

(UN)FORGIVENESS IN BRAND HATE

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BOĞAZİÇİ UNIVERSITY

2018

(UN)FORGIVENESS IN BRAND HATE

Thesis submitted to the  
Institute for Graduate Studies in Social Sciences  
in partial fulfillment of the requirements for the degree of

Master of Arts  
in  
Management

by  
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Boğaziçi University

September 2018

## DECLARATION OF ORIGINALITY

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## ABSTRACT

### (Un)Forgiveness In Brand Hate

Brand hate is a new concept that has been under scrutiny in brand relationship and consumer emotion research. Upon the previous efforts to determine and measure determinants and outcomes of brand hate, this study first aims at providing further analysis of these components by structural equation modeling. Second, this study seeks for conditions that likely to bring a forgiving state to a hater consumer. The conditions investigated here are quality of consumer-brand relationship, trait forgivingness of consumer and composition of brand hate. Following the previous hate and brand hate research, six primary emotions of hate are assessed in forgiveness context, for the first time. The novel contribution is the introduction of a dispositional factor (forgivingness) to be measured against hate and forgiveness states.

In order to picture relationships between brand hate, forgiveness state, forgivingness and brand relationship, this study embraces a quantitative (descriptive) approach and utilizes a large-scale survey ( $n = 225$ ). Analysis of the survey data presented the existence, type, direction and effect size of these relationships. Density of brand hate, composition of hate and brand relationship quality reflects in forgiveness state while forgivingness has no influence on forgiveness.

## ÖZET

### Marka Nefretinde Bağışlama(ma)

Marka nefreti, marka ilişkisi ve tüketici duygusu araştırmalarında incelenen yeni bir konsepttir. Bu araştırma ilk olarak, öncesindeki marka nefretinin sebeplerini ve sonuçlarını saptama ve ölçme çabalarının üzerine, yapısal eşitlik modeliyle bu öğelerin analizini ilerletmeyi hedefler. Nefret eden tüketiciyi, bağışlayan bir konuma getirebilecek şartları ortaya çıkarmaya çalışır. Burada incelenen koşullar, tüketici-marka ilişkisi kalitesi, bağışlayıcı kişilik özelliği ve nefretin bileşimidir. Daha önceki nefret ve marka nefreti araştırmalarına istinaden, altı temel nefret duygusu ilk kez bağışlama bağlamında değerlendirildi. Çalışmanın özgün katkısı, tüketicinin mizacına ilişkin bir faktörün (bağışlayıcılık) tüketicinin nefret ve bağışlama durumlarına karşı ölçümlenmek üzere dahil edilmesidir.

Bu çalışma, marka nefreti, bağışlama durumu, bağışlayıcılık ve marka ilişkisi arasındaki ilişkiyi resmetmek için, nicel (betimleyici) bir yaklaşımı benimsemekte ve büyük ölçekli bir anket kullanmaktadır (n = 225). Bu anket verilerinin analizi, bu ilişkilerin varlığını, türünü, yönünü ve etki büyüklüğünü ortaya koymuştur. Marka nefretinin yoğunluğu, nefret bileşimive ilişki kalitesi bağışlama haline yansırken,bağışlayıcılığın bağışlamaya etkisi görülmemiştir.

*To the faculty and research assistants  
of the Management department at Boğaziçi University*

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## CHAPTER 1

### INTRODUCTION

Consumer brand relationship has many more dimensions than a simple trade. Aside from money exchange for goods or services; images, ideas, emotions are also transferred within this relationship. This fact is becoming even more concrete when focused on how consumers interact with brands by taking part in formation, transformation, promotion or termination of brands. There is perceptual and emotional background for such consumer actions. Perceptually, people attribute human characteristics to brands (Fournier, 1998). Emotionally, they regard their relationship with these brands similar to they regard their relationships with people. (Aaker, 1997).

People giving emotional reactions upon exposure to brands proves emotional aspects of the consumer-brand relationship (Bagozzi, Gopinath,& Nyer, 1999). A variety of things that consumer associates with a brand such as products, services, individuals, images or values can influence consumers' feelings about the brand. For example, a brand's mistaken actions, like producing unpleasant advertisement or involving scandals, are signals for consumer to adopt or adapt negative thoughts and feelings. Sometimes the founder or the store service employee is what consumers positive emotions for a brand stem from. All in all, these leave marks in the hearts and minds of consumer.

Marketing literature demonstrated the role and importance of emotions in brand studies. Among the most frequently studied emotions are very salient ones such as like

and dislike, to be followed by strong positive emotions such as love, desire, passion (Khan&Lee, 2014). However, knowledge on hate in brand relationship is yet to saturate. This extreme negative emotion has particular characteristics that complicate studying it. Yet, we found room for research on hate's nature, hater consumers' relationship to brand, personality trait differences for forgiveness. One gap this research would fill is addressing hate as a composite emotion by incorporating its first factor emotions. Second gap is whether relationship quality evaluations of customers are influencing their emotions. Third is introduction of a dispositional difference among consumers to brand hate and forgiveness contexts.

With the effort to conceptualize brand hate, prior research put forward main determinants and outcomes of brand hate (Hegner, Fetscherin, &van Delzen, 2017). Many gathered them in a model where brand hate is moderator between determinants and behaviors of brand hate. Another research stream investigated moderators for negative consumer behavior (e.g. personality traits, relationship strength, attachment and affection in the relationship) (McCullough, Bellah, Kilpatrick, & Johnson, 2001; Grégoire, Tripp, & Legoux, 2009). One possible moderator, consumer forgiveness, has been studied to date as a reaction to brand transgressions, brand/service failures. In a similar vein, Grégoire et al., (2009) called for a complete examination of the forgiveness construct after service failure episodes. Sampedro's (2017) findings about the possibility of forgiving a hatred brand opened the way for further investigation. Current study approaches to consumer forgiveness concept by broadening meaning of it to include forgiving, pardoning, tolerating, and condoning brand imperfections, incongruencies, and incompatibilities. Also, deriving from a psychology research on effects of

personality traits on negative consumer behavior (McCullough et al., 2001); a personality trait, dispositional forgiveness, became subject to brand hate behaviors. Brand hate research drew on contextual variables but a dispositional variable is being introduced for the very first time. Here, the question of whether forgiving disposition eclipses feeling of hate in a brand relationship found answer. This also gives opportunity to satisfy curiosity over non-haters stance. Almost all previous brand hate work excluded non-haters from interview reporting and data analysis. Considering positive individual and social outcomes of forgiveness, promoting non-hater stance can be a potential countermeasure against hate for brands.

Underhill (2012) had discussed how abstract concepts like truth, love or hate exhibit meaning shifts across nations and over time. Therefore, studying this kind of unsteady concepts at different places and times is meaningful. This study brings an extension to current knowledge on brand hate by testing claims of prior research in a region of diverse ethnicities and cultures. Also, to my knowledge, academic research on brand hate was not conducted in Turkish before. First ever Turkish translations of some scales are used. Moreover, especially because word ‘forgiveness’ in the Turkish language has a very broad meaning compared to the English word; findings of this study expand borders of existing frames.

Although there is a few exceptions, the majority of the current studies in brand hate are exploratory, conceptual or based on qualitative data. This thesis attempts to confirm a selection of previous findings across the emerging literature of brand hate (1); investigate interaction of brand hate concepts with a personality trait and consumer-

brand relationship evaluations (2), build a model with aforementioned constructs (3).

Scope of the quest is truly descriptive and no underlying theory sets ground.

## CHAPTER 2

### LITERATURE REVIEW

#### 2.1 (Brand) emotions

Human relationship with almost everything involves emotions. Human beings build emotional bonds with people, places, objects, memories, sounds, smells and so on. The nature of emotion determines the nature of interaction with the emotion-object (Bowlby, 1979). For example, emotional attachment to a person brings about commitment to the relationship whereas anger at a person evokes vindictive behavior against him or her (Rusbult, 1980; Berkowitz, 1990). Analogous to interpersonal relationships, sustainable consumer-brand relationship heavily depends on good management of emotions.

Emotions arise upon an evaluative judgment or interpretation of something of relevance to individual (Bagozzi et al., 1999). This arousal experience is subjective (Shaver, Schwartz, Kirson, & O'connor, 1987) that individuals may develop different emotions upon the very same incident (Frijda, 1986). Furthermore, not only different emotions lead to certain distinct behavioral reactions but also reactions upon the same emotional stimuli differ from person to person (Bradley & Lang, 2000). These together results in the variety of subsequent responses to emotional arousal.

The importance of emotions for brands can be considered within the framework of the return of the consumer-brand relationships to the brand. Marketing literature well documented how a good consumer-brand relationship pays back to brand (Ahluwalia, Burnkrant, & Unnava, 2000). With the purpose of improving quality of this relationship, brands target both hearts and minds of consumer; because consumers are not less

responsive to affective stimulus than cognitive resources (Shiv & Fedorikhin, 1999).

Numerous research has been conducted to demonstrate how positive emotions and feelings contribute to brands. For instance, in building brand loyalty, emotional aspects of brand relationship is found to be as important as functional aspects (Kressmann et al., 2006). Studies focusing on brand admiration showed that this emotion corresponds to increased willingness to buy (Aaker, Garbinsky, & Vohs, 2012). Another study provided empirical evidence that brand interest leads consumers to re-try the brand and re-evaluate their beliefs (Smith & Swinyard, 1988).

Literature does not cover negative emotions towards brands as much as positive attitudes and evaluations (Dalli et al., 2006). Yet some negative emotions against brands such as dislike (Dalli et al., 2006), disappointment, fear, sadness, embarrassment (Grant & Walsh 2009; Romani, Grappi, & Dalli, 2008), anger (Romani, Sadeh, & Dalli, 2009), jealousy (Sarkar & Sreejesh, 2014) were recently studied.

One emotion that received limited attention in the marketing literature to the date is hate. Emotion literature in psychology had shown how hate emotion is amongst the most familiar emotions to people just like the other prototypical emotions; happiness, sadness, love, anger, fear (Fehr & Russell, 1984; Shaver et al., 1987). Psychology researchers also studied hate as an ideological source for mass destructions like terrorism and massacres (Beck, 2002; Sternberg, 2003). In studying hate, marketing falls behind the field of psychology to produce knowledge on the concept of hate. Considering the effect size and nature of the feeling, hate calls for further investigation in the marketing field as well.

## 2.2(Brand) hate

In psychology literature, hate has been regarded widely as an emotion (Fitness and Fletcher, 1993; Ortony, Clore, & Collins, 1990) with a few exceptions referring it as an attitude or sentiment (Ben-Ze'ev, 2000; Zeki & Romaya, 2008). Hate is thought to compose of or to compose other emotions like fear, anger, disgust, contempt, envy (Ben-Ze'ev 2000; Kemper, 1987; McDougall, 2001). Existence of a couple of these negative emotions in certain combinations was defined to represent subtypes of hate (Sternberg, 2003). Three main components of hate determined by Sternberg (2003) -negation of intimacy, negative emotional reactions, devaluation- are applicable to not only interpersonal or object-oriented hate (Kucuk, 2008) but also intergroup racial hatred (Dovidio, Gaertner, & Pearson, 2005).

Although literature to date has no consensus on hate's composition and nature, hate's motivational reflection on desire to hurt or destroy the other is least disputable (Rempel & Burris 2005). Eissler (2000) defines hatred as the emotional equivalent of the wish to destroy and associates hate with aggression. Hate and aggression are closely related yet distinguishable; the former is a motive to cause harm to the other whereas the latter is a behavior driven by harmful intention (Rempel & Burris 2005).

Hate had been the main subject of the studies around certain marketing problems like anti-brand movements (Kucuk, 2008), country-of-origin boycotts (Nebenzahl, Jaffe, & Usunier, 2003), and perceptions over advertising (Fullerton, 2005). It has been a shorter period of time since hate started to be studied under the concept of brand hate. Brand-oriented hate initially attracted attention with increase in expression of anti-brand

thoughts (Kucuk, 2016) and spread of public complaints about firms on Internet (Grégoire et al., 2009).

First discussions upon brand hate relied on motives for behavioral reactions of consumers towards their hatred brand. Grégoire et al. (2009) was first to conceptualize brand hate as a form of desire for either punishing the brand (revenge) or withdrawing from the brand (avoidance). Later, Zarantonello, Romani, Grappi, and Bagozzi (2016) classified brand hate behaviours as communicating the hatred through word-of-mouth, complaining, protesting and reducing or cutting patronage.

Brand hate has been treated as strong form of brand dislike. It is appropriate to distinguish these two by intensity and behavioral outcomes. Brand hate is characterized with the intensity of the negative emotions towards the brand (Hegner et al., 2017) as well as purposeful and deliberate intention to avoid or hurt the brand (Bryson, Atwal, & Hultén, 2013; Zarantonello et al., 2016). Whereas, brand dislike is defined as a consumer's negative judgment or choosing not to buy (Dalli et al., 2006). It is also possible that brand dislike slowly evolves to brand hate (Kucuk, 2016).

Psychology scholars have contradictory perspectives upon whether hate is a primary or secondary emotion (Kemper, 1987; McDougall, 2001; Plutchik, 1991; Sternberg, 2003) which set the ground for research in marketing on the composition of brand hate. Recently, Zarantonello et al. (2016) adopted an approach from psychology literature and addressed brand hate as a constellation of many distinct negative emotions.

Uptilltoday, scholars examined not only intensity and composition of hate but also its duration. Hate is characterized by being stable and enduring (Rempel & Burris 2005). To better describe the intensity and endurance of hate, comparing it with anger is

legitimate since they are closely associated (Shaver et al., 1987). Ben-Ze'ev (2000) describes hate feeling as less intense than anger or as if a given intensity is spread over a longer period of time to be weaker at each point of time. A longitudinal study on brand hate showed that one of the two reactions upon brand hate, desire for revenge, is not sustained for a long time, whereas the other, desire for avoidance, sustains longer with grudge (Grégoire et al., 2009).

Although brand love and brand hate are not opposite of each other (Kucuk, 2008), contrariety between the two is also attractive for researchers. The relatively older construct of the two, brand love reflects a consumer's favorable feelings toward a brand whereas the latter associates with extreme negativity. After the introduction of love emotion to marketing area by Shimp and Madden (1988), brand love construct was studied with adaptations to interpersonal love theory of Sternberg (1986) and self-inclusion theory of love (Aron & Aron, 1986). Carroll and Ahuvia (2006) brought first conceptualization of brand love and defined it as a satisfied consumer's passionate emotional attachment involving positive evaluation and positive emotions. Prior research showed the significance of consumer-brand relationships (e.g. trust in Albert & Merunka, 2013), brand characteristics (e.g. quality in Batra, Ahuvia, & Bagozzi, 2012) and consumer attributes (e.g. social deficit in Lastovicka & Sirianni, 2011) in the making of brand love. Later, both academia and business professionals appreciated the positive outcomes of brand love such as positive word-of-mouth, brand loyalty, willingness to pay a price premium, and resistance to negative information (Batra et al., 2012).

Brand love is associated with strong negative outcomes as well. Love can become hate for the loved brand or it can cause hating another brand. Testing a justice-based theory, Grégoire and Fisher (2008) found that high relationship quality customers respond to a service failure more retaliatingly compared to low relationship quality customers which proves love becomes hate effect. Johnson, Matear and Thomson's (2010) findings suggest marketers be careful with customers who builds personal identities through their brands because higher self-relevance in consumer-brand relationships is found to reflect in greater likelihood of anti-brand actions upon dissolution of the consumer-brand relationship. In line with the oppositional loyalty theory, love for a competing brand found to be an antecedent to brand hate for the direct competitor (Silden & Skeie, 2015). The common case of loving one brand and hating its direct competitor is very salient in the sports industry. High identification with the favourite team builds a strong and well-defined hate for the traditional rival (Dalakas, Madrigal, & Anderson, 2004).

It seems that oppositional loyalty can be supported by vice versa cases. For example, Muniz and Hamer (2001) observed that a negative standing against competing brands adds meaning to the favorable brand and consumer's identity. What strikes consumer more is negativity rather than positivity in brand-related images, associations, and experiences. Neuroscientific experiments of Fossati et al. (2003) revealed that negative stimuli are typically more arousing than positive stimuli. Soon after, this finding was reflected in consumer studies. Banister and Hogg's (2004) study sample exemplified how motivation to avoid consuming (or being identified with) negative images overrides attempts to achieve a positive image. Another consumer study

suggests that customers are more sensitive to negative disconfirmation than to positive disconfirmation when their expectations are not met (Rust, Inman, Jia, & Zahorik, 1999).

Marketing researchers prioritized studying brand love and other positive emotions (interest, satisfaction, admiration) towards brands, as it was apparent to receive benefit from arousal of those feelings. However, influence of negative emotions on consumers' behaviors is incontrovertible as well as that of positive emotions (Romani, Grappi, & Dalli, 2012). For instance, Gelbrich's (2009) experiments, showed how feelings of anger and helplessness impact customers' loyalty and future purchase decisions. Hence, brands should pay not less attention to avoiding feeding negative feelings than they paid to win customers' heart.

#### 2.2.1. Brand hate motives

Classifications of brand hate motives vary in the literature. Bryson et al. (2013) put one of the first works on the conceptualization of the antecedents of brand hate within the luxury sector. They used the critical incident technique to draw key antecedents from negative incident reports of luxury consumers. They suggested potential antecedents as follows: country of origin, consumer dissatisfaction with service, and negative stereotypes of luxury brand users. Kucuk (2016) classified brand hate antecedents under two groups as company-related versus consumer-related ones. Zarantonello et al. (2016) established three categories as violation of expectations, taste system and corporate wrongdoings. Recently, searching for antecedents of brand hate, Rodrigues and Rodrigues (2017) found out brand perceived quality, brand innovativeness, brand social

responsibility and brand personality plays role in brand hate development. The most recent taxonomy, presented by Hegner et al. (2017) provides comprehensive categories as negative past experience, symbolic incongruity, and ideological incompatibility.

Lee, Conroy and Motion's (2009) research on motivations for brand avoidance provided a coherent and congruent basis for understanding brand hate motivations. They categorized motivations for brand avoidance to three types; experiential avoidance, identity avoidance, and moral avoidance. The current study adopts these three as for possible motivations for brand hate and elaborates on each below. From now on, these determinants will be referred to as ideology-related, image-related, and performance related.

Consumer today, does not exchange money for product or service alone but also for image, experience, and value. They want to align their own personal values with those of the brands (Bryson et al., 2013), to find congruence between images of self and brands. Image congruence involves a large spectrum ranging from images of other customers to country of origin of the brand.

Lee et al. (2009) defined two types of incongruence that consumers' avoidance of certain brands depended on. First of the two is identity-based, whether consumer can identify herself with the brand. Brands are identified with a consumer culture and it aggregates a brand community (Muniz & O'guinn, 2001). Existence of a brand community is double-edged. When consumers associate a brand with favorable reference groups, the brand meanings contribute to their self-concept; also the other way around, consumers found to reject the brands on the basis of outgroup brand usage (Escalas & Bettman, 2005). Brand's connection with other people is as important as the

connection between the brand and the self. Negativity towards those others can bear negative feelings towards the brand (Bryson et al., 2013).

Second type of image congruence hinges on values. A clash between personal values and values of brand was defined to be a cause generating brand hate. For example when consumers find a corporate's behaviors, actions and policies immoral, they hate its brand (Zarantonello et al., 2016). Corporate irresponsibility, unethical conduct of business were also found to feed avoidance behavior (Lee et al., 2009).

As for the experiential dimension; product or service deficiencies lead to generation of undesirable consumer feelings such as dissatisfaction, disappointment, disenchant (Zarantonello et al., 2016). Mismatch of what brand promised and what consumer actually experienced, triggers brand hate behaviors in which consumer avoids the brand (Lee et al., 2009). Consumers also engage in revengeful behaviors like online public complaining after a service failure. When a service failure is repeated or furthered with failure in recovery, the hate behaviors are more frequent and vivid (Grégoire et al., 2009).

#### 2.2.2.Brand hate behaviors

Marketing scholars investigated the association between brand hate and negative consumer behavior towards brands. In drawing the causal relationship between brand hate and certain behaviors, varying approaches and classifications emerged to date. The outcome behaviors were screened in-service failure context via a longitudinal approach (Grégoire et al., 2009) and experimental settings (Duiveman, 2016); across moderator

factors like relationship strength (Grégoire & Fisher, 2008) or by comparing their motivators (Hegner et al., 2017; Romani et al., 2008; Zarantonello et al., 2016).

Grégoire et al. (2009) presented haters path in which they can avoid the brand (by withdrawing themselves from any interactions with brand) or engage in revenge (by causing harm to brand). Zarantonello et al. (2016) also used these two types of coping strategies but named them avoid-like and attack-like to represent patronage reduction/cessation and negative word-of-mouth (nWoM) behavior respectively. Additionally, they introduced another coping strategy to hate literature, that is, the approach-like behavior, where consumer engages in complaining and protest behaviors. The current study chose to employ a broader and more specific range of behaviors as a combination of the studies mentioned below. Here, the most frequently mentioned behavioral outcomes were investigated; revenge, avoidance/switching, nWoM generation.

Romani et al. (2008) studied which negative brand-related emotions predict which particular behavior(s) from among switching, complaining, and nWoM. Worrying about a brand or fearing from it, is associated with escaping behavior, or in marketing terms, switching. Embraced customers were found less voicing or switching whereas a brand failure seemed to require detrimental actions rather than avoidance. Another study found that when customers perceive betrayal in their relationship with brands, they retaliate the brand in order to restore fairness by spreading nWoM, complaining vindictively, and complaining publicly (Grégoire & Fisher, 2008).

Hegner et al. (2017) provided a taxonomy of brand hate outcomes as well as brand hate determinants. They also compared the triggering effects of the

abovementioned determinants on outcomes of brand avoidance, nWoM, and brand retaliation. All determinants were found to affect negative word of mouth to a similar extent; while brand retaliation mainly triggered by negative past experience and brand avoidance by symbolic incongruity.

### 2.3(Brand) forgiveness

Feeling of hate has destructive consequences for the hater as well as for the hatred party. Hater squanders energy in falsifying the image of the detested adversary and in adjusting of his or her actions (Eissler, 2000). This may be furthered with unforgiveness that is to delay and sustain negative emotions and forgiveness is one way to slow down this course (Worthington & Wade, 1999).

Forgiveness can be defined as a response that makes people less negative and more positive towards the offender over time (Pargament, McCullough,& Thoresen, 2000) Being offended by the partner in a relationship motivates one to seek revenge or avoid further harm. Forgiveness is said to weaken these motivations and encourage the victim for relationship-constructive transformations (McCullough et al., 2001). With this regard, the current study embraces forgiveness as a possible solution for resolving motivations for brand hate behaviors. That is, acts of revenge, avoidance, switching and spread of nWoM, reasoning from not only transgression in consumer-brand relationships but also from disapproval of a brand's acts or clashing images of self and a brand.

Forgiveness is complex, so does the consumer forgiveness. Marketing had built limited extent of knowledge about forgiveness compared to the field of psychology. Yet a considerable contribution was brought by services marketing studies with services

failure focus. Marketing professionals and academics recognized the negative consequences of failures in terms of consumer reactions (Grégoire, 2009; Xie & Peng, 2009). Following this, they gave importance to failure recovery and sought for the ways of increasing efficiency in recovery attempts (Smith, Bolton, & Wagner, 1999).

Consumer forgiveness has been addressed as a condition achieved when a recovery attempt attains desired consumer reactions. The main research stream on brand forgiveness examined whether and to what extent consumers forgive brands for failure; yet it overlooked the complex nature of consumer-brand relationship and the psychology of consumer forgiveness (Mogilner, 2008). The current study treats forgiveness as applicable to all conditions that motivate hate, not merely product/service failure but also to conditions when consumer faces product/service shortcoming, corporate demerit, ideological or moral contradiction and incongruence between self-image and brand-image. Forgiveness is operationalized here to encompass pardoning, tolerating, and condoning on top of forgiving.

#### 2.4 Dispositional forgiveness (forgivingness)

The above discussions on the formation of brand hate counted many distinct contextual sources that previous research had drawn. Yet, personality related sources for brand hate has not investigated before. Dispositional variation among individuals can also be a source of nonuniformity in the brand hate context. One such dispositional variation is reasoning from individual's tendency to forgive over time and across situations which might have relation to both generation and expression of hate.

In order to distinguish the personal trait forgiveness from act of forgiving Berry, Worthington, Parrott, O'Connor, and Wade (2001) used the term "forgivingness". This term refers to forgiving disposition in compliance with Roberts's (1995) suggestion. Their findings were setting light to the inverse correlation between forgivingness and proneness to negative emotions such as anger and anxiety, rumination in a vengeful manner following offenses, holding hostile attitudes toward others. Therefore a forgiving person is thought to follow behind the less forgiving ones in feeling and expressing hate.

## 2.5 Brand relationship quality

Studies on brand relationship quality demonstrated various positive outcomes of developing high-quality relationships with customers. Building relationships of good quality helps not only obtaining favorable returns from customers but also preventing undesirable consumer behaviors. Nordhielm and Williams (2008) found support for that the greater the brand relationship quality, the higher the brand loyalty. Therefore, when consumers value a brand relationship, they show constancy and faithfulness. In line with this, it may be expected that a valued relationship is more resistant against internal and external negativity. However, Grégoire and Fisher's (2008) research demonstrated that feeling of betrayal distracts most loyal consumers more and feeds hateful behavior. This contradiction calls for further investigation of hate's occurrence and existence in different levels of relationship quality.

A key element in the formation of a sustainable consumer-brand relationship through consumer loyalty and behavioral intention is commitment. Commitment is

thought to be a motivational factor (Wiener, 1982) associated with certain favorable behavioral outcomes for organizations, like effort to maintain a valued relationship. Chaudhuri and Holbrook (2002) modeled brand commitment on two brand-level constructs (brand trust and brand affect) to encompass both emotional and functional dimensions affecting consumers' approach to alternative brands within a product class. Resulting in an emotional or psychological attachment to a brand, commitment at different levels is found to determine consumers' response to negative information about that brand (Ahluwalia et al., 2000). Under conditions of strong negative feelings around a brand, in other words, brand hate, consumers could be expected to behave in accordance with their commitment level.

Aside from hate, relationship quality is also relevant to forgiveness. Psychology research examined relationship factors together with personal factors in leading people to either unforgiveness or forgiveness (Worthington & Wade 1999; McCullough & Witvliet, 2002). A finding is repeated in several studies that people are more willing to forgive when they feel satisfied, close, and committed in a relationship (Nelson, 1993; Rackley, 1993; Woodman, 1991). McCullough et al.'s (1998) findings supported this and also that forgiveness facilitates the re-establishment of closeness following transgressions. Also, Theriault and Aaker (2008) found that having a prior relationship with a brand and the nature of that relationship determine the effectiveness of compensation efforts following brand transgressions. Applying these to brand relationship context, it may be expected that people forgive brands they had good relationships with, easier than a complete stranger brand.

## CHAPTER 3

### METHODOLOGY

This study aims to picture relationships between brand hate, forgiveness, forgivingness and brand relationship. It is claimed to help understand how these concepts interact with each other. Investigation of the existence, type, direction and effect size of these relationships necessitates a descriptive approach. For this reason, this research embraces a quantitative approach and utilizes a large-scale survey.

#### 3.1 Scales

The constructs of interests were measured with pre-used scales from the literature. The researcher and two other graduate research assistants translated the scales to Turkish. The original scales are available in Appendix A, and original scale reliability values are shown in Appendix B together with their sources.

In order to measure intensity of the negative feeling, the brand hate scale developed by Salvatori (2007) was used. The scale comprises 11 items, such as ‘‘I don’t tolerate brand X and its company’’ and ‘‘I do not like brand X’’. In order to picture the composition of the feeling, a scale is generated deriving from Zarantonello et al.’s (2016) study which explored hate as a complex emotion. This scale contained 6 items representing sub-category emotions for hate; anger, contempt, fear, disappointment, shame, and dehumanization. These and all other below mentioned likert scale items used five-point ranges: from definitely disagree to definitely agree.

The concept of brand hate motives is adapted from Lee, Motion, and Conroy's (2009) study which identified three motives for consumers to avoid a brand. Later, Sampedro (2017) used a scale to measure these three motives in a brand hate study. We utilized the 13 item scale used by Sampedro for having a similar approach to the concepts. Sampedro (2017) proved scale reliability for each motive; negative past experience, image incongruence and ideological incompatibility (Cronbach's alpha values at 0.75, 0.84 and 0.91 respectively).

Subsequently, behavioral consequences of brand hate were measured by a group of scales used in different studies. Thomson, Whelan, and Johnson's (2012) scale for measuring revenge; Romani et al.'s (2012) scale for brand switching; and Grégoire and Fisher's (2006) scale for nWoM were combined to reflect brand hate behavior concept. The scales consist of 4, 3 and 3 items respectively. One item in the switching scale was modified to cover avoidance behavior of haters who have never purchased from their hatred brand. Although there are numerous scales for nWoM, Grégoire and Fisher's (2006) was chosen for its reliability ( $\alpha = .91$ ). The word 'friend' used in the original scale, was replaced with 'those who around me' in order not to restrict.

Relationship quality was measured under three sub-dimensions: trust, commitment, satisfaction. Grégoire et al.'s (2009) study measured first order constructs (trust, commitment, social benefits) of relationship quality in order to examine relationship strength's moderation effect on customer's grudgeful desires. This experimental study was in service context, therefore item adaptation was necessary. Trust and commitment items were kept, leaving out social benefits items. Also for adaptation of this and other below-mentioned scales, "service firm" wording was

replaced with “brand”. Trust scale consists of 4 items of 10 point semantic scale; commitment scale is comprised of 3 items of likert type. Third dimension employed here, satisfaction, was also derived from a negativity study in the service context. Sirdeshmukh, Singh and Sabol (2002) measured episode-specific consumer satisfaction with the last brand experience. Their scale is used here with reference to the period of shopping the hatred brand. The scale remained the same to contain 3 item of 10 point semantic scales, which are ‘highly unsatisfactory/highly satisfactory’, ‘very unpleasant/very pleasant’ and ‘terrible/delightful’.

Trait forgiveness of all participants but state forgiveness of only haters were measured by using separate scales. First, imported from a services marketing study (Tsarenko & Tojib, 2012), the forgiveness scale (FS) was used. This study approached emotional and decisional forgiveness as being affected by consumer personality characteristics which suit hereby to the intended investigation. The scale contained 5 items for emotional and 3 items for decisional forgiveness, examples are “I am not letting go of my negative emotions” and “I will cut off relationship with this brand”. The wide extent of “forgiveness” words meaning in Turkish and providing a definition for forgiving as it is defined in Turkish, enabled assessment of the state forgiveness as extensive as intended.

For measuring forgivingness as a personal disposition, Berry et al.’s (2001) trait forgiveness scale (TFS) was used. They held forgiveness as a personality characteristic which explained some religion-health connections. Depending on the mutuality with this approach, the scale is found appropriate for a consumer behavior context. The scale consisted of 10 items of which 5 is reverse-scored, for example ‘I have always forgiven

those who have hurt me.’ versus ‘If someone treats me badly, I treat him or her the same.’.

### 3.2Pre-test

A pretest of the questionnaire was conducted among 20 graduate students from different disciplines. Their comments on readability and logic were processed until the questionnaire was confirmed to be fluent in grammar and logic by all pre-test participants. In order to eliminate ambiguity, some of the statements were retranslated from the original items and unclear wording was fixed upon feedbacks.

The most important finding of the pretest was that it is hard for some people to name brands they hate right away. Some participants notified that they spend almost one minute at the very first question for this reason. It is reasonable to attribute this delay to the sentiment-like nature of hate feeling (Ben-Ze’ev, 2000). Even under this case, this thinking time is not reported to cause a distraction in adaptation to the questionnaire.

### 3.3Procedure

The survey is conducted in Turkish at QuestionPro.com, an online survey tool.

Benefiting from the advantages of online survey software, questions were designed with branching skip logic responsive to certain answers. Another advantage of this tool was invitation emails sent individually to prospective participants in the sampling frame.

Within this email, the purpose of the study, confidentiality, and anonymity was mentioned. Receivers of this email made the decision to view the survey through

personalized links shared in the mail body. They also found opportunity to contact with the researcher with questions or comments, at her email address displayed as the sender.

The survey started with a statement of approximate length of time required to complete the survey, together with requirement of completion at one single session. Frankness in answers was also encouraged here. The participants were provided with definitions of brand love, brand hate and forgiving before starting the questions of relevance to those.

They were first asked to name up to three brands that come first to their mind upon thinking of their hatred brands. Then out of these (at most three) brands, they picked one as their most hated brand. Hereafter, the rest of the questions were instructed to be answered considering this brand. Questions on measuring consumer-brand relationship quality, hate level, hate type, hate motivators, hate behaviors, control variables, forgiving behavior, forgivingness came respectively one after another. Lastly, demographic information on gender and age was requested. Some left their student number to exchange their cooperation with grade points. Subsequent to completion of the survey, we thanked for their participation.

In order not to ask some questions according to certain conditions, skip logic tool was used. First, when ‘definitely not hate’ or ‘not hate’ options were chosen, the participant is directed to forgivingness questions, without displaying all in between. Second, if the participant states they never bought/used from their hatred brand, they did not see relationship quality questions.

The survey can be found in Appendix C just as conducted in Turkish and in Appendix D as translated into English.

### 3.4 Participants

The survey was distributed to bachelors and masters students from different universities in İstanbul and Ankara. In three months time, 225 participants completed the survey out of 305 viewers. Thirteen were non-haters that they fail to state a hatred brand name or stated their hate below threshold degree (3/5). Some of the participants volunteered and some participated in exchange for one course credit. Values missing at completely random were detected and attributed to technical defectiveness of the online survey tool. Those missing values (less than .0025 of entire data) were replaced with hot deck imputation method. Two responses were completely eliminated for representing univariate outliers. Eventually, 223 (127 male, 94 female and 2 not specified) response remained for analysis.

### 3.5 Measures

Reliability test, confirmatory factor analysis (CFA) and SEM measurement model goodness of fit test are conducted simultaneously in order to claim construct reliability, unidimensionality, and appropriate factor loadings. Results of reliability and CFA tests are illustrated in Appendix B and Appendix E correspondingly.

Relationship quality items yielded a score of .784 at Kaiser-Meyer-Olkin measure which indicates sampling adequacy. Three components with eigenvalues above one explained 75% of the variance. All three first order constructs (trust, commitment, satisfaction) under relationship quality measure loaded within subgroups as supposed to. Similarly, scales for brand hate behaviours brought three components at principal component analysis under which all items loaded to respective constructs and showed

sufficiently high regression estimation weight. Forgiveness state measure was two-fold as decisional state and emotional state. Former had an alpha of .863 and favorable loadings to respective construct at high estimates ( $>.6$ ). However emotional forgiveness state had one cross-loading item and .7 alpha value. Remaining faithful to the usual case of multidimensional scale measurement, not using this factor is preferred over using a construct of two items (Raubenheimer, 2004).

In addition, the above-mentioned tests signaled some unadapt items that impair robustness. First, as used in the original form, 11 item brand hate scale had two components and Croanbach alpha value of .835. The single item loading to another factor seriously (BH4) and cross-loading items (BH3 and BH5) are removed to carry alpha value up to .854. Second, forgiveness trait scale of 10 items, also yielded two components of which one encompasses all 5 reversed items. Negativity phrase in these reverse items might have overlooked by respondents. Hence, these five items removed for having low item communality and low regression weights on the construct. Alpha value increased from .718 to .795. Last, although all other items under motives were fine, fourth item of ideological/moral incompatibility scale was cross loading and contributing little to the relevant construct. Removal of this item increased alpha value from .849 to .869. Finally measurement model for brand hate determinants had a good fit with data ( $CMIN/DF = 2.6$ ,  $CFI = .952$ ,  $GFI = .911$ ,  $RMSEA = .08$ ).

Factor loadings for the measures which remained as their originals are presented in Tables E1-3 (see Appendix E). Initial factor loadings of the other measures are presented together with those of their final version after elimination of above-mentioned items in Tables 4-11 (see Appendix E).

### 3.6 Proposed research model and hypotheses

Literature to date supplied this research with profound background on the concept of brand hate, its determinants, and outcomes. The model presented below (Figure 1) is an adapted version of previously tested models. The hypotheses to be tested within this model are as follows:

H1a: Brand hate has ideology, image, and performance related motivators.

H1b: Brand hate results in behaviors of revenge, avoidance and switching, nWoM.

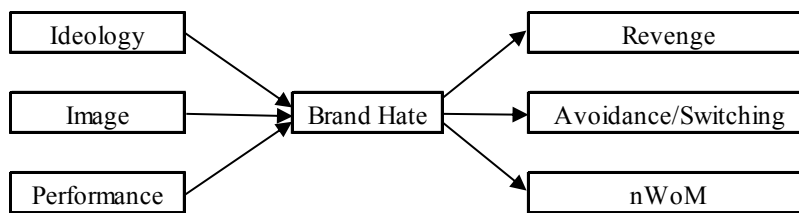


Figure 1. Proposed Brand Hate Model

Besides the model, this research puts forward hypotheses enlightening the relations between hate's composition, brand relationship qualifications, forgiveness and forgivingness to be tested with correlation and ANOVA tests. Those hypotheses are as follows:

H2: Level of hate and brand forgiveness are negatively correlated.

H3a: Active brand hate emotions, rather than passive brand hate emotions are likely to exist with higher levels of hate and lower levels of forgiveness.

H3b: Relation to brand hate motivators and behaviors show difference across primary emotions of hate.

H4: Stronger brand relationship leads to higher brand forgiveness.

H5: Stronger brand relationship leads to less brand hate.

H6: Building relationship of quality can protect brand from development of certain negative emotions.

H7: Higher level of dispositional forgiveness leads to less brand hate, more brand forgiveness.

H8: Higher level of dispositional forgiveness leads to fewer instance of brand hate.

## CHAPTER 4

### ANALYSIS AND RESULTS

All scales proved to be reliable with Cronbach's values bigger than 0.70 (see Appendix B). All relevant scales composed a measurement model. Scores for each variable is imputed with regression method via Amos Data Imputation. Two significant correlations between explanatory variables appeared. Ideology and image related determinants of brand hate ( $r= 0.31$ ), trust and satisfaction were ( $r= 0.48$ ) significantly correlated. Multicollinearity assumption was checked via the variance inflation factor (VIF) by running regression models on brand hate and each brand hate outcome (Kleinbaum et al., 1988). The VIF values were considered unproblematic as for being below 2. We examined validity by calculating the average variance extracted (AVE) and the composite reliability (CR). All AVE and CR were above the recommended threshold of .050 (Fornell and Larcker, 1981).

#### 4.1 Hypotheses testing

We conducted a structural equation model at SPSS AMOS to test the very first hypothesis that brand hate is caused by three explanatory factors and it causes three behavioral outcomes. Multi-normality analysis revealed no outliers by Mahalanobis distance method. The model supported the relationship of all six variables to brand hate construct (H1a and H1b) with significant standardized regression weights as shown below in Figure 2.

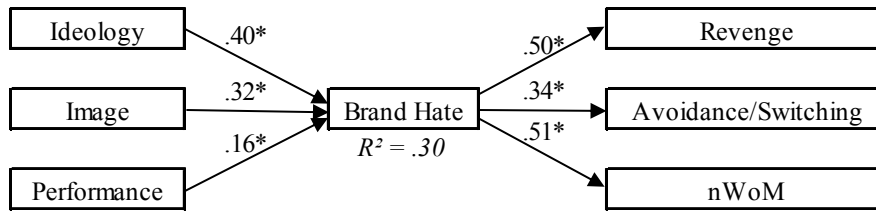


Figure 2. Brand hate model

Further, as aimed to reveal brand hate's mediatory role between the determinant and outcome variables, a model without brand hate is generated. Difference between standardized path coefficients in the models with and without brand hate put forward the mediation effect of brand hate on three behavioral outcomes. Both Baron and Kenny (1986) approach and difference in coefficients approach (MacKinnon, Fairchild & Fritz, 2007) led to full, partial or no mediation relationship between variables as demonstrated in Figure 3.

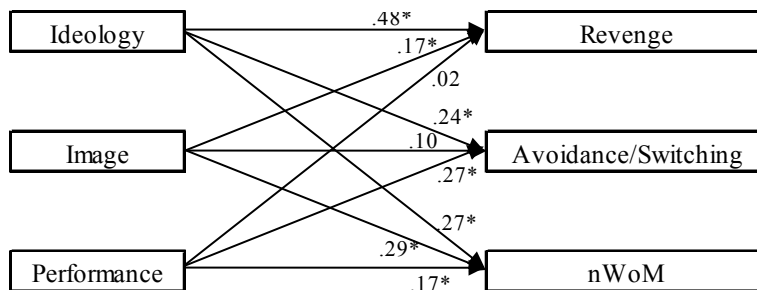


Figure 3. Brand hate model for mediation analysis

Further comparison tests on differences between the effect size of each determinant on each outcome are conducted. In order to make group comparisons, responses to determinant variables were split. Split threshold was three, responses at three were excluded. Below 3 represented the absence of the particular determinant in

quest while above 3 represented the presence of this determinant. Resulting groups' difference is visualized as shown in Figure 4. Independent samples T-test showed significant differences for each pair except performance related motivation and revenge behavior.

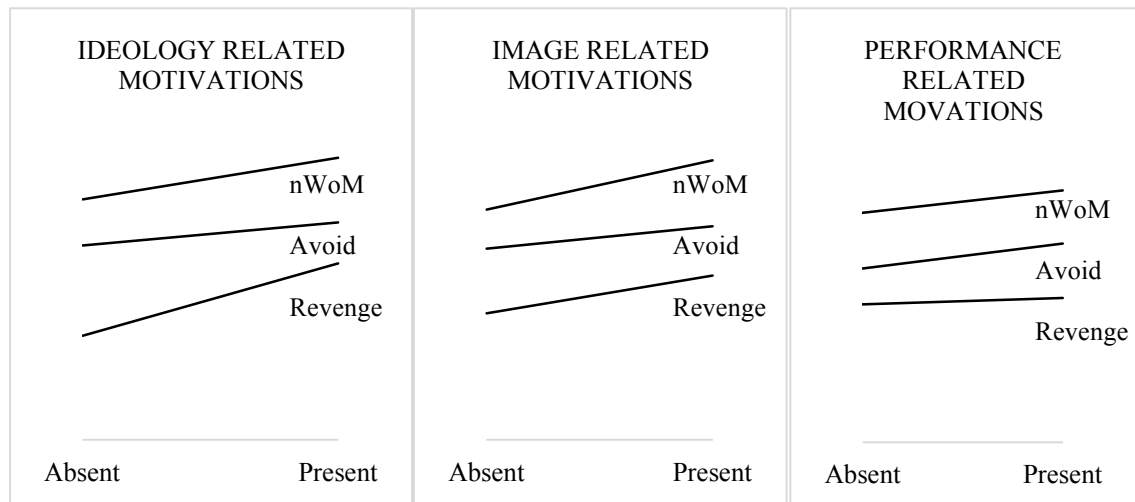


Figure 4. Motivators and outcomes of brand hate line graphs

H2 is supported with a strong negative correlation ( $r=-0.644$ ,  $p < .000$ ) between brand hate and brand forgiveness levels. H3a is supported; any active emotion yields higher correlation value with both brand hate and forgiveness, than any passive emotion, correlation coefficients are presented in Table 1. H3b is supported; all primary emotions of hate are correlated with brand hate motivators and behavior at different levels; correlation coefficients are presented in Table 2.

Table 1. Correlations Between Primary Emotions, Hate, and Forgiveness

|                                |                     | Brand<br>Hate | Forgiveness<br>State |
|--------------------------------|---------------------|---------------|----------------------|
| Active 1                       | Pearson Correlation | .673          | .530                 |
| anger, rage, fury              | Sig. (2-tailed)     | .000          | .000                 |
| Active 2                       | Pearson Correlation | .552          | .518                 |
| disgust, contempt              | Sig. (2-tailed)     | .000          | .000                 |
| Passive 1                      | Pearson Correlation | .358          | .365                 |
| worry, fear, threat, anxiety   | Sig. (2-tailed)     | .000          | .000                 |
| Passive 2                      | Pearson Correlation | .358          | .299                 |
| disappointment, disenchantment | Sig. (2-tailed)     | .000          | .000                 |
| Passive 3                      | Pearson Correlation | .469          | .485                 |
| shame, embarrassment           | Sig. (2-tailed)     | .000          | .000                 |
| Passive 4                      | Pearson Correlation | .329          | .348                 |
| dehumanization                 | Sig. (2-tailed)     | .000          | .000                 |

Table 2. Correlations Between Primary Emotions, Brand Hate Motives, and Behaviors

|                                   |                 | Ideology | Image | Perfor<br>mance | Revenge | Avoidance<br>/ Switching | nWoM |
|-----------------------------------|-----------------|----------|-------|-----------------|---------|--------------------------|------|
| Active 1                          | Pearson Cor.    | .458     | .194  | .160            | .420    | .224                     | .393 |
| anger, rage, fury                 | Sig. (2-tailed) | .000     | .005  | .021            | .000    | .001                     | .000 |
| Active 2                          | Pearson Cor.    | .353     | .536  | .087            | .334    | .190                     | .422 |
| disgust, contempt                 | Sig. (2-tailed) | .000     | .000  | .208            | .000    | .006                     | .000 |
| Passive 1                         | Pearson Cor.    | .345     | .088  | .102            | .382    | .130                     | .164 |
| worry, fear,<br>threat, anxiety   | Sig. (2-tailed) | .000     | .202  | .142            | .000    | .059                     | .018 |
| Passive 2                         | Pearson Cor.    | .266     | .158  | .079            | .261    | .285                     | .311 |
| disappointment,<br>disenchantment | Sig. (2-tailed) | .000     | .022  | .256            | .000    | .000                     | .000 |
| Passive 3                         | Pearson Cor.    | .338     | .388  | -.028           | .397    | .117                     | .320 |
| shame,<br>embarrassment           | Sig. (2-tailed) | .000     | .000  | .689            | .000    | .091                     | .000 |
| Passive 4                         | Pearson Cor.    | .297     | .425  | -.096           | .351    | .148                     | .206 |
| dehumanization                    | Sig. (2-tailed) | .000     | .000  | .167            | .000    | .032                     | .003 |

H4 is not supported that there is not significant correlation between any relationship quality measure and brand forgiveness. H5, on the other hand, is partially supported that satisfaction and trust is negatively correlated with brand hate ( $r = -.310$ ,  $p < .000$  and  $r = -.214$ ,  $p = .005$  respectively) whereas commitment's correlation is not significant. Since brand hate and brand forgiveness are highly correlated we would expect both H4 and H5 to be supported or not together. Surprisingly appeared here is that developing relationship of quality with consumers can protect from development of strong brand hate but can not guarantee forgiveness.

H6 is supported for the relation between satisfaction and active hate emotions ( $r = -.161$ ,  $p = .035$  and  $r = -.196$ ,  $p = .010$ ), and for the relation between commitment, trust and second group of active hate emotions ( $r = -.174$ ,  $p < .023$  and  $r = -.257$ ,  $p = .001$  respectively). Meaning a satisfied customer is less likely to cultivate active hate emotions of anger, rage, fury, disgust, and contempt. Also, committed and trustful customers are less likely to feel disgust and contempt.

H7 and H8 are not supported. Dispositional forgiveness, indeed, showed no relation to any other variable too. This brings a suspicion that the measurement of this variable was unsuccessful. As mentioned above, we deleted 5 (reverse coded) items from the original 10 item-scale. There may be a measurement error reasoning from overlooked negative phrases at this very last scale of our survey. There is not significant difference between the ones not to state any hate and the ones disclosing hate towards a brand.

#### 4.2 Other findings

Men and women showed significant difference over two variables; hate ( $p = .022$ ) and forgiveness state ( $p = .002$ ). Men have higher means for brand hate (3.69 vs 3.48) and women's forgiveness state is more positive (1.97 vs. 2.3).

One question divided respondents into two as initial haters who hated a brand since they first met it and later haters whose hate arose later. Hating later is more likely to have an ideologic antecedent whereas hating at first acquaintance is more likely to have a symbolic antecedent. Also, later haters are more avoidant than initial haters. Later haters were more satisfied by and committed to the hatred brand and they had more positive emotions towards it.

Among the consumers, who bought from their hatred brand before experienced bigger emotional downfall than the ones who never bought from their hatred brand (from 59 to 11 and from 29 to 7,  $p = .000$ ). On the other hand, a significant difference exists between the nonconsumers and noncustomers. Among the consumers who never bought from their hatred brand, the ones consuming a competitor considers that their hatred brand did not make amends ( $M = 2.15$ ,  $M = 1.83$ ,  $p = .03$ ).

## CHAPTER 5

### DISCUSSION

Hate was treated as an emotion that has settled in the past and still exists today because it is a continuing emotion, different from other emotions. Forgiveness was taken as the current situation and the attitude towards the future. Relationship factors were questioned only if there is a previous purchase of hatred brand. Forgiveness and relationship factors are found to be relevant to brand hate; however, the dispositional factor (forgivingness) showed no significant correlation to neither brand hate nor forgiveness.

We aggregated relationship quality perceptions in three interrelated dimensions. Although each pair among these three dimensions, trust, commitment, and satisfaction, is significantly correlated; they differ in relating to hate's existence and composition. Not commitment but satisfaction and trust separately stands against hate's subsistence. Likewise, active primary emotions of hate are kept away when consumer is satisfied by the hatred brand. Feeling of disgust and contempt is less frequent when brand achieves commitment or trust.

In our sample, women stand at a more forgiving level than men. A simple gender comparison might hide many factors that prior forgiveness research adverts. Religiosity, virtue-seeking vs. justice-seeking, socialization mode, culture are possible explanations for gender differences (Miller, Worthington, & McDaniel, 2008).

This study embraced a general approach to brands. Participants were asked to name brands they hate. There was no specification about brands. It could be

product/service brand, holding/person brand etc. There came to be 288 brands (from all participants including drop-outs) from various industries. Most frequently mentioned brands are presented in Appendix F.

This research aimed to analyze consumers' inner world by providing descriptive results. The findings are of value to brands more than to consumers. As proven here and before scholarly, brand hate has undesired impacts on brands. It is sustained, damaging and spreading. Therefore it should be regarded as a duty of brand managers to take precaution against it or eliminating it. It is asserted and proved here that building a good quality relationship matters in brand hate management. The composition of hate emotion also matters, that not hate's existence alone but also subsumed emotions signal hate's severity, motivation, and outcome.

## CHAPTER 6

### LIMITATIONS AND FUTURE RESEARCH

Analytical approach of this thesis faced some limitations. First, the sample size was barely sufficient for studying a structural equation model (Hair, Black, Babin, & Anderson, 2009). For this reason, we limited number of variables in the model to determinants and behaviors. Second, operationalization of forgiveness state here was facilitated by introducing definition before forgiveness scales. However those scales may have not corresponded to the broad definition. Third, measurement of forgiveness trait seems problematic as reverse coded items disrupted unidimensionality.

Length and scope of the survey could have been exhausting for participants that drop out rate was 0.26 in this study. Further research would better balance these since the topic itself requires focusing on emotions that are not easily put into scales.

Here, hate is recognized as a complex emotion. The compounding primary emotions of hate are brought from Bagozzi et al.'s (2016) brand hate study. There are different classifications and approaches for hate's composition in the emotion literature. Employing these can also shed light on the undiscovered sides of brand hate.

It would also be interesting to see differences whether being plural vs. singular on the hateful side matters. In other words, social vs. individual hate and its behavioral outcomes at the individual level can be examined.

A relationship phenomenon, the power imbalance is likely to prove important for understanding forgiveness (Fincham, 2000). Because the other person in a relationship is more powerful, attribution of responsibility can bring an evaluation of more culpability

on that person's side. Maybe the opposite, less powerful person may find it easier to forgive. Future research can investigate how power imbalance perceptions influence consumers' forgiving behavior.

## APPENDIX A

### SCALES UTILIZED IN THE STUDY

#### Brand Hate

1. Brand X is awful
2. I do not like brand X
3. I have neutral feelings about brand X[R]
4. Brand X makes me feel upset
5. I'm indifferent to brand X [R]
6. I hate brand X
7. Brand X makes me nervous
8. I'm disgusted by brand X
9. I'm totally angry about brand X
10. I don't tolerate brand X and its company
11. I'm dissatisfied by brand X

#### Relationship Quality - Trust

I felt that the brand was...

1. (1) Very undependable- very dependable (7)
2. (1) Very incompetent - very competent (7)
3. (1) Of low integrity - of high integrity (7)
4. (1) Very unresponsive to consumers - very responsive consumers (7)

#### Relationship Quality - Commitment

1. I was very committed to my relationship with the brand.
2. The relationship was something I intended to maintain for a long time.
3. I put the efforts into maintaining this relationship.

#### Relationship Quality - Satisfaction

How satisfying was your last experience with this airline?

1. (1) Highly unsatisfactory - highly satisfactory (10)
2. (1) Very unpleasant - very pleasant (10)
3. (1) Terrible - delightful (10)

#### Ideological/Moral Incompatibility

In my opinion, the brand acts irresponsibly.

1. In my opinion, the brand acts unethically.
2. The brand violates moral standards.
3. The brand doesn't match my values and beliefs.

#### Self-image vs Brand Image

1. The products of the brand do not reflect who I am.
2. The products of the brand do not fit my personality.
3. I don't want to be seen with this brand.
4. The brand doesn't represent what I am.
5. The brand symbolizes the kind of person I would never want to be.

#### Negative Past Experience

1. The performance of products of this brand is poor
2. The brand's products are inconvenient
3. My hate for this brand is linked to the bad performance of its product
4. I'm dissatisfied by this brand

#### Brand Revenge

1. I imagined how to hurt X
2. I obsessed over what I could do to get back at X
3. I made it one of my life's missions to damage X
4. I became fascinated about the various ways I can do to harm X

#### Brand Switching

1. I buy X less frequently than before
2. I stop buying X and will not buy it anymore
3. I switched to a competing brand

#### Negative Word-of-Mouth

1. I spread negative word-of-mouth about the brand.
2. I denigrated the brand to my friends.
3. When my friends were looking for a similar product or service, I told them not to buy from this brand.

#### Trait Forgiveness

1. People close to me think I hold a grudge too long. [R]
2. I can forgive a friend for almost anything.
3. If someone treats me badly, I treat him or her the same. [R]
4. I try to forgive others even when they don't feel guilty for what they did.
5. I can usually forgive and forget an insult.
6. I feel bitter about many of my relationships. [R]
7. Even after I forgive someone, things often come back to me that I resent. [R]
8. There are some things for which I could never forgive even a loved one. [R]
9. I have always forgiven those who have hurt me.
10. I am a forgiving person.

#### Emotional forgiveness

1. I will hold on to the hurt and anger
2. I want to see them hurt and miserable
3. I continue to think how much I hate this service provider
4. I am going to get even
5. I am not letting go of my negative emotions

#### Decisional forgiveness

1. I will continue my relationships with this service provider [R]
2. I will make an effort to be friendly in my future interactions with this service provider [R]
3. I will cut off this relationship with this service provider

## APPENDIX B

### RELIABILITY TEST

| Measure                     | Construct                            | # of<br>Items | Scale<br>Reliability | # of<br>Items | Scale<br>Reliability | Scale Source                                                                   |
|-----------------------------|--------------------------------------|---------------|----------------------|---------------|----------------------|--------------------------------------------------------------------------------|
| Consumer-Brand Relationship |                                      | CURRENT STUDY |                      | SOURCE        |                      |                                                                                |
| 10 item Semantic            | Relationship quality - Trust         | 4             | .81                  | 4             | .94                  | Grégoire (2009) adjusted from Sirdeshmukh et al. (2002)                        |
| 5 item Likert               | Relationship quality - Commitment    | 3             | .75                  | 3             | .92                  | Grégoire (2009)                                                                |
| 10 item Semantic            | Relationship quality - Satisfaction  | 3             | .95                  | 3             | .94                  | Sirdeshmukh, Singh, & Sabol (2002)                                             |
| Brand Hate                  |                                      |               |                      |               |                      |                                                                                |
| 5 item Likert               | Brand Hate                           | 8             | .84 - 0.85*          | 11            | N/A                  | Salvatori (2007)                                                               |
| 5 item Likert               | Brand Hate determinant - Ideologic   | 3             | .85 - .87*           | 4             | .91                  | Sampedro (2017) adapted by Lee, M. S., Motion, J., & Conroy, D. (2009)         |
| 5 item Likert               | Brand Hate determinant - Image       | 5             | .87                  | 5             | .84                  | Sampedro (2017) adapted by Lee, M. S., Motion, J., & Conroy, D. (2009)         |
| 5 item Likert               | Brand Hate determinant - Performance | 4             | .91                  | 4             | .75                  | Sampedro (2017) adapted by Lee, M. S., Motion, J., & Conroy, D. (2009)         |
| 5 item Likert               | Brand Hate behavior - Revenge        | 4             | .92                  | 4             | N/A                  | Thomson, Whelan, & Johnson, (2012)                                             |
| 5 item Likert               | Brand Hate behavior - Avoid/Switch   | 3             | .74                  | 3             | .76                  | Romani, Grappi, & Dalli (2012) adapted from Bougie et al. (2003)               |
| 5 item Likert               | Brand Hate behavior - nWoM           | 3             | .88                  | 3             | .91                  | Gregoire & Fisher (2006)                                                       |
| Forgiveness                 |                                      |               |                      |               |                      |                                                                                |
| 5 item Likert               | Forgiveness State - Desicional       | 5             | .86                  | 5             | .78                  | Tsarenko & Tojib (2012); adapted from Wade (1989) and McCullough et al. (1997) |
| 5 item Likert               | Forgiveness State - Emotional        | 3             | .71                  | 3             | .70                  | Tsarenko & Tojib (2012); adapted from Wade (1989) and McCullough et al. (1997) |
| 5 item Likert               | Forgiving Personality Trait          | 5             | .72 - .80*           | 10            | .74 to .80           | Berry & Worthington (2001)                                                     |

\* Increased scale reliability value after item-deletion, is given together with initial reliability value of all original scale items.

## APPENDIX C

### SURVEY AS CONDUCTED IN TURKISH

Bu çalışma Boğaziçi Üniversitesi İşletme Bölümü'nde yürütülen, tüketici-marka ilişkisinde nefret duygusunu inceleyen bilimsel amaçlı bir araştırmadır. Yaklaşık 10 dakikada tamamlanan anketi tek oturumda tamamlamak gerekir. Anketteki sorular için doğru veya yanlış cevap yoktur.

Paylaştığınız bilgilerin gizliliği korunacaktır. Değerli katkılarınız için teşekkür ederiz.

*İnsan ilişkilerinde görülen duygular, tüketici-marka ilişkisinde de benzer şekilde yer alır. Markaya yönelik hissedilen duygusal yakınlık, etkilenme, tutku, birlikte olmak isteği gibi hisler Marka Aşkı olarak tanımlanır. Marka tarafından hayal kırıklığına uğramışlık, markadan tikslenme, markayı aşağı görme, markaya karşı kızgınlık, düşmanlık gibi yoğun olumsuz duygular taşımak Marka Nefreti olarak tanımlanır.*

Nefret ettiğiniz markaları düşündüğünüzde ilk aklınıza gelen üç markayı yazınız.

1.2.3.

Yukarıda belirttiğiniz markalar içinde en çok nefret ettiğiniz markayı yazınız.

Lütfen aşağıdaki soruları yukarıda en çok nefret ettiğiniz marka olarak belirttiğiniz markayı düşünerek cevaplandırınız.

Bu markadan ne kadar nefret ediyorsunuz?

Bu markayı ilk tanıdığınızdan beri markaya negatif duygu besliyor musunuz?

Daha önce bu markayı aldınız/kullandınız mı?

Bugün hala bu markayı alıyor/kullanıyor musunuz?

Bugün bu markanın rakibi olan bir markayı alıyor/kullanıyor musunuz?

Lütfen aşağıdaki soruları yukarıda en çok nefret ettiğiniz marka olarak belirttiğiniz markadan alışveriş ettiğiniz dönemi düşünerek cevaplayınız.

Sizce, bu marka aşağıdaki nitelemeler arasında nerede yer alıyordu?

(1) Hiçgüvenilmez - Çok güvenilir (10)

(1) İşinin ehli değil - İşinin ehli (10)

(1) Dürüst değil - Oldukça dürüst (10)

(1) Müşterilerine çok ilgisiz - Müşterilerine çok ilgili (10)

Lütfen marka ile ilişkinizi düşünerek aşağıdaki ifadelere katılma seviyenizi belirtiniz.  
Bu markayla ilişkiye çok bağlıydım.  
Markayla ilişkiyi uzun süre sürdürmeye niyetliydim.  
Markayla ilişkiyi sürdürmek için çaba sarf ettim.

Bu markadan yaptığınız son alışverişten ne kadar memnun kalmıştınız?  
(1) Hiç memnun kalmadım - Çok memnun kaldım (10)  
(1) Hiç keyif almadım - Çok keyif aldım (10)  
(1) Berbat – Harika (10)

Bu markaya olan duygularınızı düşünerek aşağıdaki ifadelere katılma seviyenizi belirtiniz.  
Bu markayı sevmiyorum.  
Bu marka rezalet.  
Bu markaya karşı duygularım nötr (tarafsız).  
Bu marka kendimi üzgün hissettiriyor.  
Bu markaya karşı kayıtsızım.  
Bu markadan nefret ediyorum.  
Bu marka beni geriyor.  
Bu markadan tiksiniyorum.  
Bu markaya sinirliyim.  
Bu markaya ve şirketine müsamaha göstermiyorum.  
Bu marka beni memnun etmiyor.

Bu markanın aşağıdaki duyguları size hangi seviyede hissettirdiğini belirtiniz.  
Kızgınlık, öfke, sinir  
İğrenme, aşağı görme  
Endişe, kaygı, korku, gerginlik  
Hayal kırıklığı, gözünde değersizleşme  
Utanma, rezillik  
Kişiliksizleşmiş

Bu markadan nefret etme sebeplerinizi düşünerek, aşağıdaki ifadelere katılma seviyenizi belirtiniz.

Bence, bu marka sorumsuz davranıyor.

Bence, bu markanın davranışı etik değil.

Marka ahlaki değerleri çığnıyor.

Marka benim değer ve düşüncelerimle eşleşmiyor.

Bu markanın ürünleri beni yansıtmıyor.

Bu markanın ürünleri kişiliğime uymuyor.

Bu marka ile görülmek istemiyorum.

Bu marka beni simgelemez.

Bu marka asla olmak istemeyeceğim türde bir kişiyi sembolize ediyor.

Bu markanın ürünlerinin/servislerinin performansı kötü.

Bu markanın ürünleri/servisleri kullanışlı değil.

Bu markaya olan nefretim ürünlerinin/servislerinin kötü performansından kaynaklanıyor.

Bu markanın ürünlerinden/servislerinden memnun değilim.

Bu markaya olan nefretiniz ile yaptıklarınızı düşünerek, aşağıdaki ifadelere katılma seviyenizi belirtiniz.,

Bu markanın nasıl incitilebileceğini düşündüm.

Bu markadan intikam almak için ne yapabileceğimi kafama taktım.

Bu markaya zarar vermeyi vazife edindim.

Markaya zarar verebileceğim çeşitli yollar beni cezbettiler.

Bu markayı almaktan kaçınıyorum.

Bu markayı almayı bıraktım ve bundan sonra almayacağım.

Markanın rakibi bir markanın müşterisi oldum.

Marka hakkında kötü düşüncelerimi başkalarıyla paylaştım.

\*Markayı çevremdekilere kötüledim.

\*Çevremdekiler benzer bir ürün veya servis aradığında, onlara bu markadan almamalarını söyledim.

Markaya olan nefretinizin sebebini düşünerek aşağıdaki soruları cevaplayınız.

Markayla ilgili problemin ne kadar ciddi olduğunu düşünüyorsunuz?

Sizce markanın sizi/başkalarını incitme derecesi nedir?

Sizce marka hangi oranda kusurunu düzeltti?

Geçmişten bugüne markayla ilgili duygularınız nasıl değişti? Lütfen seçimi olumsuz-olumlu arasında uygun yere taşıyınız. (0 = olumsuz, 100 = olumlu)

Geçmişte

Bugün

*Bağışlamak, herhangi bir kötü davranış, suç ya da kusur için cezalandırmamak, verilen cezayı kaldırmak, affetmek, hoşgörmek olarak tanımlanır.*

Bu markayı hangi derecede bağışladınız? Lütfen bağışlama seviyenizi belirtiniz.

Markayı bağışlama durumunuzu düşünerek aşağıdaki ifadelere katılma seviyenizi belirtiniz.

İncinmişliğim ve kızgınlığım devam edecek.

Markanın yaralandığını ve fakirleştiğini görmek istiyorum.

Bu markadan ne kadar nefret ettiğimi düşünmeye devam ederim.

Markadan öc alacağım.

Negatif duygularımın silinmesine izin vermiyorum.

Bu markayla ilişkimi sürdüreceğim.

Gelecekteki karşılaşmalarımızda iyi davranmak için çabalayacağım.

Bu markayla ilişkim olmayacak.

Bu markadan nefret etmeden önce, bu markayı rakiplerine tercih ediyor muydunuz? Lütfen tercih etme seviyenizi belirtiniz.

Gelecekte bu markayı rakiplerine tercih eder misiniz? Lütfen tercih etme seviyenizi belirtiniz.

Lütfen kişiliğinizi düşünerek aşağıdaki ifadelere katılma seviyenizi belirtiniz.

Bana yakın kimseler, kinimi uzun süre tuttuğumu düşünür.

Bir arkadaşımı neredeyse her şey için affedebilirim.

Biri bana kötü davranırsa, ben de ona aynı şekilde davranırım.

Yaptıkları için suçlu hissetmediklerinde bile başkalarını affetmeye çalışırım.

Genellikle, bir hakareti affeder ve unuturum.

Bir çok ilişkimle ilgili kötü hissediyorum.

Birini bağışladıktan sonra bile, içerlediğim şeyler sıkça aklıma gelir.

En sevdiğimi bile asla affedemediğim bazı şeyler vardır.

Beni incitenleri her zaman bağışladım.

Ben bağışlayıcı bir insanım.

Yaşınız?

Cinsiyetiniz? (Kadın, Erkek, Diğer, Belirtmek istemiyorum)

## APPENDIX D

### SURVEY TRANSLATED TO ENGLISH

This study is a scientific research carried out in Boğaziçi University Department of Business Administration which examines hate feeling in consumer-brand relationship.

It is necessary to complete the questionnaire in one session which takes approximately 10 minutes. There are no true or false answers to the questions in the survey.

The confidentiality of the information you share will be protected. Thank you for your valuable contributions.

*Emotions in human relationships take place in consumer-brand relationship in a similar manner. The feelings of emotional closeness, affection passion, desire to be together felt for the brand are defined as Brand Love. To carry intense negative feelings such as frustration by the brand, disgust from the brand, disparaging the brand, resentment towards the brand, hostility is defined as Brand Hate.*

Considering the brands you hate, please write 3 brands that come to your mind first.  
1.2.3.

Please indicate the brand you hate most out of the three above.

Please answer the questions below considering the brand you stated to hate most above.

How much do you hate this brand?

Have you had negative emotions towards the brand since you first met it?

Have you ever bought/used this brand?

Do you still buy/use this brand today?

Do you buy/use a competitor of this brand today?

Please answer the questions below, considering the time you shopped the brand you have stated to hate most.

According to you, where did the brand stand between the qualifications below?

(1) Very undependable - very dependable (10)

(1) Very incompetent - very competent (10)

(1) Of low integrity - of high integrity (10)

(1) Very unresponsive to consumers - very responsive consumers (10)

Considering your relationship with the brand, please indicate the extent you agree with the statements below

I was very committed to my relationship with the brand.

I had intention to maintain relationship with the brand for a long time. I put the efforts into maintaining this relationship.

How satisfied were you by the last shopping from this brand?

(1) Highly unsatisfied - highly satisfied. (10)

(1) Very unpleasant - very pleasant.(10)

(1) Terrible - delightful. (10)

Considering your feelings about this brand, indicate the degree to which you agree with the statements below.

I do not like this brand

This brand is awful

I have neutral feelings about this brand

This brand makes me feel upset

I'm indifferent to this brand [R]

I hate this brand

This brand makes me nervous

I'm disgusted by this brand

I'm angry about this brand

I don't tolerate this brand and its company

This brand does not satisfy me

Indicate the degree to which this brand makes you feel the emotions below.

Anger, rage, fury

Disgust, contempt

Worry, fear, threat, anxiety

Disappointment, disenchanted

Shame, embarrassment

Dehumanization

Considering your reasons to hate this brand, indicate the degree to which you agree with the statements below.

In my opinion, the brand acts irresponsibly.

In my opinion, the brand acts unethically.

The brand violates moral standards.

The brand doesn't match my values and beliefs.

The products of the brand do not reflect who I am.

The products of the brand do not fit my personality.

I don't want to be seen with this brand.

The brand doesn't represent what I am.

The brand symbolizes the kind of person I would never want to be.

The performance of products of this brand is poor

The brand's products are inconvenient

My hate for this brand is linked to the bad performance of its product

I'm dissatisfied by this brand's products/services.

Considering what you did upon your hate for this brand, indicate the degree to which you agree with the statements below.

I imagined how to hurt X

I obsessed over what I could do to get back at X

I made it a mission to damage X

I became fascinated about the various ways I can do to harm X

I avoid buying this brand

I stop buying X and will not buy it anymore

I became customer of a competing brand

I spread negative word-of-mouth about the brand.

\*I denigrated the brand to people around me.

\*When people around me were looking for a similar product or service, I told them not to buy from this brand.

Considering the reasons why you hate this brand, indicate the degree to which you agree with the statements below.

How severe is the problem with the brand?

What is the extent the brand hurts you/others?

To which extent the brand made amends?

How your emotions towards the brand has changed from past to today? (0 = negative, 100 = positive)

Past

Today

*Forgiving is defined as not punishing for any bad behavior, offense or imperfection, removing the penalty given, condoning, pardoning, showing tolerance.*

To what extent did you forgive the brand?

Considering your state of forgiveness, indicate the degree to which you agree with the statements below

My hurt and anger will endure

I want to see the brand hurt and miserable

I continue to think how much I hate this brand

I am going to get even with the brand

I am not letting go of my negative emotions

I will continue my relationships with this brand [R]

I will make an effort to be friendly in my future interactions with this brand [R]

I will cut off this relationship with this brand

Before hating this brand, would you prefer this brand over its competitors?

In the future, would you prefer this brand over its competitors?

Considering your personality indicate the degree to which you agree with the statements below, indicate the degree to which you agree with the statements below

People close to me think I hold a grudge too long. [R]

I can forgive a friend for almost anything.

If someone treats me badly, I treat him or her the same. [R]

I try to forgive others even when they don't feel guilty for what they did.

I can usually forgive and forget an insult.

I feel bitter about many of my relationships. [R]

Even after I forgive someone, things often come back to me that I resent. [R]

There are some things for which I could never forgive even a loved one. [R]

I have always forgiven those who have hurt me.

I am a forgiving person.

Age?

Gender? (Woman, Man, Other, Not Specified)

# APPENDIX E

## FACTOR ANALYSIS

Table E1. Factor Loadings of Relationship Quality

| <b>Relationship Quality<br/>Rotated Component Matrix<sup>a</sup></b> |              |              |              |
|----------------------------------------------------------------------|--------------|--------------|--------------|
|                                                                      | Component    |              |              |
|                                                                      | 1            | 2            | 3            |
| Trust1                                                               | 0.166        | <b>0.853</b> | 0.175        |
| Trust2                                                               | 0.417        | <b>0.637</b> | 0.073        |
| Trust3                                                               | -0.015       | <b>0.859</b> | 0.091        |
| Trust4                                                               | 0.344        | <b>0.707</b> | -0.204       |
| Commitment1                                                          | 0.155        | 0.030        | <b>0.809</b> |
| Commitment2                                                          | 0.138        | 0.038        | <b>0.873</b> |
| Commitment3                                                          | -0.117       | 0.067        | <b>0.750</b> |
| Satisfaction1                                                        | <b>0.943</b> | 0.145        | 0.045        |
| Satisfaction2                                                        | <b>0.905</b> | 0.220        | 0.088        |
| Satisfaction3                                                        | <b>0.933</b> | 0.201        | 0.060        |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Table E2. Factor Loadings of Primary Hate Emotions

| <b>Primary Hate Emotions<br/>Component Matrix<sup>a</sup></b> |                |
|---------------------------------------------------------------|----------------|
|                                                               | Component<br>1 |
| Active1                                                       | 0.604          |
| Active2                                                       | 0.710          |
| Passive1                                                      | 0.564          |
| Passive2                                                      | 0.546          |
| Passive3                                                      | 0.809          |
| Passive4                                                      | 0.758          |

Extraction Method: Principal  
Component Analysis.

a. 1 components extracted.

Table E3. Factor Loadings of Brand Hate Behaviors

| <b>Brand Hate Outcomes n=210</b>            |              |              |              |
|---------------------------------------------|--------------|--------------|--------------|
| <b>Rotated Component Matrix<sup>a</sup></b> |              |              |              |
|                                             | Component    |              |              |
|                                             | 1            | 2            | 3            |
| Revenge1                                    | <b>0.853</b> | 0.124        | 0.045        |
| Revenge2                                    | <b>0.924</b> | 0.101        | 0.029        |
| Revenge3                                    | <b>0.908</b> | 0.042        | 0.034        |
| Revenge4                                    | <b>0.890</b> | 0.139        | -0.047       |
| Avoid/Switch1                               | 0.024        | 0.168        | <b>0.791</b> |
| Avoid/Switch2                               | 0.044        | 0.284        | <b>0.782</b> |
| Avoid/Switch3                               | -0.021       | 0.080        | <b>0.788</b> |
| nWoM1                                       | 0.101        | <b>0.869</b> | 0.176        |
| nWoM2                                       | 0.156        | <b>0.919</b> | 0.135        |
| nWoM3                                       | 0.097        | <b>0.824</b> | 0.261        |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

Table E4. Factor Loadings of Brand Hate(Source)

| <b>Brand Hate Initial</b>           |              |        |
|-------------------------------------|--------------|--------|
| <b>Component Matrix<sup>a</sup></b> |              |        |
|                                     | Component    |        |
|                                     | 1            | 2      |
| H1                                  | <b>0.637</b> | -0.202 |
| H2                                  | <b>0.725</b> | -0.092 |
| H3                                  | 0.524        | -0.450 |
| H4                                  | 0.299        | 0.668  |
| H5                                  | 0.421        | -0.486 |
| H6                                  | <b>0.798</b> | -0.002 |
| H7                                  | <b>0.648</b> | 0.525  |
| H8                                  | <b>0.781</b> | 0.051  |
| H9                                  | <b>0.682</b> | 0.231  |
| H10                                 | <b>0.740</b> | -0.045 |
| H11                                 | <b>0.545</b> | -0.125 |

Extraction Method: Principal Component Analysis.

a. 2 components extracted.

Table E5. Factor Loadings of Brand Hate (Current)

| <b>Brand Hate Final<br/>Component Matrix<sup>a</sup></b> |                |
|----------------------------------------------------------|----------------|
|                                                          | Component<br>1 |
| H1                                                       | 0.642          |
| H2                                                       | 0.749          |
| H6                                                       | 0.806          |
| H7                                                       | 0.659          |
| H8                                                       | 0.790          |
| H9                                                       | 0.686          |
| H10                                                      | 0.756          |
| H11                                                      | 0.550          |

Extraction Method: Principal  
Component Analysis.

a. 1 components extracted.

Table E6. Factor Loadings of Forgiveness Trait (Source)

| <b>Brand Hate Determinants Initial<br/>Rotated Component Matrix<sup>a</sup></b> |              |               |              |
|---------------------------------------------------------------------------------|--------------|---------------|--------------|
|                                                                                 | Component    |               |              |
|                                                                                 | 1            | 2             | 3            |
| Ideology1                                                                       | 0.130        | 0.253         | <b>0.782</b> |
| Ideology2                                                                       | 0.036        | -0.015        | <b>0.915</b> |
| Ideology3                                                                       | 0.126        | -0.002        | <b>0.907</b> |
| <i>Ideology4</i>                                                                | <i>0.541</i> | <i>-0.142</i> | <i>0.575</i> |
| Image1                                                                          | <b>0.783</b> | 0.259         | -0.099       |
| Image2                                                                          | <b>0.844</b> | 0.214         | -0.029       |
| Image3                                                                          | <b>0.812</b> | -0.033        | 0.185        |
| Image4                                                                          | <b>0.853</b> | -0.053        | 0.179        |
| Image5                                                                          | <b>0.718</b> | -0.122        | 0.313        |
| Performance1                                                                    | 0.042        | <b>0.907</b>  | 0.076        |
| Performance2                                                                    | 0.041        | <b>0.861</b>  | 0.008        |
| Performance3                                                                    | -0.083       | <b>0.907</b>  | -0.011       |
| Performance4                                                                    | 0.147        | <b>0.859</b>  | 0.064        |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 5 iterations.

Table E7. Factor Loadings of Forgiveness Trait (Current)

| <b>Brand Hate Determinants Final<br/>Rotated Component Matrix<sup>a</sup></b> |              |              |              |
|-------------------------------------------------------------------------------|--------------|--------------|--------------|
|                                                                               | Component    |              |              |
|                                                                               | 1            | 2            | 3            |
| Ideology1                                                                     | 0.149        | 0.237        | <b>0.795</b> |
| Ideology2                                                                     | 0.053        | -0.031       | <b>0.923</b> |
| Ideology3                                                                     | 0.136        | -0.014       | <b>0.903</b> |
| Image1                                                                        | <b>0.783</b> | 0.256        | -0.106       |
| Image2                                                                        | <b>0.847</b> | 0.208        | -0.034       |
| Image3                                                                        | <b>0.822</b> | -0.046       | 0.187        |
| Image4                                                                        | <b>0.858</b> | -0.063       | 0.172        |
| Image5                                                                        | <b>0.723</b> | -0.132       | 0.306        |
| Performance1                                                                  | 0.051        | <b>0.904</b> | 0.090        |
| Performance2                                                                  | 0.045        | <b>0.861</b> | 0.016        |
| Performance3                                                                  | -0.078       | <b>0.908</b> | 0.000        |
| Performance4                                                                  | 0.148        | <b>0.860</b> | 0.066        |

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 4 iterations.

Table E8. Factor Loadings of Forgiveness State (Source)

| <b>Forgiveness State Initial<br/>Rotated Component Matrix<sup>a</sup></b> |              |              |
|---------------------------------------------------------------------------|--------------|--------------|
|                                                                           | Component    |              |
|                                                                           | 1            | 2            |
| FSd1                                                                      | <b>0.753</b> | 0.253        |
| FSd2                                                                      | <b>0.819</b> | 0.100        |
| FSd3                                                                      | <b>0.883</b> | 0.083        |
| FSd4                                                                      | <b>0.717</b> | -0.401       |
| FSd5                                                                      | <b>0.825</b> | 0.069        |
| FSe1                                                                      | -0.025       | <b>0.890</b> |
| FSe2                                                                      | 0.035        | <b>0.847</b> |
| FSe3                                                                      | 0.420        | 0.551        |

Extraction Method: Principal Component

Analysis. Rotation Method:

Varimax with Kaiser Normalization.

Table E9. Factor Loadings of Forgiveness Trait (Current)

| <b>Forgiveness State Final<br/>Component Matrix<sup>a</sup></b> |           |
|-----------------------------------------------------------------|-----------|
|                                                                 | Component |
|                                                                 | 1         |
| FSd1                                                            | 0.773     |
| FSd2                                                            | 0.830     |
| FSd3                                                            | 0.892     |
| FSd4                                                            | 0.686     |
| FSd5                                                            | 0.832     |

Extraction Method:

Principal Component Analysis.

a. 1 components extracted.

Table E10. Factor Loadings of Brand Hate Motives (Source)

| <b>Forgiveness Trait Initial<br/>Rotated Component Matrix<sup>a</sup></b> |              |              |
|---------------------------------------------------------------------------|--------------|--------------|
|                                                                           | Component    |              |
|                                                                           | 1            | 2            |
| FT1                                                                       | 0.279        | <b>0.635</b> |
| FT2                                                                       | <b>0.704</b> | 0.136        |
| FT3                                                                       | 0.312        | <b>0.393</b> |
| FT4                                                                       | <b>0.697</b> | -0.090       |
| FT5                                                                       | <b>0.735</b> | 0.122        |
| FT6                                                                       | -0.324       | <b>0.676</b> |
| FT.7                                                                      | -0.009       | <b>0.764</b> |
| FT8                                                                       | 0.124        | <b>0.632</b> |
| FT9                                                                       | <b>0.803</b> | -0.025       |
| FT10                                                                      | <b>0.705</b> | 0.235        |

Extraction Method: Principal Component Analysis. Rotation Method:

Varimax with Kaiser Normalization.

a. Rotation converged in 3 iterations.

Table E11. Factor Loadings of Brand Hate Motives (Current)

| <b>Forgiveness Trait Final<br/>Component Matrix<sup>a</sup></b> |           |
|-----------------------------------------------------------------|-----------|
|                                                                 | Component |
|                                                                 | 1         |
| FT2                                                             | 0.754     |
| FT4                                                             | 0.676     |
| FT5                                                             | 0.736     |
| FT9                                                             | 0.789     |
| FT10                                                            | 0.759     |

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

## APPENDIX F

### MOST FREQUENTLY MENTIONED BRANDS

|    |                      | Frequency | Percent | Cumulative<br>Percent |
|----|----------------------|-----------|---------|-----------------------|
| 1  | Coca Cola            | 34        | 4.2     | 4.2                   |
| 2  | Turkcell             | 33        | 4.1     | 8.3                   |
| 3  | LC Waikiki           | 30        | 3.7     | 12.0                  |
| 4  | Samsung              | 23        | 2.8     | 14.9                  |
| 5  | Ülker                | 23        | 2.8     | 17.7                  |
| 6  | Pınar                | 22        | 2.7     | 20.4                  |
| 7  | Apple                | 19        | 2.4     | 22.8                  |
| 8  | Türk Telekom         | 17        | 2.1     | 24.9                  |
| 9  | Yurtiçi kargo        | 16        | 2.0     | 26.9                  |
| 10 | Metro Turizm         | 15        | 1.9     | 28.7                  |
| 11 | Zara                 | 15        | 1.9     | 30.6                  |
| 12 | Burger King          | 14        | 1.7     | 32.3                  |
| 13 | Mc Donalds           | 14        | 1.7     | 34.0                  |
| 14 | Adidas               | 11        | 1.4     | 35.4                  |
| 15 | Defacto              | 11        | 1.4     | 36.8                  |
| 16 | Pegasus Hava Yolları | 10        | 1.2     | 38.0                  |
| 17 | Starbucks            | 9         | 1.1     | 39.1                  |
| 18 | Casper               | 8         | 1.0     | 40.1                  |
| 19 | Mango                | 8         | 1.0     | 41.1                  |
| 20 | Nike                 | 8         | 1.0     | 42.1                  |
| 21 | Procter and Gamble   | 8         | 1.0     | 43.1                  |
| 22 | Vodafone             | 8         | 1.0     | 44.1                  |
| 23 | H&M                  | 7         | 0.9     | 44.9                  |
| 24 | Mado                 | 7         | 0.9     | 45.8                  |
| 25 | TTnet                | 7         | 0.9     | 46.7                  |
| 26 | Digiturk             | 6         | 0.7     | 47.4                  |
| 27 | Lacoste              | 6         | 0.7     | 48.1                  |
| 28 | Pepsi                | 6         | 0.7     | 48.9                  |
| 29 | Puma                 | 6         | 0.7     | 49.6                  |
| 30 | Torku                | 6         | 0.7     | 50.4                  |

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