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Marketing Research & Analysis

(Dr. BRYSON)

**GROUP ASSIGNMENT #3**

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**Summary of the Group Activity**

While discussing how we would measure (operationalize) the model, we all agreed the best methodology would be by generating a survey using a Likert scale with several items related to each construct we had previously agreed on, in order to be able to calculate an overall score and study the correlation between them to perform a quantitative study based on the interval data. A questionnaire regarding each of the constructs in our model based on their relation to brand hate is proposed and presented as follows, with “Apple” set simply to exemplify what the questionnaire would look like once the respondent decides on the hated brand to answer the questions:

**Questionnaire (7-point Likert Scale, 1 – Highly Disagree, 7 – Highly Agree)**

I am disgusted by Apple.

I do not tolerate Apple as a company.

I do not tolerate Apple’s products.

The world would be a better place without Apple.

I feel totally angry about Apple.

I hate Apple.

In my opinion, Apple acts irresponsibly.

The company violates moral standards.

The brand does not match my values and beliefs.

I denigrated the brand to my friends.

When my friends were looking for a similar service, I told them not to buy from Apple.

I always tell my friends about my feelings towards this brand.

I try to influence a lot of people in not purchasing this brand.

I intend not to buy Apple in the future to punish it.

I will always make an effort not to buy Apple in the future.

I encourage my friends and relatives to avoid buying Apple.

I complain to others if I experience a problem with Apple to punish it.

I do not purchase products of Apple anymore.

I reject services/products of Apple.

I avoid buying the brands products and using its services.

I do not use products or services of Apple.

Using Apple gets me to think negatively about Apple.

Using Apple does not stimulate my interest in learning more about Apple.

I feel very depressed when I use Apple.

Using Apple makes me unhappy.

I don’t spend a lot of time using Apple, compared to other technological brands.

Whenever I’m using technological brands, I don’t use Apple.

Apple is not one of the brands that I usually use when I use technological brands.

**Following meeting and discussion on our personal model’s differences**

After the group had a second meeting to discuss the models each of us individually proposed, we could see that although there were some similarities in a couple of the core constructs that we all considered would be relevant, such as brand avoidance and negative word of mouth as outcomes of brand hate, some of our models had a much more evident focus on constructs that were sometimes not even considered in some of our other models. For antecedents, some of our group members argued that corporate social responsibility was a key construct that affected the customer-brand relationship, as consumers tend to have negative feelings towards brands that seem to be taking actions against the environment or the social elements of CSR – such as child labor or racial discrimination. One of our group members argued that Negative Stereotypes associated to customers of brands was the main antecedent to consider, as a lot of times brand hate is not a result of direct negative experiences with the brand but instead of an overall negative perspective of the people that actively engage with the brand, as commonly seen in cases such as with Apple or Starbucks. Product and Service Quality was also highly regarded for some of our group member as a fundamental construct to add as an antecedent, as a lot of times brand hate is not necessarily related to a brand by itself but more directly to a certain specific product of the brand, and quality is one of the main expectations a customer has when making a purchase, regardless of the industry sector discussed (food, technology, cosmetics, fashion). As for the constructs related to the outcomes of brand hate, all our group members agreed on both Brand Avoidance and Negative Word of Mouth as an important part of the model, while some of us argued on additional outcomes such as Online Complaints and Brand Shaming.

Overall, we all understood the main differences on each of our choices, and it made sense that each model focused on different constructs depending on the results we each wanted to obtain.