Modeling and Ranking the Antecedents of Brand Hate Among Customers of Home Appliance

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Abstract. The main purposes of this study are identification, modeling and ranking of factors influencing the brand hate. 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 is placed in 3 groups of casual condition, external factors and main variables. The results of this section were approved by 10 indicators of Strauss and Corbin. In the next section, for understanding the importance and rank of each variable in brand hate, TOPSIS 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, Grounded Theory, Topsis, Home Appliance.

1. Introduction

The new face of today's business is tough competition. Appearing new approaches and attention to the different aspects of it are the symptom of high importance of marketing and related concepts as tools for confronting to the competition (Clemons & Wilson, 2017). One of the significant related concepts of marketing is Brand and Brand Management. In fact, Brand, regardless of meaning of the name and sign of trademark, express an emotional relationship between producers with consumers. In fact, emotions play a significant role in the purchase process of brands products or brand services (Böger et al., 2017). Basically, emotions can be divided to two main groups if positive and negative. Therefore, emotions about the brands are positive and negative (Rodrigues, 2018). Generally, the researches in the field of brand focus on the positive aspects of emotions with in turn leads to the spread of papers in this field. Recently, some researchers are focused on the Brand love with indicate the amazing positive emotion about the brand (Shin et al., 2018; Bagozzi et al., 2017; Rossmann et al., 2017). The notable issue is that consumers which like a brand are important purpose for one corporate. Because, these people are loyal to the company, tend to tell good things about the brand and resist against negative news about that brand (Rather et al., 2018). On the other hand, the researches about the negative emotions of brand are scarce. This matter is more remarkable when compared to the number of researches about the positive emotions (Ma et al., 2017). When a consumer can preferred one brand or love it, he/she can hate another brand. In addition, the emotions about one specific brand can be changed during the time, from love to hate (Ma et al., 2017). Thereupon, regard to the few number of researches in the field of brand hate and the importance of this matter as same as brand love, it can be say that the brand hate is a dark side of consumer emotions and preference. The problem of ambiguity about the brand hate will be more serious when the consequences of these emotions make substantial difficulties for corporate. Losing customers, negative word of mouth and decreasing the brand equity are the most common behaviors of brand hate and leads to the considerable problems for corporate (Aro et al., 2018; Zhang et al., 2017; Hu et al., 2018). In addition, for solving one problem, we should survey how to create this problem. In other words, knowing about how to create one problem can increase dominance of solver to know about the antecedent of one concept. This matter leads to preconditions for control the antecedent variables and managing the problem. On this basis, in this study, we want to identify the antecedent of brand hate as a dark side of brand emotions. In addition, whole introduced variables in the field of brand hate have the same importance in default. In other words, there is no ranking among these variables, while in the real world the effectiveness degree of variables are different. Hence, we should know about this difference to elevate the efficiency of managing the brand hate. Generally and regard to the mentioned issues, the main purposes of this study are to identify and modeling the antecedents of brand hate in the first and ranking the obtained variables regard to their importance in the second. This study starts with a qualitative approach to highlight the antecedent variables of brand hate. Thereafter, the study rank the level of variable effectiveness with quantitative method explains the results based on the case study. At the end, a discussion of the implications of the findings for future research and managerial implication concludes the study.

2. Literature review

Brand, as a word means to name of one commercial corporate, one product or one unique feature like commercial logo or sign (Bennett et al., 1995). A brand concept is the general idea or abstract meaning behind a brand. A brand's concept is used to give consistency to a brand's identity. It can be described as the first thing you want to pop into your customer's head when they think of your brand (Simoes et al., 2001; Ramaseshan et al., 2007). Regard to the current situation, especially intense competition, the importance of brand increased sharply which in turn leads to the introducing new approach, concepts and matter. Because of the brand concept, it can be concluded that psychological matter in brand, like emotions in brand, has considerable share (Rodrigues et al., 2018). Hence, many studies have addressed this issue. A study of the research carried out in this field shows that emotions about the brand divided into the two major part of positive and negative. The positive emotions considered as a situation that a customer has tendency about the brand which leads to the many positive behavior about that brand (Dolder et al., 2017). Papers about the positive emotions see this matter as brand preference, brand loyalty, brand like and brand love (Shin, 2018). In addition, this kinds of study believe that having customers with positive emotions leads to the profit for corporate and we should focus on it and understand the antecedent of brand positive emotions (Correia Loureiro et al., 2017). In contrast, negative emotions considered as a situation that customers do not like a brand and they escape from its name and belonging. This matter is appeared as words like dislike or hate (Kucuk, 2019). Unlike brand positive emotions which have strong theoretical background, negative emotions do not have strong background. The main reason of this issue is that sale managers think that people with negative emotions do not have any benefit for the corporate and thinking about them is not wisely (Ma et al., 2017). Notwithstanding, as people with positive emotions can be as an opportunity, people with negative emotions can be as a treat. In addition, people with positive emotions can change their procedures during the time and their emotions changed from positive to negative (Platania et al., 2017). As a result, knowing about reasons of change or reasons of emerging the negative emotions will be important.

Scholars in psychology rarely identify hate as a primary emotion (Arnold, 1960). Some view hates as a specific simple emotion and, based on empirical data, group it together with similar emotions. Although some scholars view hate as a simple emotion, the majority characterize hate as a compound of primary, and in some cases secondary, emotions. Sternberg (2003) identifies three components of hate. Repulsion and disgust; anger and fear; and devaluation through contempt. For most psychologists, the emotion of hate results from the violation of moral codes. All emotions that combine to form hate may arise following the violation of individual or communal rights and freedom and, for this reason, may be perceived as imminent threats to people, their liberty, well-being and preservation. Despite acceptable research in the field of hate in psychology, there is a dearth studies in the domain of marketing and consumer research. A first conceptualization of brand hate can be seen in Grégoire et al. (2009). They view hate as a desire for revenge and a desire for avoidance. The former is defined as “customers’ need to punish and cause harm to firms for the damages they have caused”, whereas the latter is described as “customers’ need to withdraw themselves from any interactions with the firm”. Johnson et al (2011) offer a second conceptualization of brand hate. These scholars view

"hatred" as consumers' strong opposition to the brand, mainly represented by the concept of revenge, which can arise from experienced critical incidents (product- or service-related). Alba and Lutz (2013) define "brand hatred" as "true brand disgust" (p. 268). Brand hatred is used to describe a situation where the consumer is "held hostage" by the company, for example, because of high switching costs, a local monopoly or some other manifestations of exit barriers. The fourth conceptualization of brand hate comes from the study by Romani et al. (2012). These authors treat the feeling of hate as an emotion descriptor in their construct of negative emotions toward brands and view the feeling of hate as an extreme form of dislike of the brand. Finally, Bryson et al. (2013, p. 395) define brand hate in generic terms as "an intense negative emotional affect toward the brand", which can originate from four potential antecedents: country-of-origin of the brand, customer dissatisfaction with the product, negative stereotypes of users of the brand and corporate social performance. In addition to the meaning and concept of brand hate, the antecedents of brand hate play a substantial role in this area. In fact, conceptualization of brand hate can be derived from the variables that leads to the brand hate and this matter can be help to the control of it. Accordingly and regard to the aim of this study, we focus to the background of studies that survived the antecedents of brand hate in the rest of study.

Although the reviewed conceptualizations serve as starting points for understanding brand hate, they are not sufficiently detailed and do not provide a complete picture of the phenomenon. An imperative can be acknowledged as well for a better integration of the disparate themes identified across the four recent treatments of brand hate. The need for research into the topic of brand hate is especially evident in light of the following issues. Hegner, Fetscherin, van Delzen, & Management (2017) shows that brand hate is triggered by three determinants: negative past experience, symbolic incongruity and ideological incompatibility. Zarantonello, Romani, Grappi, Bagozzi, & Management (2016) conceptualize brand hate as a constellation of negative emotions which is significantly associated with different negative behavioral outcomes and antecedents of brand hate. Reasons for brand hate related to corporate wrongdoings and violation of expectations are associated with "attack-like" and "approach-like" strategies, whereas reasons related to taste systems are associated with "avoidance-like" strategies. Silden & Skeie (2015) approve that two factors of brand attitude and brand attachment have effects on brand hate. Delzen (2014) indicated that experiential avoidance, identity avoidance, and moral avoidance are motivations for brand hate. Grégoire, Tripp, & Legoux (2009) believe that weak-relationship customers lead to avoidance and lasting hate. Grégoire et al. (2009) and S. U. J. J. o. B. M. Kucuk (2008) in the study about negative jeopardy, investigated the role of anti-brand sites on the internet.

In addition, some study introduced the customer dissatisfaction as a main reason of brand hate (Bryson et al., 2013; Grégoire et al., 2009; Johnson et al., 2011). Bryson et al (2013) embraces corporate behaviors and practices which are not accepted by consumers as antecedents of brand hate.

3. Method

The purposes of this study are to investigate effective factors on brand hate and ranking obtained variables. In so doing, two approaches of qualitative and quantitative considered. Qualitative section expresses exploratory research

which is done by grounded theory. In the quantitative section which ranking the variables considered, TOPSIS as a method of multi criteria decision making will be used. In this section, two mentioned approaches, feature of participants and samples introduced.

Grounded theory (GT) is a systematic methodology in the social sciences involving the construction of theories through methodical gathering and analysis of data (Martin & Turner, 1986). Grounded theory is based on the fact that researchers needed a method that would allow them to move from data to theory, so that new theories could emerge. This methodology emerges new results rather than rely on analytical constructs, categories or variables from pre-existing theories(Strauss & Corbin, 1990). Grounded theory involves the progressive identification and integration of categories of meaning from data. It is both the process of category identification and integration (as method) and its product (as theory). Grounded theory as method provides us with guidelines on how to identify categories, how to make links between categories and how to establish relationships between them(Glaser & Strauss, 2017). The research process includes the steps of designing the research question, data collection via interview, data analysis consist of initial open coding, axial coding and selective coding, and introducing the report. In this study, we use experts as a source of data collection. In this regard, the sale managers of home appliance brands in Shiraz city considered as statistical society. Despite possibility of contact with all of sale managers, but theoretical saturation is considered. Theoretical saturation is reached when there is enough information to replicate the study when the ability to obtain additional new information has been attained, and when further coding is no longer feasible (Morse, 2004). We start with the proficient person who has feature of related education and experience and continue until reaching the theoretical saturation. In the rest of process, the questions of “what factors cause brand hate?” and “what factors increase brand hate or negative emotion?” designed and used for the interview. The results of interview transmitted into the MAXQDA software. The 3 main steps of data analysis will be done in this software. Initial open coding involves the generation of largely descriptive labels for occurrences or phenomena. In this phase the meaningful sentences diagnosed and named based on its concept. After that, all variables clustered according the same concept. In next phase, the clusters are embedded in a prepared model based on (Mills, Bonner, & Francis, 2006). In the final phase, the model will be described. All of qualitative method has a strong shortage which is related to the confirmation of results. By the way, in the grounded theory and regard to the Strauss and Corbin, the 10 indicator of acceptance will be used. These indicators are proportionality, Applicability, concepts, background of concepts, Logic, depth, deviation, novelty, sensitivity and citation. The outcome of this method is a model designed by the variables and categories. This model will be show the name and situation of variables that affects the brand hate.

The obtained results of grounded theory explore the variables that cause to the brand hate with the same importance, notwithstanding the importance and the rank of each variable can be different. Accordingly, we want to use one method of multi criteria decision making for determining the different importance of each variable in making brand hate. From all method of MCDM, TOPSIS has been selected. The steps of doing ranking with Topsis are as in the follow:

Initially matrix consists of choices and criteria designed at the first. In this study, obtained variables considered as choices and the opinion of experts considered as criteria. The inner cells of matrix filled by the opinion of 10 experts consist of 5 sale managers which considered in grounded theory and 5

university professors. For example, if the first expert talked about the experience avoidance in 3 times, the number 3 in the cell of criteria 1 and experimental choice will be written. In the next step, Unscaling should be done. To do this, Euclid unscaling method as showed in the 1 first equation, is used.

$$(1)\ r_i\ (x) = \frac{x_i}{\sqrt{\sum_{i=1}^{m} x_i^2}}$$

In the next step, the weighted unscalled matrix is formed. To do this, all the number in cells should be multiplied in the weight of each criterion. Since, importance of the opinion of all experts are the same, this step is ignored. In the next step, the distance from positive and negative ideal should be calculated. For calculating this distance, the amounts of positive and negative ideal for each expert should be determined. Hence, the highest number of each expert considered as positive ideal and the lowest number considered as negative ideal. After that, the distance from positive and negative ideal calculated by the equation 2 and 3.

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

$$(3)\ D_i^+ = \sqrt{\sum\left(v_i - v_j^+\right)^2}$$

In the final step, choices ranking is done. For ranking, the amount of relative proximity for each choice calculated by the equation 4 and ranking has been done by the obtained amounts. Accordingly, the higher number showed the higher importance and higher priority.

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

(Boran, Genç, Kurt, & Akay, 2009)

4.Findings

In the process of grounded theory, the sale managers of home appliance in Shiraz considered as Statistical population. These people have enough knowledge about the brand and customer relationship. In addition each person has more than 10 year experience in this field. After needed coordination, the researcher started the interview session and recorded all of the conversation. The average time for each interview was 30 minutes. The initial impression reveals that after fifteenth interview, there was no more new idea. As a result, the process of interview and collecting information was finished after fifteenth interview. The first work after getting interview was transferring the interview to the MAXWDA software. The steps of open coding, axial coding and selective coding explored in the follow.

In the first steps of coding, the whole of interview which is converted to the text format, analyzed in the MAXWDA. The method of analyzing is that meaningful sentences in each interview determined and named by a code. This code consists of one or more short words which express the concept of specified sentence. The result of this stage is 243 open codes. In addition, in the open coding stage, all of codes regard to the inductive thinking, segmented and one related name considered for each segment. The result of this work is the variables of marketing and relationship, marketing technical issues, competition, customers thinking, customer needs, emotional avoidance,

experimental avoidance, negative word of mouth, identity avoidance, imitative avoidance, moral avoidance, cultural issues, inability of corporate and anti-brand cyberspace. In fact, all of 243 codes are placed in 14 main variables.
In the axial coding step, there is more focused on the inductive thinking and all of 14 variables putted in the major categories. This work can be done respect to the paradigm model of Strauss and Corbin or can be done by self-made model. In this study to the obtained variables, we are not able to use Strauss and Corbin paradigm completely. Therefore, we select some main section of model that is suitable for current findings. Regard to the 14 variables and meaning of them, we can categorize all of variables in 3 groups, so that variables in each group have the related meaning. The first category is related to the main objective study which considered variables that effect on the brand hate directly. Accordingly, the variables of emotional avoidance, experimental avoidance, identity avoidance, moral avoidance, imitation avoidance, anti-brand cyberspace and negative word of mouth are the main variables. The cause variables express factors that cause main factors. In other words, being or occurrence of this variables, cause to main variable. In the current study the factors of marketing and relationships, marketing technical issues, negative thinking, customer needs, inability of corporate considered as cause factors. The backgrounds or context are the features which imply a series of special conditions that makes some strategies and Interaction actions for administration. The background or context governing the interactions and exchanges in the model, while the causative conditions affect the main purpose of the model, so that they can be distinguished from each other. In this study, competition and cultural issues considered as context variables which based on the essence of these two variables, this group named as external condition. The results of axial coding introduced in the chart 1. It is worth mentioning that relationships among the main variables (groups) are based on the Strauss and Corbin paradigm.

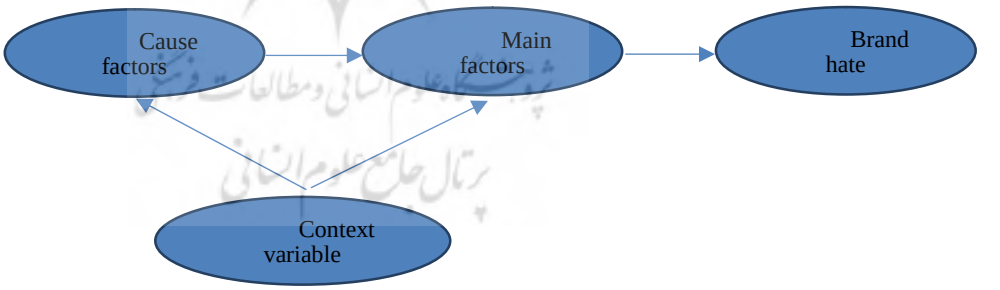

Figure 1. The result of axial coding

In some study, after the axial coding, the selective coding introduced. Selective coding expresses the results of grounded theory by some tools like image, diagram or telling a story. Because of overlap between this section and the conclusion, we disclaimer from this section.

Despite there is no consensus method for approving the results of qualitative model, but in Strauss and Corbin introduced the 10 indicator for verification of the results of grounded theory. Accordingly the obtained results are approved

based on the 10 indicators of proportionality, Applicability, concepts, background of concepts, Logic, depth, deviation, novelty, sensitivity and citation by 5 experts. 2 of experts were among the experts that previously involved in the interview process and 3 of them were the professors of university.

Regard to the results of grounded theory, all of the factors in each variable has the same importance; notwithstanding, in the real world it is not true. To recognize the different importance of each variable, we used TOPSIS method.

Using TOPSIS needs initial information which is obtained by the opinion of 10 experts. To do this, we sent raw matrix for experts and want them to fill the cells of matrix by the number. Number 1 means low importance and number 9 means high importance. The results of this section introduced 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 they 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 Topsis 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 is as they 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 are only two factors. Regard to this, the importance of competition is more than the cultural factors.

5.Conclusions

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 Topsis. In the conclusion section, the results of two sections 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 these 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 advertisement which is published by others like friends or family. If a customer hears bad things about one brand and if these things are from his/her friends, occurring brand hate will be possible. This variable is one of the novel variables which are introduced in this paper for the first. The third variable is anti-brand cyberspace. Cyberspace is too general and it can be say that the concept of it can be referring to the social media, websites and weblogs or something else. Hence it can be say that, if a customer sees one negative news, information or diary about one specific brand in the cyberspace, it can be concluded to the brand hate. This matter also pointed at some papers previously (Krishnamurthy & Kucuk, 2015; Popp, Germelmann, Jung, & Sponsorship, 2016; Williams & Kolbas, 2015; Zarantonello et al., 2016). The next variable is emotional avoidance which refers to the one kinds of avoidance which relate to the emotional factors. In fact, in this kind of avoidance, there is no sign of logical and intuition. Hence, it can be say that if a customer do not have a good sense or have a negative emotion about one brand, it can leads to the emotional avoidance and brand hate respectively. This variable introduced in this paper for the first. The fifth variable is identity avoidance. This matter refers to the condition that a customer does not like a brand or hating one brand because of its advocate or some essence of specified brand. Hence, it can be say that identity avoidance can leads to the brand hate. In previous study, identity avoidance mentioned well and from this point, the alignment will be obvious (Hegner et al., 2017; Platania, Morando, & Santisi, 2017; Popp et al., 2016). The next variable is imitation avoidance. Imitation is a behavior that a person does some works like another person. In most of cases there is no logic or thinking for this behavior except imitation. Thereupon, if a person imitates another person or one group, brand hate from that person or group can be transmitted to this person and leads to the brand hate. This variable is novel too

and introduced in this paper for the first. Moral avoidance is the latest variable the group of main variable. Moral avoidance is one kind of avoidance which is related to respect for sustainable, ethical and environmental issues. Based on this result, if a customer feels that some activities of one brand are unlike the mentioned issues, it can be leads to the brand hate. (Berndt, Petzer, & Mostert, 2017; Romani, Grappi, Zarantonello, & Bagozzi, 2015)and (S. U. Kucuk, 2019a), also mentioned moral avoidance as an antecedent of brand hate. The summary of mentioned results is 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**

Another result of this study expresses some variables about casual factors. These factors do not affect the brand hate directly. In other words, casual factors effects cause to the brand hate indirectly. Based on the results of grounded theory and Topsis, these variables are marketing and relationships, negative thinking, marketing technical issues, customer needs and inability of corporate, respectively. Marketing and relationships are the most important variables among casual factors. Based on this, if marketing or customer relationships activities of one brand are not appropriate, it cause to the brand hate indirectly. On the other words, inappropriate marketing can decrease the attracting and keeping of customers. These two main factors can leads to the brand hate in long term. (Zarantonello et al., 2016) and (Hegner et al., 2017) mentioned marketing issues in their paper also. The other variable is technical factors of marketing. In fact, marketing and relationships related to the marketing as a concept, while technical elements refers to 4P`s marketing frequently. Hence, it can be say that if decisions in product, price, place and promotion are not true, brand hate could be possible. (S. U. Kucuk, 2019b) and (S. U. Kucuk, 2016a) mentioned the role of price in the paper about the brand hate. The third variable is customer needs. Despite knowing about customer needs consider as a main successful factor of one brand, but there is no evidence about the role of mistake in knowing the customer needs and its consequence. The results of this study reveal that, if a brand do not attention to the customer needs and do not up to date its information about the needs of customers, the brand hate can be occurred. In other words, after a while, customers know that brand as an out of fashion, which in turn this matter leads to the brand hate. This variables introduced in this paper for the first. Inabilities of corporate have the least importance among the casual variables. In fact, some customers prefer to buy a brand which made by professional or modern technologies, even if used technologies do not have a direct impact on the quality of product. Therefore it can be say that weak technology for producing one brand can leads to the brand

hate indirectly. (Dessart, Morgan-Thomas, & Veloutsou, 2016; S. U. Kucuk, 2016a, 2016b) mentioned this matter as an antecedent of brand hate also. The table 5 illustrates the results of casual variables that effect on the brand hate.

Table 5. 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 main variable is the external variables that consist of 2 variables of competition and cultural issues. The result of Topsis reveals that importance of competition is more than cultural issues. The intent of competition is the set of destructive activities that rivals do. Price war, negative advertisement about the rival`s products is the most common activities from competitors that cause to the brand hate. In addition cultural issues and inattention to the values and belief can leads to the brand hate. This matter can be more serious in international brands. In fact, if a brand do not respect to the cultural aspects, the users and consumers feel bad about that brand which in turn leads to the brand hate. Despite having considerable background about these variables and their effects on the different variables, but in the field of brand hate, there is no evidence about the effects of competition and cultural issues on brand hate, hence, it can be say that, this findings are novel. The summary of results about the external variables showed in the table 6. In addition the overall conclusion of research illustrated in the chart 2.

Table 6. The external variables of brand hate

Variable	rank	novelty
Competition	**1**	**Novel variable**
Cultural issues	**2**	**Novel variable**

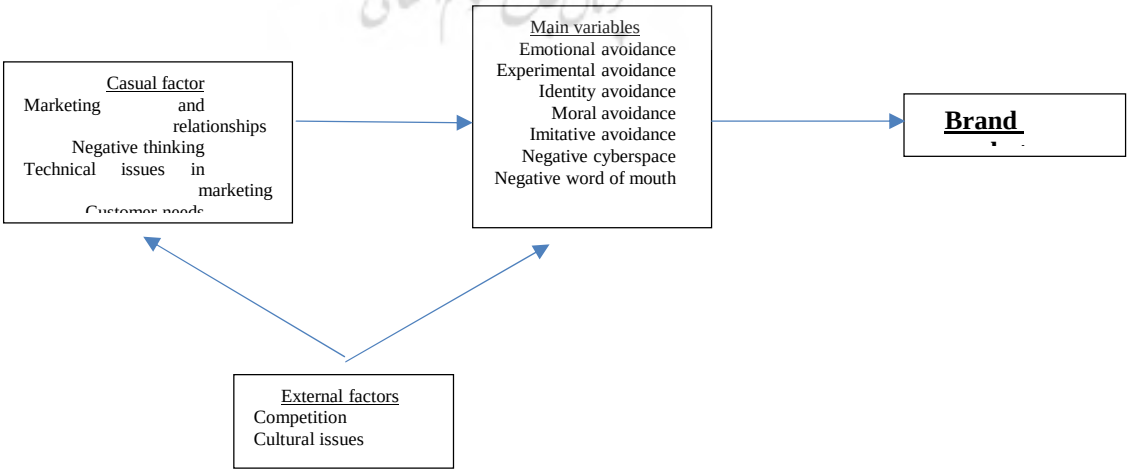

Figure 2. The model of antecedent of brand hate

Brand hate is a dark side of emotions about the brand. In addition, it considered as a potential problem for most of brands in the current situation. Therefore, this study proposes a model that can predict the variables that can cause to the brand hate in the field of home appliance. The result of this study reveals that 14 variables which putted in the 3 groups and each of them can be a point for brand managers. Regard to the obtained results, it can be say that, all mangers should control their issues related to the experience of customers about the brand. Quality control, matching products with the customer needs and track customer satisfaction can control these issues. In addition, it is suggested that the discomfort and frustration of the unhappy customers be solved quickly, before they turn into the word of mouth among their friends or family. Having the planned plan for searching in the cyberspace to understand the climate about the brand can be helpful. Of course the domain of cyberspace is widespread; managers can zoom on the places which introduce information about their products. For the sake of an example, managers of home appliance brands can scan the forum, websites or weblogs about the home appliance brand. Or, they can search the hash tag of their brand to find published information about their brands in social media. This work can inform them about the cyberspace condition, and as a result, they can do activities for confronting. In addition, it can be propose that managers pay attention to the emotional aspects of their customers about brands. Using consultants and certified Psychologists in this matter can be helpful. Also, it is suggested that brand managers control all aspects of customer types and focus on the more worthwhile segment, because identities conflict is inevitable. Attention and control of the opinion of celebrities and leaders of each society can reduce the danger of imitation avoidance. Over the above, this paper suggest that managers should keep them up to date about their surroundings and have a good reaction about the issues about the environment, sustainability and something else. Further, managers should consider marketing and relationships as a coordinator of corporate to reduce the problem which leads to the brand hate. Using appropriate strategy, advertisement campaign and CRM tools are the best choice for reducing these kinds of problems. In addition, managers should know about the thinking of customers, anticipate the future thinking and control it. To do this, using data mining method or machine learning considered as beneficial tools. This matter can be useful for knowing about the customer needs also. Besides, market research can be a good tool to know about the customer needs. Furthermore, it can be suggested that factories or service providing use modern technologies to show off their power and do not fall behind the competitors. Also, all of aspects of marketing mix should be coordinated with customers to reduce the antecedents of brand hate. At the end, it can be say that, regard to the current situation that competition plays a significant role, attention to the concepts like benchmarking or Blue Ocean can be useful to prevent brand hate. In addition, it can be suggested that each company should have a consultant in a cultural issues to prevent cultural conflicts.

In the current study, we consider the sale managers of home appliance as a statistical population. Therefore, in generalizing the obtained results to the others society and for other brands, caution should be respected. In addition, we use qualitative approach to identify the variables. Hence, there is no certainty

about the findings, even for home appliance. Regard to the limitation, it can be suggested for the future study to survey another fields of brand to know about the brand hate and its antecedents. In addition, this paper suggest others method like Confirmatory Factor Analysis to approve the model.

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