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Virtual and Cyber Whistle Blowing Role of Brand Hate among Home Appliance Customers

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Abstract
The primary reasons for this review are ID, displaying and positioning of variables impacting the brand disdain. To do this, mixed approaches of qualitative and quantitative have used. In the qualitative approach, the grounded theory method has considered. Hence, the opinions of 18 sale managers in the field of home appliance, as experts, collected and analyzed. The results of analyzing in 3 steps of grounded theory with MAXQDA software revealed that 14 variables affect the brand hate which are placed in 3 groups of casual condition, external factors and main variables. The results of this section was approved by 10 indicators of Strauss and Corbin. In the next section, for understanding the importance and rank of each variables in brand hate, MADM method has used. The results of this section showed that among main variables, experimental avoidance; among casual condition, marketing and advertisement and among external factors, competition had highest importance.
Keywords: *Brand Hate; Ambivalence; MADM; Trend; Home Appliances*

Introduction

The new substance of the present business is extreme contest. Showing up new methodologies and regard for its various parts are the side effect of high significance of promoting and related ideas as devices for going up against to the opposition (Clemons and Wilson, 2017). One of the critical related ideas of promoting is Brand and Brand Management. Truth be told, Brand, paying little heed to significance of the name and indication of brand name, express an enthusiastic connection between makers with shoppers. Indeed, feelings assume a huge part in the buy cycle of brands items or brand administrations (Böger et al., 2017). Fundamentally, feelings can be isolated to two principle gatherings if good and pessimistic. Along these lines, feelings about the brands are good and pessimistic (Rodrigues, 2018). mportant issue for a city is to make a brandattractive for

visitors.(Akhavan et al .20022). For the most part, the investigates in the field of brand center around the positive parts of feelings with thus prompts the spread of papers in this field. As of late, a few scientists are centered around the Brand love with demonstrate the astounding positive feeling about the brand (Shin et al., 2018; Bagozzi et al., 2017; Rossmann et al., 2017). The remarkable issue is that shoppers which like a brand are significant reason for one corporate. His ability of businesses or countries to generate export earnings is often seen as a key indicator of competitivenessand the ability to create wealth and prosperity. (Anvari pour et al, 2022). Since, these individuals are faithful to the organization, will quite often inform beneficial things concerning the brand and oppose against negative news regarding that brand (Rather et al., 2018). Then again, the investigates about the pessimistic feelings of

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brand is scant. This matter is more astounding when contrasted with the quantity of explores about the positive feelings (Ma et al., 2017). Noise traders are investors who are irrational, do not have access to internal information, and use incorrect messages or even information as correct information in their trading activities. (Tahei et al, 2023). At the point when a customer can favored one brand or love it. Literature Review and Theoretical Framework Brand hate4 Research has shown that consumers develop positive (love) and negative (hate) emotions towards brands and their actions are subjected to emotional responses (Shiv and Fedorikhin 1999). Although positive emotions such as love has been increasingly examined (e.g., Drennan et al. 2015, Carroll and Ahuvia 2006), negative emotions such as dislike, anger and hate evoked by brands has received less attention in the literature (Romani, Grappi, and Dalli 2012, Zarantonello et al. 2016). Brand hate is defined as a psychological state whereby a consumer suffers "intense negative emotions and detachment toward brands that perform and give consumers bad and painful experiences on both individual and social levels" (Kucuk 2016, p. 20). Research in consumers' feelings of hate for specific brands is a relatively recent phenomenon, however studies have been increasing (Grégoire, Tripp, and Legoux 2009, Zarantonello et al. 2016, Hegner, Fetscherin, and van Delzen 2017, Zarantonello et al. 2018, Zhang and Laroche 2020, Kucuk 2019, Curina et al. 2020, Fetscherin 2019, Islam et al. 2019, Pinto and Brandao 2021, Kucuk 2021). A few studies have also operationalized the brand hate construct (e.g., Zarantonello et al. 2016, Zhang and Laroche 2020), and identified different types of brand hate (Fetscherin 2019). The concept of brand hate is also associated with anti-brand activism (Krishnamurthy and Kucuk 2009, Kucuk 2010), revenge (Bryson, Atwal, and Hulten 2013), brand disgust (Alba & Lutz, 2013), extreme brand dislike (Romani, Grappi, and Dalli 2012, Grégoire, Tripp, and Legoux 2009), and anger (Romani, Grappi, and Bagozzi 2013).

Scholars have predominantly investigated the drivers, process and consequences of brand hate in different contexts (Hegner, Fetscherin, and van Delzen 2017, Zarantonello et al. 2016, Kucuk 2019, Islam et al. 2019, Sarkar et al. 2020, Zarantonello et al. 2018, Rodrigues, Brandão, and Rodrigues 2020, Pinto and Brandao 2021, Farhat and Chaney 2020, Husnain et al. 2021, Kucuk 2021). Specifically, Hegner, Fetscherin, and van Delzen5 (2017) recently identified the drivers (or dimensions) that trigger brand hate: negative past experience, symbolic incongruity and ideological incompatibility. The authors also found that brand hate leads to three behavioral consequences (brand avoidance, negative word of mouth and brand retaliation) (Hegner, Fetscherin, and van Delzen 2017). Additional studies have confirmed these antecedents and outcomes of brand hate in different contexts (Kucuk 2018, Fetscherin 2019, Curina et al. 2020). Research also suggests that this process could be mediated and influenced by several variables such as personality traits, lifestyle, self-esteem, value system, gender, age, country social culture (Loureiro 2015).

Most of the literature on brand hate focuses on the negative emotions that arise from negative consumer experiences with a brand (Kucuk 2018). These studies point out that negative emotions tend to be more memorable than positive ones, because avoiding danger is more critical for survival than seeking pleasure (Thompson, Rindfleisch, and Arsel 2006, Baumeister, Ellen Bratslavsky, and Finkenauer 2001). Moreover, not all consumers feel brand hate at the same level and brand hate can have different intensities or ranges of severity of negative emotions (Zarantonello et al. 2016, Bryson and Atwal 2019, Kucuk 2018). For example, Bryson and Atwal (2019) suggest that the antecedents of negative affect are dependent on the intensity of brand hate, since not all consumers feel the same level of brand hate. The authors found that feelings of brand hate might have varying levels of intensity, i.e. "hard" and "soft" brand hate with potentially different outcomes.

In most consumption situations consumers experience mixed emotions in the marketplace that either drive or inhibit them from making purchases for brands (Penz and Hogg 2011, Chang 2011). Even when feeling brand hate, consumers may feel mixed emotions (Sipilä, Sundqvist, and Tarkiainen 2017). For example, consumers may be6 ambivalent about a brand and feel simultaneous guilt and pleasure over a purchase decision, or they may love some aspects of the brand, hate other aspects, and ultimately feel brand hate.

Method

The reasons for this review are to explore compelling elements on brand disdain and positioning got factors. In this manner, two methodologies of subjective and quantitative considered. Subjective segment communicates exploratory examination which is finished by grounded hypothesis. In the quantitative segment which positioning the factors considered, MADM as a strategy for multi standards dynamic will be utilized. In this segment, two referenced methodologies, component of members and tests presented. Grounded hypothesis (GT) is a methodical technique in the sociologies including the development of hypotheses through calculated assembling and investigation of information (Martin and Turner, 1986). Grounded hypothesis depends on the way that specialists required a technique that would permit them to move from information to hypothesis, so new speculations could arise. This philosophy arises new outcomes as opposed to depending on scientific builds, classifications or factors from previous theories (Strauss and Corbin, 1990). Grounded hypothesis includes the ever-evolving distinguishing proof and mix of classes of importance from information. It is both the course of class recognizable proof and incorporation (as technique) and its item (as hypothesis). Grounded hypothesis as technique gives us rules on the best way to distinguish classes, how to make joins among classifications and how to build up connections between them(Glaser and Strauss, 2017). The exploration cycle incorporates the means of planning the examination question, information assortment through talk with, information investigation comprise of starting open coding, hub coding and particular coding, and presenting the report. In this review, we use specialists as a wellspring of information assortment. In such manner, the deal supervisors of home apparatus brands in Shiraz city considered as factual society. Notwithstanding plausibility of contact with all of offer administrators, yet hypothetical immersion is thought of. Hypothetical immersion is arrived at when there is sufficient data to imitate the review when the capacity to acquire extra new data has been accomplished, and when further coding is presently not practical (Morse, 2004). We start with the capable individual which has component of related instruction and experience and proceed until arriving at the hypothetical immersion. In the remainder of interaction, the inquiries of "what variables cause brand disdain?" and "what elements increment brand disdain or gloomy inclination?" planned and utilized for the meeting. The consequences of meeting sent into the MAXQDA programming. The 3 primary strides of information examination will be done in this product. Starting open coding includes the age of to a great extent distinct marks for events or peculiarities. In this stage the significant sentences analyzed and named in light of its idea. From that point onward, all factors grouped concurring a similar idea. In next stage, the bunches are implanted in a pre-arranged model in light of (Mills, Bonner, and Francis, 2006). In the last stage, the model will be portrayed. All of subjective strategy has a solid deficiency which is connected with the affirmation of results. Incidentally, in the grounded Hypothesis and respect to the Strauss and Corbin, the 10 sign of acknowledgment will be utilized. These markers are proportionality, Applicability, ideas, foundation of ideas, Logic, profundity, deviation, oddity, responsiveness and reference. The result of this strategy is a

model planned by the factors and classes. This model will be show the name and circumstance of factors that impacts the brand disdain. The acquired consequences of grounded hypothesis investigate the factors that reason to the brand disdain with a similar significance, regardless the significance and the position of every factor can be unique. Appropriately, we need to utilize one technique for multi rules decision making for deciding the diverse significance of every factor in making brand disdain. From all strategy for MCDM, MADM has been chosen. The means of doing positioning with MADM are as in the follow:

At first network comprise of decisions and standards planned at the first. In this review, got factors considered as decisions and the assessment of specialists considered as standards. The internal cells of lattice filled by the assessment of 10 specialists comprise of 5 deal administrators which considered in grounded hypothesis and 5 college educators. For instance, assuming the primary master discussed the experience aversion in multiple times, the number 3 in the cell of rules 1 and test decision will be composed. In the subsequent stage, Unscaling ought to be finished. To do this, Euclid unscaling strategy as displayed in the 1 first condition, is utilized.

(1)
$$T_{i_X}() = \frac{x_i}{\sqrt{\sum_{i=1}^{m} a_i^2}}$$

In the subsequent stage, the weighted unscalled lattice is shaped. To do this, every one of the number in cells ought to be duplicated in the heaviness of every models. Since, significance of the assessment of generally specialists are something similar, this progression is overlooked. In the following stage, the separation from positive and negative ideal ought to be determined. For computing these distance, the measures of positive and negative ideal for every master ought not set in stone. Subsequently, the largest number of every master considered as sure great and the most reduced number considered as bad great. From that point forward, the separation from positive

and negative ideal determined by the situation 2 and 3.

(2)
$$D_i^+ = \left(v_i\sqrt{\sum - v_j^{\#}}\right)^{\#}$$

(3)
$$D_i^+\sqrt{\sum(v_i - v_j^{\#})^{\#}}$$

In the last advance, decisions positioning is finished. For positioning, how much relative vicinity for every decision determined by the situation 4 and positioning has been finished by the acquired sums. As needs be, the bigger number showed the higher significance and higher need.

(4)
$$C_i = \frac{D_i^-}{(D_i^+ + D_i^-)}$$

(Boran, Genç, Kurt, & Akay, 2009)

Findings

During the time spent grounded hypothesis, the deal supervisors of home apparatus in Shiraz considered as Statistical populace. These individuals have sufficient information about the brand and client relationship. Also every individual have over long term insight in this field. After required coordination, the analyst began the meeting and recorded the entirety of the discussion. The normal time for each meeting was 30 minutes. The underlying feeling uncovers that after fifteenth meeting, there was not any more novel thought. Subsequently, the course of meeting and gathering data was done after fifteenth meeting. The principal work subsequent to getting meeting, was moving the meeting to the MAXWDA programming. The means of open coding, pivotal coding and specific coding investigated in the follow. In the initial steps of coding, the entire of meeting which is changed over to the text design, examined in the MAXWDA. The technique for examining is that significant sentences in not set in stone and named by a code. This code comprise of at least one short words which express the idea of determined sentence. The consequence of this stage is 243 open code. Moreover, in the open coding stage, all of codes, respect to the inductive reasoning, fragmented and one related name considered for each portion. The consequence of this work is the factors of advertising and

relationship, promoting specialized issues, contest, clients thinking, client needs, enthusiastic evasion, test aversion, negative verbal, personality evasion, imitative aversion, moral aversion, social issues, failure of corporate and against brand the internet. Truth be told, all of 243 code, is put in 14 fundamental factors. In the pivotal coding venture, there is more centered around the inductive reasoning and all of 14 factors putted in the significant classes. This work should be possible regard to the worldview model of Strauss and Corbin or should be possible by independent model. In this review to the got factors, we can't utilize Strauss and Corbin worldview totally. Along these lines, we select some fundamental part of model that is reasonable for current discoveries. Respect to the 14 factors and which means of them, we can arrange all of factors in 3 gatherings, with the goal that factors in each gathering have the connected importance. The primary classification is connected with the super true review which thought about factors that impact on the brand disdain straightforwardly. As needs be, the factors of enthusiastic aversion, trial evasion, personality aversion, moral aversion, impersonation aversion, against brand the

internet and pessimistic informal exchange are the principle factors. The reason factors communicates factors that cause fundamental variables. As such, being or event of this factors, cause to fundamental variable. In the current review the variables of showcasing and connections, promoting specialized issues, negative reasoning, client needs, failure of corporate considered as cause factors.

The foundations or setting are the elements which suggests a progression of extraordinary conditions that makes a few techniques and Interaction activities for organization. The foundation or setting administering the collaborations and trades in the model, while the causative conditions influence the primary reason for the model, so they can be recognized from one another. In this review, rivalry and social issues considered as setting factors which in light of the embodiment of these two factors, this gathering named as outer condition. The consequences of pivotal coding presented in the outline 1. It is worth focusing on that connections among the principle factors (gatherings) depend on the Strauss and Corbin worldview.
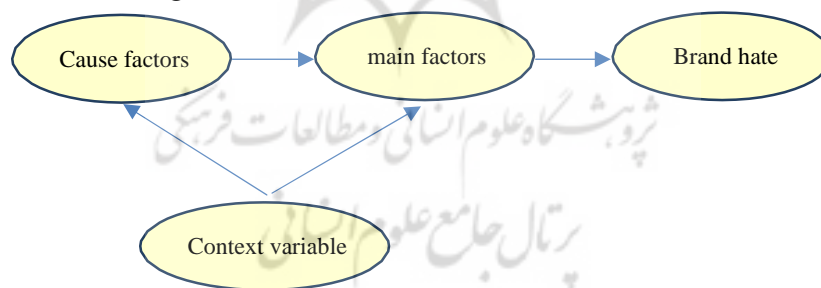

Figure 1. *The result of axial coding*

In some review, after the pivotal coding, the particular coding presented. Particular coding communicates the consequences of grounded hypothesis by certain devices like picture, graph or recounting a story. On account of cross-over between this part and the end, we disclaimer from this segment. Regardless of there is no agreement technique for endorsing the consequences of subjective model, however in Strauss and Corbin

presented the 10 pointer for check of the aftereffects of grounded hypothesis? As needs be the gotten outcomes are supported in light of the 10 marks of proportionality, Applicability, ideas, foundation of ideas, Logic, profundity, deviation, curiosity, responsiveness and reference by 5 specialists. 2 of specialists were among the specialists that recently associated with the screening and 3 of them were the teachers of college.

Respect to the consequences of grounded hypothesis, every one of the elements in every factors has a similar significance, regardless, in reality it isn't correct. To perceive the distinctive significance of every factor, we utilized MADM technique. Utilizing MADM needs starting data which is gotten by the assessment of 10 specialists. To do this, we sent crude grid for specialists and need them to fill the cells of lattice by the number. Number 1 method low significance and number 9 methods high significance. The aftereffects of this part presented in the table of 2 to 4.

Table 1.
The point of each expert for main variable

Variable	1	2	3	4	5	6	7	8	9	10
Emotional avoidance	7	5	7	5	3	5	7	7	5	3
Experimental avoidance	5	7	9	7	5	7	7	5	9	9
Identity avoidance	5	5	3	3	5	3	5	3	5	7
imitation avoidance	3	5	3	1	3	5	7	9	5	3
Moral avoidance	1	1	3	5	3	5	3	1	3	1
Anti-brand cyberspace	7	5	3	5	7	9	7	5	7	7
Negative word of mouth	7	5	7	9	7	5	7	9	7	7

Regard to the results of TOSIS Solver software, experimental avoidance has the highest rank and importance among all variables of main factors. And moral avoidance has the lowest rank. All of ranking are as the follow: Experimental avoidance, negative word of mouth, Cyberspace, emotional avoidance, identity avoidance, imitation avoidance, moral avoidance. The initial matrix of causes factors are as in the table 3,

Table 2.
The point of each expert for casual variable

Variable	1	2	3	4	5	6	7	8	9	10
Marketing and relationship	7	5	7	5	3	5	7	7	5	3
Marketing technical issues	5	7	9	7	5	7	9	7	5	9
Negative thinking	5	5	3	3	5	3	5	3	5	7
Customer needs	3	5	3	1	3	5	7	9	5	3
Corporate ability	1	1	3	5	3	5	3	1	3	1

The results of analyzing in the MADM silver reveals that among all variables in the group of cause factors, marketing and relationships has the highest rank and corporate ability and marketing technical factors have the lowest rank. The rank of all variables are as the follow: Marketing and relationships, negative thinking, customer needs, corporate ability, marketing technical factors. The initial matrix about the foreign factors is shown in the table 3.

Table 3.
The point of each expert for external variable

Variable	1	2	3	4	5	6	7	8	9	10
Competition	7	9	7	7	5	9	7	7	9	7
Cultural issues	1	5	5	3	5	5	5	3	5	1

In the field of foreign factors, there is only two factors. Regard to this, the importance of competition is more than the cultural factors.

The main purposes of current study were identification and ranking the antecedents of brand hate. Based on these purpose the results

were divided to the 2 section which expressed the grounded theory and MADM. In the conclusion section, the results of two section integrated to each other and introduced. The main variables that affect the brand hate directly are experimental avoidance, negative word of mouth, anti- brand cyberspace, emotional avoidance, identity avoidance, imitation avoidance and moral avoidance respectively. Based on this results, experimental avoidance has the highest effect. This variable reveals that if a customer have a bad experience about one product or service, do not desire to use that again and this matter leads to brand hate. In some paper like Lee et al. (2009), Kashdan and Berin (2007), Kim et al. (2013), Posonbi et al (2006) and Rindel et al. (2014) mentioned experimental avoidance as antecedent of brand hate also. The next variable is negative word of mouth. This matter implies the negative promotion which is distributed by others like companions or family. In the event that a client hears terrible things around one brand and assuming these things are from his/her companions, happening brand disdain will be conceivable. This variable is one of the original factors which is presented in this paper for the first. The third factor is against brand the internet. The internet is excessively broad and it tends to be say that the idea of it very well may be allude to the online media, sites and weblogs or something different. Subsequently it very well may be say that, assuming a client see one negative news, data or journal around one explicit brand in the internet, it tends to be closed to the brand disdain. This matter likewise pointed at certain papers beforehand (Krishnamurthy and Kucuk, 2015; Popp, Germelmann, Jung, and Sponsorship, 2016; Williams and Kolbas, 2015; Zarantonello et al., 2016). The following variable is enthusiastic aversion which allude to the one sorts of evasion which connect with the passionate elements. Truth

be told, in this sort of evasion, there is no indication of intelligent and instinct. Subsequently, it tends to be say that on the off chance that a client don't have an excellent or have a pessimistic feeling around one brand, it can prompts the enthusiastic aversion and brand disdain individually. This variable presented in this paper for the first. The fifth variable is personality evasion. This matter allude to the condition that a client would rather avoid a brand or abhorring one brand in view of its promoter or some substance of indicated brand. Subsequently, it tends to be say that character evasion can prompts the brand disdain. In past study, personality evasion referenced well and starting here, the arrangement will be self-evident (Hegner et al., 2017; Platania, Morando, and Santisi, 2017; Popp et al., 2016). The following variable is impersonation evasion. Impersonation is a conduct that an individual do a few works like someone else. In the majority of cases there is no rationale or thinking for this conduct with the exception of impersonation. Immediately, assuming an individual impersonate someone else or one gathering, brand disdain from that individual or gathering can be communicated to this individual and prompts the brand disdain. This variable is novel as well and presented in this paper for the first. Moral aversion is the most recent variable the gathering of principle variable. Moral aversion is one sort of evasion which is connected with deference for reasonable, moral and natural issues. In view of this outcome, assuming a client feels that a few exercises of one brand are not normal for the referenced issues, it tends to be prompts the brand disdain. (Berndt, Petzer, and Mostert, 2017; Romani, Grappi, Zarantonello, and Bagozzi, 2015) and (S. U. Kucuk, 2019a), likewise referenced moral evasion as a forerunner of brand disdain. The outline of referenced outcomes are in the table 4.

Table 4.
The main variable of brand hate

Variable	rank	novelty
Experimental avoidance	1	Mentioned in previous study
Negative avoidance	2	Novel variable
Anti-brand cyberspace	3	Mentioned I previous study
Emotional avoidance	4	Novel variable
Identity avoidance	5	Mentioned in previous study
Imitation avoidance	6	Novel variable
Moral avoidance	7	Mentioned in previous study

One more consequences of this concentrate express a few factors about relaxed variables. These elements don't influence the brand disdain straightforwardly. All in all, easygoing elements impacts cause to the brand disdain in a roundabout way. In view of the aftereffects of grounded hypothesis and MADM, these factors are promoting and connections, negative reasoning, advertising specialized issues, client needs and failure of corporate, separately. Promoting and connections are the main factors among easygoing elements. In light of this, assuming promoting or client connections exercises of one brand isn't suitable, it cause to the brand disdain in a roundabout way. On different words, improper showcasing can diminish the drawing in and keeping of clients. These two primary elements can prompts the brand disdain in long haul. (Zarantonello et al., 2016) and (Hegner et al., 2017) referenced promoting issues in their paper moreover. The other variable is specialized elements of promoting. Truth be told, advertising and connections connected with the showcasing as an idea, while specialized components alludes to 4P business sectors often. Subsequently, it tends to be say that assuming choices in item, value, spot and advancement are false, brand disdain could be conceivable. (S. U. Kucuk, 2019b) and (S. U. Kucuk, Table 5.

2016a) referenced the job of cost in the paper about the brand disdain. The third factor is client needs. In spite of being familiar with client needs consider as a vitally fruitful variable of one brand, however there is no proof with regards to the job of mix-up in realizing the client needs and its outcome. The aftereffects of this review uncovers that, on the off chance that a brand don't thoughtfulness regarding the client needs and don't state-of-the-art its data about the requirements of clients, the brand disdain can be happened. At the end of the day, inevitably, clients realize that brand as an outdated, which thus this matter prompts the brand disdain. This factors presented in this paper for the first. Failure of corporate have minimal significance among the easygoing factors. Indeed, some client like to purchase a brand which made by expert or current innovations, regardless of whether utilized innovation straightforwardly affect the nature of item. Subsequently it very well may be say that frail innovation for creating one brand can prompts the brand disdain by implication. (Dessart, Morgan-Thomas, and Veloutsou, 2016; S. U. Kucuk, 2016a, 2016b) referenced this matter as a predecessor of brand disdain too. The table 5 delineates the aftereffects of easygoing factors that impact on the brand disdain.

The casual variables of brand hate

Variable	rank	novelty
Marketing and relationship	1	Mentioned in previous study
Negative thinking	2	Novel variable
Technical factors of marketing	3	Mentioned I previous study
Customer needs	4	Novel variable
Inability of corporate	5	Mentioned in previous study

The last primary variable is the outer variable that comprise of 2 variable of contest and social issues. The aftereffects of MADM uncovers that significance of rivalry is more than social issues. The plan of rivalry is the arrangement of horrendous exercises that adversaries do. Value war, negative commercial with regards to the opponent's items is the most widely recognized exercises from contenders that reason to the brand disdain. Likewise social issues and absentmindedness to the qualities and conviction can prompts the brand disdain. This matter can be more not kidding in global brands. Truth be told, in the event that a brand don't regard to the social viewpoints, the clients and buyers regret that brand which thusly prompts the brand disdain. Notwithstanding having significant foundation about these factors and their consequences for the various factors, however in the field of brand disdain, there is no proof with regards with the impacts of contest and social issues on brand disdain, subsequently, it very well may be say that, this discoveries are novel. The rundown of results about the outside factors displayed in the table 6. Moreover the general finish of exploration delineated in the outline 2.

Table 6.

The external variables of brand hate

Variable	rank	novelty
Competition	1	Novel variable
Cultural issues	2	Novel variable
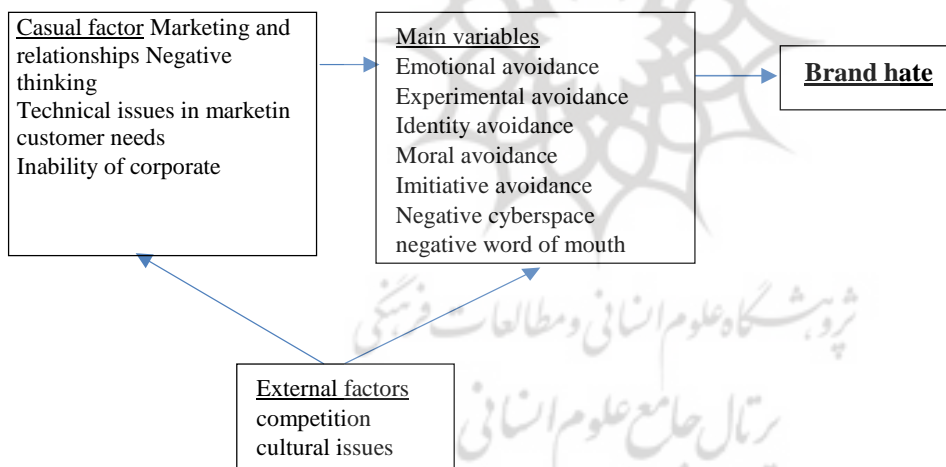
Figure 2. *The model of antecedent of brand hate*

Conclusions

According to the results, factors affecting personal brand in social networks are proposed; In order to increase audience participation and brand awareness, screen owners must also increase educational posts of photo type with photo caption theme, because it increases awareness of height, it is recommended that people use video clips to teach video content, so it is better to use self-portrait videos as they make more contributions, it is recommended that individuals use page posts in their own life. This kind of posts affect the audience's emotions and make the audience feel close to the page owner and increase the loyalty and awareness of the audience about the personal brand. For personal posts, it is better to use photos with Salafi background with family that according to the results affect the audience's feeling and increase brand loyalty and awareness. The results suggest that the

post be published on various national and religious occasions because it stimulates the audience's feeling and increases audience participation. To increase the participation of the audience, it is recommended that polling and call posts be used on different occasions and times, because according to the results of these posts, it makes the audience aware that the person cares about their opinion, and this has a significant effect on the individual's personal brand. The use of promotional posts, according to the results, has minimal audience participation, which has a negative effect on the personal brand and reduces the audience, therefore it is recommended that less advertising on the page. The results suggest that posts with an educational aspect should be released over the weekend, as in these days, audiences are more focused on what is going on when using social networks. So these kinds of posts increase audience participation. People tagging and using hashtags according to the results is one of the factors affecting the rate of visit to the post and as a result, it increases likes and comments, so using these tools in posts increases brand awareness.

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