behavior since it can have a direct impact on human beings within the next years (GPI, 2014). Education also plays a role as more educated people have greater conscious and knowledge about things happening in the world which could be caused by having more access to different information than people with lower education that consider environmental and health issues less important (Kaynak, 2013). It was also suggested that gender has an impact on environmental and health conscious with women being more conscious in both aspects which will be further analyzed.

H2: **Moral, environmental and health consciousness have an impact on consumers' satisfaction/dissatisfaction with a brand.**

Another antecedent of brand hate is also recognized to be customers' negative past experiences with a certain brand also called as experiential avoidance (Lee, 2007). This type of avoidance is caused by not meeting consumers expectations or promises made by brands. These unmet expectations lead to consumer dissatisfaction and negative feelings causing brand hate.

H3: **Negative past experiences have an impact on consumers dissatisfaction and further on brand hate**

As already stated, negative feelings towards a brand lead to brand hate which further leads to brand avoidance or negative word-of-mouth. Consumers are more likely to share their negative experience with other people than a positive one and tend to avoid the brand after experiencing a problem (Kucuk, 2008). This can be classified as indirect consumers revenge towards the brand. However, there is also direct revenge of consumers that refers to face-to-face reactions between the company and consumers, which includes anti-brand activism such as protests, boycotts or rebellion. Within anti-brand activism can also be included forming up anti-brand websites, gathering together with other similar-minded people and making plans together to hurt the brand.

H4: **Brand hate has an impact on negative word-of-mouth, brand avoidance and anti-brand activism.**

According to Sharma (2015), strong brands create emotions in people that influence consumers' purchase decisions. Kim et al (2017), Kucuk, (2016), Awasthi et al, (2012) and Wong et al, (2017) argue that electronic word-of-mouth play a significant role in purchase decisions. Moreover, Zarantonello et al. (2016) researched that consumers' emotions whether they are satisfied or dissatisfied with a brand may lead to brand avoidance and anti-consumption. According to Mishra (2018), the main factors to affect purchase behavior are previous experiences, price, ethnocentrism, moral values and undesired self image. The same conclusion, being moral, experiential and identity avoidance as the main factors to affect purchases, was reached by Lee et al (2007). Therefore, the fifth hypothesis was created as following:

H5: **Brand hate antecedents and outcomes have an impact on purchase behavior.**

5. FINDINGS

The objective of this chapter is to analyze the collected data to get answers for research questions. The structure of the questionnaire was following the framework and also the literature review and therefore, the findings chapter will be also structured correspondingly.

5.1. DATA OVERVIEW

A total of 254 participants completed the study which was conducted with an online survey method. The dataset obtained was cleaned and furthermore, imported to SPSS for further analysis. As mentioned previously, three factors will be analyzed. First, the authors will describe various demographic characteristics of the sample in order to generate an overview of the participants. Then, in order to understand the reliability and validity of the study, several tests will take place such as Kaiser-Meyerchi-Olkin (KMO), to measure how suited is the data for the factor analysis. Moreover, Chi-square that will further be used to confirm the influence of gender and education on each of the factors: consumer dissatisfaction, brand hate, consequences of brand hate and negative purchase behavior of consumers. Likewise, bivariate correlation was used to show association between the independent and explanatory variables. Descriptive statistics were used to carry out further analysis of all the factors. Gender is the first socio-demographic variable explored. From the total sample, men are represented by a percentage of 50.8%, women make 48.0% while 1.2% of the participants refused to state their gender as seen on table 1.

What is your gender?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	129	50,8	50,8	50,8
	Female	122	48,0	48,0	98,8
	Other	3	1,2	1,2	100,0
	Total	254	100,0	100,0	

Table 1 - What is your gender? (own creation, based on survey)

Table 2 reveals participants' qualification. From the result, most participants (31.5%) have a bachelor's degree, 24.0% of them have a high school diploma and 22.4% already finished master's degree. Similarly, 8.7% of the participants are in college while 1.6% have doctorate degree and 0.8% are undergoing vocational training.

What is your highest education, so far?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School	61	24,0	24,0	24,0
	College	22	8,7	8,7	32,7
	Vocational Training	2	,8	,8	33,5
	Bachelors	80	31,5	31,5	65,0
	Masters	57	22,4	22,4	87,4
	Professional	22	8,7	8,7	96,1
	Doctorate	4	1,6	1,6	97,6
	Other	6	2,4	2,4	100,0
	Total	254	100,0	100,0	

Table 3 - What is your highest education so far? (own creation, based on survey)

In the age division, the share is very well spread and all age groups are well represented with a quite equal distribution throughout. Age group 18-24 years makes up the highest percentage (45.3%) of the participants and this was followed by age group 25-29 years with 24.8%. Also, 19.7% of the participants are within the age group 36-40 years, 7.1% are within the age range of 30-35 years, 1.6% are within the age range of 41-50 years while 0.8% are 51 years above and the same amount less than 18.

Please, state your age group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 18	2	,8	,8	,8
	18 - 24	115	45,3	45,3	46,1
	25 - 29	63	24,8	24,8	70,9
	30 - 35	18	7,1	7,1	78,0
	36 - 40	50	19,7	19,7	97,6
	41 - 50	4	1,6	1,6	99,2
	More than 51	2	,8	,8	100,0
	Total	254	100,0	100,0	

Table 5 - Please state your age group (own creation, based on survey)

The demographic data above will be applied for the analysis of first hypothesis and complemented by literature review in order to find out whether gender and education have an impact on consumers consciousness.

5.2. EXPLORATORY FACTOR ANALYSIS

As mentioned before, an exploratory factor analysis has to be conducted in order to test the sampling adequacy. Therefore, the construct suggested in the study consisted of 3 different factors: **Consumer dissatisfaction (16 items)**, **Brand hate and its consequences (16 items)** and **Negative purchase decisions (15 items).** According to (Pallant, 2010), there are three main steps when conducting a factor analysis, **first assessment of the suitability of data for factor analysis**, **Factor rotation and interpretation**. For the first step, there are two statistical measures available on SPSS that help measuring the factorability of the data: Kaiser-Meyer-Olkin (KMO) and Barlett's test. Both have been conducted in order to confirm that the dataset was appropriate for factor analysis (Pallant, 2010). It is recommended that the KMO score to have a minimum of 6 *(p < 0.6*) for a good factor analysis. The Bartlett's test, it is important the the p value or Sig. value is smaller than 0.05. Looking at the table below, the KMO value of 0.646 confirms the sample adequacy and that the sig. is below 0.05, which is 0.00 and therefore, it has a statistically significant value. Thus, both tests confirm that the dataset is appropriate for factor analysis.

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,656
Bartlett's Test of Sphericity	Approx. Chi-Square	5180,978
	df	6
	Sig.	,000

Table 6 - KMO & Bartlett's test (own production)

For the second step, the factor extraction will determine the "*number of factors that can be used to best represent the interrelationships among the set of variables*" (Pallant, 2010. pp. 183). There are several extraction techniques from which the authors will use the scree test. This is a method "*that involves plotting each of the eigenvalues of the factors*" (Pallant, 2010. pp. 183). Eigenvalues are suggesting how much of the variance that can be explained by each factor. Therefore, all the components that eigenvalue 1 or more will be considered. The values obtained for the 3 factors are concluded in table 5 below. As can be seen, some values are explaining the variance among the respondents better than others. Consumer dissatisfaction, for instance, is evaluated to larger share of

the variance while brand hate accounts for the small share of the variance. This indicates that brand hate is a more common characteristic among the sample than consumer dissatisfaction.

	Eigen Values
Consumer Dissatisfaction	51,593
Brand hate and consequences	25,215
Negative purchase behavior	14,524

Table 7 - Eigenvalues of factors (own production)

For the step three, it is important to interpret the factors that have been determined before. For this, there are two main approaches to rotation, that is orthogonal (uncorrelated) or oblique (correlated). According to Tabachnick and Fidell (2007) in Pallant (2010), orthogonal rotation is easier to interpret and report (generally the researcher has to assume that these constructs are independent and not correlated), whereas oblique approach allow the factors to be correlated. Yet, it is more difficult to interpret. Further analysis was conducted using component correlation matrix in order to determine if there is any correlation between the set of factors. The matrix suggested significant correlation between any of the factors.

Component correlation matrix

Component	1	2	3
1	1,000	,643	,149
2	,643	1,000	,425
3	,149	,425	1,000

Table 8 - Component correlation matrix (own creation)

To measure the internal consistency or reliability there are several ways. The researchers have chosen the Cronbach's coefficient alpha. This statistic will provide an average correlation among the items from the factor analysis. According to Pallant's (2010), results suggest values on all factors greater than or equal to 0,7 are considered acceptable. Ideally this scale should be above 0.7.

Variable or Factors	Items	Cronbach's Alpha score	Reliability Assessment
Consumer Dissatisfaction	16	,710	Accepted
Brand hate and consequences	16	,820	Accepted
Negative Purchase Behavior	15	,770	Accepted

Table 9 - Internal consistency (own creation)

To sum up, it is clear that the data is suitable for factor analysis. All the tests led to the conclusion that it will be possible to use all the 3 factors.

5.3. DATA ANALYSIS

As a first question, people were asked whether they have ever had a negative feeling or feeling of hate towards a brand. This question was supposed to be a filter question and respondents after choosing "no" as an answer would not go any further within the questionnaire. However, after our pilot study the authors understood that 5 out of 13 individuals could not recall a brand they hated or had negative feelings at the beginning. Therefore, it was thought that if the questionnaire continued with this way, the authors would lose several respondents willing to answer the whole questionnaire and at the same time, show another perspective. Moreover, it was agreed that if individuals select negatively to the first question, they could proceed to the second question where they would have common brands and therefore rethink their answer. These answers were afterwards deleted. After the correction, the majority, 200 (78.7%) respondents stated that they have had negative feelings towards one or more brands and 54 of them (21.3%) could not recall any.

Do you have any negative feelings towards any brand?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	200	78,7	78,7	78,7
	No	54	21,3	21,3	100,0
	Total	254	100,0	100,0	

Table 10 - Do you hate or have negative feelings towards a brand? (own creation, based on survey)

In the following sub-chapters, there will be explained the data results within few main topics to find relevant answers to research questions and hypotheses. The structure of the questionnaire will be followed.

Therefore, the authors want to start this part of the analysis answering the first hypothesis:

H1: Education and gender influence consumer dissatisfaction through consumers' consciousness and past experience

There is a need for this study to understand if there is an influence of gender and education on the consumer dissatisfaction factors. Therefore, Chi-square statistic was used to show if there is any

relationship between the dependent and the independent variables. The result of the hypotheses revealed that there is no significant relationship between gender and each of consumer dissatisfaction, negative purchase behavior and consequences of brand hate (p> 0, 05). However, there is a significant relationship between gender and brand hate (p< 0, 05). This result infers that gender is a major influencer of brand hate. Moreover, there is a significant relationship between education and each of consumer dissatisfaction and consequences of brand hate (p<0, 05) but no relationship exists between education and each of brand hate and negative purchase behavior respectively (p>0, 05). This also infers that education strictly influence consumers' dissatisfaction of a products and the consequences following.

		Brand hate	Dissatisfaction	Purchase behavior
Gender:	*Sig*	0,01	0,210	0,488
	df	4	12	10
	X^2	7,836	15,597	9,474
Education:	*Sig*	0,28	0,004	0,292
	df	12	36	30
	X^2	14,401	62,055	33,760

Table 11 - Chi-square statistic (own creation)

The first hypothesis can be therefore confirmed in terms of education with a 0.004 significance value, although disproved in terms of gender. The authors can assume that this hypothesis is partially confirmed.

5.3.1. CONSUMER DISSATISFACTION

Firstly, it is necessary to determine the antecedents of brand hate, to find out what triggers consumers in non-purchasing and what are the reasons for consumers to avoid certain brands.

Therefore, respondents were asked about their current or previous negative feelings towards three specific brands, namely McDonald's, Coca-Cola and Nike. These brands were chosen for a few reasons. Firstly, they are all worldwide, well-known brands. Even though, comparing a well-known with a less-known brand could bring an interesting insight, choosing a less-known brand could affect the results since the respondents were from many different countries, interests and age groups and would not have the opportunity to know the target brand. Secondly, these brands were chosen because of their "unethical" status, either in terms of health (McDonald's, Coca-Cola), bad impact on environment (McDonald's, Coca-Cola, Nike), inappropriate dealing with employees (Nike) and others. Lastly, to see the difference between brands where the unethical approach or health concerns are

more obvious and known among people, such as McDonald's and Coca-Cola and those where these issues are more hidden, such as Nike.

As regards participants' feeling to brands, McDonald's (57.5%) happens to be the most hated or the one with more negative feelings of all the brands, followed by Coca-Cola. However, consumers tend to have positive feelings towards Nike products, as around 85.8% of consumers have never had any negative feelings towards the brand, which also confirmed our previous assumption. People that marked "none of these" as an option for having negative feelings to any of mentioned brands, made up 29.1%. This could be because they did not know about their negative impact and unethical issues, because their brand loyalty and brand love exceeded the negativity or because of their indifference towards these issues. Therefore, these individuals will not continue the questionnaire like the others and will skip the questions until the question "*in your opinion, can negative publicity or negative feedback influence a brand's products in a negative way?*". This happens because the further questions will be related with one or more brands chosen, therefore, 74 individuals that did not choose a brand will be out of the following questions: "*have you ever consumed or bought any product of the selected brand(s)?*; *Do you nowadays, still consume or buy the products from the brand(s) you selected previously*? *Even if rarely*; *How regularly do you or did you consume or buy products from the selected brands*?".

		Do you have any negative feelings towards any brand?					
		Yes		No		Total	
		Count	Column N %	Count	Column N %	Count	Column N %
Do you have negative feelings towards these brands?	Negative feelings towards McDonalds	123	61,5%	23	42,6%	146	57,5%
	Negative feelings towards Coca Cola	83	41,5%	12	22,2%	95	37,4%
	Negative feelings towards Nike	34	17,0%	2	3,7%	36	14,2%
	None of these	43	21,5%	31	57,4%	74	29,1%
	Total	200	100,0%	54	100,0%	254	100,0%

Table 12 - Negative feelings towards brands (own creation, based on survey)

On the cross table below is presented whether or not the consumers have bought a product from the brand they have negative feelings towards. From 146 respondents having negative feelings towards McDonald's, only 2 respondents have never bought any product there. Regarding Coca-Cola, 3 people out of 95 have never tried any product from the brand and regarding Nike, everyone has at

least bought once a Nike's product. This may indicate that consumers' negative feelings and attitudes towards the brands arose after buying or consuming the products.

		Have you ever consumed or bought any product of the selected brand(s)?		
		Yes	No	Total
		Count	Count	Count
Do you have negative feelings towards these brands?	Negative feelings towards McDonalds	144	2	146
	Negative feelings towards Coca Cola	92	3	95
	Negative feelings towards Nike	36	0	36
	None of these	0	0	0
	Total	175	5	180

Table 13 - Have you ever bought product from selected brand/s? (own creation, based on survey)

The reasons for such non-consumption were revealed with the following question and the answer can be seen on table 12. This question was a multiple answer question and answered by 5, which is the number of respondents that answered in the previous question. The most common reason was health concerns, chosen from every person out of 5, followed by unethical approach of the company, chosen by 3 respondents and negative reviews chosen by 2 of them.

		Count	Column N %
Why you have never consumed these products?	High Price	0	0,0%
	Low quality and health concerns	5	100,0%
	Negative reviews	2	40,0%
	Unethical Approach	3	60,0%
	Bad Labor Conditions	0	0,0%
	Negative impact on environment	0	0,0%
	Other	0	0,0%
	Total	5	100,0%

Table 14 - Why have you never consumed products from selected brand? (own creation, based on survey)

In the following tables will be presented the data of respondents who stated that "*do not buy the products anymore"* and the consequent reasons. Out of 175 that stated they have consumed a product of a brand they had negative feelings towards, 119 of them still consume, while 56 of them stopped consuming.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	119	46,9	68,0	68,0
	No	56	22,0	32,0	100,0
	Total	175	68,9	100,0	

Table 15 - Do you still consume the products? (own creation, based on survey)

Another suggested item to have an impact on brand hate that was being investigated within the questionnaire, was previous experiences with a brand. Firstly, people were asked if they have had a negative experience with any brand/brands. Out of 254 respondents, 87 (34.3%) answered that they have never had any bad experiences with any brand. However, the majority, 167 (65.7%) respondents stated they have had negative experiences with one or more brands. This is a good sample for the result being investigated, whether negative experience leads to customer dissatisfaction or even to purchase behavior.

Have you ever had a bad experience?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	167	65,7	65,7	65,7
	No	87	34,3	34,3	100,0
	Total	254	100,0	100,0	

Table 16 - Have you ever had a negative experience with one or more brands? (own creation, based on survey)

Those that chose "yes", were asked another question, what was their reaction towards the bad experience. This was multiple answer question and the responses can be seen on table XY. The most common answer (83 responses) was "*sharing the bad experience with their friends or family members to warn them against the brand*". Therefore, it is clear that negative word-of-mouth among acquaintances is common when facing a past experience.

According to the table 1 in Appendix 2, 69 respondents stated that "*I was dissatisfied and doubted their values and honesty*" and 63 of them "*I was dissatisfied and stopped buying their products*". This

made up 37.7% of all the respondents having negative experience, which clearly indicates that negative experiences affect consumers purchase decisions.

40 respondents complained to the brand about their experience, but afterwards were still willing to purchase the products of that brand. This may show that previous experience with the brand have an impact on consumer satisfaction, therefore complaining, but for different reasons they would purchase the products again. These reasons might be lower price of products, convenience or high awareness and therefore higher influence towards consumers to purchase again.

27 of them did not do any further action and are willing to buy the products again and 25 respondents did not stop until they got an appropriate answer or reward from the brand. Sharing the problem on social media to spread the message and negativity was the case of 10 respondents. 2 respondents joined an anti-brand organization to get support from the brand and 4 of them tried to do everything to make the problem viral to warn other people.

		Count
Environment Consciousness	Negative impact on environment.	0
	Negative impact on environment	23
Health Consciousness	Low quality and health concerns	5
	Low quality and Health Concerns	36
Moral counsciousness	Bad Labor Conditions	0
	Unethical Approach	3
	Their unethical approach	20
	Bad labor conditions	23
Past Experience	Previous negative experience with the brand	14
	I was so dissatisfied that I just stopped buying/consuming their products/services	63

Table 17 - Why do you not consume these products anymore? (own creation, based on survey)

Looking at the table 15, there are presented all the reasons for non-consumption the three brands according to the four assumed antecedents of consumer dissatisfaction with the comparison

of those 5 respondents that never purchased any product with those 56 that stopped consuming after some time. The first factor to affect consumer dissatisfaction was considered *environmental issues*, that was chosen as a reason for non-consumption of 23 respondents. These people have bought a product of such brand, but after knowing these facts, they decided not to support such company anymore.

Regarding *health consciousness,* "*low quality and health concerns*" was the most common reason for non-consumption, chosen by 41 people in total, each of those that has never bought any product and 36 of those that stopped purchasing after some time.

Moral consciousness included two items, namely "*bad labor conditions*" and "*unethical approach*". Unethical approach was chosen by 3 respondents as one of the reasons why they never purchased any product and by 20 of them that do not purchase anymore. Bad labor conditions was not a reason for anybody of those that have never bought a product of their unfavorable brand, however, was chosen by 23 respondents out of 56 that do not purchase anymore.

Past experience was the last assumed item was chosen by 14 people out of 56 as a reason why they stopped purchasing the product of a selected brands, and by 63 out of 167 as a reaction towards negative experience of any company.

Overall, considering the negative feelings, there were 78.7% of people that have had a negative feeling or feeling of hate towards any brand and almost the same amount (71%) when providing the options of McDonald's, Coca-Cola and Nike. 97.2% of respondents having negative attitude have bought product of the brand they selected and therefore, it might be said that their negativity have originated after purchasing/consuming the product and having more knowledge about the brand. Negative feelings towards these specific brands did not convince 68% of customers in non-purchasing the products, however, 32% of them stopped buying the products mainly from mainly health reasons, brand's negative impact on the environment, inappropriate labor conditions of their employees or their unethical approach. The second investigated item was previous experiences. 65.7% of respondents have had a negative experience with any brand. People's reactions differed, but the majority of respondents, 91.6% of responses showed their negativity, either complaining, sharing the case of social media or among friends and relatives, doubting brand's values or stopped purchasing the products. It is therefore indicated, that brand experiences are one of the main factors of consumers dissatisfaction. Taking a look at the hypothesis 2 and 3:

H2: Moral, environmental and health consciousness have an impact on consumers' satisfaction/dissatisfaction with a brand

H3: Negative past experiences have an impact on consumers dissatisfaction and further on brand hate

The authors can confirm that both hypotheses have a positive influence on the impact on consumer dissatisfaction, which furthermore leads into brand hate.

5.3.2. BRAND HATE AND ITS CONSEQUENCES

With the following question, the authors aimed to find out whether negative publicity or negative feedback about brands affect brands in a negative way. This question is also a control question to see people's opinions about negative publicity impact compared with their real decision when they are provided with facts. The vast majority of people, 93.3% think that this can really affect the brand in a negative way, while 6.7% do not agree with the statement.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	237	93,3	93,3	93,3
	No	17	6,7	6,7	100,0
	Total	254	100,0	100,0	

Table 18 - Does negative publicity or negative feedback affect brand's products in a negative way? (own creation, based on survey)

In order to understand people's recognition of anti-branding advertisements, they were presented three pictures of McDonald's, Coca-Cola and Nike in their anti-brand version and were asked whether or not they recognize the brand behind the picture. 92.5% said they recognize the brands, while only 7.5% did not. This also illustrates how easy it is to make an anti-branding advertisement to be recognized when concerning well-known brands.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	235	92,5	92,5	92,5
	No	19	7,5	7,5	100,0
	Total	254	100,0	100,0	

Table 19 - Can you recognize the targeted brand behind the pictures? (own creation, based on survey)

Further in the survey, the respondents were provided with anti-branding activity facts about the three brands. These facts were concerning companies' negative impact on the environment, their unethical approach, wrong approach towards their employees and negative impact on people's health. People were asked whether or not they were familiar with those facts.

Facts about McDonald's were concerning its negative impact on environment and health. The first one had 43.7% of familiarity and concerned the negative impact on the environment and the second one, with 50% of familiarity, concerned McDonald's influence on the environment and was doubting the health issues of the food. On the table 2 in Appendix 2, a cross table with two variables, negative feelings towards McDonald's, asked before providing the facts, and the feelings after the facts. In this part the researchers will be looking at changes that happened with people's perception after they were made aware of the negative facts. Out of 94 people that have negative emotions and want to read more about the brand's actions, 35 said at the beginning that do not have any negative feelings, however, now they changed their mind. 21 of respondents that did not have negative feelings will try to convince their friends and families in non-consumption, 16 would never buy such product again.

When considering only negative emotions without counting the neutral or not changed, these make up 231 responses, from which 147 are those that already stated before that are having negative feelings towards this brand, and 84 that said that did not have. It indicates that 36.4% of people changed their perception after being more informed.

The second group of facts about Coca-Cola were regarding negative impact on health, environment and also moral actions. The first one, concerning health issues had about 30% of familiarity among people and the second one, about moral and environmental issues was known by 37% of respondents. While towards McDonald's there were more people having negative feelings, towards Coca-Cola there were more people having positive feelings, and therefore, will be more interesting to see the change in people's perspective after telling them about the negative issues of this company. From the negative perception responses, 94 people having negative feelings after reading about the facts, were 50% from the group with negative feelings before and 50% changed their mind after providing them with those facts. Similarly, out of the 58 respondents stating that will never buy the brand again, were 23 of those without previous negative feelings. From all the negative responses making up 231 that concerned brand avoidance, negative reviews, becoming a part of anti-branding brand, others, 125 of them were from people with already negative feelings, while 106 without them. This means that almost 46% of people having positive feelings towards Coca-Cola, changed their perception after knowing about the negative impact of the company.

		Negative feelings towards Coca Cola			
		No	Yes	Total	
		Count	Count	Count	Column N %
What is/are your feelings/emotions towards these brands?	I do not care; I will still buy	6	2	8	3,1%
	Still positive! They are respectable brands.	15	2	17	6,7%
	I never had a problem with them, so it's fine for me!	31	4	35	13.8%
	This changed my perception, but I might still buy	63	40	103	40,6%
	Negative feelings/emotions, want to read more!	47	47	94	37,0%
	I feel disgusted and will never buy again.	23	35	58	22,8%
	Will try to convince my friends and family	24	35	59	23,2%
	I will write negative reviews to inform others	6	2	8	3,1%
	Very negative and angry! Want to become part of an anti-brand org.	6	6	12	4,7%
	Other	0	0	0	0,0%
	Total	159	95	254	100,0%

Table 20 - Change of feelings towards Coca Cola (own creation)

Nike's facts were focused on inappropriate labor conditions of their employees. These facts did not know the majority of people, on average only 33% were familiar with these issues. According to the table 3 in appendix 2, there were the least number of people having negative feelings towards, however, this number significantly increased after providing the respondents with the facts. 94 respondents want to read more about these issues and 81 of them were those that did not have negative feelings. 67 responses were from those that said that will try to convince their friends and families in non-consumption or write negative reviews and only 16 of them did say to have negative feelings previously. 58 respondents will never buy the brand again and 46 were from those without negative feelings.

All in all, out of 231 negative responses, only 42 were those that have had negative feelings before, while 189 did not, what indicates that 81.8% of people changed their mind after knowing the facts. These results are suitable to affirm that the hypothesis 4 is valid.

H4: Brand hate has an impact on negative word-of-mouth, brand avoidance and anti-brand activism.

Firstly, the analysis on how consumers react when facing anti-brand activism was done. Therefore, it was clear that Negative Word-of-Mouth was considered one of the biggest drivers for spreading the brand hate. Also, through the anti-brand activism was clear that changing perceptions towards brands can be possible and that, moreover, will increase brand hate, generate even more anti-brand activism and brand avoidance.

5.3.3. NEGATIVE PURCHASE DECISION

Negative purchase decision is the last part of the survey to be analysed. This section includes questions that seek evaluating whether there is a negative purchase behavior when in contact with anti-brand activity. It was clear to understand that brand hate may influence anti-brand activity, through its consequences, such as: word-of-mouth, hate, distorted brand identity and others. Therefore, one of the ways researchers found to analyze this component was through the negative feelings towards the three-brand selected (before the facts) and afterwards, understand how willing the respondents are to consume/buy products from these brands in the future.

5.3.3.1. NEGATIVE PURCHASE DECISION TOWARDS MCDONALD'S

		Negative feelings towards McDonalds		
		No	Yes	Total
		Count	Count	Table N %
How willing are you to consume McDonald's products in the future?	I don't care	15	8	9,1%
	It affects my brand perception, but I might continue buying	18	19	14,6%
	Negative feelings, will cnosider stop consuming	0	4	1,6%
	It's a threat, government act against them	9	4	5,1%
	Dangerous for me, will stop consuming	0	0	0,0%
	Their moral values are low, we should stop consuming	12	16	11,0%
	I hate this brand, will never consume anymore	5	26	12,2%
	Our world would be much better place without this company	37	23	23,4%
	I was not buying these products due to these and other issues	10	28	15,0%
	Other	2	18	7,9%
	Total	108	146	100,0%

Table 21 - Negative purchase decision towards McDonalds (own creation)

As mentioned before, 146 respondents admitted having some negative feelings towards McDonald's, whereas 108 did not have any kind of negative emotion or feelings towards the same brand. Taking the 108 respondents that affirmed not having any negative feeling, these emotions changed after the given negative facts about the brand. About 37 respondents think that our world could be a much better place without this company, from which the researchers can assume that the brand identity has changed in their minds. Besides, 9 respondents consider this brand a threat to our world suggesting the government intervention to control these types of brands. From this point of view, McDonald's has according to the respondents, a huge environmental impact which is predictable due to the given facts. Furthermore, around 27 respondents have a negative purchase behavior in common, answering that "we" should stop consuming or that they are not consuming due to these kinds of problems. However, 5 of the previous 27 respondents answered saying "*I hate this brand for everything they are doing, will never ever buy/consume any product again*". According to the questionnaire part analyzed before, this may be a driver to start to be active against the brand, for instance, joining an anti-branding organization. Nevertheless, there are around 33 respondents that have not been totally influenced by the negative facts, around 18 out of these 33, said that it might have changed the brand perception but they are still willing to consume McDonald's products, the others 15 were not influenced at all, choosing the option "I do not really care about these facts, so I will continue buying/consuming its products". Similarly, the respondents that have answered to have negative emotions towards McDonald's products had approximated results, although with an enormous increase on brand hate. Around 26 respondents answered that they hated the brand and would never buy it again. This can be explained due to their previous negative perception towards the brand plus the contact with more negativity (the facts) increased their hate (figure 6).

we should stop consuming			
I hate this brand, will never consume anymore	5	26	12,2%
Our world would be much	37	23	63,4%

Figure 6 - Brand hate (own creation)

5.3.3.2. NEGATIVE PURCHASE DECISION TOWARDS COCA COLA

		Negative feelings towards Coca Cola		
		No	Yes	Total
		Count	Count	Column N %
How willing are you to consume Coca Cola products in the future?	I don't care	28	0	10,2%
	It affects my brand perception, but I might continue buying	17	9	10,2%
	Negative feelings, will consider stop consuming	12	11	9,1%
	It's a threat, government act against them	14	18	12,6%
	Definitely dangerous for me, will stop consuming	40	10	19,7%
	Their moral values are low, we should stop consuming	12	10	8,7%
	I hate this brand, will never consume anymore	4	3	2,8%
	Our world would be much better place without this company	2	20	8,7%
	I was not buying these products due to these and other issues	19	12	12,2%
	Other	11	4	5,9%
	Total	159	95	100,0%

Table 22 - Negative purchase decision towards Coca Cola (own creation)

Regarding to the brand Coca Cola, the contrast between respondents that present negative feelings and those that do not, it is higher than in McDonald's. As well as brand hate, that was represented just by around 2.8% of the respondents. Although, on the contrary to McDonald's, respondents that did not have any negative feelings towards Coca Cola, give higher importance to the "health factor". Where around 40 people with no previous negative feelings towards Coca Cola affirmed, they want to stop consuming this product due to health consciousness after knowing the facts. Furthermore, the negative feelings towards Coca Cola also increased substantially, with around of 12 people with no negative feelings before, stating that "*these facts really made me think in a negative way towards the brand, I will stop consuming*".

However, around 17 respondents have admitted that the facts might have changed their brand perception, but the willingness to consume is still positive. Similarly, 28 of respondents answered that

these previous facts had not influence at all in changing their perception regarding the brand. Regarding the respondents that already had negative feelings towards this brand, it was clear the awareness different (see figure XX).

against them			
Definitely dangerous for me, will stop consuming	40	10	19,7%
Their moral values are low,	12	10	8,7%

Figure 7 - Awareness difference (own creation)

It is assumed that the respondents with negative feelings towards this brand, have had contact with some of the wrongdoing activities by Coca Cola. Therefore, the previous facts did not greatly influence their health consciousness, whereas it did to the respondents that did not have any negative feeling. Similarly, this phenomenon is visible on the option selected on the figure 3, it is clear that 20 of the respondents with previous negative feelings also state that "*Our world would be much better place without this company!*", whereas just 2 of the respondents with no negative feelings have selected this emotion.

consume anymore			
Our world would be much better place without this company	2	20	8,7%
I was not buying these	7	24	13,2%

Figure 8 - Ethics and environmental difference (own creation)

5.3.3.3. NEGATIVE PURCHASE DECISION TOWARDS NIKE

		Negative feelings towards Nike		
		No	Yes	Total
		Count	Count	Column N %
How willing are you to buy Nike's Products	I don't care	14	2	6,3%
	It affects my brand perception, but I might continue buying	32	4	14,2%
	Negative feelings, will consider stop consuming	39	0	15,4%
	It's a threat, government act against them	54	7	24,0%
	Their moral values are low, we should stop consuming	28	7	13,8%
	I hate this brand, will never consume anymore	29	7	14,2%
	Our world would be much better place without this company	10	0	3,9%
	I was not buying these products due to these and other issues	12	9	8,3%
	Other	0	0	0,0%
	Total	218	36	100,0%

Table 23 - Negative purchase decision towards Coca Cola (own creation)

This was the brand with the least negative feelings from the two previously mentioned. It counts with 36 respondents that have negative feelings towards these brands, while the remaining 218 have stated not having any kind of negative feeling. Therefore, it was also the brand where the researchers found more evidence of reactions due to anti-brand activity. This fact might happen because just a few respondents had some sort of knowledge about company's wrongdoing. Firstly, considering the respondents with no negative feelings towards Nike, it is clear that the biggest number of them consider this brand a "threat" and that the government should intervene to control this brand. Furthermore, around 14 respondents state that the facts will not change their mind, 32 say that it might change their brand perception but that, they might purchase products of the brand occasionally. Through these facts, also 39 respondents state that these caused them negative feelings towards the brand and therefore, non-consumption of these products will be considered. The brand hate is also

significant, around 29 respondents have stated that due to these facts, they will never purchase product of this brand anymore and created a feeling of hate towards it. Similarly, around 28 respondents have selected that the morals of this brand are low and that "we" should not buy the products of the selected brand.

5.3.3.4. "NONE OF THESE" TOWARDS THREE PREVIOUS BRANDS

As seen previously, 180 out of 254 respondents have stated to had negative feelings towards one or more out of the three brands mentioned before. However, the remaining 74 respondents stated that they did not have any negative feelings to any of these brands. Therefore, the researchers have decided to understand whether after providing the fact the perception would change.

Moreover, looking at the appendix 1 (table 4), most of the respondents (31) after the facts concluded that "*our world would be a much better place without this company*" towards McDonald's, while around 16 state that their moral values are indeed low and that "we" should not consume the products. Nevertheless, around 25 of the respondents have not been affected completely and they will continue consuming the products. Similarly, towards the brand Coca Cola (table 5, appendix 2) around 21 respondents have not been affected by the facts, however 29 respondents will stop consuming the product, around 21 due to health consciousness and the remained 8 due to negative feelings towards the brand. Regarding Nike (table 6 – appendix 2), 24 respondents have not been affected after knowing the facts as they are still willing to buy Nike's products, whereas around 42 will stop consuming their products because from these 34 respondents, 24 consider this brand a threat and that government should do something to stop these brands in these activities and 10 of them think that their moral values are low. The remaining 8 respondents believe that our world would be much better place without this company.

5.3.3.5. FREQUENCY OF PURCHASE VS ANTI-BRANDING ACTIVITY

The second and last part to analyze the negative purchase behavior towards these brands, the researchers want to understand if the frequency of purchase may be influenced by anti-brand activity.

Therefore, it was decided to segment the respondents in two distinct groups: Respondents that consume regularly (Regular consumers) and, consumers that do not consume so often (Irregular

consumers). For this, analyzing the figure 9, the first group will be segmented by the answers “Very Often” and “Often”, whereas the second, by “sometimes” and “very rarely”. Although, the researchers have decided to focus only on the first group to understand reactions towards purchase frequency. As mentioned before, 175 respondents answered this question, while the remaining 79 have skipped this answer because of answering “none of these” for the previous question, which in this case they will not be considered.

		Count
How regularly do you or did you consume or buy products, you selected?	Very Often	10
	Often	19
	Sometimes	51
	Very Rarely	95
	Total	175

Figure 9 - Regular consumers (own creation)

The targeted group to be analyzed is composed of 29 individuals. Firstly, it is necessary to understand their consume for each of the presented brands (table 22).

		Do you have negative feelings towards these brands?				
		Negative feelings towards McDonalds	Negative feelings towards Coca Cola	Negative feelings towards Nike	None of these	Total
		Count	Count	Count	Count	Count
How regularly do you or did you consume or buy products, you selected?	Very Often	2	6	2	0	10
	Often	15	10	0	0	19
	Sometimes	38	23	14	0	51
	Very Rarely	89	53	20	0	95
	Total	144	92	36	0	175

Table 24 - How regularly do you consume (by brands) (own creation)

It is clear that these consume more McDonald’s and Coca Cola’s products that Nike’s. This can be explained because the first two brands are a different type of sector. Secondly, the researchers will focus on brand by brand to understand whether there were changes according to the facts or not.

5.3.3.6. MCDONALD'S REGULAR CONSUMERS VS ANTI-BRAND ACTIVITY

According to the table at appendix 2 (table 7), about 15 respondents have selected the option "often" for their McDonald's consumption. Therefore, around 6 of them said "*I do not really care about these facts so I will continue buying these products*", from which the presented facts did not present any effect on these regular consumers. Other 2 respondents answered that indeed, these facts were enough to give them negative feelings towards the brand, which they affirmed they would consider the consumption. For the remaining 7 respondents, the facts represented more aggressive results from which 1 on them says "*I hate this brand and I will stop consuming*", the other 2 out of 4 concluded that their moral values are low and that "we" should stop consuming, while the other 2 affirmed that our world would be a much better place without this company. Regarding the consumers that consume "very often", 1 of them was not influenced at all, selecting the option "I do not care", whereas the last one said that these facts brought him negative feelings and stop consuming will be a future consideration.

5.3.3.7. COCA COLA'S REGULAR CONSUMERS VS ANTI-BRAND ACTIVITY

According to the table at the appendix 2 (table 8) there were a total of 16 respondents that are within the regular Coca Cola's consumers. Out of these 16 individuals, 6 are consuming "very often" Coca Cola's products, while the other 10 are "often" consuming. From these 6 individuals that consume "very often" Coca Cola's products, 4 have been affected by the facts, although, they might continue buying. The remaining 2 understood that drinking Coca Cola's products may be extremely negative for their health, that indeed concluded saying that will stop consuming. Regarding the other 10 "often" consumers, 6 of them agreed that "*our world would be a much better place without this company*". From the other 4 individuals, 2 have negative feelings and therefore will consider stop consuming the product whereas the other 2 respondents agreed that "*the government should act to control these kinds of brands that are threatening our world*".

5.3.3.8. NIKE'S REGULAR CONSUMERS VS ANTI-BRAND ACTIVITY

According to the table at the appendix 2 (table 9) there were only 2 regular individuals that buy Nike's products. The first one admits that it affected the brand perception, but the willingness to buy

is still positive. The last one, agrees that the moral values of the brand are indeed low and that "we" should stop consuming.

To sum up, all the three facts regarding these three big brands had a goal. This was to understand the negative effect on the perception and negative purchase behavior. It was clear, that indeed, anti-brand activity influences negative purchase behavior, as well as brand perception towards the brands selected. The results of this part of the survey has also positively answered our 5th hypothesis:

H5: Brand hate antecedents and outcomes have an impact on purchase behavior.

For instance, analyzing on how willing the respondents are to buy products they selected previously, right after a few negative facts about these brands (anti-brand activity). Therefore, several analyses were proved that consumers are in general, conscious regarding some brands they consume, in this case, Coca Cola and McDonald's. Although, regarding Nike, the consciousness towards the wrong doing is quite inexistent. Therefore, after the facts provided within the questionnaire, it was possible to see an influence on negative purchase behavior and negative perception of the brand.

Furthermore, the researchers have also tested the probability of affecting the purchase behavior on regular consumers (consumers that consume often or very often a specific brand). The results indicate that even regular consumers can change their mind towards these brands, although it is also clear that some of them have also a high sense of loyalty, not believing or just ignoring all the possible facts provided by anti-branding organizations. All in all, a brief conclusion regarding the hypothesis will follow:

H1: Education and gender influence consumer dissatisfaction through consumers' consciousness and past experience

This, as the only hypothesis was not fully confirmed with the data analysis, as after using statistical tool to find out the relationships among the variables, there was no significant relationship found between gender and consumer dissatisfaction. However, education was found as an influencing factor to consumer satisfaction, respectively dissatisfaction. Therefore, this hypothesis is partly correct.

H2: Moral, environmental and health consciousness have an impact on consumers' satisfaction/dissatisfaction with a brand.

The researched data showed, that from people having negative feeling towards a brand, 97,2% of them purchased a brand from that brand before. Therefore, research of factors that caused this

negativity, as it happened after the purchase, was necessary. These were suggested from the literature review to be moral, environmental and health consciousness.

Considering health consciousness, from people that never purchased any products from the brand they have negative feelings towards, 100% stated as a reason, health concerns. When assuming those with negative feelings after a purchase, 64,3% considered health issues as the one or one of the reasons that made them stop purchasing the product. When it comes to environmental issues, 41% of people were dissatisfied with the environmental activities of the company and therefore stopped purchasing products from such brand. Regarding moral issues, there were included two of them, ethical approach of the company and labor conditions of company's employees, where 20 respondents out of 56 expressed their dissatisfaction with unethical approach of the company and 23 of them with the labor conditions, which were one of the reasons why they stopped purchasing products from the brand.

To conclude this hypothesis, all of the three factors have an impact on consumers' satisfaction or dissatisfaction, being health consciousness the most significant variable, followed by environmental and moral, equally.

H3: Negative past experiences have an impact on consumers dissatisfaction and further on brand hate

Another investigated factor to have impact on consumers' dissatisfaction, that was also confirmed, was previous experiences. From 65,7% of people having negative experience with a brand, 91,6% of them showed their negativity and dissatifaction such as stopped consumption, spreading the word about that experience, trying to convince people agains the brand and such. Therefore, this hypothesis is confirmed as previous experiences have impact on consumer's satisfaction.

H4: Brand hate has an impact on negative word-of-mouth, brand avoidance and anti-brand activism.

The fourth hypothesis concerned brand hate as a influencing factor towards negative WOM, brand avoidance and anti-brand activism, which was also confirmed. Out of 231 negative responses after knowing facts, only 42 from them stated that they had negative feeling, while 189 of them changed their perception after knowing the facts. When considering each variable from respondents reactions after knowing the negative facts, 26,3% of all want to share this message on social media or among their relatives and friends; 22,8% are disgusted and do not want to purchase again, which can indicate brand avoidance; and 4,7% would like to become a part of anti-brand community. It is therefore

estimated, that brand hate has impact on brand avoidance, anti-brand activities where can also be included word-of-mouth. It is also assumed, that anti-brand activities create brand hate which further affects negative word-of-mouth and brand avoidance.

H5: Brand hate antecedents and outcomes have an impact on purchase behavior.

The fifth hypothesis was built to investigate the antecedents and outcomes of brand hate on purchase behavior. It was concluded that anti-brand activities influence purchase behavior and the perception towards brand. Moreover, it was found that people after having negative feelings because of environmental, health and moral issues and past experiences, tend to decrease or stop purchasing the products of such brand which confirms also this hypothesis.

6. DISCUSSION

This chapter's purpose is to present explanations of the previous analysis compared with the studies that have been reviewed in the literature review chapter to give answers for given research questions as well as problem formulation.

The problem formulation is formulated as "***What is the impact of anti-branding on brand identity and consumer purchase behavior?"*** In order to find this out, there is a need to answer three partial research questions that are base for this chapter.

6.1. WHAT ARE THE MAIN DETERMINANTS THAT AFFECT NEGATIVE BEHAVIOR SUCH AS BRAND HATE TOWARDS A BRAND

There are different feelings to be developed by consumers towards a brand, positive such as brand satisfaction and brand love or negative such as brand avoidance and brand hate. According to Sternberg (2003), hate is an emotion that ranges from innocent avoiding disgust or anger. Kucuk (2016) identified that anger, frustration or disgust can be indicators of brand hate. He also states that brand hate arises after negative emotions generated by consumers towards a brand that provides bad performance and experience both for society and the individual.

Consumers tend to avoid brands which identity does not correspondent with their beliefs and values (Kaynak, 2013). This can lead to **experiential avoidance** caused by negative experiences with a brand, **identity avoidance** caused by ideological incompatibility or **moral avoidance** caused by disagreement of moral activities of a brand. One of these issues can be according to Kaynak (2013) environmental consciousness. The same author assumes that people tend to support anti-consumption of brands that are not environmentally conscious to enhance their own satisfaction by respecting the nature because they are made aware about the possible consequences of such activities. Aversion towards companies that do not follow the right principles when it comes to environmental issues can also affect their perception about the brand, as it was found that 41% of respondents stopped purchasing products of a brand as stating one of the reasons for their dissatisfaction is the brand's negative impact on the environment. Most people showed their negative feelings towards environmental issue of this brand, and therefore, combined with a literature review, this is considered as an antecedent of consumer dissatisfaction leading to brand hate.

It was also suggested that health concerns are another reason what leads to consumers' dissatisfaction and brand avoidance. This was confirmed with the collected data and was determined as the main reason why people do not consume products they used to. For about 65% of all people that stopped purchasing a product, health issues and low quality of the products were the main reasons. And from respondents that said they have never bought any product from the brand they selected as having negative feelings towards, each of them said that health concerns were one of the issues.

The third antecedent of consumer dissatisfaction is moral consciousness. According to Kucuk (2018), companies' responsible and ethical activities have an impact on consumers identification with the company and their overall satisfaction. It was also estimated that most of the brand haters excuse their behavior as a reminder for companies to act more careful and responsibly towards the society because companies' wrongdoing has an impact on consumers behavior in terms of dissatisfaction or brand hate. Consumers being aware of companies' ethical wrongdoing are more likely exclude them from their social value system. Company's ethics is considered to deal with human rights, gender equality, environmentalism and coexistence. One of these factors, human rights, was implemented in the questionnaire, to find out people's reaction towards moral and ethical facts of Nike company. Ethical or moral avoidance of a brand was also confirmed within the questionnaire when almost 77% of the responses from the people that do not purchase one of the three offered brands anymore, were concerning ethical issues such as brand's ethical approach and bad working conditions of brand's employees.

As already mentioned, experiential avoidance, caused by negative experiences of a brand is suggested to have an impact on consumers dissatisfaction. With the data analysis it was found that 90% of all people had a negative reaction after having negative experience, either just complaining, sharing the experience on social media or among their friends and relatives, doubting brand's values or non-consumption. This indicates that previous experience with a brand has a significant impact on customer satisfaction, respectively dissatisfaction.

6.2. WHAT ARE THE IMPLICATIONS OF CONSUMERS EMPOWERMENT ON BRAND IDENTITY

Brand or corporate identity is the manner how the company is presented to people. Therefore, marketers strive to create the best possible associations of a brand with consumers and improve their perception of the brand. Kucuk (2008) assumes that anti-brand groups may negatively influence the brand identity by influencing customers against the brand and changing their perception.

In the past, it was corporations who hold the power and who had the ability to determine all the conditions regarding the products. However, this has changed, and nowadays it is the consumers who have the power to change decisions of companies in important issues such as price or quality. At the end, it is up to companies whether or not they will take consumers advice, however, there has arisen a large number of competitors, so when a consumer does not like the products and its features of one company, can easily switch to another one where will find the satisfaction. Therefore, companies are advised to take consumers' opinion into consideration in order to gain or maintain them.

This has significantly changed the consumer-brand relationship. New technologies make it even easier for consumers to speak up about their experiences and opinions about brands, as well as it simplifies their options for purchasing online and comparing between different options (Krishamurthy & Kucuk, 2009).

These technologies also allow gathering together like-minded people from everywhere in the world at any time to exchange different kinds of information. The content on such platforms is mainly created by its members what gives them power to share any opinion without any restrictions. These online communities can serve as a source for companies' improvements as they are provided with real experiences from their customers and relevant information. Here are also found ideas for new business opportunities that could lead to increased customer satisfaction (Wong et al., 2018).

Anti-branding websites are online places where consumers concentrate their negative attention for a certain brand (Bailey, 2004). They use memorable domain names, usually very similar to the original names of companies, visual expression for better imagination of problem the community is against and specific language to make a negative identity of targeted brand. These sites simplify the anti-brand actions by providing the internet users discussion forum to express their dissatisfaction, exchange information, organize protests or coordination of lawsuits (Krishnamurthy & Kucuk, 2009). As found within the data collection, it is very easy to create an anti-brand campaign of a strong brand that will be recognized by large amount of people. When providing respondents three options of anti-brand campaigns, they were recognized by more than 95% of people. Moreover, after starting an anti-

brand campaign as providing the negative facts, it was found that almost 85% of all the reactions towards environmental, moral and health issues of the companies were negative.

Consumer empowerment is an important condition for achieving consumers activities. They create anti-brand websites which is a clear manifestation of their power and independence. As was researched, the internet facilitates consumer empowerment on four dimensions, namely technological, social, legal and economic (Krishnamurthy & Kucuk, 2007).

Technological empowerment enables consumers create their own platforms, such as blogs or websites to express their opinions about a brand to a wide publicity. Kucuk (2008) presented the typology of different anti-brand websites creators, which included experts, opportunists, complainers and symbolic haters. It can be said that experts, since they have broader knowledge about the presenting issues and since they provide verified information about the target company, are the ones who can change the perception of brands in people's minds and affect brand identity. However, all types of these groups can affect brand identity. Companies just have to find a way to prevent this attack. Either by cooperating with them, monitoring their content and being open for interactions or trying to improve customers negative experiences by offering them a solution acceptable for both sides.

Economic empowerment enables consumers to choose the best value on the market by having better access to information. This is also caused by globalization and having more options for consumers since the companies have to differentiate themselves and provide better price and quality than their competitors in order to get and maintain customers.

Social empowerment enables creating social identity of consumers by gathering together and creating their own common reality or lifestyle. This might be even reinforced with influencers' power on the internet that are able to convince a large amount of people by providing their opinions. These people feel to be part of the community and therefore, are more likely to follow the "common truth". This can also be confirmed with the questionnaire when looking at the sources of consumers' knowledge about negative facts, where the majority was made aware of these issues on social media.

Legal empowerment enables consumers easier access to legal information in case they would want to open a case with a company. Moreover, most of the information about companies' documentation, for example concerning their financial records are public, which means they can be easily attacked when something is not acting according to standards.

Nevertheless, in order for companies to maintain their brand identity, it is advisable to take advantage of consumers opinions even when negative in order to build more competences and opportunities and use the anti-brand communities and forums as a free marketing research.

6.3. DO THE NEGATIVE ANTECEDENTS AND OUTCOMES OF BRAND HATE INFLUENCE PURCHASE DECISIONS?

Brand hate outcomes are according to our analysis considered to be brand avoidance, negative word-of-mouth and anti-brand activities. The partial purpose of this research was to find out whether it has an impact on purchase behavior.

It is determined that branding takes a significant place in any business and that brands generate either positive or negative feelings among consumers that have impact on purchase decisions (Mishra, 2018). According to researchers, word-of-mouth has a huge impact on consumers purchase decisions (Kim et al, 2017, Kucuk, 2016, Awasthi et al, 2012, Wong et al, 2017). This was being investigated within the survey, where was found that indeed, it does influence on the purchase decision behavior. After in contact with the negative facts, it can be clear that the majority of the respondents actually changed their mind towards the brand. Besides the results shown on the first research question regarding "*how willing are you to buy Mcdonald's, Coca Cola's and Nike's products*" that can also be applied for this matter, it can be focused on the regular consumers group for a better perspective. This is a specific group that consumes Mcdonald's, Coca Cola's and Nike's products frequently. Therefore, after the authors "act" as an anti-brander, spreading negative facts about the previous brands it was clear the change of perception towards a brand. In this case, McDonald's counts with 17 regular consumers (2 very often and 15 often), Coca Cola counts with 16 (6 very often and 10 often) and Nike with only 2 regular consumers that are included in the very often consumerism. Therefore, according to the results of from these 17 regular McDonald's consumers, it was possible to "influence" 11 of them, whereas only 6 remained loyal to the brand. Regarding Coca Cola, the results were even more substantial, from where only 4 of 16 regular consumers will continue consuming it. For Nike's brand, one of the 2 that buy very often will stop consume, while the other states that his/her perception has been affected. These results support that the contact with brand hate can influence the purchase behavior.

Kim et al (2017) estimated that negative feedback influence purchase behavior in a negative way and based on their research, consumers realize their purchases based on previous customers' reviews

or recommendations and after considering whether the product's features match one's requirements. This research can be complemented by the undertaken survey, where was found that almost 53% of respondents shared their negative experience with a brand either or social media or among their friends and relatives. This indicates that negative experiences have a significant impact on brand hate that further leads into influenced purchase behavior. According to the results, around 8 individuals stopped consuming any product from McDonald's, Coca Cola or Nike due to negative reviews from other consumers.

Mishra (2018) explored and identified factors that influence consumers purchase decisions that were also confirmed by our survey. These were *quality and reliability* which results from previous negative experiences because of its features, functionality or other failures. The same was being researched when people were asked about their reaction towards previous negative experience with a brand, where 43,9% stated that stopped purchasing the product. Another factor is determined to be *moral values* and *undesired self-image* that are considered by consumers when making a purchase. 39% of the survey responses, that stopped buying a product, stated that it was because of the unethical approach of the company and 29,3% of responses were about dissatisfaction of labor conditions of brand's employees. This indicates that previous experiences and moral values as antecedents of brand hate lead to purchase behavior. Both of the facts about McDonald's in the questionnaire concerned environmental issues. Therefore, the question "*How willing are you to buy McDonald's products in the future*" can be analyzed for this issue to find out whether environmental consciousness has an impact on consumers' behavior.

Almost 70% of all the answers had only negative character or intention to stop consuming the products of McDonald's after knowing these facts. Another 14,6% of people said this information changed their perception, however, from time to time they might still buy the products. The rest of about 9,1% did not change their feelings towards the brand.

15% of all the respondents were already not buying products of McDonald's because of the mentioned or similar issues, 1,6% changed their mind about the brand after knowing these facts and will consider stop buying the products. 11% consider their values low and are against consumption of these products. 5,1% of respondents think that government should take action because this kind of behavior threaten our world. 23,4% think that our world would be a much better place without this company. 12.2% hate the brand for everything they do and therefore, they will stop consuming, 14,6% can be categorized in the neutral group where the people are aware of negative facts, however, are not convinced enough to totally stop consuming the products. 9,1%, on the other side do not care at all about mentioned facts and will not even consider about non-consumption.

The second brand that was being investigated, Coca-Cola, concerned negative issues of health and moral. 73.8% of all respondents expressed their negative feelings towards the provided facts, with 8.7% thinking that the world would be a better place without this company, 9.1% changing their minds about purchases after knowing these facts, 8.7% think that Coca-Cola's values are low and therefore would stop consuming it, 12.6% think that the government should take action to control these brands because it is not the problem of brands themselves but the government that let them do these things. 19.7% of respondents know that Coca-Cola products are dangerous for their health and therefore, they do not consume it. 12.2% already did not agree with brand's vision and its values and did not buy these before. 2.8% hate the brand for everything they are doing. 10.2% people can be considered being uncertain about their feelings towards Coca-Cola because even though these facts affected their perception, they do not mind drinking this soft drink occasionally. However, 10.2% do not care about these facts at all and are ready to continue consuming Coca-Cola drinks even after this.

7. CONCLUSION

The purpose of the conclusion is to conclude the results and to answer whether anti-branding activities have an impact on brand identity and consumer purchase behavior.

To conclude this research, it is important that the researchers are able to answer the proposed research question, stated has:

What is the impact of anti-branding on brand identity and consumer purchase behavior?

In order to help answering these questions, three sub-questions or research questions were created:

R1: What are the main determinants affecting negative behavior

R2: What are the implications of consumers empowerment on brand identity?

R3: Do the negative antecedents and outcomes of brand hate influence purchase decisions?

To answer these questions, the whole research regarding this topic of interest has been developed. Several articles have been analyzed, from anti-branding and its antecedents and consequences to brand identity and consumer purchase behavior. Although, the lack of articles in the consumer purchase behavior perspective has created a small gap where this project can be inserted. Furthermore, the literature review allowed the authors to create the conceptual framework that represents the whole process of the impact of anti-branding into negative purchase behavior. Moreover, this also allowed the authors to design the questionnaire and support the analysis to the primary data.

In order to analyze these previous answers, it was decided to create 3 different factors. This segmentation allowed the researchers to do an easier analysis. These factors were called as: Consumer dissatisfaction, Brand hate and Negative purchase behavior. The results of the research showed that some consumers are already conscious about certain brands, through this consciousness (moral, health or environmental) they act stopping consuming the brand and also spreading the word warning other individuals to be aware of it. Although, for those that are not still aware of the wrong-doing of certain companies and consuming actively the researchers had to create several facts from which it could be study the reaction towards them and if therefore, would affect the consumerism of the brands these selected previously. The final results showed a positive correlation between all the variables. Therefore, the descriptive results illustrated that consumers are influenced by anti-branding

activity, changing the brand perception influencing the brand identity. Which this is directly related with a negative purchase behavior. Therefore, it can be concluded that anti-brand influences negatively the purchase behavior, as well as the brand identity.

7.1. LIMITATION AND FURTHER RESEARCH

Even trying to be as objective as possible in every step of the research process, all the projects have limitations and this one is not an exception.

Though this research is an endeavor to investigate the impact of anti-branding on brand identity and consumer purchase behavior, it had some limitations. Although the sample size looked sufficient, the quite unequal distribution of survey among different age groups could have an impact on the results. Also, the researchers did only the investigation on big, well-known brands, whereas the small, weaker ones could change the conclusion.

The second limitation is the short time-frame to develop this research, that does not allow to expand the research as good as was predicted in the beginning of the research. As the authors could have done some interviews to get more insights about some specific results.

A third limitation is the lack of papers that study the influence of anti-branding activities on anti-brand purchase decisions and brand identity.

For further research, the future studies there could also be researched the difference between the influence in short and long term, which was not determined in the present study. It could be beneficial to understand and/or measure if this negative purchase behavior is a temporary or permanent feeling in a convenience perspective. Also, towards different brands and with a larger sample size. Then, qualitative research could be also beneficial in this case, as it does not limit the answers of the respondents, taking in consideration different perspectives. Another suggestion could be the same research but towards small brands and therefore, understand whether the results would be similar if due to the dimension, even more substantial.

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APPENDIX 1

Questinonnaire

Dear participants,

We would like to thank you for taking part in our research. We are two students from Aalborg University, presently studying MSc International Marketing. Our project is based on finding out the possible impact of anti-brand activities on brand identity, consumer behavior and purchase decision of brands.

What is anti-branding? It is global movement against brands formed by large number of society members in order to spread the word of disapproval and dissatisfaction of corporate actions (Holt, 2002).

Your opinion will be crucial for our research. Your responses are voluntary and will be confidential. Responses will not be identified by individual. All responses will be compiled together and analyzed as a group.

The survey should only take about 5 minutes.
We appreciate your time and thank you for taking part.

As indicated in the introduction, we are interested in brands that may represent negative feelings or emotions. Therefore, is there any brand you hate, dislike or have negative feelings/emotions (for example in terms of health/negative experience,...)?

(1) ❑ Yes

(2) ❑ No

Please, select if any of the following brand(s) have ever transmitted you a negative feeling or opinion.

(1) ❑ McDonald's

(2) ❑ Coca Cola

(3) ❑ Nike

(4) ❑ None of these

Have you ever consumed or bought any product of the selected brand(s)?

(1) ❑ Yes

(2) ❑ No

You selected you have never consumed or bought any products from the previous brand(s). What was your reason for this?

(1) ❑ High price.

(2) ❑ Low Quality and therefore health concerns.

(8) ❑ Negative reviews from other consumers.

(4) ❑ Their unethical approach.

(5) ❑ Bad labor conditions of the brand's employees.

(6) ❑ Negative impact on environment.

(7) ❑ Other _____

Do you, nowadays, still consume or buy the products from the brand(s) you selected previously? Even if rarely.

(1) ❑ Yes

(2) ❑ No

Why aren't you consuming or buying the brand's products anymore?

(1) ❑ High price

(2) ❑ Low quality and therefore health concerns.

(3) ❑ Previous negative experience with the brand

(8) ❑ Negative reviews from other consumers

(4) ❑ Their unethical approach

(5) ❑ Bad labor conditions of their employees

(6) ❑ Negative impact on environment

(7) ❑ Other _____

How regularly do you or did you consume or buy products from the selected brand(s)?

(1) ❑ Very often

(2) ❑ Often

(3) ❑ Sometimes

(4) ❑ Very rarely

In your opinion, can negative publicity or negative feedback influence a brand's products in a negative way?

(1) ❑ Yes

(2) ❑ No

Have you ever had a bad experience with one or more brands?

(1) ❑ Yes

(2) ❑ No

What was your reaction towards the brand from which you had the worst experience?

(1) ❑ I did not react against it and bought or/and I am willing to buy/consume their products or services again.

(7) ❑ I complained but I'm still willing to buy/consume their products or services.

(11) ❑ I did not stop until I got an appropriate answer or reward.

(5) ❑ I told my friends and relatives about my bad experience in order to warn them.

(10) ❑ I was dissatisfied and I started doubting their values and honesty.

(6) ❑ I was so dissatisfied that I just stopped buying/consuming their products/services.

(3) ❑ I shared the problem on social media to spread the message and stopped buying their products/services.

(4) ❑ I joined an anti-brand organization to get support of people with similar experiences and fight against them.

(9) ❑ I tried to do everything in my power to make my problem viral and try to avoid the consumption of their products/services at all costs.

(8) ❑ Other. _____

These are three examples of Anti-Branding advertising. Do you recognize the targetted brands bellow?

(1) ❑ Yes

(2) ❑ No

Most of anti-branding organizations thrive to alert consumers in not using certain kind of brands due to environmental reasons, bad experiences or health dangers. Therefore, we will provide you some facts about Mcdonald's, CocaCola and Nike with different sources on the next part of the questionnaire.

Did you know?
McDonald's has negative impact on the environment that results in the rise of greenhouse gas emissions. These gas emissions come from the cattle under the care of McDonalds. McDonalds, as one of the world's largest buyer of beef, is using 350 000 cattle a year, producing a significant amount of greenhouse gas.
Source: https://www.gaiashomes.com/mcdonalds-health-environment-2/

(1) ❑ Yes

(2) ❑ No

Where did you come across this information?

(1) ❑ Blogs or Scientific Articles

(2) ❑ Social Media

(3) ❑ Documentaries

(6) ❑ Anti-brand organizations

(4) ❑ Friends/family

(5) ❑ Other _____

Did you know?

McDonald's has been criticized for having bad influences on the environment and health. To provide meat for its cheap priced food, McDonald's indirectly caused deforestation in rain forests, greenhouse gas emissions, and health issues all over the world. In addition, McDonald's uses too much unnecessary packaging which is non-recyclable and non-renewable. McDonald's could successfully reduce its negative impacts on the environment. However, McDonald's still cannot guarantee their use of sustainable resources or that its food is actually nutricious and healthy.
Source: https://www.gaiashomes.com/mcdonalds-health-environment-2/

(1) ❑ Yes

(2) ❑ No

Where did you come across this information?

(1) ❑ Blogs or Scientific Articles

(2) ❑ Social Media

(3) ❑ Documentaries

(6) ❑ Anti-brand organizations

(4) ❑ Friends/family

(5) ❑ Other _____

How willing are you to buy McDonald's products in the future?

(1) ❑ I do not really care about these facts so I will continue buying/consuming its products.

(8) ❑ It may affect my brand perception, though I don't mind eating McDonald's products once in a while.

(6) ❑ These facts really made me think in a negative way towards the brand, I will consider stop consuming their products.

(9) ❑ The government should act to control these kind of brands that are threatening our world.

(4) ❑ It is definitely dangerous for my health, I will stop consuming McDonald's.

(2) ❑ Their moral values are indeed low, we should stop consuming McDonald's.

(3) ❑ I hate this brand for everything they are doing. Will never ever buy/consume anything from them.

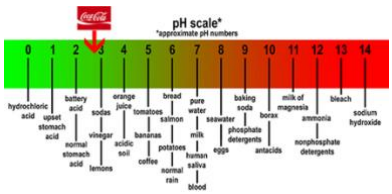
(10) ❑ Our world would be much better place without this company!

(7) ❑ I was not buying its products because of these and other issues. I really do not agree with its vision or values.

(11) ❑ Other _____

Did you know?

Human body is not designed to be acidic. It is meant to be alkaline. Acidic condition inside the body is one of the primary reasons why cancer develops. Coke or Coca Cola is extremely acidic. How much acidic is Coke? When measured on pH scale, Coke beats an acid battery just by one point (source: American Journal of Clinical Nutrition).



(1) ❑ Yes

(2) ❑ No

Where did you come across this information?

(1) ❑ Blogs or Scientific Articles

(2) ❑ Social Media

(3) ❑ Documentaries

(6) ❑ Anti-brand organizations

(4) ❑ Friends/family

(5) ❑ Other _____

Did you know?

Coca Cola is so deeply penetrated in this world that in many of the known 3rd world countries, clean drinking water is costlier than Coke. In fact, there are water shortages in these countries caused by Coca Cola because they pull enormous amounts of water for their manufacturing process (Source: Harvard Business School - Technology and Operations Management)

(1) ❑ Yes

(2) ❑ No

Where did you come across this information?

(1) ❑ Blogs or Scientific Articles

(7) ❑ Social Media

(3) ❑ Documentaries

(6) ❑ Anti-brand organizations

(4) ❑ Friends/family

(5) ❑ Other _____

How willing are you to buy a Coca Cola's product?

(1) ❑ I do not really care about these facts so I will continue buying/consuming its products.

(5) ❑ It may affect my brand perception, though I don't mind drinking Coca Cola once in a while.

(2) ❑ These facts really made me think in a negative way towards the brand, I will consider stop consuming their products.

(4) ❑ The government should act to control these kind of brands that are threatening our world.

(3) ❑ It is definitely dangerous for my health, I will stop consuming Coca Cola's products.

(6) ❑ Their moral values are indeed low, we should stop consuming Coca Cola's products.

(7) ❑ I hate this brand for everything they are doing. Will never ever buy/consume anything from them.

(8) ❑ This world would be much better place without this company!

(9) ❑ I was not buying its products because of these and other issues. I really do not agree with its vision or values.

(10) ❑ Other _____

Did you know?

Nike workers complain that the shifts get them faint from exhaustion, heat, fumes and poor nutrition. Ernst and Young similarly found in China that the plants have no safety goggles, fume hoods or gloves for workers handling dangerous chemicals such as benzene and toluene, a known carcinogen that poses a fatal risk. Exposure rates were upwards of 177 times that considered dangerous. In the same Chinese factory, almost 78% of the workers had a respiratory disease. Despite the respiratory illness, not one of the workers had been moved to a department that was free from these dangerous chemicals.

Source: http://www-personal.umich.edu/~lormand/poli/nike/nike101-4.htm

(1) ❑ Yes

(2) ❑ No

Where did you come across this information?

(1) ❑ Blogs or Scientific Articles

(2) ❑ Social Media

(3) ❑ Documentaries

(6) ❑ Anti-brand organizations

(4) ❑ Friends/family

(5) ❑ Other _____

Did you know?

In Vietnam, workers are forced to work 65 hours a week - for $10. Not only are they forced into overtime without compensation, the 65 hour work week is in clear violation of Vietnamese labor laws. Those employees that do last, often work over 500 hours in overtime per year. The Vietnamese law restricts a corporation to 200 hours in overtime per year.
Source: http://www-personal.umich.edu/~lormand/poli/nike/nike101-4.htm/

(1) ❑ Yes

(2) ❑ No

Where did you come across this information?

(1) ❑ Blogs or Scientific Articles

(2) ❑ Social Media

(3) ❑ Documentaries

(6) ❑ Anti-Brand Organizations

(4) ❑ Friends/family

(5) ❑ Other _____

How willing are you to buy Nike's products?

(1) ❑ I do not really care about these facts so I will continue buying its products.

(4) ❑ It may affect my brand perception, though I do not mind buying a product if I really like it.

(6) ❑ These facts really made me think in a negative way towards the brand, I will consider stop buying their products.

(5) ❑ The government should act to control these kind of brands that are threatening our world.

(3) ❑ Their moral values are indeed low, we should stop buying Nike's products.

(7) ❑ I hate this brand for everything they are doing. Will never buy anything from them again.

(8) ❑ This world would be much better place without this company!

(9) ❑ I was not buying its products because of these and other issues. I really do not agree with its vision or values.

(10) ❑ Other _____

Knowing the mentioned facts, what is/are your feelings/emotions towards these brands?

(1) ❑ I do not care about it and will still buy the products.

(8) ❑ Still positive! This did not change my perception. For me, they are still respectable brands.

(10) ❑ I never had a problem with these brands, so for me they are still fine.

(7) ❑ This definitely changed my mind towards these brands but I might still buy the products.

(9) ❑ Negative feelings/emotions, I want to read/watch more articles/documentaries about this.

(11) ❑ I feel disgusted and not going to buy the products again!

(3) ❑ I will try to convince my friends and family to not buy such products.

(4) ❑ I will write negative reviews to inform the others about companies actions.

(5) ❑ Very negative and angry! I want to become a member of an anti-brand community and take a part in protests against the brand to make a change.

(12) ❑ Other _____

What is your nationality?

_____

What is your highest qualification, so far?

(1) ❑ No formal education

(2) ❑ High school diploma

(3) ❑ College degree

(4) ❑ Vocational training

(5) ❑ Bachelor's degree

(6) ❑ Master's degree

(7) ❑ Professional degree

(8) ❑ Doctorate degree

(9) ❑ Other _____

What is you gender?

(1) ❑ Male

(2) ❑ Female

(3) ❑ Prefer not to say

Please, state you group age?

(1) ❑ Less than 18

(2) ❑ 18 - 24

(3) ❑ 25 - 29

(4) ❑ 30 - 35

(5) ❑ 36 - 40

(6) ❑ 41 - 50

(7) ❑ More than 51

Thank you for your participation!

Finish your response by clicking on “Finish” bellow.

APPENDIX 2

Table 1 - What was your reaction towards a bad experience? (own creation, based on survey)

		Have you ever had a bad experience?	
		1	
		Count	Column N %
What was your reaction towards a negative experience?	Did not react, I'm willing in consuming the products or services again	27	16,2%
	I complained, but still willing in consuming.	40	24,0%
	I did not stop until a got an appropriate answer or reward	25	15,0%
	I told to my friends and relatives to warn them	83	49,7%
	I was dissatisfied and I started doubting their values and honesty	69	41,3%
	I was so dissatisfied that I just stopped buying/consuming their products/services	63	37,7%
	I shared the problem on social media to spread the message and stopped buying.	10	6,0%
	Joined an anti-brand organization	2	1,2%
	I tried everything in my power to make the problem viral to generate anti-consumption	4	2,4%
	Other	0	0,0%
	Total	167	100,0%

Table 2 – What was your feelings towards the previous facts about McDonald's? (with positive and negative feelings)

		Negative feelings towards McDonald's			
		No	Yes	Total	
		Count	Count	Count	Column N %
What is/are your feelings/emotions towards these brands?	I do not care; I will still buy	6	2	8	3,1%
	Still positive! They are respectable brands.	11	6	17	6,7%
	I never had a problem with them, so it's fine for me!	27	8	35	13.8%
	This changed my perception, but I might still buy	36	67	103	40,6%
	Negative feelings/emotions, want to read more!	35	59	94	37,0%
	I feel disgusted and will never buy again.	16	42	58	22,8%
	Will try to convince my friends and family	21	38	59	23,2%
	I will write negative reviews to inform others	5	3	8	3,1%
	Very negative and angry! Want to become part of an anti-brand org.	7	5	12	4,7%
	Other	0	0	0	0,0%
	Total	108	146	254	100,0%

Table 3 - What was your feelings towards the previous facts about Nike's? (with positive and negative feelings)

		Negative feelings towards Nike			
		No	Yes	Total	
		Count	Count	Count	Column N %
What is/are your feelings/emotions towards these brands?	I do not care; I will still buy	8	0	8	3,1%
	Still positive! They are respectable brands.	15	2	17	6,7%
	I never had a problem with them, so it's fine for me!	35	0	35	13.8%
	This changed my perception, but I might still buy	85	18	103	40,6%
	Negative feelings/emotions, what to read more!	81	13	94	37,0%
	I feel disgusted and will never buy again.	46	12	58	22,8%
	Will try to convince my friends and family	46	13	59	23,2%
	I will write negative reviews to inform others	5	3	8	3,1%
	Very negative and angry! Want to become part of an anti-brand org.	11	1	12	4,7%
	Other	0	0	0	0,0%
	Total	218	36	254	100,0%

Table 4 – None of these vs How willing are you to consume McDonalds?

		None of these	
		Yes	
		Count	Column N %
How willing are you to consume McDonald's products in the future?	I don't care	15	20,3%
	It affects my brand perception but I might continue buying	10	13,5%
	Negative feelings, will consider stop consuming	0	0,0%
	It's a threat, government act against them	0	0,0%
	Definitely dangerous for me, will stop consuming	0	0,0%
	Their moral values are low, we should stop consuming	16	21,6%
	I hate this brand, will never consume anymore	0	0,0%
	Our world would be much better place without this company	31	41,9%
	I was not buying these products due to these and other issues	0	0,0%
	Other	2	2,7%
	Total	74	100,0%

Table 5 – None of these vs How willing are you to consume McDonalds?

		None of these	
		Yes	
		Count	Column N %
How willing are you to consume Coca Cola products in the future?	I don't care	13	17,6%
	It affects my brand perception but I might continue buying	8	10,8%
	Negative feelings, will consider stop consuming	8	10,8%
	It's a threat, government act against them	10	16,2%
	Definitely dangerous for me, will stop consuming	21	28,4%
	Their moral values are low, we should stop consuming	4	5,4%
	I hate this brand, will never consume anymore	2	2,7%
	Our world would be much better place without this company	0	0,0%
	I was not buying these products due to these and other issues	0	0,0%
	Other	6	8,1%
	Total	74	100,0%

Table 6 – None of these vs How willing are you to consume Nike?

		None of these	
		Yes	
		Count	Column N %
How willing are you to buy Nike's Products	I don't care	12	16,2%
	It affects my brand perception, but I might continue buying	14	18,9%
	Negative feelings, will consider stop consuming	6	8,1%
	It's a threat, government act against them	24	32,4%
	Their moral values are low, we should stop consuming	10	13,5%
	I hate this brand, will never consume anymore	0	0,0%
	Our world would be much better place without this company	8	10,8%
	I was not buying these products due to these and other issues	0	0,0%
	Other	0	0,0%
	Total	74	100,0%

Table 7 – (McDonalds) How often do you consume vs antibranding

		Negative feelings towards McDonalds	
		Yes	
		How regularly do you or did you consume or buy products, you selected?	
		Very Often	Often
		Count	Count
How willing are you to consume McDonald's products in the future?	I don't care	1	6
	It affects my brand perception, but I might continue buying	0	0
	Negative feelings, will consider stop consuming	1	2
	It's a threat, government act against them	0	0
	Definitely dangerous for me, will stop consuming	0	0
	Their moral values are low, we should stop consuming	0	2
	I hate this brand, will never consume anymore	0	1
	Our world would be much better place without this company	0	2
	I was not buying these products due to these and other issues	0	0
	Other	0	2
	Total	2	15

Table 8 – (Coca Cola) How often do you consume vs antibranding

		Negative feelings towards Coca Cola	
		1	
		How regularly do you or did you consume or buy products, you selected?	
		Very Often	Often
		Count	Count
How willing are you to consume Coca Cola products in the future?	I don't care	0	0
	It affects my brand perception, but I might continue buying	4	0
	Negative feelings, will consider stop consuming	0	2
	It's a threat, government act against them	0	2
	Definitely dangerous for me, will stop consuming	2	0
	Their moral values are low, we should stop consuming	0	0
	I hate this brand, will never consume anymore	0	0
	Our world would be much better place without this company	0	6
	I was not buying these products due to these and other issues	0	0
	Other	0	0
	Total	6	10

Table 8 – (Coca Cola) How often do you consume vs antibranding

		Negative feelings towards Nike	
		Yes	
		How regularly do you or did you consume or buy products, you selected?	
		Very Often	Often
		Count	Count
How willing are you to buy Nike's Products	I don't care	0	0
	It affects my brand perception, but I might continue buying	1	0
	Negative feelings, will consider stop consuming	0	0
	It's a threat, government act against them	0	0
	Their moral values are low, we should stop consuming	1	0
	I hate this brand, will never consume anymore	0	0
	Our world would be much better place without this company	0	0
	I was not buying these products due to these and other issues	0	0
	Other	0	0
	Total	2	0