MARKETING RESEARCH and ANALYSIS

MSc. in Data and Business Analytics

Specialization Marketing

BRAND HATE ANALYSIS

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CONTENTS

Introduction 3

Purpose of this Research 3

Research Question 3

Hypothesis 3

Initial Brand Hate Model 4

Quantitative Analysis 5

- **A. Reliability Analysis** 5
- **B. Factor Analysis** 5
- **C. Exploratory Analysis** 6
- **D. T-Test Analysis** 6
- **E. Regression Analysis** 7

Final Brand Hate Model 7

Limitation 8

Conclusion 8

Appendices 9-18

References 19

INTRODUCTION

According to Fournier (1998), brands give consumers meaning to their lives. Marketers and companies are often interested in the purchasing behaviour of consumers, since consumers purchase products for the positive feeling that it releases (Lee et al., 2009). Consumers seek to identify themselves and express themselves through brands (Fournier, 1998). There is a continuous increase in the interest of researching positive Consumer Brand Relationships, however, in the marketing literature, brand hate, and negative feelings towards brands, have been highly neglected (Batra et al., 2012).

In this world love and hatred come hand in hand. There are various prospects we think and define it as if you love it or hate it. Such is the concept in loving and hating a brand as well. Some we like and dislike at the same time as it does not fit into various categories one thinks.

Businesses losing customers could damage their brand's credibility and, potentially, their bottom line. Because of the importance of a brand, it is important for companies to understand how brand hatred occurs and what the consequences are, so that they can introduce solutions to eliminate it, or at the very least lessen its effect.

PURPOSE OF THIS RESEARCH

“What are the antecedents and consequences of Brand Hate?”

RESEARCH QUESTIONS

There are two Research Questions here:

(1) What are the antecedents of Brand Hate – Independent Variable (s)?

(2) What are the consequences of Brand Hate – Dependent Variable (s).

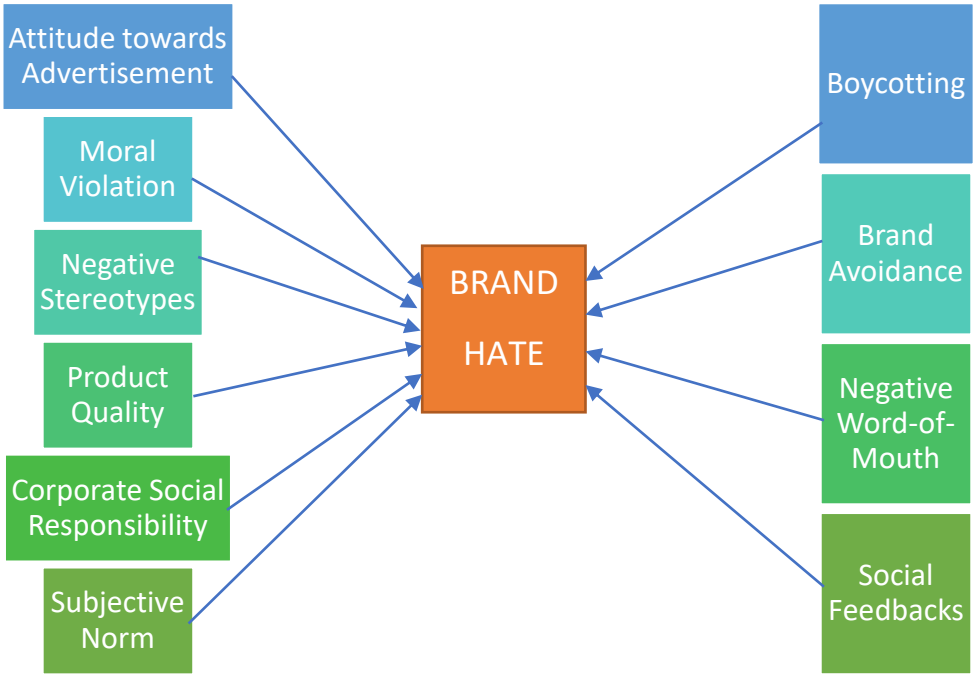
HYPOTHESIS

Then, we propose the following hypothesis:

H1a : Attitude towards Advertisement is an antecedent of Brand Hate
H1b : Moral Violation is an antecedent of Brand Hate
H1c : Negative Stereotypes is an antecedent of Brand Hate
H1d : Product Quality is an antecedent of Brand Hate
H1e : Corporate Social Responsibility is an antecedent of Brand Hate
H1f : Subjective Norm is an antecedent of Brand Hate

H2a : Boycotting is an outcome of Brand Hate
H2b : Brand Avoidance is an outcome of Brand Hate
H2c : Negative Word-of-Mouth is an outcome of Brand Hate
H2d : Social Feedbacks is an outcome of Brand Hate

INITIAL BRAND HATE MODEL



METHODOLOGY

I used quantitative analysis to address the research questions. I chose to use a data set out of the collected questionaries that incorporates the information collected by all the students in the class to increase the number of respondents and make the study more interesting. For better reliability, I cleared and sorted the data to pick only those with a **standard deviation greater than 1**. After that, I got a data set of **407 replies**, which I used to conduct the further SPSS study.

Frequencies

Statistics

Indicator of each last matching case as Primary

N	Valid	407
	Missing	0

Indicator of each last matching case as Primary

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Duplicate Case	28	6.9	6.9	6.9
	Primary Case	379	93.1	93.1	100.0
	Total	407	100.0	100.0	

After which I found 28 duplicate cases, so I removed then and my clean data set was **379 replies**.

Frequencies

Statistics

Indicator of each last matching case as Primary

N	Valid	379
	Missing	0

Indicator of each last matching case as Primary

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary Case	379	100.0	100.0	100.0

EXECUTE.

QUANTITATIVE ANALYSIS: The Brand Hate Questionnaire

For the quantitative analysis, I have performed different analysis to identify Brand Hate's antecedents and outcomes, and to analyse how people are inclined to Brand Hate, according to their gender, which is often an important moderating variable.

A) RELIABILITY TEST

To perform the reliability test, I first measured the Alpha Cronbach of all the constructs using SPSS. It is a measure of internal consistency, that is, how closely related a set of items are as a group.
The general rule of thumb is that a Cronbach's alpha of 0.70 and above is good, 0.80 and above is better, and 0.90 and above is best. Below are the findings of this test.

Constructs	Value of Alpha Cronbach	Improved Alpha Cronbach after deleting items
Attitude towards advertising	0.774	
Brand Avoidance	0.839	
Brand Hate	0.881	After deleting item 4 – 0.886
Customer Satisfaction	0.823	
Corporate Environmental Performance	0.528 which is very less	After deleting item 5 - 0.895
Corporate Social Performance	0.786	
Moral Violation	0.795	
Negative Stereotypes	0.714	
Negative word of mouth	0.821	
Product Quality	0.911	
Social Media Feedback	0.836	After deleting item 4- 0.842
Subjective Norm	0.825	

B) FACTOR ANALYSIS

I performed factor analysis on the constructs above with the KMO and Bartlett's Test which gave me the Scree Plots and Rotated component Matrix.(See Exhibit no. 1)
I got the measure of Sampling Adequacy of **0.881.**
Extraction Method used is Principal Component Analysis.
In which I can see the:

- Corporate Environmental Performance and Corporate Social Items Stick together.
- Product Quality and Consumer Dissatisfaction Items Stick together.
- Moral Violation, Negative word of mouth and Boycotting items 1 stick together.
- Social Media Feedback and Boycotting Item 2 stick together.

- Brand Avoidance and Subjective Norm Items 1 stick together.
- Negative Stereotypes stick together.
- Brand Hate stick together
- Attitude towards advertising stick together.
- Consumer Dissatisfaction stick together.

Component plot in Rotated Space with all the above variables are plotted in (Exhibit no.2)

FURTHER FACTOR ANALYSIS ON Moral Violation, Negative word of mouth and Boycotting items 1 as they stick together. (See Exhibitno.3)

While performing Factor analysis I found that Negative word of mouth item 1 does not have any value so I removed in from the Factor analysis and found that if we stick **Moral Violation Item1, 2,3, + Negative word of mouth 2,3 +boycotting item 1** we get a Sampling Adequacy of **0.885.**
(See Exhibitno.3)

In the rotated component Matrix and Plot we see these are different and do not stick together. (See Exhibit3)

FURTHER FACTOR ANALYSIS ON Corporate Environmental Performance 1,2,3,4 and Corporate Social Performance 1,2,3,4 as they stick together. (See Exhibitno.4)

In the rotated component Matrix and Plot we see these are different and do not stick together. But since there are no overlapping components so we can treat them as one composite variable (See Exhibit4)

C) EXPLORATORY ANALYSIS

To analyse and investigate data sets and summarize their main characteristics, I implemented the data visualization methods like box plot and histogram for all the Constructs. I examined the Brand hate data with the constructs for distribution, outliers, and anomalies to test my hypothesis with Tests of normality as well.

I tried removing most of the outliers, but few were left for further analysis with the help of regression for better clarity. (See Exhibit5)

D) T-TEST

I wanted to see if people's gender affected their proclivity for Brand Hate. As a result, I conducted a T Test (mean comparison - T Test for independent samples), the results of which are shown in Exhibit6.

On comparing and analysing the different means of men and women, it appears that men seem to be more inclined to brand hate than women. The mean for the men group for Brand Hate is 4.59, while the women group is 4.56. This difference can be explained by differences in Brand Hate's antecedents, because we observed that men' means are generally higher than women' ones, as for Attitude towards Advertising (mean of 3.65 for men and 3.51 for women) for instance. Else, we logically find differences in Brand Hate's outcomes, as for Brand Avoidance, women lead here (mean of 4.71 for women and 4.43 for men) and for Negative Word-of-Mouth (mean of 3.97 for women and 3.80 for men) for instance. (See Exhibit6)

In hypothesis Test Summary we can check that we can **Retain all the null Hypothesis**. (See Exhibit6)

With all the given constructs I also tried the Independent sample test with respect to Gender. (See Exhibit6) which shows us the mean and a visualisation graph which is very easy to interpret the results.

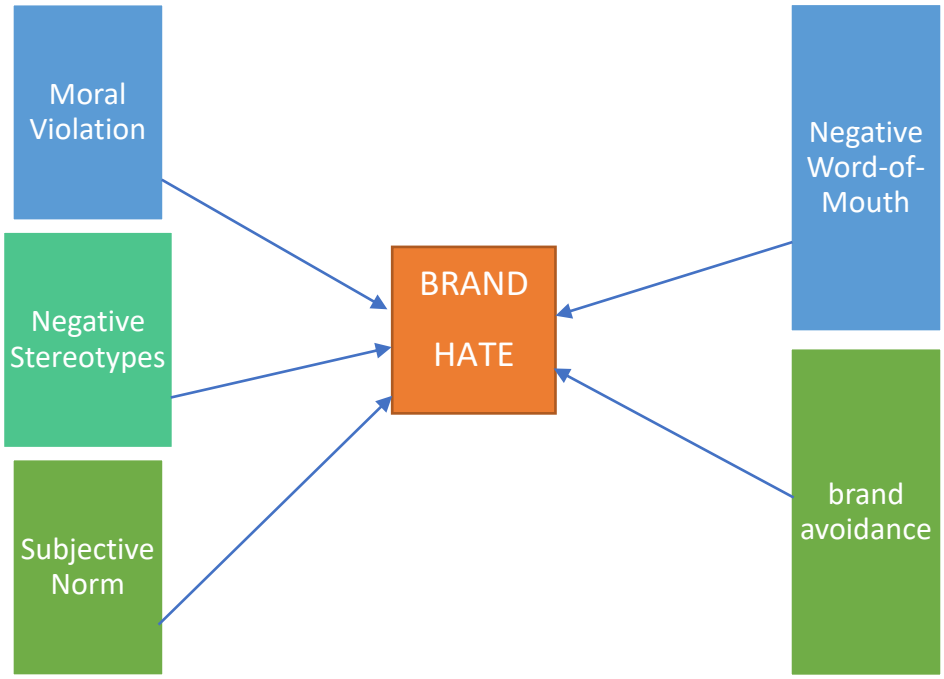
E) REGRESSION ANALYSIS

Linear regression analysis was performed to obtain the equations for the antecedents and outcomes of Brand Hate (see Exhibit7 row 4). We have obtained the following equation: BH = 1.842+0.332NWOM +0.302NS+0.199MV-0.119SN+E (with E = error term). The value of R^2 is 0.396.

Plotting the Histogram and Normal P-P Plot, all the variables stick together without much diversion. (See Exhibit7).

The **Non-Parametric test** which was done with respect to age gives us a Hypothesis Test Summary that enables us to know that I can reject one null hypothesis (Moral Violation item distribution across age) and retain the others. (See Exhibit8)

FINAL BRAND HATE MODEL



LIMITATIONS

While studying the brand hate questionnaire I saw some limitations. First, in the quantitative analysis, most of the survey was filled by students, which means it is difficult to generalize the results. We can also adopt a wider perspective by keeping brand hate a sentiment not an emotion with respect to Gender and Age to understand the consumer-brand relationship.

CONCLUSION

To conclude on this study, I can say that it brings mostly insights for practitioners as Marketing Analysts :They will introduce steps to reduce Brand Hate by better understanding the causes and consequences, and thereby potentially enhance their customer relationship management, as well as customer retention and loyalty. Indeed, the qualitative research reveals that a brand's environment and positioning can both discourage people from buying a brand and make them dislike it. Otherwise, even though people like a brand, the price can make them hesitant to purchase it, and word-of-mouth (positive or negative) influences how people think about brands in general. As a result, one avenue for future research might be to look at possible solutions that enable businesses to mitigate Brand Hate consequences, either by finding a way to mitigate Brand Hate's antecedents or by finding a good way to handle and mitigate Brand Hate's outcomes.

APPENDICES

EXHIBIT1:

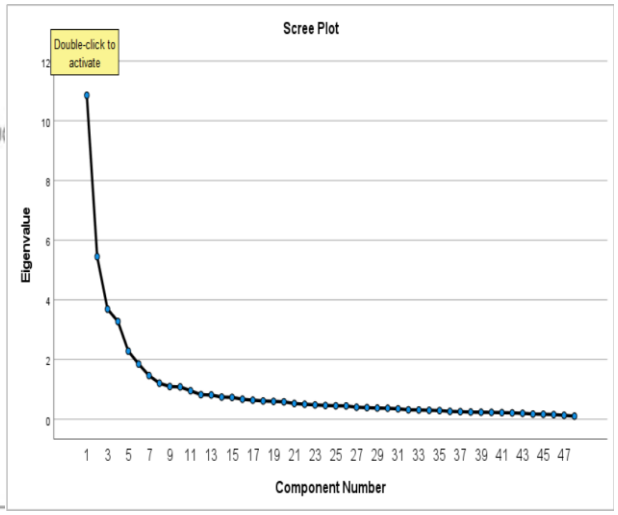
The below mentions the sampling adequacy of 0.881 which a is good along with the scree plot.

Factor Analysis

[DataSet1] C:\Users\Pooja Bera\OneDrive\Documents\rennes s

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.881
Bartlett's Test of Sphericity	Approx. Chi-Square	9916.041
	df	1128
	Sig.	.000



The below mentions the different constructs that are together.

Corporate Environmental Performace Item 4	.840						
Corporate Environmental Performace Item 1	.790						
Corporate Environmental Performace Item 3	.787						
Corporate Environmental Performace Item 2	.787						
Corporate Social Performace Item 2	.780						
Corporate Social Performace Item 5	.697						
Corporate Social Performace Item 3	.692						
Corporate Social Performace Item 1	.658						
Corporate Social Performace Item 4	.538						
Product Quality Item 2		.881					
Product Quality Item 3		.861					
Product Quality Item 4		.846					
Product Quality Item 1		.842					
Cosumer Disatisfaction Item 4		.774					
Cosumer Disatisfaction Item 3		.669					
Moral Violation Item 2			.684				
Negative word of Mouth Item 3			.665				
Moral Violation Item 3			.661				
Negative word of Mouth Item 4			.637				
Moral Violation Item 1			.610				
Negative word of Mouth Item 2			.579				
Boycotting Item 1			.518				
Negative word of Mouth Item 1							
Social Media Feedback 1				.834			
Social Media Feedback 2				.807			
Social Media Feedback 3				.789			
Boycotting Item 2				.679			
Brand Avoidance Item 3					.777		
Brand Avoidance Item 1					.751		
Brand Avoidance Item 4					.744		
Brand Avoidance Item 2					.703		
Subjective Norm Item 3						.837	
Subjective Norm Item 4						.786	
Subjective Norm Item 2						.776	
Subjective Norm Item 1						.691	
Negative stereotypes Item 5							.700
Negative stereotypes Item 3							.696

Negative stereotypes Item 2						.696			
Negative stereotypes Item 1						.684			
Negative stereotypes Item 4									
Negative stereotypes Item 3									
Brand Hate Item 3							.730		
Brand Hate Item 2							.710		
Brand Hate Item 1							.671		
Attitude towards Advertising Item 2								.807	
Attitude towards Advertising Item 1								.749	
Attitude towards Advertising Item 4								.657	
Cosumer Disatisfaction Item 1									.713
Cosumer Disatisfaction Item 2									.695

EXHIBIT2:

The below mentions all the constructs in a Rotated Space.

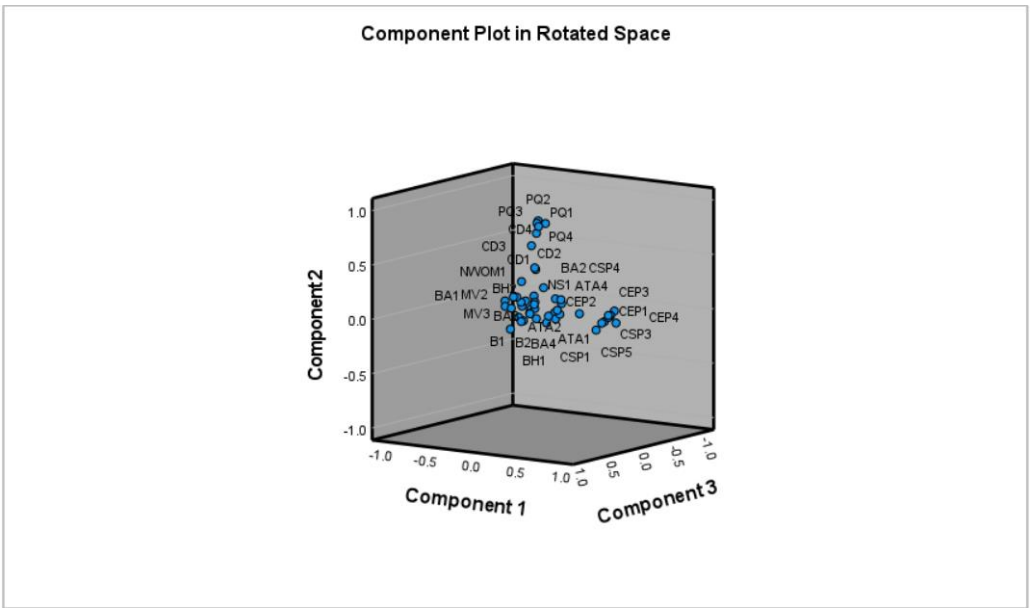
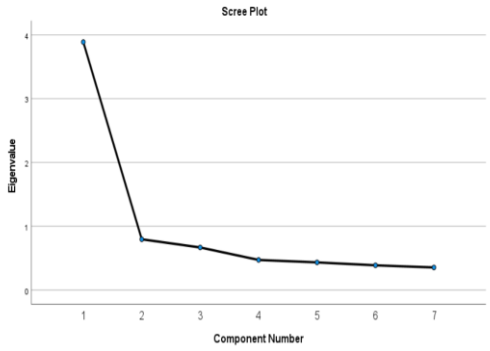


EXHIBIT3:

The below mentions the construct Negative word of Mouth Item 1 does not have any values. So we can delete it.

Negative word of Mouth Item 1										

The below mentions the constructs NWOM and MV together(0.885).They also fall in the same quadrant.



Rotated Component Matrix

	Component 1	Component 2
Negative word of Mouth Item 2	.818	
Negative word of Mouth Item 4	.786	
Negative word of Mouth Item 3	.773	
Moral Violation Item 3		.868
Moral Violation Item 2		.794
Moral Violation Item 1		.663
Boycotting Item 1		.504

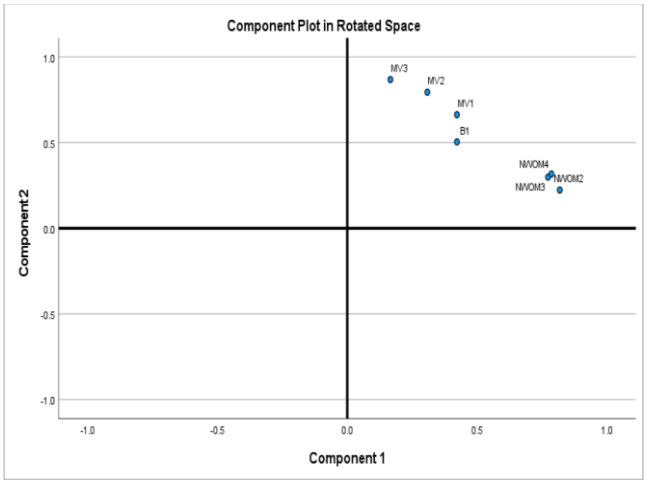
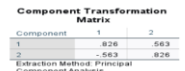


EXHIBIT4

The below mentions the constructs CSR together. They also fall in the same quadrant.

Rotated Component Matrix[a]

	Component 1	Component 2
Corporate Environmental Performace Item 2	.820	
Corporate Environmental Performace Item 1	.807	
Corporate Environmental Performace Item 4	.779	
Corporate Environmental Performace Item 3	.746	
Corporate Social Performace Item 2	.675	
Corporate Social Performace Item 4	.666	
Corporate Social Performace Item 1		.861
Corporate Social Performace Item 3		.817
Corporate Social Performace Item 5		.576



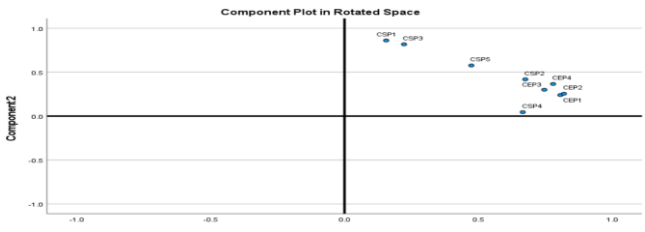
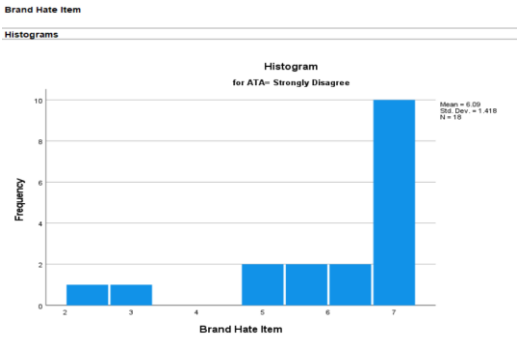
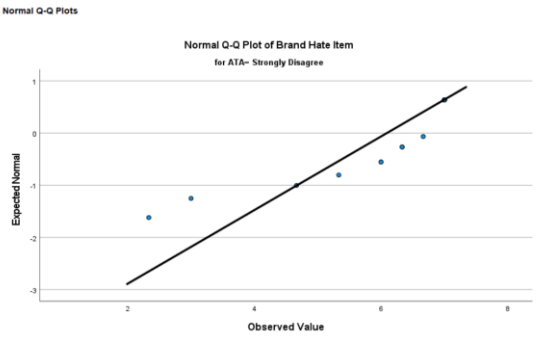
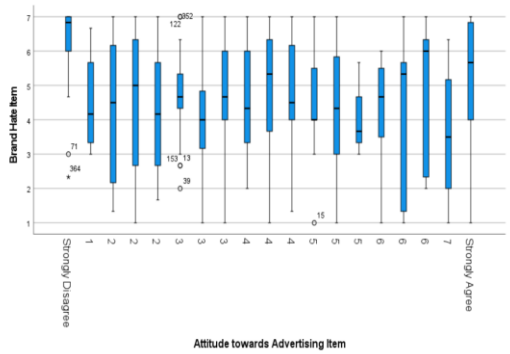


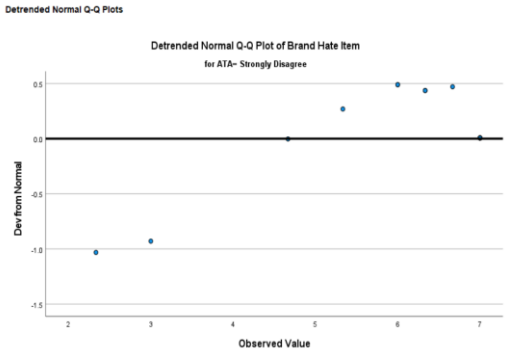
EXHIBIT5:

The below mentions the constructs ATA with box plots, Q-Q plot and Histogram.

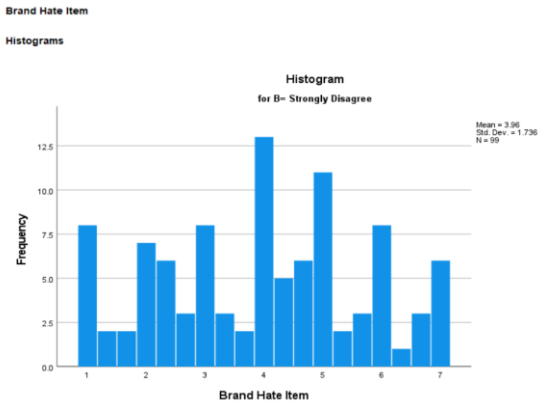


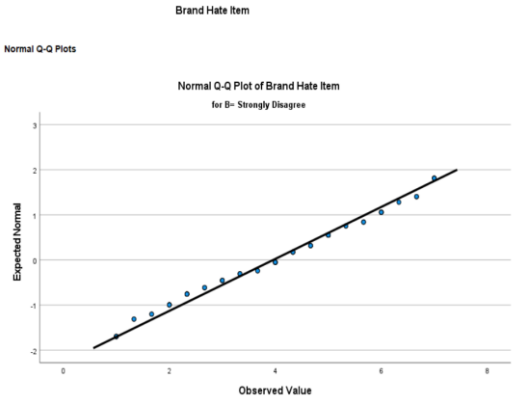


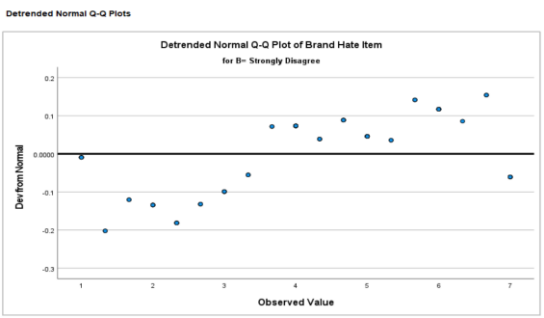


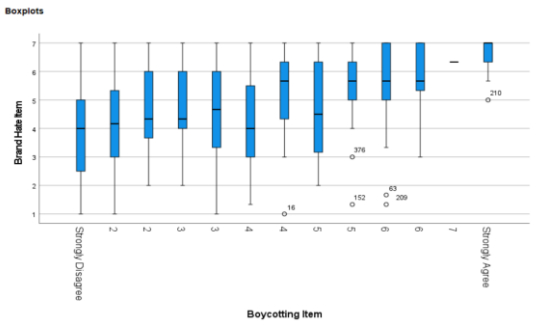


The below mentions the constructs Boycotting with box plots, Q-Q plot and Histogram.

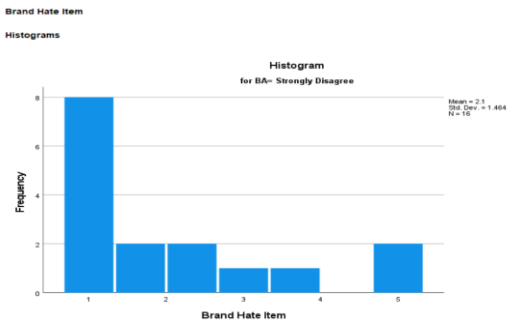


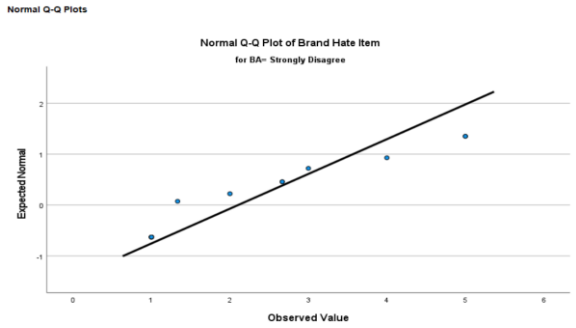


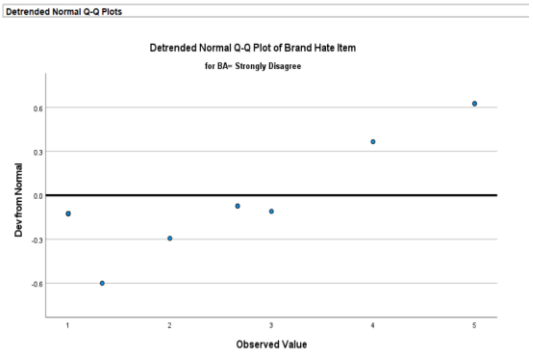


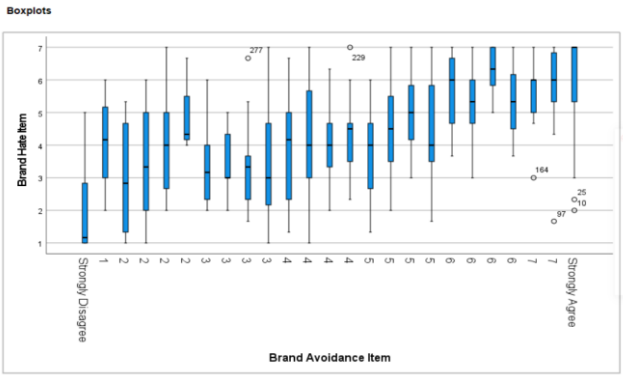


The below mentions the constructs BA with box plots, Q-Q plot and Histogram.

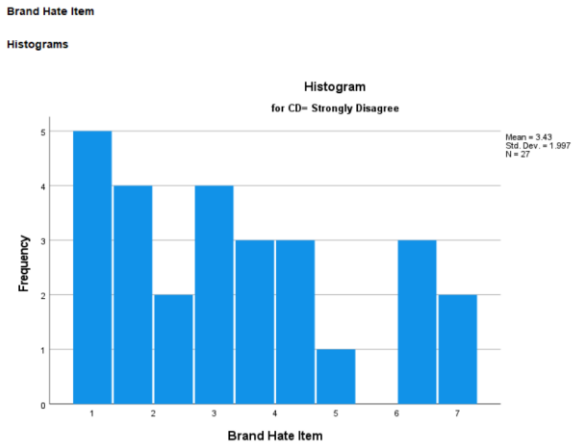


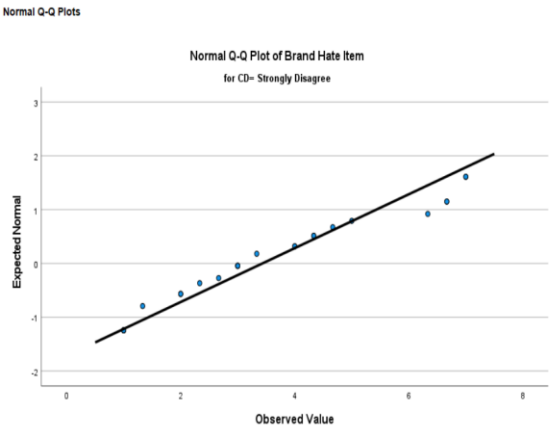


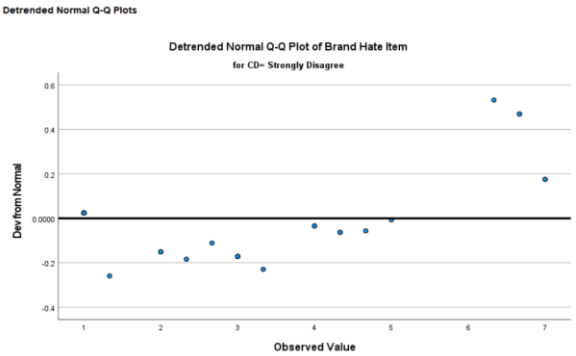


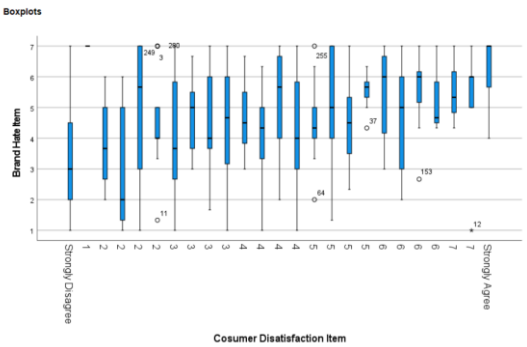


The below mentions the constructs CD with box plots, Q-Q plot and Histogram.

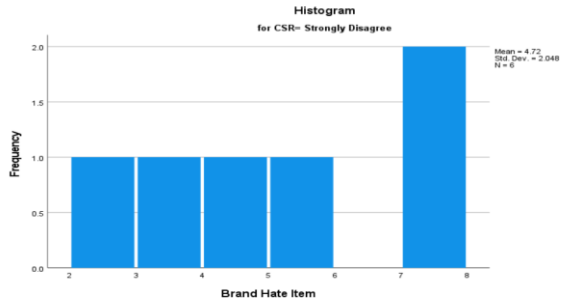


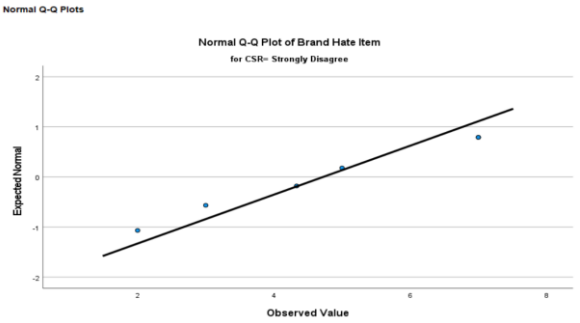


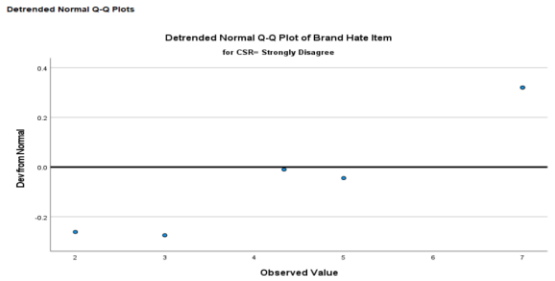


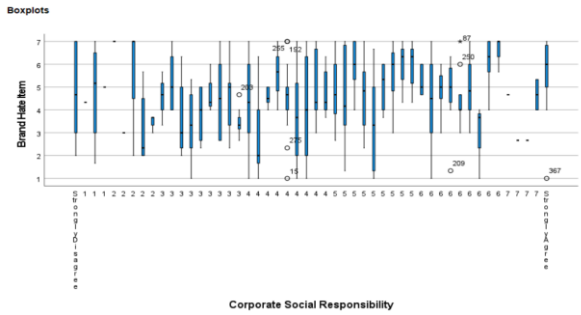


The below mentions the constructs CSR with box plots, Q-Q plot and Histogram.

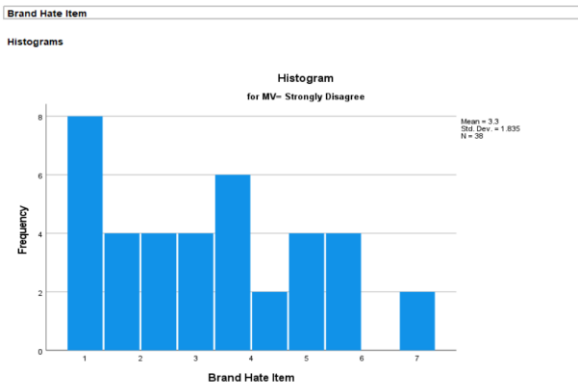


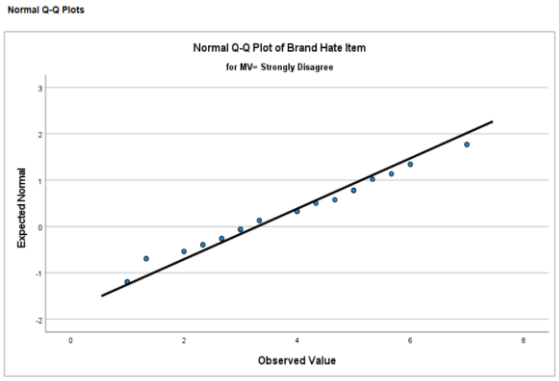


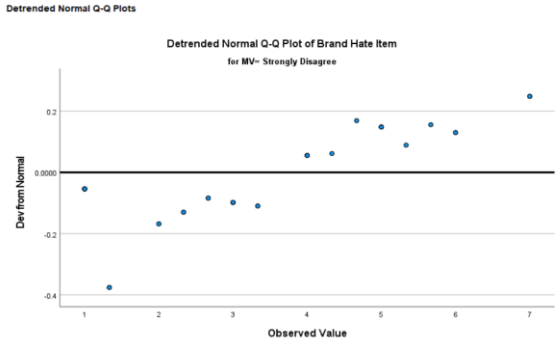


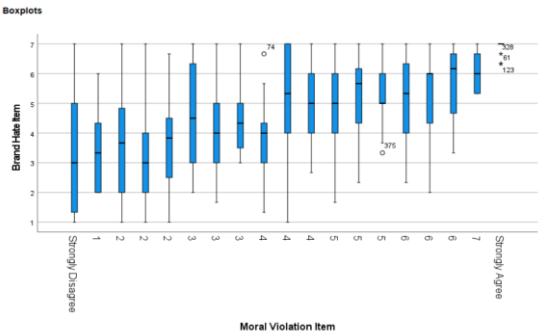


The below mentions the constructs MV with box plots, Q-Q plot and Histogram.

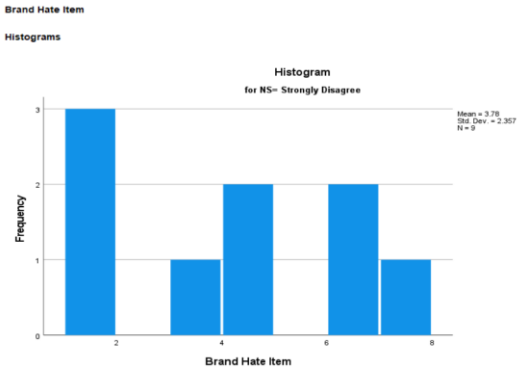


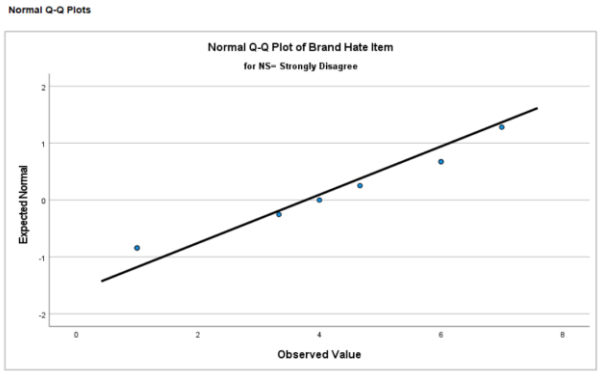


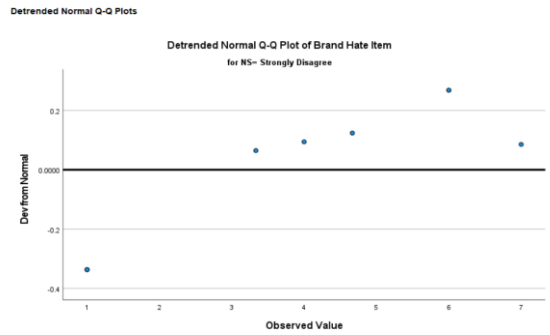


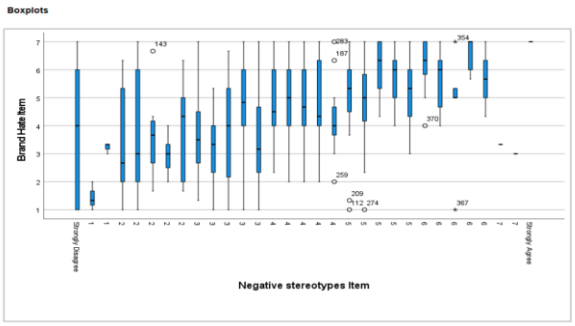


The below mentions the constructs NS with box plots, Q-Q plot and Histogram.

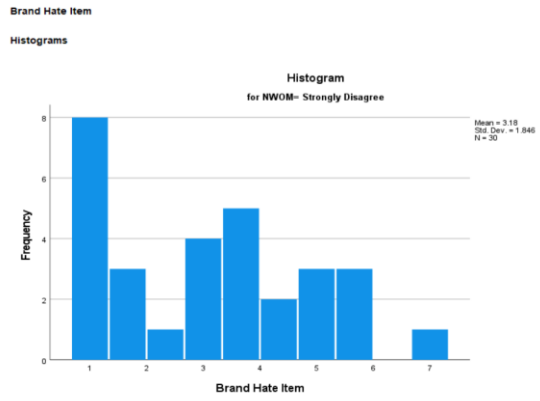


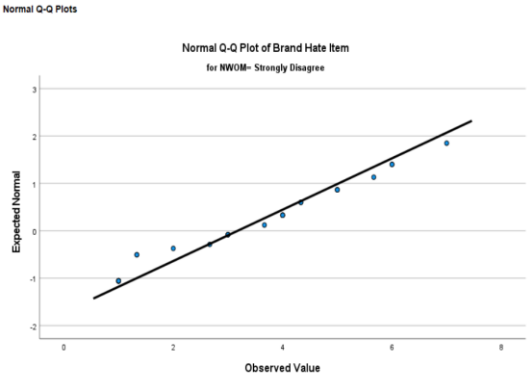


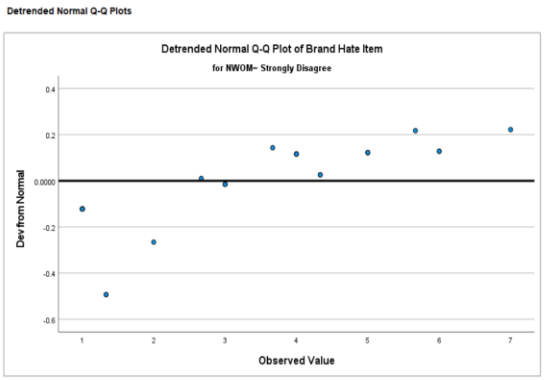


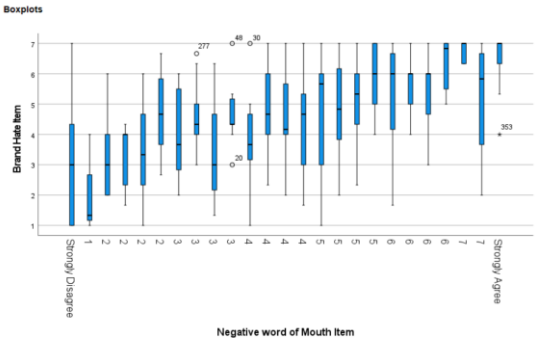


The below mentions the constructs NWOM with box plots, Q-Q plot and Histogram.





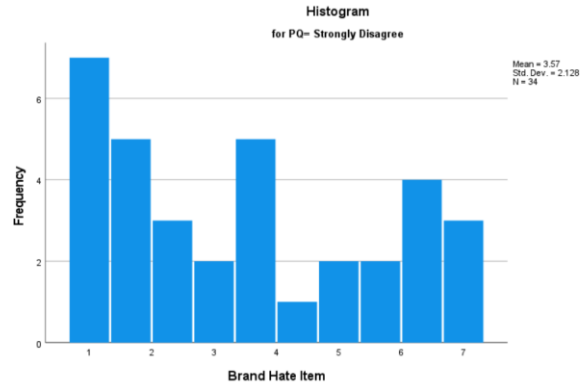




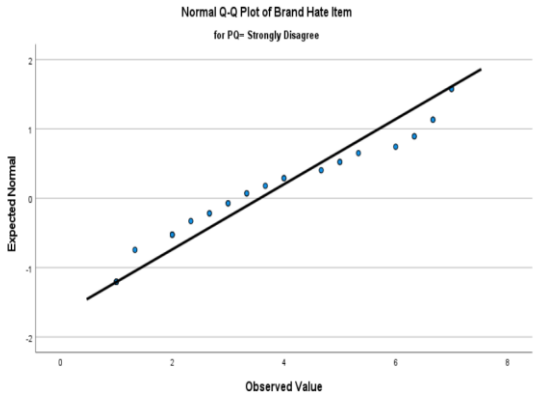
The below mentions the constructs PQ with box plots, Q-Q plot and Histogram.

Brand Hate Item

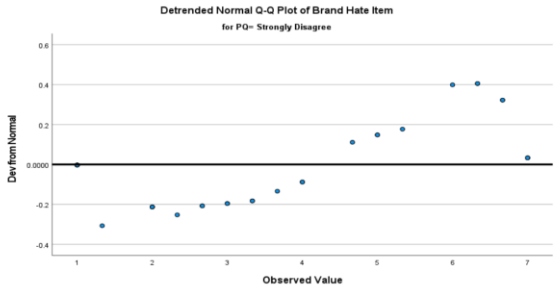
Histograms



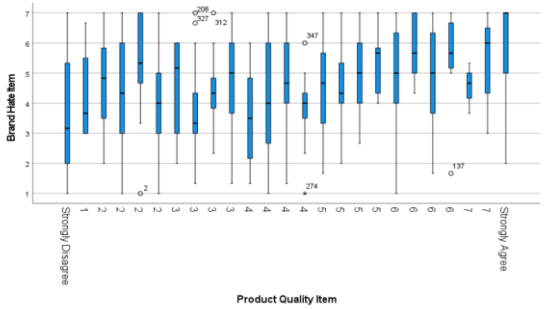
Normal Q-Q Plots



Detrended Normal Q-Q Plots

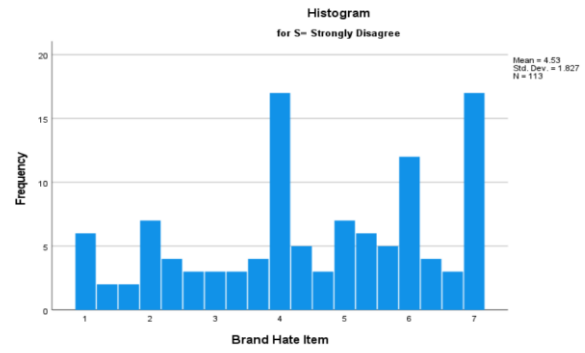


Boxplots

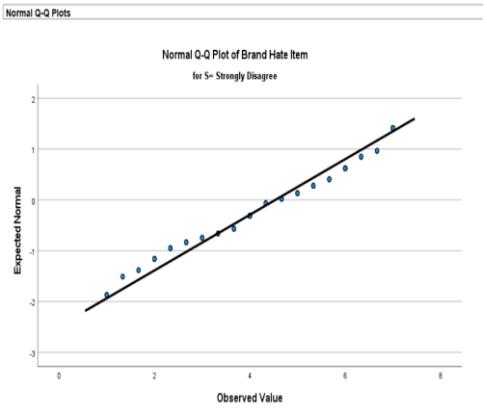


The below mentions the constructs SM with box plots, Q-Q plot and Histogram.

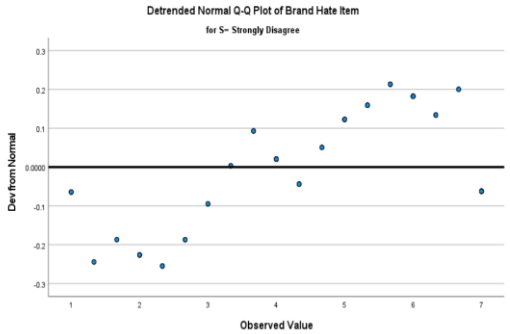
Histograms



Normal Q-Q Plots



Detrended Normal Q-Q Plots



Boxplots

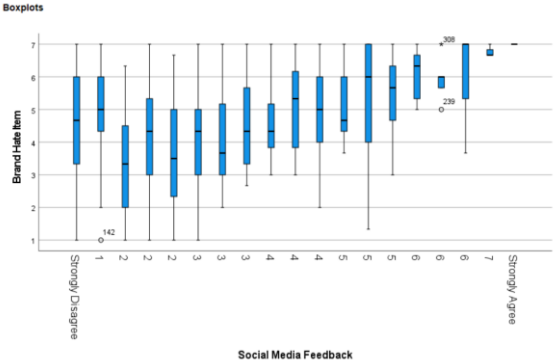


EXHIBIT6:

The below mentions all the constructs with-Test that we can retain all the hypothesis wrt to gender.

T-Test

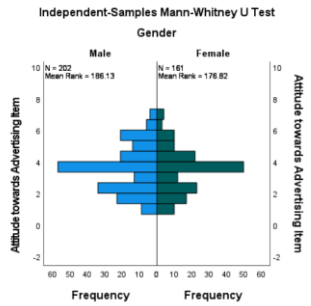
Group Statistics

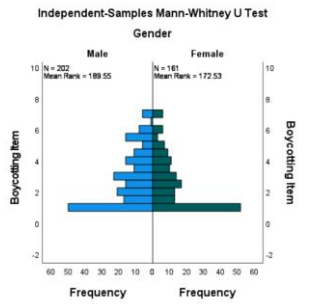
	Gender	N	Mean	Std. Deviation	Std. Error Mean
Attitude towards Advertising Item	Male	202	3.65	1.449	.102
	Female	161	3.51	1.399	.110
Boycotting Item	Male	202	2.94	1.742	.123
	Female	161	2.68	1.711	.135
Brand Avoidance Item	Male	203	4.43	1.790	.126
	Female	160	4.71	1.611	.127
Brand Hate Item	Male	209	4.59	1.680	.116
	Female	166	4.56	1.706	.132
Cosumer Disatisfaction Item	Male	199	3.67	1.575	.112
	Female	161	3.86	1.553	.122
Corporate Social Responsibility	Male	210	4.18	1.297	.090
	Female	166	4.49	1.382	.107
Moral Violation Item	Male	202	3.68	1.778	.125
	Female	161	3.77	1.677	.132
Negative stereotypes Item	Male	209	3.84	1.261	.087
	Female	165	3.94	1.394	.109
Negative word of Mouth Item	Male	211	3.80	1.624	.112
	Female	165	3.97	1.685	.131
Product Quality Item	Male	210	3.92	1.792	.124
	Female	167	4.12	1.704	.132
Social Media Feedback	Male	203	2.60	1.555	.109
	Female	160	2.45	1.679	.133
Subjective Norm Item	Male	199	3.82	1.397	.099
	Female	160	3.75	1.610	.127

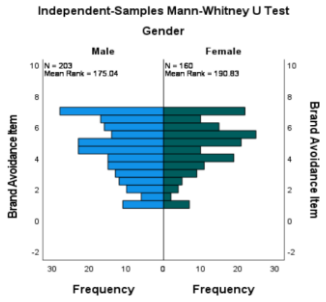
Hypothesis Test Summary

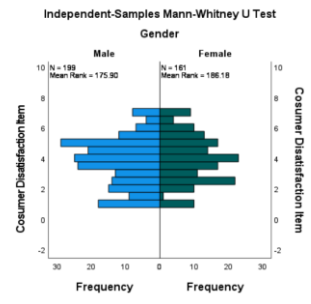
	Null Hypothesis	Test	Sig.[a,b]	Decision
1	The distribution of Attitude towards Advertising Item is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.400	Retain the null hypothesis.
2	The distribution of Boycotting Item is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.120	Retain the null hypothesis.
3	The distribution of Brand Avoidance Item is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.154	Retain the null hypothesis.
4	The distribution of Brand Hate Item is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.939	Retain the null hypothesis.
5	The distribution of Cosumer Disatisfaction Item is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.351	Retain the null hypothesis.
6	The distribution of Corporate Social Responsibility is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.052	Retain the null hypothesis.
7	The distribution of Moral Violation Item is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.691	Retain the null hypothesis.
8	The distribution of Negative stereotypes Item is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.434	Retain the null hypothesis.
9	The distribution of Negative word of Mouth Item is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.416	Retain the null hypothesis.
10	The distribution of Product Quality Item is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.308	Retain the null hypothesis.
11	The distribution of Social Media Feedback is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.128	Retain the null hypothesis.
12	The distribution of Subjective Norm Item is the same across categories of Gender.	Independent-Samples Mann-Whitney U Test	.538	Retain the null hypothesis.

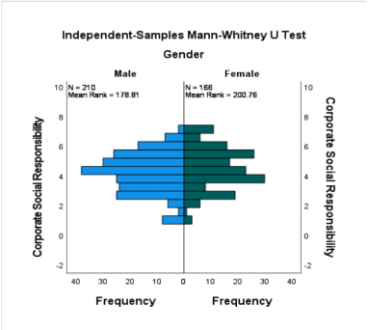
The below mentions all the constructs with T-Test individually wrt to Gender.

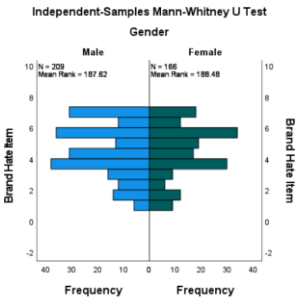


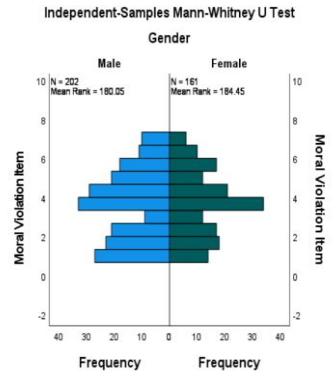


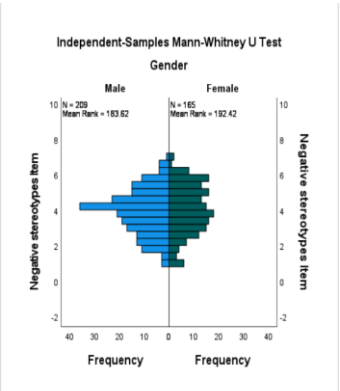


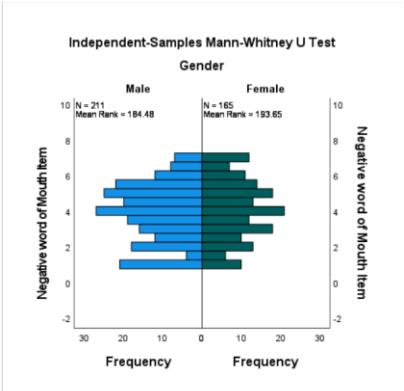


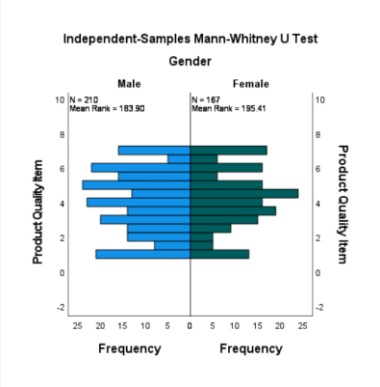


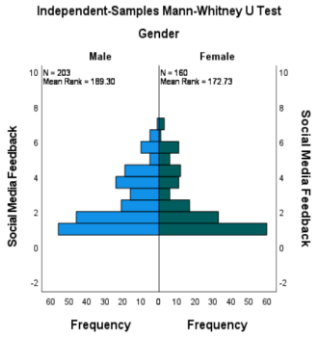












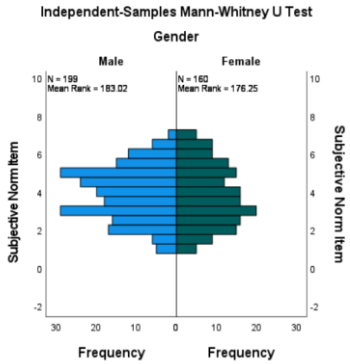


EXHIBIT7:

The below mentions the constructs in regression analysis with the histogram and q-q plot which shows all the variables in the same line .

4	(Constant)	1.842	.293		6.292	.000		
	Negative word of Mouth Item	.332	.056	.327	5.901	.000	.575	1.738
	Negative stereotypes Item	.302	.061	.237	4.972	.000	.778	1.285
	Moral Violation Item	.199	.055	.202	3.611	.000	.562	1.780
	Subjective Norm Item	-.119	.048	-.104	-2.477	.014	.992	1.008

a. Dependent Variable: Brand Hate Item

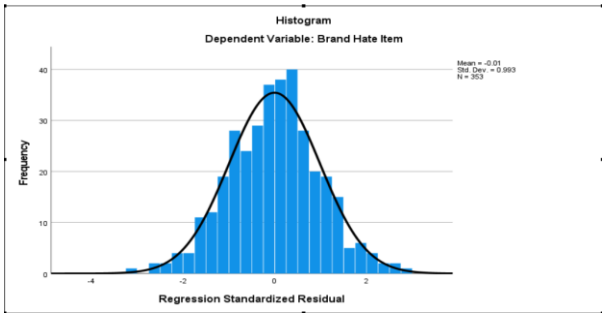


EXHIBIT8:

The below mentions all the constructs with Non-Parametric test that we can reject 1 hypothesis and retain all the hypothesis wrt to Age.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.[a,b]	Decision
1	The distribution of Attitude towards Advertising Item is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.780	Retain the null hypothesis.
2	The distribution of Boycotting Item is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.444	Retain the null hypothesis.
3	The distribution of Brand Avoidance Item is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.293	Retain the null hypothesis.
4	The distribution of Brand Hate Item is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.599	Retain the null hypothesis.
5	The distribution of Cosumer Disatisfaction Item is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.201	Retain the null hypothesis.
6	The distribution of Corporate Social Responsibility is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.467	Retain the null hypothesis.
7	The distribution of Moral Violation Item is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.025	Reject the null hypothesis.
8	The distribution of Negative stereotypes Item is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.071	Retain the null hypothesis.
9	The distribution of Negative word of Mouth Item is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.161	Retain the null hypothesis.
10	The distribution of Product Quality Item is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.220	Retain the null hypothesis.
11	The distribution of Social Media Feedback is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.174	Retain the null hypothesis.
12	The distribution of Subjective Norm Item is the same across categories of Age.	Independent-Samples Kruskal-Wallis Test	.080	Retain the null hypothesis.

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Lee, M., Motion, J., and Conroy, D. (2009). Anti-consumption and brand avoidance. Journal of Business Research 62: 169-180

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