St. Petersburg University

Graduate School of Management

Master in Management

The Differences in Antecedents of Brand Hate between Developing and Developed
Countries

Master's Thesis written by the 2nd year student

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Аннотация

Автор	Митусов Анатолий Олегович
Наименование магистерской диссертации	Различия в условиях ненависти к бренду в развивающихся и развитых странах
Факультет	Высшая Школа Менеджмента
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Описание цели, задач и основных результатов	Целью данной работы является выявление различий в ненависти к бренду в развивающихся и развитых странах с учетом причин ненависти к брендам, выявленным в ранних исследованиях. В ходе исследования, опрос из 30 вопросов был проведен среди студентов из бизнес-школ по всему миру. 206 ответов было собрано и использовано для последующего моделирования, использую регрессионный анализ. В результате, данной исследование восполняет собой пробел в знаниях об истоках ненависти к брендам и добавляет понимание различий причин ненависти к брендам в развивающихся и развитых странах.
Ключевые слова	Ненависть к бренду, Управление брендом, Причины ненависти к бренду

Abstract

Master Student's Name	Mitusov Anatolii
Master Thesis Title	The differences in antecedents of brand hate between developing and developed countries
Faculty	Graduate School of Management
Main field of study	Management
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Academic Advisor's name	Mustafa Deniz Dalman
Description of the goal, tasks and main results	The goal of the study is to identify brand hate differences that are characteristic for the developing and developed countries, taking into consideration the antecedents of the brand hate, defined in the previous studies. A survey with 30 questions was distributed among business schools' students from all over the world and an academic sample of 206 responses was used for further modelling, using regression analysis. As a result, this research fills up the gap of limited knowledge within Brand Hare origins and contributes to the understanding of the differences of antecedents of brand hate in the developing and developed countries.
Key words	Brand Hate, Brand Management, Antecedents of Brand Hate

ЗАЯВЛЕНИЕ О САМОСТОЯТЕЛЬНОМ ХАРАКТЕРЕ ВЫПОЛНЕНИЯ
ВЫПУСКНОЙ КВАЛИФИКАЦИОННОЙ РАБОТЫ

Я, Митусов Анатолий Олегович, студент второго курса магистратуры направления «Менеджмент», заявляю, что в моей магистерской диссертации на тему «Различия в условиях ненависти к бренду в развивающихся и развитых странах», представленной в службу обеспечения программ магистратуры для последующей передачи в государственную аттестационную комиссию для публичной защиты, не содержится элементов плагиата.

Все прямые заимствования из печатных и электронных источников, а также из защищенных ранее выпускных квалификационных работ, кандидатских и докторских диссертаций имеют соответствующие ссылки.

Мне известно содержание п. 9.7.1 Правил обучения по основным образовательным программам высшего и среднего профессионального образования в СПбГУ о том, что «ВКР выполняется индивидуально каждым студентом под руководством назначенного ему научного руководителя», и п. 51 Устава федерального государственного бюджетного образовательного учреждения высшего образования «Санкт-Петербургский государственный университет» о том, что «студент подлежит отчислению из Санкт-Петербургского университета за представление курсовой или выпускной квалификационной работы, выполненной другим лицом (лицами)».
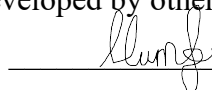
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08.07.2021 (Дата)

STATEMENT ABOUT THE INDEPENDENT CHARACTER OF
THE MASTER THESIS

I, Anatolii Mitusov, (second) year master student, program «Management», state that my master thesis on the topic «The differences in antecedents of brand hate between developing and developed countries», which is presented to the Master Office to be submitted to the Official Defense Committee for the public defense, does not contain any elements of plagiarism.

All direct borrowings from printed and electronic sources, as well as from master theses, PhD and doctorate theses which were defended earlier, have appropriate references.

I am aware that according to paragraph 9.7.1. of Guidelines for instruction in major curriculum programs of higher and secondary professional education at St.Petersburg University «A master thesis must be completed by each of the degree candidates individually under the supervision of his or her advisor», and according to paragraph 51 of Charter of the Federal State Institution of Higher Education Saint-Petersburg State University «a student can be expelled from St.Petersburg University for submitting of the course or graduation qualification work developed by other person (persons)».

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08.07.2021 (Date)

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Introduction.

"The key thing is never to do anything which discredits the brand, like ripping off the public or doing something which you'd feel uncomfortable reading about."

Richard Branson

The Term of brand and branding are as old as civilization (K. Moor, S. Reid 2008). Since 1970-s, branding became a major topic in marketing discipline while the first brand related articles appeared in the early 20th century. For its more than 4 000 years history, characteristics of brands developed from informational as the origins and quality to imageable, such as power, value and personality. The last one, personality, was a phenomenon of the 20th century and lay the foundation of the brand-related studies. Besides the mentioned characteristics, it is very important to define what a brand is. There are different definitions, but in this thesis, the definition from the American Marketing Association's dictionary will be used. Brand is defined as "name, term, design, symbol or any other feature that identifies one seller's goods or services as distinct from those of other sellers".

The value of a brand, creating it, maintaining it or, even better, growing it is of significant importance to any enterprise that currently has, or aspires to have, brands (Forbes CMO Practice, 2019). Brands are the strategic assets of the companies; they can be a major part in the company's worth. Brands are intangible, they are not just logos or names that we associate with the company, they also include relations with the customers and customers' attitude. Strong brands are an integral part of the company's cost, for example Apple brands value was estimated at 260,2 billion dollars and plays a significant role in making Apple the most valuable company (Forbes, 2020).

In parallel with the development of "brands' personality, scholars noted that consumer-brand relationships can be a metaphor to the person-to-person relationships (Shrimp&Madden, 1988). One of the possible directions of these relationships was love. In Shrimp&Madden's study, they showed different types of brand love, that all were based on Sternberg's "triangular theory of love" (Sternberg, 1986). This theory is more psychology-related than marketing-related, but most of the brand-hate and brand-love related papers were based on it. According to this theory, hate is the opposite feeling to love and there are several degrees of hate and love in person-to-brand relationships. Considering brand hate as the opposite feeling to love, scholars assume that brand hate is the opposite to brand love, so person-to-brand hate is quite similar to person-to person hate.

In the situation of intense competition between companies, the role of the brand attitude and person-to-brand relationships increases significantly (Gupta *et al*., 2020). From the point of the company, a strong and beloved by its customers brand can help in marketing activities, it justifies price premium and attracts customers. From the point of view of customers, a strong beloved brand is an important point in the decision-making process during the purchase (Albert &

Merunka, 2013). More likely people, who are not experts in this or that product category, would prefer to buy a product with the beloved brand on it in order to be sure of its quality. Some brands became iconic, loyal customers purchase its products from year to year, ensuring companies with a stable cash flow. At the same time, other brands became "iconic" as well, but the results are opposite, people refuse to buy companies products and, sometimes, even damage companies' assets. For example, low-cost airlines Ryanair, because of poor service, became "iconic" in terms of low quality and this fact makes some people avoid using this airline (Romani *et al*., 2016). In the first case, brand is competitive advantage, in the second case, brand is competitive disadvantage. This thesis will focus on the second aspect of these person-to-brand relationships.

But what makes people hate brands? No doubt, it depends on the person and almost each case is unique. However, there are some patterns that describe people's attitude. During the past 20 years, scholars found 3 main groups of brand hate antecedents, specifically: dissatisfaction with the brand image, dissatisfaction with the brands' product quality and dissatisfaction with the corporate performance (Romani *et al*., 2016). While the first group is related to the brands' personality, the way the customers perceive the brand, second and third groups are related to the companies' performance. Also, most of the research was conducted in the developed countries, specifically in Western European countries. However, the culture of consumption and the consumer's behavior differs from country to country, especially in context of the development level (Saunter *et al.*, 2015). These things can influence person-to-brand attitude as well. That is why the main goal of this thesis is to compare the antecedents of brand hate in the developing and developed countries. To do so, the quantitative research was conducted, residents of the developed countries (BeNeLux, Germany, France) and developing countries (Russia, CIS and India) participated in the survey to answer the following **research questions:**

1) How does the dissatisfaction with the brand image influence brand hate in developing vs. developed countries?

2) How does the dissatisfaction with the brand's product influence brand hate in developing countries vs. developed countries?

3) How does dissatisfaction with sociocultural norms by brands influence brand hate in developing vs. developed countries?

4) How does dissatisfaction with environmental norms by brands influence brand hate in developing vs. developed countries?

The goal of the study is to identify brand hate differences that are characteristic for the developing and developed countries, taking into consideration the antecedents of the brand hate, defined in the previous studies.

To achieve the goal, the following **research objectives** were set

    1) Define, what are the antecedents of the brand hate;

    2) Find out, what is the "weight" of these antecedents in the brand hate in the developed countries;

    3) Find out, what is the "weight" of these antecedents in the brand hate in the developing countries;

    4) Compare the results in order to define, what are the differences in the antecedents of the brand hate in these 2 categories.

The **object** of the research is brand hate.

The **subject** of the research are the antecedents of the brand hate.

Research methodology of the paper consists of literature analysis, primary data will be collected and analyzed using regression analysis.

The theoretical foundation of the current thesis will be based on extant branding literature.

Thesis structure: the goal and the objective determined the structure of the current thesis.

The first chapter is devoted to the analysis of the analyses of brand hate, its consequences and antecedents. The chapter discusses main terms related to the brand attitude, brand hate and its influence on the company, antecedents of the brand hate and the possible differences in them in developing and developed countries. The analysis is concluded by the table that shows the main antecedents of the brand hate. A conceptual model of the research and hypotheses are also presented at the end of this chapter.

The second chapter pursues an empirical study aiming to identify research methods. Survey and regression analysis are described as data collection and data analysis methods, research methodology design is presented. Also, primary data's reliability has been analyzed through descriptive statistics.

The third chapter provides analysis of research findings and defines, what are the differences in the brand hate between developing and developed countries using regression analysis methods, described in the previous chapter. Managerial implication and recommendations that can be made based on the empirical results are provided, as well as limitations and areas for future research.

Chapter 1. Brand attitude and brand hate. Antecedents of Brand Hate.

Brand and brand studies.

The Term of brand and branding are as old as civilization (K. Moor, S. Reid 200). While the first article on the topic of "brand" can be tracked back to "Techniques of Appraising Brand Preferences and Brand Consciousness by Consumer Interviewing" (H. D. Wolfe 1942), there were several other articles in the early 20th century. However, the majority of branding studies started in the 1970-s and from then, brands were studied from different perspectives. At the same time, managerial implication of the brands progressed. Articles like "Positioning: The Battle for Your Mind" (Trout and Reis, 1981) literally created a cult around the importance of branding. However, most of these studies focused on such things as brand choice, brand loyalty etc., but just a few of them focused on the question what is brand and what are its characteristics?

One of the articles that focuses on the history of branding and brand characteristics is "The Birth of Brand" (K. Moor, S. Reid 2008). Using a historical methodological approach, scholars defined that first brands appeared thousands of years ago, while the term of brand developed through the centuries and obtained new characteristics. From the very beginning of humans' history (2500-1500 BCE) till the modern days, two brand characteristics remained the same: origin and quality. These 2 characteristics are both related to the information about the brand. If the term quality is a simple term and it is a qualitative measure that shows the probability that products will fulfill their purpose, information about the origins is more complicated and rather shows different information that can be used for the logistical functions of marketing.

Through the centuries, brand characteristics developed and during the Iron Age Revolution (100-500 BCE), brands obtained image characteristics, such as power and value. While information characteristics are utilitarian, image characteristics are the roots of the brand image and are connected to the cognitive representation of a brand. Power (or image) reflects to the using of comparisons with the familiar forms to make people buy something/ One of the first mottos ever sounded like "Nestor had a most drink-worthy cup, but however drinks of mine will straightway to be smitten with desire of fair-crowned Aphrodite" (Murray, 1993), so it raised the known form of Aphrodite to make people buy something. First value characteristics could be observed as a continuation of the origins, but in a more specific way. This value had to be very specific, inherent to the unique characteristics of the brand, but usually was also related to the specific region. The difference is that this characteristic was more than utilitarian, it also showed the owners status. Finally, through the centuries, one more image characteristic appeared – personality. Scholars think that this characteristic is a truly phenomenon of the 20th century, it is "a set of human characteristics, associated with the brand" (Aaker, 1997). The main driver of this

characteristic was the development of TV and radio. This characteristic can be defined as the complex of power and value, but different from these two.

As it could be seen, brands and branding are as old as civilization and through these thousands of years, brands accumulated such characteristics as quality, origin, power (image), value and personality. However, it is still hard to define what brand is. In this paper, a brand will be defined as "name, term, design, symbol or any other feature that identifies one seller's goods or services as distinct from those of other sellers" (American Marketing Association's dictionary).

Consumer-brand relationships and brand hate phenomena.

Consumer-brand relationships are one of the most frequently discussed topics nowadays (K. Correia da Silva 2019, Hobbs 2020). Different research investigates types of these relationships, including positive (brand love, brand passion, brand admission etc.) and negative (brand jealousy, brand rejection, brand hate etc.). These studies are related to the different aspects of these types of relationships, for example outcomes of these relationships or the antecedents (for example what are the reasons for these relationships). Consumer-brand relationships can be accompanied by powerful emotions – people, enamored in the Apple brand, can spend nights in front of the shop's door to be the first in line for a new product. Brand hate is just one type of consumer-brand relationships, but it is hard to underestimate its outcomes because it could not only make people not just stop purchasing products, but also lead to more dangerous outcomes for the company. For example, Kucuk in his book "Consequences of Brand Hate: Navigating Consumer Negativity in the Digital World" gives an example of Dave Carroll, the musician, whose guitar neck was broken because of baggage handling failure (Kucuk, 2016). After some months of complaints to the airline's office and requests for compensation, he recorded a short music video and shared it with the followers, but it spread too fast (now, it has about twenty million views on YouTube). Such kind of negative word-of-mouth, certainly, have harmed the brand of these airlines and even raised hate in the neutral audience of David Carroll. Another example of brand damage, illustrated by Kucuk, is stealing in Walmart supermarkets. There are particular Walmart's "groups of hate" on Facebook, where people share what they steal in Walmart supermarkets and urge others to steal in hated shops. Because of such activities, Walmart loses approximately 1% of their revenue or three billion dollars.

To avoid negative reactions from customers, companies need to understand what are the antecedents of brand hate, e. g. why do people hate one brand and love another. Knowledge of antecedents of brand hate could help to prevent it and save the company time and money.

Nowadays, most of the studies on this topic are made among representatives of developed countries (Romani *et al*. 2016, Langner *et al*. 2015, Grégoire *et al*. 2009). In their research, Romani *et al*. and Langner *et al*. admit that the external validity of their findings is limited since the data

was collected in one or two developed countries that are close in their living standards and consumption. At the same time, the developing countries as the potential markets become more and more attractive (Oxford Business Group 2019), but there are just a small number of papers on this topic (Tuhin K., 2019) that were conducted in the developing countries. However, consumer behaviors differ from country to country, especially in the context of the development level (Saunter *et al.*, 2015). The reason could be rooted in cultural beliefs, education level or economic situation. (Zhu, 2019).

Literature review.

<u>The Emerging Period of Customer Brand Relationships Concept.</u>

The starting point of the research of customer brand relationships phenomenon is a matter of debate (Tuhin, 2018). However, the very first research that proposed consumer brand relationships under consumer object relations as a distinct concept was made at the end of 1980-s (Shrimp& Madden, 1988). In the early times, other scholars studied special cases of these relationships, for example loyalty (Moschis *et al.*, 1984). Shrimp and Madden drew the theme of the concept as a metaphor for person-to-person relationships.

In the 1990-s, there were just two studies related to this topic. The first one was Blackstone's research. Even with the lack of literature about this topic, he considered brand as a human with the distinctive brand image in his mix-methods study (Blackstone, 1993). Also, when discussing different relationships, it is important to mention Fournier's research, where twenty types of consumer-brand relationships were described and six dimensions of their strength (Fournier, 1998). These two papers were the cornerstones of the concept of consumer-brand relationships.

Another very important research, that was published in 2003 by Roger Sternberg, is related not to marketing, but more to psychology. However, his "triangular theory of love", that was mentioned in 1988 by Shrimp&Madden, developed in the dimension of hate. Sternberg presented hate as the opposite of love and while love is rooted in passion, intimacy and commitment, hate is the negation of passion, intimacy and commitment. These feelings may exist singly, but sometimes they combine, and it makes hate stronger. For example, negation of intimacy leads to cold hate, but negation of intimacy and passion will lead to boiling hate, which is stronger. Overall, there are seven options from cold hate to burning hate (Sternberg, 1986), that could be characterized by the following:

1. Cool hate (negation of intimacy),
2. Hot hate (negation of passion),
3. Cold hate (negation of commitment),

4. Boiling hate (negation of intimacy and passion),
5. Loathing hate (negation of intimacy and commitment),
6. Seething hate (negation of passion and commitment),
7. Burning hate (negation of intimacy, passion and commitment).

Overall, most of modern research about brand hate is based on this theory of hate.

At the beginning of XXI century, a lot of research about different types of consumer brand-relationships, their consequences and their antecedents appeared. Most of these papers were dedicated to brand love because of its positive influence on the company's image, revenue and consumers' willingness to pay premiums (Albert & Merunka, 2013). However, as it was mentioned, most of these researches are based on Sternberg's triangular concept and hate, as the opposite feeling of love, were not explored deeply enough. However, the relevance of this field of study has been also pointed-out by several scholars.

The first conceptualization of the brand hate was made by Grégoire *et al*. (2009). Brand hate was viewed as the desire for revenge (leads to the active actions) and desire for avoidance (leads to passive actions) towards the brand. Sometimes these two desires could combine.

The second conceptualization was made by Johnson *et al.* (2011). They viewed brand hate as the strong opposition to the brand, represented by revenge and raised from critical intendants' experience (from product or services). Interestingly, the emotion of shame was also detected as the mediator for brand hate.

One year later, Romani et al. (2012) described brand hate as the extreme form of brand dislike in their construct of negative emotions toward the brand.

Alba and Lutz (2013) defined brand hate as the true brand disgust and could be used for the situation, when the consumer is a "hostage" of the company, for example in case of the monopoly. Customer dissatisfaction is presented by negative word-of-mouth, groups of hate on the internet or even destructive actions against company's property.

Finally, Bryson et al. (2013) characterized brand hate as the intensive negative emotional affect towards the brand. But the main finding of their research was in the antecedents of the brand hate. These antecedents are the country of brand, (brand's origins), customers dissatisfaction with the product or service offered by brand, negative brand's image and corporate social performance (for example environmental violations by company).

Human psychological processes related to brand hate.

As it was mentioned in the previous part, many scholars believe that brand love and brand hate are the opposite emotions. Sternberg's triangle is a key stone for the research in this field. Not only the nature of brand hate, but also its opposition to brand love makes scholars develop the

topic of brand hate using the papers about brand love. For example, Langner et al. (2016) have found in their research that there are five trajectories for brand love, e. g. "Slow development," "Liking becomes love," "Love all the way," "Bumpy road," and "Turnabout," characterized by both positive and negative feelings towards the brand. Romani et al. (2018) applied it for the brand hate. Consumer-brand relationships characterized consumers' attitude to brand – positive, neutral or negative. According to their findings, there are five types of trajectories – Negative all the way, Down-Up, Downward slope flattens, Roller coaster, Steady decrease (positive-neutral-negative). These trajectories explain how consumers reached the point of brand hate. For "Negative all the way", consumer-brand relationships start as neutral, but after they became negative and finally these relationships reach the point of hate. "Down-Up" trajectory starts from positive, after relationships, impacted by something, became negative and after improves and become positive again. "Downward slope flattens" relationships characterized by continuous worsening from positive in the beginning to negative at the end consumer-brand relationships. For "Roller coaster" trajectory everything starts from the neutral point with improvement to positive consumer-brand relationships and worsening to negative relationships by the impact of some factors. "Steady decrease" trajectory also starts from positive relationships that are continuously worsening to neutral and after to negative relationships. These five types were discovered through qualitative research. Also, the reasons for different types were found by the authors. All these reasons were mentioned above and include brand image, corporate wrongdoings and negative past experience of the consumer. Negative past experience is the reason for Steady decrease, Downward slope flattens and Down-Up (the last one could be improved). Corporate wrongdoings could be the reason for Negative all the way (BP oil is the best example) and the image incongruence could be the reason for Roller coaster (could be improved as well).

Based on this discussion and taking into account the changing nature of love and hate, that was mentioned by Sternberg, it could be concluded that there are a lot of similarities between these types of the relationships and it is possible to consider them as the opposites. However, Langner et al. (2012) argued that feelings generated by a loved brand have a similar intensity like the emotions evoked in a friendship.

The topic of the processes inside the human mind (in other words – human psychological processes, related to brand hate) was best developed by one of the most prominent scholars, who is studying this phenomenon, S. Umit Kucuk. He divided the haters to the "true" and "regular" based on this hierarchy and using the quantitative methods supported, that "true" haters have "boiling brand hate", that is the combination of hot hate and cool hate. This type of hate is characterized by Sternberg as follows: "The person views the object of hate as a threat and something must be done to eliminate it" (Sternberg, 2003). Regular haters have "Seething hate",

that is the combination of cool and cold hates according to Sternberg's theory (Kucuk, 2018). This type of hate is characterized by Sternberg as follows: "The person thinks that the object of hate is a threat to him/her and commits to the idea that they have always been like that" (Sternberg, 2003). Thus, the significant difference between true haters and regular haters is presented. The first category is more prone to act destructively viewing the brand as the threat that is needed to be eliminated while regular haters perceive the hated brand as the threat that he/she can co-exist with. Also, in the same paper, he found that:

- People who are more conscientiousness tend to feel hate more;
- Self-confident people tend to feel hate more if the brand performs poorly and unethically.

The consequences of brand hate. Why is brand hate harmful for the companies?

More recent research dedicated to psychological processes, brand hate and its consequences (Zhang&Laroche, 2020) presents qualitative study about the dimensions of brand hate based on the Sternberg's triangle. Authors present evidence that there are four emotions and their derivatives in brand hate: anger, sadness, fear and surprise. For different hates (mild, moderate and strong), they have different presence and degree. Sadness dominates in mild hate, sadness and anger in moderate hate and mostly anger dominates in strong hate. Second, third and fourth parts of this research include the creation of measurement of hate and checking the validity of data. Finally, researchers found expanded current brand hate literature by showing that negative Word Of Mouth (WOM), complaint and patronage reduction are more likely to be observed after moderate brand hate than strong brand hate; whereas protest behaviors are more likely to be associated with strong brand hate. Negative WOM is one of the consequences of brand hate, which can be characterized as the most effective information source for the consumer in their everyday decisions (Tantrabundit, 2018). Hence, the impact of negative WOM on consumers' purchase decisions is huge. To be specific, the driver of moderate brand hate to negative WOM is mostly sadness-related emotions, and the drive of the strong brand hate to negative WOM is mainly anger-related emotions. As for complaint and protest behaviors, fear-related emotions play an important role in the moderate level, whereas all three groups of emotions are important in the strong level, with the impact of anger-related demotions more salient than the other two. Finally, the patronage reduction is primarily caused by anger-related demotions in both moderate and strong brand hate levels. Fifth research provided us with information that this model is better than others (what to what and how influence).

Continuing the topic of what are the outcomes of brand hate, Kucuk mentioned two cases (examples with the musician David Carroll and United Airlines plus Walmart's groups of hate) in

the introduction (Kucuk, 2016), but there is one more outcome that was not described – boycott. Author suggests two types of boycotts – expressive (the one that is a generalized form of protest that communicates consumers' displeasure with the brands' actions) and instrumental (aims to coerce the brands to change the disputed policy) (Klein *et al.,* 2004). Example of expressive boycott is the case, when cardholders of BP cut their cards in public to demonstrate their dissatisfaction with the company's poor corporate social performance. But in this case, a broken card is just the demonstration of dissatisfaction and there is a chance to get these customers back after some time. Instrumental boycotts could harm the company stronger. Example of this boycott is the global refuse of using Nike sportswear until Nike uses child labor. In this case, customers would ignore the company until something would not happen, so the company risks losing more loyal customers and revenue in the long-term, because brand boycotts could lead to the decreases in stock-prices.

Overall, brand hate arises from anti-brand actions. There are two classifications of such actions and one of them was suggested by Grégoire et al. (2010). According to their approach, there are two types of anti-brand actions – direct and indirect, considered in the context of negative word-of-mouth below. According to some scholars (Kucuk, 2016), there are three projections of negative word-of mouth: voice respond, private respond and third-party respond. Voice respond is negative word-of-mouth that appears directly and immediately in the place of customer's dissatisfaction, so it's a direct action. For example, imagine a dissatisfied guest in the hotel, who shouts at the manager – it is his voice respond. In this case, it is direct anti-brand action and while the hotel manager could feel uncomfortable, usually, it is not very critical since excluding those, who see this scene, no one will know about the reason of dissatisfaction and the fact of dissatisfaction. Private respond is worse since dissatisfied customers, in this case, share his/her negative experience with friends and relatives, so it is indirect action. And even if this dissatisfaction was shared in a soft manner, potential clients could refuse using the company's goods and services in future after private responds – so, this is indirect anti-brand action. The worst type of negative word-of-mouth is third-party respond, which is also indirect. In this case, dissatisfied client complaints directly in inspections in purpose to harm the company, so, it is also indirect anti-brand action.

Romani et al. (2013) suggested another classification of anti-brand action, - destructive and constructive punishing actions. The purpose of destructive punishing actions is revenge, dissatisfied customers want to punish the company and to harm it. Examples of the voice response from the previous paragraphs or examples of stealing from Walmart are relevant for this case. Constructive punishing actions are related with the customer's wish to change something in the company and do not necessarily mean the refusal of using a brand's products and services, on the

contrary, using e-mail complaints for example, the customer wants to prevent the company's future failures.

As it can be seen, brand hate arises anti-brand actions, such as negative word-of-mouth or boycott, but all of them are destructive for brands and lead to negative consequences, such as losing of current and potential customers, revenue or even decrease in stock price. Thus, the fact that the consequences of brand hate are harmful for brands should be taken into account.

<u>The antecedents of brand hate. Why do people hate brands?</u>

As it was already mentioned, Bryson *et al.* defined the antecedents of brand hate as country of brand, customers dissatisfaction, negative brand's image and corporate social performance. While the last three are widely used in academic literature, the impact of the origin country as the antecedent of brand hate was considered by Bryson et al. only.

Poor brand corporate social performance, brand violations or wrongdoings (moral and non-moral) was developed by the mentioned above group of scientists Romani et al. In their research, they have tested if the type of brand violation (moral or nonmoral) increases the brand hate and concluded that moral violations increase brand hate significantly more than non-moral (Romani *et al.*, 2015). Also, the fact that the level of consumers' empathy regulates the degree of brand hate was demonstrated. Finally, the fact that brands hate influence anti-brand activism was shown.

While the morality of companies' wrongdoings cannot be defined scientifically because the definition of moral and nonmoral wrongdoings differs from culture to culture, all the companies' wrongdoings can be classified as CSR (Corporate Social Responsibility) norms violations. CSR, as a practice, refers to the strategies that companies put into action as a part of corporate governance that are designed to ensure the company's operations are ethical and beneficial for society. Although it is a very broad concept, there is an underlying idea of CSR is to operate in an economically, socially and environmentally sustainable manner. CSR violations can lead to negative brand attitude and brand hate (Kim and Lee, 2019). However, on a more general level, it was indicated that CSR-related perceptions are context-bound, reflecting generic differences in the way CSR is conceptualized and CSR-related issues are prioritized in different contexts (Preuss & Barkemeyer, 2011). In other words, perception of CSR violations differs from country to country and from culture to culture. According to the research, proponents of CSR from the developed countries pay more attention to environmental issues and sustainability than socio economic issues. At the same time, proponents of CSR from the developing countries pay more attention to socio economic issues and sustainability than environmental issues. Thus, it can be concluded that socio economic norms violation will affect consumers from the developing countries more than consumers from the developed countries, but violation of environmental norms will affect consumers from developed countries rather than from the developing.

Hegner et al. (2017) also confirmed the impact of brand image and dissatisfaction with the products on brand hate. This topic was also developed by the group of scientists Islam et al., who used Sirgy's self-congruity theory and measured the impact symbolic (value expressive) image and utilitarian (functional image) on the brand hate (Islam *et al*., 2018). Sirgy's theory self-congruity theory is based on the fact that we perceive brands as personalities (Fournier, 1995). Match between self-personality and brand-personality (brand image) influences consumer's decision to purchase or not brands' products. Incongruities between self-personalities and brand-personalities lead to a conflict and not only negatively influence brand attitude, but also leads to brand hate. There are 2 types of incongruities between self-personalities and brand image – incongruity with the actual self and with the ideal self. Incongruity with the actual self means that people have inconsistency between the way they perceive themselves and the way the brand positions itself. Incongruity with the ideal self means that this inconsistency occurs between the preferred way of self-perception and the brand. Islam *et al*.'s research confirmed the fact that incongruity between brand image and actual self/ideal self leads to brand hate.

Another research that was conducted in the context of developing countries (Tuhin, 2019). Author found that brand hate influence on negative word-of-mouth and refuse to use brands' products. Also, positive influence of brand image (and self-identification) on brand hate was confirmed. However, according to this research, negative past experience does not necessarily lead to brand hate. Since past research conducted in developed countries showed that possible attributes of brand hate are company's wrongdoing, incongruity in company's image and self-personalities and negative past experience with the product, the reason for different results could be rooted in the difference between consumption in developed and developing countries. Most of the recent work was conducted in the developed countries. Limitations, mentioned in Romani et al. 's (2015) or Hegner et al.'s (2017) papers are also related to the country-specific context and it could be seen that all these researches were conducted in the developed countries. However, some scholars (Tuhin, 2019) demonstrate the fact that the antecedents of brand hate in developing and developed countries could be not the same and there is no research yet that compares these differences. Since the developing countries' markets have become more and more attractive (Oxford Business Group), preventing mistakes that could lead to brand hate is a relevant question for brands that perform in these markets and want to avoid anti-brand actions.

Antecedents of Brand Hate.

The following table summarizes what are the antecedents of brand hate, that were described by scholars in their previous researches.

Factor	Sub-group	Example
Dissatisfaction with the brand image	-	Hate brand because it represents opposite football team
Dissatisfaction with the corporate performance	Environmental violations	Hate brand because brand-company pollutes air
	Socio Economic violations	Hate brand because brand-company violates humans right
Dissatisfaction with the product	Dissatisfaction with the quality of product	Hate brand because its products are poorly qualified
	Dissatisfaction with the service quality	Hate brand because of purchasing issues

Table 1.1 – Antecedents of the brand hate.

As it could be seen from the table above, the antecedents of the brand hate could be divided into the 3 large groups, depending on the cause that led to brand hate.

The first factor is dissatisfaction with the brand image. This factor includes incongruity with the actual self and the ideal self and is based on Sirgy's self-congruity theory. Incongruity with the actual self means that people have inconsistency between the way they perceive themselves and the way the brand positions itself. For example, it can be applicable for the communities that confront each other. The simplest example is football fans. Fans sport teams may hate brands of the opposite teams because of their self-identification with the brand of their team if it involves hate for the other teams. Incongruity with the ideal self is a little bit more complicated. That means that this inconsistency occurs between the preferred way of self-perception and the brand. For example, if people identify the more appropriate lifestyle involving luxury goods, they may tend to hate cheaper one even if there are no more reasons for this hate. Overall, incongruity between self-personalities and brand image leads to dissatisfaction with brand image and brand hate.

The second is dissatisfaction with the corporate performance. According to the described above research corporate wrongdoings can be divided into two groups – sociocultural violations and environmental violations. Sociocultural violations made by companies can be described as violations of local traditions or rights of workers. For example, child labor that doesn't help

families to get out of poverty. Environmental violations are mostly related to pollution (air pollution, soil pollution, water pollution) or forest destruction and these could also lead to brand hate.

The third one can be described as dissatisfaction with the products. In this case, dissatisfaction with the quality of tangible products and dissatisfaction with the service should be considered. The first sub-group is related to the poor quality of brands' tangible products. Consumers face the poor-quality brands, but sometimes, bad quality leads to more serious consequences than low sales. The second subgroup is related to the dissatisfaction with the services by brands and can be characterized by poor experience during the purchasing process. For example, rudeness from the staff can lead to brand hate. Both cases can lead to brand hate. Thus, both antecedents can be described as dissatisfaction with the product quality.

Differences in brand hate antecedents in developing and developed countries. Conceptual model and hypotheses.

Based on the defined in the previous part antecedents of brand hate and differences in consumption between developing and developed countries, the following hypotheses for the research were designed.

One of the antecedents of brand hate, defined in the previous part is dissatisfaction with the brand image. The fact that dissatisfaction with the brand image (incongruity between brand image and self-congruity) was shown in the previous research (Islam *et al*., 2018). Here, it is very important to mention dissatisfaction with the brand image is rooted in conflict between two parts – self-congruity and brand image. Self-congruence is a more personal and inner concept and cannot be applicable on the country level or, especially, on the level of the development of a country. However, brand image perception in different countries is one of the key questions in brand strategy. In fact, Hsieh (2002) found that brand image generalizes across markets that are similar on the basis of national characteristics, cultural dimensions and level of economic development.

One of the most valuable research was conducted by Emilie Jansson (Jansson, 2013). In this research, brand image perception in different countries (China, Sweden and USA) was considered based on Hofstede's cultural dimension model, genders' different brand-perception and different brand perception among different age groups. Consumer's perception of Swedish brand Volvo was a subject of study. As a result, the fact that user imagery (or "the image of stereotypical users' ') differs from country to country has been proven. For instance, US consumers see Volvo car holders as family-people who need a safe car. Chinese consumers perceived them as rich and wealthy upper-class. Swedish consumers perceive them as just regular people, in their opinion, this brand has an image of cars that are suitable for all people. Furthermore, such characteristics

as price, design, quality and country of origins were considered in the context of brand image. And while price differs from country to country, design, quality and heritage remain the same because it is still one brand. However, consumers from different countries perceive these brand characteristics differently and, hence, have different images. For the US consumer, Volvo is a reasonably-priced medium-size European car. Chinese consumers perceive it as an expensive, big foreign car. In Sweden, Volvo is reasonably-priced medium-size car (as in the US), but because Sweden is a country of origins for Volvo, consumers perceive this brand more positively, as a national pride. As it can be seen, different brand perception was caused by multiple brand characteristics and resulted in different brand images in different countries. Finally, brand personality was considered as part of brand image. Because incongruence between self-image and brand image is one of the main factors that influences brand hate, it is very important to notice the difference between the perception of brand in different countries. User imagery, country of origins, quality, price and design influences their overall brand-personality perception. For instance, Chinese consumers perceived Volvo's brand personality as something foreign, respectable, rich and reliable. "I think I know him, but he doesn't know me…", -that is how one of the respondents answered the question about Volvo's brand personality. But for the American and Swedish respondents, Volvo's image seemed to be simpler. Both countries' representatives admitted that this brand is reliable, stable and peaceful. The main difference in their perception was rooted in the brand origins – for Swedish consumers Volvo was a national pride, but for the Americans – just another European car.

As it can be concluded from the information above, brand image is influenced by multiple factors. In different countries these factors have different impacts and it results in a different brand image. In 2002, Hsieh discovered the fact that symbolic image has a greater effect on purchase behavior in countries with higher levels of economic development. In other words, people from developed countries usually pay more attention to brand image and it influences their brand attitude. If the role of brand image in brand attitude is higher in the developed countries, the probability of incongruency between brand image and real/actual-self is higher in the developed countries. Based on it, the following hypotheses has been developed:

H1 – Dissatisfaction with the brand image has less impact on the brand hate in developing vs. in developed countries;

The second group of antecedents of brand hate is dissatisfaction with the quality of products. And dissatisfaction with the services, provided by the companies, is one of the most impactful drivers to brand hate (Romani *et al.,* 2016). To define what is the difference between service quality perception in developing and developed countries, Hofstede's model also has been used. According to this model, there are different cultural dimensions that are inherent to different

countries, and that can be the basis of cultural values analysis. These dimensions are Individualism-Collectivism (degree to which people in the society are integrated into groups), Uncertainty Avoidance (society's tolerance to ambiguity), Power Distance (the extent to which the less powerful members of organizations and institutions accept and expect that power is distributed unequally) and Masculinity-Femininity (a preference in society for achievement, heroism, assertiveness and material rewards for success). The usage of these dimensions is widely spread in marketing studies nowadays (Soares et al., 2007).

During the research, dedicated to the links between Hofstede's cultural dimensions and country's economic development (Kyriacou, 2016), it was found out that there is a correlation between Individualism-Collectivism parameter and the economic development of the country. Strong impact of individualism on the economic development of the country was defined, hence, the statement that the stronger the individualism score of the country, the higher it's economic development can be done.

On the other hand, researches dedicated to the links between Hofstede's cultural dimensions and consumers' perception of quality, were conducted. (Furrer et al, 2000). Specifically, these researches were dedicated to the quality-of-service perception. However, in the context of service quality, service amounts to 65% of world GDP (Worldbank) and usually, consumers are more loyal to the quality of service than to the quality of physical products (Furrer et al, 2000). Thus, it can be concluded that the quality-of-service perception differences can represent overall product quality perception differences.

Coming back to Hofstede's cultural dimensions differences and quality perception, it was found that in cultures with a high degree of individualism, customers are more independent and self-centered. Individualists, due to their drive and self-responsibility ethic, demand the others to be efficient and therefore demand a high level of service quality. During their relationships with service-providers, individualists prefer to maintain a distance between themselves and service-providers.

Based on the information above, it can be concluded that developed countries' consumers are more individualistic and require a higher level of quality of products. Other researches also indicate indirect differences in quality of products and services perception among developed and developing countries. For example, it was found that companies tend to pay more attention to sustainable quality improvements in developed countries rather than in developing (Malhorta *et al.,* 2005). Based on it, the hypothesis that dissatisfaction with the product quality has less impact on the brand hate in developing countries vs developed countries will be tested in this thesis.

H2.1 - Dissatisfaction with the service quality has less impact on the brand hate in developing countries vs developed countries.

At the same time, tangible goods' quality perception may also differ from country to country and from culture to culture. However, tangible products, by their nature, have a higher value for the customers (Atasoy & Morewedge, 2017). Digital goods and services are intangible and, hence, are valued by consumers less. Thus, it can be concluded that the consumers will be demanding more strict requirements for tangible products.

Moreover, depending on the country/culture, people demand to apply different quality standards for different products. For example, in Asia people are stricter to the quality of rice, compared to European consumers (Custodio *et al*., 2019). Rice, in this case, is the core product for some of Asian cultures and auxiliary in the developed. At the same time, McDonalds was recognized as one of the most hated brands in the US because of poor quality of food (Fox News, 2017). People are tending to be demanding of the products they consume every day. Together with the fact that consumers value physical goods more than services, there is no reason to guess that the differences between the impact of dissatisfaction with the tangible product quality will differ from country to country or from culture to culture. Hence, the following hypothesis has been developed:

H2.2 - Dissatisfaction with the tangible product quality has the same impact on brand hate in developing countries and developed countries.

It is not a secret that CSR violations perception differs from country to country (Preuss & Barkemeyer, 2011). Hence, their perception of CSR violation will be different and will differently influence their attitude to these violations and will have different contributions in brand hate. People from the developing countries associate CSR activities mostly to socio economic issues. Hence, they are more sensitive to CSR violations that are related to human's rights violations (e.g. child labor) or local traditions violation. For instance, in 1992 Pepsi launched a lottery in the Philippines with a possibility to win money. At this time, the Philippines suffered from extreme poverty and economic issues and people started to buy Pepsi production to win it, so Pepsi had a huge growth in revenue on this market. Concurs was very simple: find a lucky number on the cap and get an opportunity to win up to a million pesos (this amount exceeded average salary in 611 times). One night, thousands of people found out that they are millionaires. Because of the mistake on manufactory, 800 000 caps were produced with the number 349. Pepsi was not going to pay for all those who had a cap with this number and next day, the country was gripped by protests and during the next few months, Pepsi's share on the market reduced by almost 10% (Rossen, 2018). And it is just one example of what happens when a brand violates socio economic norms.

Another example demonstrates customer response in developed countries in unstable situations. At the beginning of 1990-s, western world faced a global recession, caused by multiple reasons. The Hoover company, a US based corporation, faced declining sales and was looking for

new opportunities for boosting them. As a result, they launched a promotion and offered two complimentary round trip plane tickets to the US (that are worth about 600£) for each customer purchasing at least 100£ in Hoover products. But consumers' response was higher than Hoover anticipated because from the consumers' perspective, they bought two tickets to the US with a solid discount to get a free Hoover product. Such a huge demand was not expected, so the company just canceled the ticket promotion after consumers had already bought its products and filled in forms applying for millions of pounds worth of tickets. Of course, it caused disturbance among customers, "Hoover Holiday Pressure Group" was founded as a coalition to hold Hoover accountable for what they had promised. Hoover faced losses in revenue and after 3 years, in 1995 was sold to the competitor. Lawsuit was lost and this campaign is still considered as one of the worst sales promotions in history (Crockett, 2020).

Both of these situations have similarities. In both cases, the country, where the situation occurred, faced not the most auspicious times. In both cases, brands, trying to increase their revenue through sales promotions, faced fiasco and were not able to pay liabilities to their consumers. The main difference is public reaction. In the Philippines, protests were so intensive that led to the death of at least 5 people. At the same time, in Britain it ended up with a calm protest, lawsuit and problems for the company. In the case of Britain, it was loathing hate (according to Sternberg's theory) and characterized by negation of intimacy and diminution of commitment. At the same time, in the Philippines, it was rather burning hate with a need for annihilation.

Based on this information, the following hypothesis has been developed:

H3.1 – Violations of sociocultural norms has a lower contribution in the brand hate in developed countries vs. in developing countries,

At the same time, consumers from the developed countries are more sensitive to environmental violations (Preuss & Barkemeyer, 2011). One of the most famous examples is the BP company and the "Deepwater horizon" drilling rig oil spill. British Petroleum is a multinational gas and oil company that operated this drill when the explosion happened. This disaster happened on the 20th of April of 2010 and resulted in the largest marine oil spill in the history of the petroleum industry, about 5 million barrels of oil discharged. BP suffered not only from the losses of oil and costs on oil spill disposal, but also from the public reaction. Overall, due to this event, BP lost 2 positions in top largest oil companies and dropped from the 2nd to the 4th position. Public reaction, also, led to shares price drop. Protests took place all over the world, from Berlin to California and almost 300 000 people have joined to "Boycott BP" Facebook group. It resulted in declines in sales from 10 to 40% in the US. Even some BP executives insisted on rebranding the US outlet from "BP" to "Amoco" to repair the company's damaged reputation. Developed

countries were extremely sensitive to this environmental violation, brand hate occurred from poor corporate performance and led to stock price decline, protests and damaged the company's reputation (H. R. Webber, 2011).

The other example of environmental violations is the recent Norilsk oil spill, which occurred in 2020 in Russia. Storage tank, operated by the company, failed and flooded local rivers with thousands of tons of diesel oil. It was the second oil spill in modern Russian history, its damage was assessed as two billion dollars. However, except for investigation from the government and a decrease of 6% of Norilsk Nickel shares price, the reaction from the public. Norilsk Nickel is not rebranded and is not sold to the other company and even groups of hate didn't have a solid number of subscribers (BBC News Русская служба, 2020).

As it could be seen from the examples above, people's reaction to the same violation differs a lot from country to country. British Petroleum faced seething hate, characterized by anger and devaluation of commitment, but Norilsk Nickel faced cool hate and it was not as sensible for the company, as it was for BP. Overall, it can be concluded that customers from the developed countries tend to hate brands more than the customers from the developing countries after environmental violations made by companies.

H3.2 – Violations of environmental norms has a lower contribution in the brand hate in developing countries vs. in developed countries,

From all the information above it can be concluded that even though the antecedents of brand hate do not differ a lot from country to country, their impact and their perception by consumers differs a lot in developing and developed countries. The aim of this thesis is to define how they differ and what is their contribution in developing and developed countries. One of the tools to do it is survey. People from different countries perceive brands differently and, hence, the antecedents of brand hate are different. Asking respondents to estimate their attitude to hated brands, different results in the weights of different violations in different countries are expected.

Methodology and data reliability description.

Survey as the tool for data collection

After the hypotheses were validated and the goals of the study were defined, the methodological part is required to describe the process of hypothesis tests. The first step of hypothesis check is data collection. Survey has been chosen as an instrument of data collection because it allows to directly collect feedback from the target audience to understand their characteristics, expectations and requirements. The purpose of the survey is to gain critical customer feedback, understand customer inclination towards their brand attitude and make well-informed data-driven business decisions. Google forms has been chosen as the tool for data

collection. Also, surveys fit the main requirements of this study, specifically surveys allow to figure out consumers' expectations and needs and obtain information about consumers' demographics.

Several types of surveys can be used to collect data depending on the objective of the research. Each of them has a different approach and has a making impact on the various aspects of the business. In this thesis, the survey combines 4 types of surveys with different goals to answer the research questions. First type is the survey to evaluate the overall level of brand hate. Second type is the survey to evaluate the impact of the violations, presented in the hypotheses on brand hate. Third type is the survey to evaluate the involvement of the consumers into the industry in order to exclude the possibility of biased assessment. Fourth type is the survey for exploring various aspects of the target markets. Specifically, this part is needed to collect demographic data about consumers' age, gender and nationality/origins of the consumers. This part is the most important in defining the differences between consumers from the developing and developed countries. All these survey types have different goals, however, were combined into one questionnaire in order to answer the research questions. For each type of survey, one section of the final questionnaire was dedicated.

Full survey with the hypothetical situation's description is presented in the appendix.. First section consists of the description of a hypothetical situation, introducing a retail brand. For each hypothesis, violation from this brand was described in this story. It is needed to give the respondents a context for future questions, designed to confirm the hypotheses. After that, respondents were asked to answer 3 questions that were used in Kucuk's research in order to estimate general brand hate that occurs around this retail brand, described in a hypothetical situation.

Second section is dedicated to the evaluation of the impact of each violation on brand hate. For each violation, described in the hypothesis, 3-4 questions were designed. Questions about respondents' attitude to negative brand image, product quality, service quality, violation of environmental and socio-cultural norms were asked. This part is needed to estimate the contribution of each violation on the overall brand hate.

Third section is dedicated to the evaluation of the impact of the involvement of the respondents in the retail stores operations and respondent's knowledge about grocery stores. This part is needed to confirm sampling reliability and check if the sample was biased, answering the survey questions. Questions about the respondents' knowledge about grocery stores, their interest in grocery stores and experience in using grocery stores were asked.

Last section is dedicated to the exploring of various aspects of the target markets and demographics. This section is needed to collect data for grouping data, gained in the previous parts,

in order to answer the question: what are the differences of the impact of different factors on brand attitude. Questions about the sex, age, reside and nationality were asked.

In the first three sections, 7 points Likert's scale has been used. In the first two sections, the questions in the survey were presented as the statements, so the respondents had to assess their agreement with this statement from the point "Strongly disagree" to the point "Strongly agree". All the statements were designed in the same way, the more the respondent agreed with the statement, the more this statement influenced his/her brand hate. In the third section, respondent's involvement was estimated, the same 7 points Likert's scale has been used, but with the different answers, that started from "Not at all knowledge/interested/experienced" to "A lot of knowledge/Very interested/experienced".

The sample consists of an equal number of representatives of the developing and developed countries. All the respondents were asked to complete the survey in Google forms to determine the attitude of consumers from these two types of countries to brands' quality of products/ CSR performance and image.

Regression as the method of data analysis.

To define how different factors influence brand hate, a regression analysis method has been chosen. This analysis is a way of predicting an outcome variable from one predictor variable in case of simple regression or several predictor variables in case of multiple regression (Field, 2007). This tool is extremely useful not only because it allows one to predict chosen variables, but also because it helps to estimate the impact of several variables on the predicted one and to estimate this impact numerically.

Regression analysis in this research is defined as the equation that predicts the dependents of brand hate variable from the other variables, each of which is linked to one violation, made by brand. Thus, this equation describes how strong is the impact of each violation on the brand hate. Linear models for regression equations have been used. In fact, linear regression is the equation that describes a straight line and can be defined by two things – the slope of the line and the intercept point (usually it is the point where the line crosses the vertical axis of the graph). These parameters are usually marked as $b1$ and $b0$ respectively and are known as the regression coefficients. To find the line that best fits the data and describes it, the method of least squares is usually used. To assess the fit of the model, deviations between the actual data and the model should be compared. These deviations (they are usually called residuals) can be described as the vertical distances between the predicted value of model and the data observed and collected. After that, residuals should be squared to avoid the "cancellation" of each other by positive and negative values and these squares should be summed up and, as a result, a value that is called residual sum of squares has been calculated. The smaller the residual sum of squares, the better the model

describes observed and collected data. However, to estimate how the model fits the observed values, adjusted R^2 has been used in this thesis. Adjusted R^2 can be calculated as the difference between total sum of squares (represents how good the mean is as a model of the observed data and can be calculated as the sum of squares of differences between the observed values and values predicted by the mean) and residual sum of squares. This value is also known as the model sum of squares. By dividing the model sum of squares on the total sum of squares, the value of R^2 can be calculated. The more is this value; the better model describes the observed data.

To explore the differences between two conditions (developing and developed countries) and to find out whether the difference between the regression coefficients is statistically significant or not, regression slopes (*b*0) and constants (*b*1) should be compared. To compare regression slopes and constants, a regression equation for each condition has been calculated. After adjusted R square values have been calculated and the conclusion about model's suitability has been made, analysis of variances (ANOVA) is needed to be calculated in order to estimate the levels of variability within a regression model and form a basis for tests of significance. In other words, ANOVA analysis can help to estimate whether a regression equation predicts the values better than just using the mean values. To make ANOVA analysis, regression sum of squares and residual sum of squares are needed (as for the calculation of adjusted R^2). Also, degrees of freedom are needed to be calculated for both residual sum of squares and regression sum of squares. Then the average sum of squares can be calculated by dividing the sum of squares for the regression and residual sum of squares by their degrees of freedom. After that, the average sum of squares of the model should be divided by the average sum of squares of observed data (in other words, average improvement of prediction is divided by average difference between the model and the observed data). Final result is called F-value and if F-value is more than one (that means that improvements due fitting the regression model is higher than the inaccuracy within the model), the probability of obtaining this F-value by chance needs to be calculated. If probability (significance) is low and p value is less than 0.001, it is very unlikely that the F-value was gotten by chance. Hence, it can be concluded that the initial model sufficiently improves the ability to predict the outcome variable.

After adjusted R^2 values and ANOVA analysis confirm the model's reliability, coefficients can be compared. Overall, two regression equations can be calculated, one for each model. Regression coefficients can be compared in order to estimate the influence of each independent variable on the dependent variable. The higher is the coefficient for the variable, the more impact it has on the dependent variable. For both conditions, coefficients for the same independent variables should be compared, as well as their p-values. If for the same variable in two equations both p-values are less than 0.05, additional test is needed. If in one regression equation, the p-value for a variable is less than 0.05 and in another one is more than 0.05, this variable has impact only

in condition, where its coefficient's p-value in the equation is less than 0.05. If for both conditions, the variable coefficient's p-value is more than 0.05, this variable has no impact on the dependent variable.

Additional test, that is needed to check whether the difference between variables in a regression equation is significant or not, requires an additional regression equation. In this equation, additional independent variables should be included. One of them should be a dummy variable, representing condition (in case of this thesis – developing/developed countries). Other variables are products of multiplication of dummy variables and independent variables that are needed to be compared. This regression should be calculated for both conditions simultaneously. If adjusted R^2's value and ANOVA analysis confirm its reliability, p-values and coefficients can be compared. First of all, p-values for new variables (products of multiplication of dummy variables and independent variables) need to be analyzed. If p-value is higher than 0.05, there is no significant difference in impact of this variable for both conditions. If p-value is less than 0.05, regression equation coefficient can be analyzed. In this case, the regression equation coefficient for these new variables represents the result of extracting the slope of the variable of condition with 0 dummy variable value from the same variable for condition with dummy variable's value equal to 1. Hence, if this coefficient is negative, this variable has a stronger impact in condition 0, if its value is positive, it has a stronger impact in condition 1.

Variables of brand hate equations.

As it was already said, data has been collected through Google Forms tool. The survey has been designed in order to collect representative population and spread among students from the developing and developed countries. After data has been collected, the next step is data analysis. To analyze data, IBM SPSS software has been used. Using this tool, linear regression analysis was conducted. As the dependent variable, a composite index of brand hate, calculated based on the respondents' answers on the first part of the questionnaire, has been used. To calculate this composite index of brand hate, Cronbach's alpha has been calculated. Cronbach's alpha is one of the most common test score reliability coefficients that represents consistency of the characteristics based on the size of sample and correlation between the sample values. If Cronbach's alpha is more than 0.7, the level of reliability is high and the average meaning of the values can be assumed as the composite index.

As the dependent variable, overall brand hate score (level of hate, raised by different brand's violations, according to the responses) have been used. To calculate this variable, three questions in the questionnaire were designed in order to estimate overall brand hate level of the respondents. After that, Cronbach's alpha has been calculated in order to estimate reliability. For

the reliable data, overall brand hate score has been calculated as the average value for these three questions.

For each violation score, the questions in the questionnaire have been designed and the composite index (violation score) for each violation has been calculated using the same methodology, as for the overall brand hate composite index and Cronbach's alpha. For all the violations, three to four questions have been designed in order to estimate hate, raised by violation. After Cronbach's alpha has been calculated and data's reliability is confirmed, composite violation score has been calculated as the average for each violation.

Finally, respondents' interest in the industry, knowledge and experience were used as the control variables. Indirect impact of these variables was studied before. For example, the impact of consumers' experience in industry on their brand attitude was studied on the example of organic cosmetics and the fact that the consumers' experience in product and industry on brand attitude was confirmed (Saalem, 2019). Also, indirect impact of knowledge and interest on brand attitude was studied on the example of brands CSR activities (Kim and Lee, 2019). Consumers, who have more knowledge and interest in CSR tend to assess brand's CSR activities more strictly and their brand attitude is impacted by their knowledge and interest in this industry. Thus, these three variables were included as the control variables in the regression equation, for each of them one question in the questionnaire was dedicated. Significance of these variables is also needed to be checked. If the p-value is less than 0.05, then the variable has a significant impact on the dependent variable, overall brand hate, and its impact can be analyzed. If the regression equation coefficient for this variable is positive, that means that the control variable positively impacts brand hate, but if negative, it reduces brand hate.

Research methodology design.

After all the variables are defined, the regression equation should be calculated. As it was said, the differences between developing and developed countries can be estimated based on the regression coefficients for the variables. Also, it is needed to find out whether the difference between coefficients of regression coefficients is statistically significant or not. Dependent variable is represented by the overall level of brand hate, calculated based on Cronbach's alpha. Violations scores, that are calculated using Cronbach's alpha, are independent variables. For both developing and developed countries, linear regression equation has been calculated. After the regression equation has been calculated, adjusted R^2 value and F-value should be checked. If these indexes' values are sufficient, coefficient's p-values for violation scores can be compared. If for different conditions, the same violation has one p-value that is higher than 0.05, but for the other condition it is less than 0.05, the conclusion about the lack of its impact in condition with p-value higher than 0.05 can be made. If both p-values are higher than 0.05, the conclusion about the lack

of the impact of this violation in both cases can be made. In case if both p-values are less than 0.05, additional test is required.

As it was said, an additional test is presented by a new regression equation with additional variables. First additional variable is the dummy variable, that represents the condition, in this thesis – 0 is equal to developed countries and 1 is equal to developing countries (here and further – level of development). Other additional variables are the products of multiplication of level of development and violation scores. For each violation score, a new variable is required. This regression equation should be calculated for both types of countries simultaneously. After the regression equation has been calculated, adjusted R^2 and ANOVA analysis are required to confirm its reliability. If this regression equation is reliable, p-values and coefficients can be compared. As it was described in the previous part, p-values should be analyzed first. For these new variables, for which p-value is higher than 0.05, conclusion about the lack of difference of impact of violation in developing and developed can be made. If p-value is less than 0.05, regression equation coefficients can be analyzed. Because developed countries have level of the development variable's value equal to 0 and developing countries have level of the development variable's value equal to 1, these coefficients for new variables represent the difference in slopes of violation between developing and developed countries or the result of extracting the slope of the variable in developed countries from the slope of the variable in developing countries. Hence, if the result is negative, this violation has a stronger impact in developed countries, but if the result is positive, it has a stronger impact in developing countries. Slope, in this case, represents sensitivity of the respondents on violations.

Data reliability verification.

After data has been collected, it is needed to be analyzed to check whether it is reliable or not. First of all, data is needed to be cleaned from outliers, after it is cleaned, descriptive statistics is needed.

To clean the data from outliers, the following steps have been done:

1) Data has been cleaned out from outliers by countries. Even though the differences in antecedents between developing and developed countries are compared in this thesis, there can be cultural differences that can influence final results (for example both Russia and China are developing countries, but brand perception may differ significantly). Countries with the least number of respondents and that can impact results were removed.

2) Data has been cleaned out of outliers. For each violation score, mean value and standard deviation have been calculated. Those values, where violation score is

less than mean value minus 2.5 times standard deviation, were removed from the sample.

Next steps, after data has been cleaned out of outliers, descriptive statistics is needed. The age and the origins of the sample was analyzed first. Overall, 206 people took part in the survey. After data has been cleaned, 156 relevant responses remain. As it was said, current master students of business-schools took part in the survey. The graph below describes the distribution of their age.
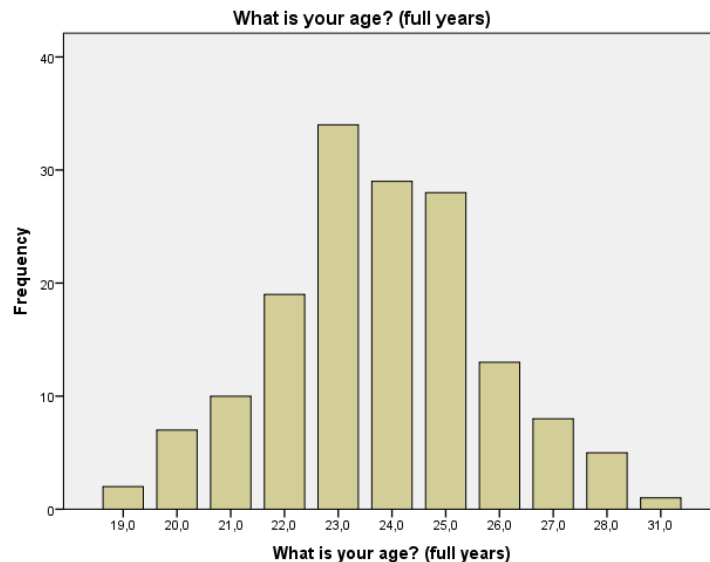
Graph 2.1 – Age distribution among the population.

As it can be seen on the graph, the distribution is normal. Most of the students are 22—25 years old, so it can be concluded that the population is homogeneous. Mean value is equal to 23.7, median value is 24, mode is 23. Standard deviation of the sample is equal to 2,02 and the variance is equal to 4.098, so it can be concluded that the age of population is more stretched. Skewness is equal to 0.226, significant asymmetry is not presented. Kurtosis is equal to 0.464, so the distribution is very close to normal. Minimum age of the respondent is 19 years old, maximum age is equal to 31 years old. Overall, it can be concluded that the sample is normally distributed, the population is homogeneous and there are no significant outliers.

 Out of 206 respondents, 49,5% (76) are representing developed countries and 50,5% (80) are representing developing countries. Developing countries' representatives are mostly from Russia (58 respondents) and India (12 respondents). Also Hungarian, Polish, Bulgarian and respondents were included in this group. Out of 80 respondents, 42 are male and 38 are female. Developed country representatives are mostly from Belgium (53 respondents) and Germany (13 respondents). Also Dutch, Finish, French and Swedish were included in this group. Out of 76 respondents, 37 are female and 39 are male. Overall, it can be concluded that the respondents are

equally presented by both developing/developed countries representatives and male/female representatives.

After the homogeneity of the age, gender and the origins were confirmed, involvement of the respondents into industry should be analyzed to avoid bias responses prevalence. As an industry where the object of brand hate occurred in the description of a hypothetical situation, retail was chosen as the industry that all the respondents are familiar with and have the same experience of using it and the same involvement. To check whether the respondents can be biased answering the survey question or not, three questions about their knowledge of industry, interest in industry and experience in industry were asked using a 7-point scale. Results are presented below:

Graph 2.2 – Knowledge about the retail among the population

Respondents' high or low level of knowledge in the retail industry leads to biased responses in the survey. To avoid it, the question about the level of knowledge in the retail industry was included in the survey. Respondents were asked to estimate their level of knowledge in the retail industry using 7-points Likert's scale, from "Not at all knowledge" to "A lot of knowledge" (from one to seven respectively). As it can be seen from the graph 2.2, distribution of respondents' knowledge about the retail industry is normal. Mean value is equal to 4,49 with standard deviation 1.2, which demonstrates above average knowledge about the retail industry. As it was said before, the reason can be rooted in frequency of usage of this industry by respondents because retail grocery stores are still the most available and popular source of FMCG products. Normal distribution is observed for male and female representatives from the developing and developed countries. For the developed countries male respondents, mean value is equal to 4.36, for female 4.23. For the developing countries male representatives, mean value is equal to 4.5, for female respondents it is equal to 4.6. Overall, it can be concluded that the general population of the

respondents have a similar level of knowledge about the retail industry, that can be estimated as "above average" and no biases in responses are expected.

How much interest do you have in grocery stores?

Graph 2.3 – Interest in the retail among the population

High or low level of interest of the respondents in chosen industry can also indicate biased responses in the survey. To avoid biases, the question about the level of interest in the retail industry was included in the survey. Respondents were asked to estimate their level of interest in the retail industry using 7-points Likert's scale, from "Not at all interested" for value 1 to "Very Interested" for value 7. Responses distribution is presented on the graph 2.3. Based on this distribution, it can be concluded that respondent's interest in the retail industry is normally distributed. Mean value is equal to 4.4 and standard deviation is equal to 1.1, which is close to the mean value of the respondent's knowledge in this industry. Normal distribution is also observed for male and female respondents from the developed countries with the mean values equal to 4.2 and 4.4 respectively. For the developing country respondents, these values are equal to 4.5 for female respondents and 4.3 for male respondents. Thus, it can be concluded that generally, male and female respondents have equal interest in retail industry, which can be characterized as "above average" and with the fact of normal distribution of respondents' interest in this industry, confirms lack of biases in responses.

Graph 2.4 – Experience about the retail among the population

Finally, the respondent's level of experience was assessed in order to define the possibility of bias occurrences among respondents. Question about the experiences of the respondents in the retail industry was also included in the survey, respondents were asked to estimate their experience in retail using 7-points Likert's scale, from "Not at all experienced" to "Very experienced" (from one to seven respectively). Responses distribution is presented on the graph 2.4. Based on this distribution, it can be concluded that respondent's experience in the retail industry is normally distributed. Mean value is equal to 4.94 and standard deviation is equal to 1.12, which is higher than the mean value of the respondent's knowledge and interest in this industry. For the developing countries, both male and female respondents showed equal expertise in this industry, which is normally distributed and for both groups, mean value is equal to 4.6. For the developed countries group, female respondents showed higher expertise in this industry, which is also normally distributed, but the mean value is equal to 5.4. Male respondent's expertise in this industry is also normally distributed, but the mean value is equal to 4.9. According to this data, it can be concluded that generally, developed countries respondents are more experienced in the retail industry, especially the female part. However, the difference is not significant and overall level can be characterized as "above average", as for the knowledge and interest in this industry, which confirms lack of biases among respondents.

Based on the information above, the conclusion about impartiality among respondents can be made. All the groups inside the population have an equal level of knowledge, interest and expertise in using retail stores.

To calculate the regression equation that defines the impact of brand violation on brand hate in developing and developed countries, a brand violation score needs to be calculated. Using Cronbach's alpha, score reliability can be estimated. Cronbach's alpha can be calculated based on

the size of sample (number of responses) and correlation coefficient among the coefficients (correlation between scores for questions, dedicated to different brand violations). In case if Cronbach's alpha is more than 0.7, the average value for each brand violation can be assumed as a brand violation score. Overall brand hate, as a dependent variable, can also be calculated based on Cronbach's alpha.

To estimate the reliability of overall brand hate questions, 156 responses were analyzed based on three questions from the survey, dedicated to the overall brand hate. Cronbach's alpha is equal to 0.809, which demonstrates strong reliability of these variables, and, hence, their mean value can be assumed as the estimation of overall brand hate.

Reliability of the violation scores is also needed to be confirmed using Cronbach's alpha. Violation score can be assumed as the average score of scores gained for each question, dedicated to violations made by brand. For example, for environmental violations, respondents were asked to answer four questions and each of them was related to this violation. Using Cronbach's alpha, if its value is sufficient, violation score can be calculated as the average score.

For brand violations scores calculation, only values with high covariance level have been used. For the brand image incongruence-related violation, respondents were asked to answer four questions. Cronbach's alpha is equal to 0.715, which is sufficient to guess the average value as the violation score. For the quality of services dissatisfaction, four questions were asked in the survey. Cronbach's alpha's value is equal to 0.719, so reliability of this data is confirmed. For the violations related to the quality of products, respondents were asked to answer three questions, two of them having highest covariance. Cronbach's alpha is equal to 0.702, which is low, but sufficient to confirm data's reliability. Four questions in the survey were dedicated to the respondents' attitude to environmental violations made by brand, three of them have been used in the violation score calculation. Cronbach's alpha's value is equal to 0,701, so it can be assumed that the average score of environmental violations' related questions can be assumed as violation score for this category. Finally, Cronbach's alpha has been calculated for the socio-cultural related violations. Out of four questions, just two were taken into account. Based on all 156 responses and two questions, dedicated to this violation, Cronbach's alpha's value is equal to 0.755.

After reliability has been confirmed by Cronbach's alpha, average values for overall brand hate coefficient and violations' scores can be calculated for further analysis.

Chapter 3. Data analysis results. Differences between the antecedents of brand hate in developing and developed countries.

Regression analysis reliability validation.

In the second chapter, methods of regression analysis reliability were described. First of all, variables are needed to be defined. Averaged values of brand hate questions' scores have been used as the dependent variable. Variable's reliability has been confirmed through Cronbach's alpha. Violation scores, calculated as the average score for violation questions, have been used as the independent variables. Also, knowledge, interest and experience in the retail industry has been added as the dependent control variables because of their possible impact on brand hate. It was also confirmed by correlation coefficient calculation, brand hate score and knowledge, interest and experience in retail industry have shown significant value of the correlation coefficient. Overall, regression equations look as following:

Brand hate $= b_0 + b_1$*Image violation score $+ b_2$*Quality of products violation score $+ b_3$*Quality of service violation score $+ b_4$*Environmental violation score $+ b_5$*Sociocultural violation score $+ b_6$*Respondents knowledge $+ b_7$*Respondents interest $+ b_8$*Respondents experience

Model Summary

Condition	R	R Square	Adjusted R Square	Std. Error of the Estimate
0	,901[a]	,812	,789	,364735239260593
1	,910[b]	,828	,809	,608520526289441

Table 3.1 – Model summary for regression equations.

After all the coefficients have been defined, adjusted R^2 calculation is needed in order to confirm the model's reliability. These calculations have been made using IBM SPSS software. The following table represents adjusted R^2 values for both conditions, developing and developed countries where 0 condition is adjusted R^2 calculation for developed countries and 1 is adjusted R^2 calculation for developed countries.

As it can be seen from table 3.1, for developed countries (condition 0) adjusted R^2's value is equal to 0.789, for developing countries this value is equal to 0.809. That means that the chosen variable describes 78,9% of brand hate in developing countries and 80.9% of brand hate in developed countries. Taking into account the size of the population, chosen scale and other factors that may influence brand hate, it can be concluded that both regression equations describe a significant share of cases, and, hence, both regression equations can be used for further analysis.

The next step is ANOVA analysis that is needed to test whether the regression equation describes dependent variables better, than just average values. As for the adjusted R^2 calculations, two ANOVA analyses are needed for both developing countries' equations and developed countries equations. In the following table, developed countries' regression equation's ANOVA analysis is presented in line condition 0 and for developing countries it is presented in line condition 1.

ANOVA[a]

Condition		Sum of Squares	df	Mean Square	F	Sig.
0	Regression	38,420	8	4,803	36,101	,000[b]
	Residual	8,913	67	,133		
	Total	47,333	75			
1	Regression	126,576	8	15,822	42,728	,000[c]
	Residual	26,291	71	,370		
	Total	152,867	79			

Table 3.2 – ANOVA analysis for regression equations.

As it can be seen from table 3.2, for both conditions 0 and 1 (developed and developing countries) F-values are more than 1 and significance (p-value) is equal to 0. Based on these numbers, it can be concluded that in both cases, the initial model significantly improves the ability to predict dependent variables, compared to just using mean values.

Regression equation coefficients' reliability validation.

After models' reliability has been confirmed, coefficient's statistical significance is also needed to be confirmed before comparing coefficients and making conclusions based on them. The following table represents coefficients' statistical significance for each chosen variable and condition. As in the previous part, 0 represents developed countries and 1 represents developing countries.

Condition	Unstandardized Coefficients		Sig.
	B		
(Constant)	-1,738		,001
Brand Image violation score	,277		,005
Quality violation score	,239		,001
Service violation score	,358		,000
Environmental violation score	,352		,001
Sociocultural violation score	,050		,449
Interest	,189		,007
Experience	-,136		,056
Knowledge	-,074		,202
(Constant)	-3,075		,000
Brand Image violation score	,604		,000
Quality violation score	,254		,005
Service violation score	,412		,000
Environmental violation score	-,056		,574
Sociocultural violation score	,479		,000
Interest	,053		,420
Experience	-,041		,495
Knowledge	-,165		,022

Table 3.3 – Independent variables' statistical significance.

Based on the data from table 3.3, it can be concluded that H3.1 and H3.2 are confirmed. For the developed countries representatives, the environmental violation score's p-value is equal to 0.574 while for the developed countries representatives, this score is equal to 0.001. That means that this factor has not had a significant impact on the consumers from the developing countries, but has a significant impact on the consumers from the developed countries. At the same time, for sociocultural violations, the situation is opposite. The P-value for sociocultural violation score in developing countries is equal to zero, but in developed countries, its value is equal to 0.449. Thus, it can be concluded that this violation doesn't play a significant role in brand hate in developed countries, but has a significant impact on the developing countries consumers.

For the other violations score, p-values for both developing and developed countries are statistically significant. Hence, regression coefficients are needed to be compared. To compare regression coefficients, an additional regression test is required.

For the controlling variable, respondents' knowledge in the developing countries negatively influences brand hate. The P-value for this control variable is equal to 0.007, which makes it significant, but the regression equation coefficient is equal to -0.165, so the more knowledgeable are respondents from the developing country in the chosen industry, the less they tend to hate brands. For the developed countries respondents, interest plays a more significant role in brand hate. P-value for the interest is equal to 0.007, which makes its impact significant. Regression equation coefficient for interest in developed countries is equal to 0.189, so it can be concluded that the more interested are developed countries respondents in chosen industry, the stronger they tend to hate brands in case of violations. Experience in chosen industry has no significant impact on brand hate neither in developing countries, nor in developed countries.

Comparing regression coefficients in brand hate regression equation. Additional test.

As it was discussed in chapter two, comparing regression equations coefficients can be done by additional test. New regression equation was designed in order to compare the impact of violations on brand hate. New regression equation includes all the violations scores and control variables (knowledge, experience and interest) plus new variables. Level of the development variable, representing the type of country, has been included in regression equations, where 0 value represents developed countries and 1 value represents developing countries. Also, five new variables were included in order to estimate the significance in difference between regression equation coefficients for violation scores. These variables are equal to the products of multiplication of level of development variable representing country and violation score. If p-values for these variables are statistically significant (are less than 0.05), their coefficients can be analyzed to understand the impact of these violations on the respondents from the developing and developed countries. Regression equation looks as following:

Brand hate = b_0 + b_1*Image violation score + b_2*Quality of products violation score + b_3*Quality of service violation score + b_4*Environmental violation score + b_5*Sociocultural violation score + b_6*Respondents knowledge + b_7*Respondents interest + b_8*Respondents experience + b_9*Level of development variable + b_{10}* Level of development variable*Image violation score + b_{11}* Level of development variable*Image violation score + b_{12}* Level of development variable*Image violation score + b_{13}* Level of development variable*Image violation score + b_{14}* Level of development variable*Image violation score

The results of this regression are presented below.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,907[a]	,822	,805	,507126989810034

Table 3.4 – Model summary for the test regression equation.

As it can be seen from table 3.4, the new regression equation's adjusted R^2's value is equal to 0.805, which means that this model describes 80.5% of cases. Based on this number, chosen scale and other factors that may influence brand hate, it can be concluded that this regression equation describes a significant share of cases, and, hence, can be used for further analysis.

ANOVA analysis is needed next to confirm the fact that is needed to confirm that the regression equation describes dependent variables better than the average values. As for the adjusted R^2 calculation, all the variables were included in ANOVA analysis. The following table represents ANOVA analysis results:

ANOVA[a]

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	167,846	14	11,989	46,618	,000[b]
Residual	36,262	141	,257		
Total	204,108	155			

Table 3.5 – ANOVA analysis for the test regression equation.

Based on ANOVA analysis for this regression equation, F-value is equal to 46,618, which is significantly more than 1 and the significance (p-value) is equal to 0. Based on these numbers, it can be concluded that this model significantly improves the ability to predict dependent variables, compared to just using mean values.

After the significance of the model has been confirmed, regression coefficients for violation scores can be analyzed. The results of the model are presented in table 3.6. To confirm statistical significance between the regression equation coefficients for violation score, p-values of the products of multiplication of level of development variable and violation scores should be analyzed. As it could be seen from the table 3.6, p-values for the products of multiplication of level of development variable and environmental violation score, sociocultural violation score and brand image violation score are less than 0.05, hence, coefficients of regression equation for these variables can be analyzed in order to define the differences of impact of these violations score on brand hate. At the same time, p-values for products of multiplication of level of development

variable and quality violation score and service violation score are higher than 0.05, thus, these coefficients cannot be analyzed due to their statistical insignificance.

Model	Unstandardized Coefficients	
	B	Sig.
(Constant)	-1,683	,008
Brand Image violation score	,286	,031
Quality violation score	,226	,019
Service violation score	,356	,006
Environmental violation score	,390	,005
Sociocultural violation score	,068	,445
Interest	-,133	,005
Experience	,083	,075
Knowledge	-,047	,282
Level of development	-1,569	,024
Level of development *Image violation score	,316	,045
Level of development *Quality violation score	,027	,819
Level of development *Service violation score	,072	,649
Level of development *Environmental violation score	-,457	,005
Level of development *Socio-Cultural violation score	,395	,002

Table 3.6 – Regression coefficients for the test regression equation.

Differences between antecedents of brand hate in developing and developed countries.

Based on the previous discussion, coefficient analysis for defining the differences of impact of brand hate antecedents in developing and developed countries can be made for brand image, environmental violations and socio-cultural violations. For brand image violations, the product of multiplication of level of development variables and violation score is equal to 0,316 with the significance 0.045. This coefficient represents the difference between slopes for developing and

developed countries, or the result of extracting developed countries violation score's slope from the developing countries violation score's slope. Because this value is positive, it can be concluded that slope for developing countries is higher than for developed countries and the impact of image violations is higher in developing countries than in developed countries. Hence, H1 can be rejected. It can be resulted by the significant share of Russian respondents, who are sensitive to image violations, in the general population.

For environmental violations, as it was said, the hypothesis can be confirmed from the comparison of two regression equations. However, the test regression equation also confirms it. As it could be seen from table 3.6, the regression equation coefficient of the product of multiplication of the level of development variable and environmental violation score is equal to -0,457 with the significance 0.005. This coefficient represents the difference between slopes for developing and developed countries, or the result of extracting developed countries violation score's slope from the developing countries violation score's slope, as in case of brand image violations. However, in this case, this coefficient is negative, so, it can be concluded that the slope for the developed countries is higher than for the developing. Based on this data, it can be concluded that consumers from developed countries are much more sensitive to environmental violations and these violations impact their brand hate much stronger than in developing countries. Hence, H3.1 can be confirmed, environmental violations, indeed, have stronger impact on brand hate in developed countries, than in developing countries.

For socio-cultural violations, as for the environmental violations, the hypothesis can be confirmed from the comparison of two regression equations, but the test regression equation also confirms it. For sociocultural violations, the regression coefficient of product of multiplication of the level of development variable and violation score is equal to 0.395 with p-value 0.002. As in the previous cases, this coefficient represents the result of extracting developed countries violation score's slope from the developing countries violation score's slope. In case of socio-cultural violations, this coefficient is positive, and, hence, the slope for developing countries is bigger than for developed countries, so it can be concluded that developing countries respondents are more sensitive to sociocultural violations than developed countries respondents. Thus, H3.2 can be confirmed, sociocultural violations have a stronger impact on brand hate of the developing countries consumers.

For quality violations and service violations, the differences in impact cannot be defined. Based on two regression equations, p-values for service-related violations in developing and developed countries are equal to 0 in both cases, for quality-related violations they are equal to 0.005 for the developing countries and 0.001 for the developed countries. In all the cases, these values are less than 0.05, hence, both variables impact brand hate, but additional tests are needed

to confirm the statistician significance of the difference. Based on the additional regression test, p-values of the differences between developing and developed countries for quality violations and service violations are equal to 0.819 and 0.649. Thus, it can be concluded that the difference in impact of quality violations and service violations is insignificant. Based on this information, H2.2 can be confirmed, quality violations, indeed, impacts brand hate in developing and developed countries equally. At the same time, for service violations, hypotheses cannot be confirmed. Service violations influence both developing and developed countries consumers' brand hate, but the difference is not statistically significant, so H2.1 can be rejected.

Managerial implications and areas for future research.

Brand hate is one of the strongest types of consumer-brand relationships. Brand hate leads to negative WOM or even anti-brand action, such as stealing or damaging brand's property. Hence, it is important to understand why and where brand hate arises in order to be able to resist it or to prevent it.

Research showed that consumers from developing countries tended to hate brands more in case of brand image incongruence. That means for brand managers and top executives that in these markets, it is very important to have a proper dialogue with the customers in order to understand what areas are the most sensitive for them in image perception, so image strategy should be adjusted based on it. In developed countries, this incongruence also has a significant role and influence brand hate, but not as strong, as in the developing.

For quality of products violations, both developing and developed countries respondents showed equal level of impact. Both types of respondents admitted that quality of product violations lead to brand hate, so brand-managers and top executives should understand that this type of violations should be avoided everywhere because poor quality inevitably leads to brand hate.

Next point is quality of service violations. For these type violations, respondents from developing and developed countries tend to hate brands both, without any statistically significant difference. For service-related brand-managers and top-executives that means that in this rapidly changing world, all the people are equally sensitive to quality-of-service violations, so there is a need always to improve quality of services and remember that poor quality inevitably will lead to brand hate, so it might be extremely important to provide employees with continuous service-related trainings.

Finally, the impact of environmental and sociocultural violation made by brands was confirmed. For environmental violations, developed countries respondents showed a high level of concern, so this type of violation impacts residents' brand hate of these countries much stronger than developed countries' residents. For top-executives of the brands operating in developed countries that will mean that in order to avoid brand hate, it is very important to follow

environmental rules, improving and renovating brand's facilities. To decrease brand hate and improve performance, these brands need to have a strong environmental focus, continuously presenting eco-friendly solutions and their care about the environment. Opposite situation can be observed in sociocultural violations. Developed countries respondents' level of brand hate is not influenced by these violations, but in developing countries, these violations significantly influence brand hate. For top-executives of the brands, operating in developed countries, that means that it is important to avoid local sociocultural violations. Regional executives are needed to be provided with all the information about local traditions and the situation inside the region in order to avoid such types of violations. To decrease the level of brand hate, for example, activities of protecting vulnerable social parts can be organized.

This thesis studied respondents from developed countries, presented by North-West European citizens, and developing countries, presented mostly by Russians, so the conclusions are made for representatives of these countries. However, the differences may depend not only on the level of economic development, but also from other factors. Cultural differences are one of those. Respondents from both types of countries have lots of similarities due to the cultural and geographical closeness. However, respondents from other regions can reply differently, so cultural differences in brand hate origins should be explored for better understanding of brand hate phenomena. It can be done with Hofstede's cultural dimensions model, based on such factors as power distance index or individualism-collectivism.

Conclusion.

Consumer-brand relationships is one of the most frequently discussed topics in marketing nowadays/ Brands "obtained" personality characteristics just in the previous century, but this phenomenon strongly influenced our brand perception. Brand hate is one of the strongest consumer-brand relationships. It has a significant impact not only on the purchase behavior, but also on consumers' action towards brand, such as negative WOM, boycott, or even anti-brand actions, such as stealing or destroying brands' property.

Nowadays, brand hate is a new topic in marketing and not so much research is dedicated to this topic. Moreover, most of the current researchers are studying it among people from one country, while consumption by itself differs from country to country and from culture to culture. At the same time, possible outcomes of brand hate are the same, but the reasons, or antecedents of brand hate can differ significantly. In the first chapter, current literature on the topic of brand hate has been analyzed and antecedents of brand hate were defined. These antecedents are related to incongruence of the brand image and self-image, product quality violations, service quality violation, environmental wrongdoings and socio-cultural wrongdoings made by brand.

All these violations influence brand hate, but the impact of these violations differs from country to country and from culture to culture. To define what is the impact of these wrong doings on brand hate in different countries, a questionnaire has been designed. Business-schools' students from developing (Russia, India etc.) and developed (Belgium, Germany etc.) countries were asked to read hypothetical situation involving all the listed above wrongdoings and answer the questions related to their attitude to these wrongdoings and overall brand hate. Also, the respondents were asked to indicate their level of knowledge, experience in this industry to avoid biases in the general population. Likert's 7 points scale has been used in the survey, respondents were asked to identify their level of the agreement with the statements dedicated to violations, overall brand hate and knowledge, interest and experience (control variables). Finally, respondents were asked to indicate their age, sex and nationality in order to make sure that general population is equally presented by male and female respondents of the same age.

After all the data has been collected and biases were illuminated, analysis was conducted in order to define the differences in impact of violations on brand hate. Regression analysis as the data analysis method has been chosen. Overall brand hate score, calculated as the average value of three score for brand hate-related questions, was the dependent variable. Violations scores, calculated as the average value for the questions dedicated to violations, have been used as the independent variables. Reliability of the data and usage of averaged scores has been confirmed through Cronbach's alpha calculation. Respondents' knowledge, interest and experience have been used as the control variable that can influence overall brand hate.

Regression analysis showed a significant level of reliability. Around 80% of cases can be described using a regression equation. As it was guessed in the beginning, different violations influence brand hate differently in developing and developed countries. Based on the analysis, hypothesis about the stronger impact of image incongruence on brand hate in developed countries vs developing was rejected. Respondents from the developing countries tend to hate brands more in case of image incongruences. Product quality violations, as it was supposed in the first chapter, have equal impact on both developing and developed countries' representatives, so the hypothesis was confirmed. At the same time, service violations impact both developing and developed countries, but the difference is not statistically significant, so the hypothesis that developed countries' representatives tend to hate brands stronger in case of quality-of-service violations has been rejected. Finally, the impact of environmental violations and socio-cultural violations on brand hate were analyzed. As it was supposed, environmental violations impact brand hate of the developed countries respondents much stronger than developing countries respondents. At the same time, socio-cultural violations, indeed, impact developing countries' representatives more. Out of control variables, the more knowledgeable respondents from developing countries are more loyal to brand violations and tend to hate brands less than less knowledgeable. In developed countries, respondents' interest in chosen industry showed significant impact on brand hate, or, in other words, the more interested is the respondent in chosen industry, the stronger this person is tending to hate brands in case of violations.

Of course, the best way to avoid brand hate is not to violate consumers expectations. However, people are different and the same thing can be considered as a violation in one country, but in another one it can be the norm. Thus, it is important to understand what can impact brand hate and how in different countries. This knowledge can help not only understand the nature of brand hate, so brands can improve their performance by decreasing the level of hate, but also to predict the outcomes of wrongdoings in different countries and minimize losses.

This thesis only described the difference between developed and developing countries' representatives, confirming the fact that the same violations are perceived differently. However, not only the level of development of a country, but also cultural issues can impact brand hate. Hence, future research can focus on the impact of these factors on a national or cultural level.

Appendix.

Imagine you are talking to one of your friends and your friend says "I hate these scoundrels referring to Brand X which is a grocery store in your area.

Given your friend's profound hate, you ask "why, what has happened?".

Your friend says "Oh, so many things…." and lists the following:

- Instead of showing normal people and families on their posters and ads, they show us dysfunctional patriarch family and promote it! I won't go into their shops again because of their horrible image!
- They think it is ok to cheat and lie to customers and their customer service is also so rude!! I face such rudeness from their staff every time I go there!
- And do you know that they pollute everything around? Their plastic bags are toxic, they use so much plastic to pack their goods, that estimated damage from their shops is comparable to oil companies!
- They even sell poor quality products which are often expired! The product packages are generally torn and destroyed too!
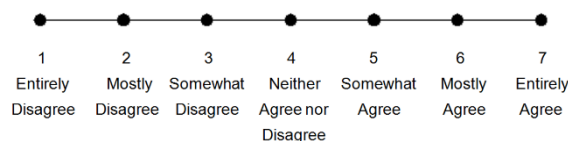
Questions to ask:

General brand hate questions (developed by Johnson et al., 2011)

"And now, think about this Brand X and everything your friend told you about the a) **image of the brand, b) its service, c) its treatment of the environment, and d) its product quality**.
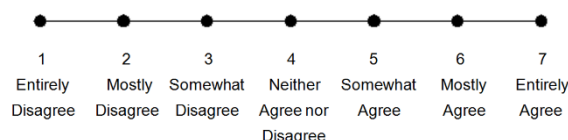
Try putting yourself into his/her shoes and imagine how you would feel.

If you were in the same position like your friend with Brand X, how likely would you agree/disagree with the following statements:

"It would please me to know I have inflicted harm on brand X"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree

"I would be willing to expend effort to harm Brand X"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree

"Helping brand X to fail could be a source of satisfaction to me"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
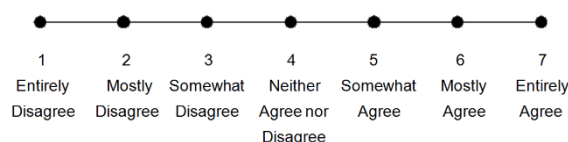
<u>Specific brand hate questions</u>

Image:

1.1 "I think Brand X has negative image"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
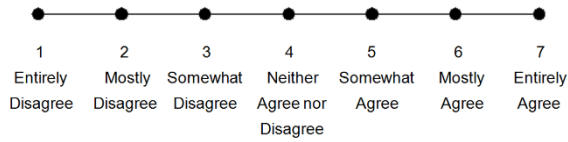
1.2 "I think it is normal to hate brand because of stereotypes around its consumers and its image"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
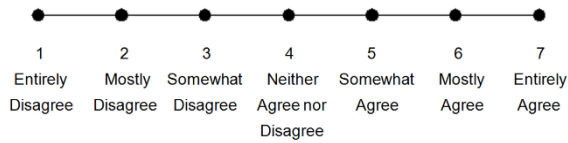
1.3 "Your friend's dissatisfaction with the "faces" of brand X is justified, if he doesn't associate himself with it"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
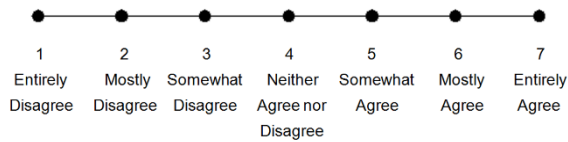
1.4 "I would feel satisfaction if I would harm such brand, as brand X, which image is so negative"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
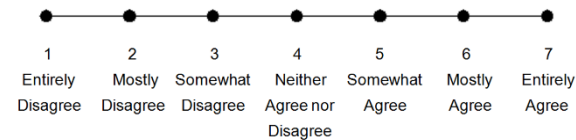
Quality of product

2.1 "I think Brand X has poor product quality"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
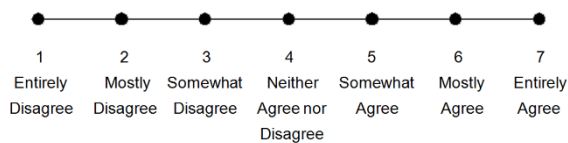
2.2 "Quality of goods, produced by brand X, is a sufficient reason for me to hate it"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
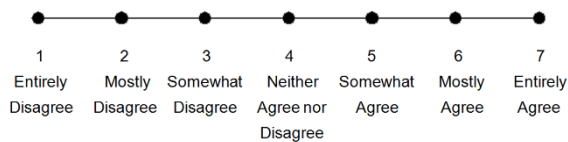
2.3 "Your friend's reaction on the quality of goods violation by brand X is natural"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
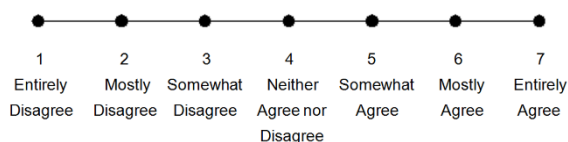
Quality of service

2.5 "I think Brand X has poor customer service"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
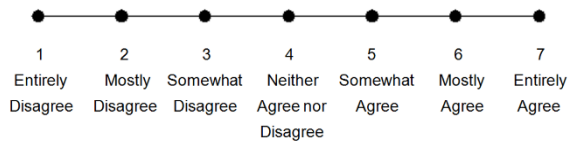
2.6 "I can hate brand because of poor quality of its services"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
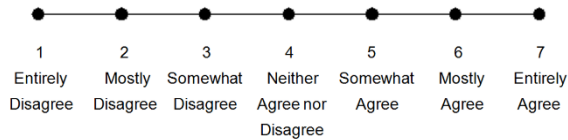
2.7 "I think your friend's reaction on the rudeness from brand X employees is fully understandable"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
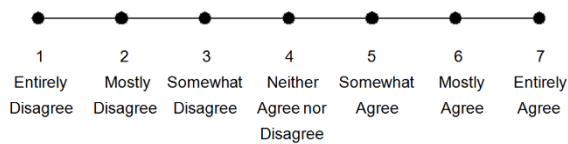
2.8 "I thing inflicting harm to the brand X as a response to poor services is normal"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
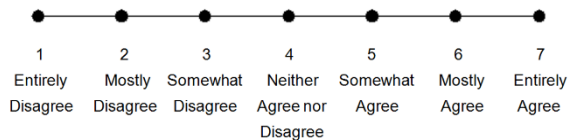
Environmental violations

3.1 "I think Brand X does not care about environment"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
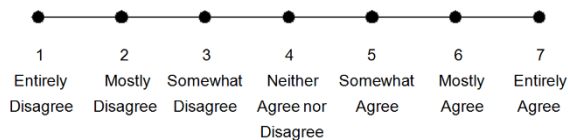
3.2 "If the brand violated environmental norms, it is normal to hate it"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
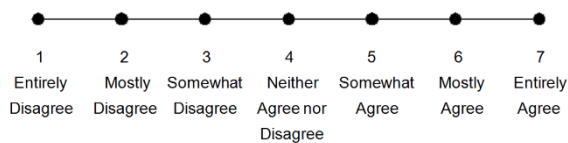
3.3 "Stop purchasing the brand that harms environment is absolutely normal"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
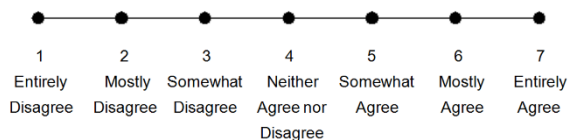
3.4 "I wish the brands, like brand X, that pollute everything around by their operations, will become bankrupts"

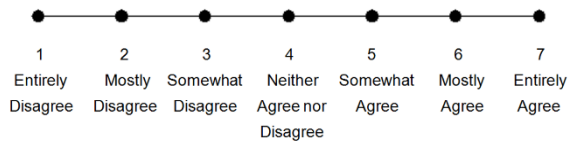| 1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
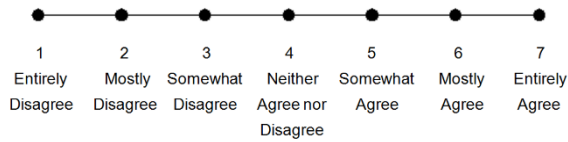
Socio-cultural violations

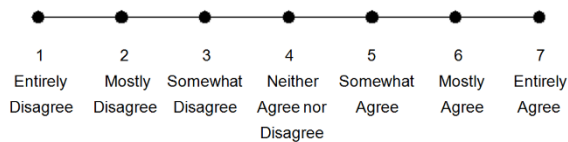3.5 "It is natural to hate brand, that deceives and short-change its customers like brand X"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
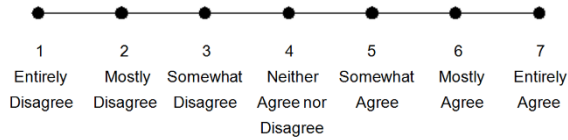
3.6 "I won't recommend anyone to purchase the brand, that can deceive and short-change its customers the way brand X did it"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree

3.7 "I think people, who are working for brand X, should be punished by the government for such cheating on their customers"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree
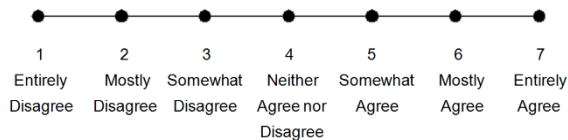
3.8 "I think stealing from brand X's stores is not as bad, as stealing from the normal stores"

1	2	3	4	5	6	7
Entirely Disagree	Mostly Disagree	Somewhat Disagree	Neither Agree nor Disagree	Somewhat Agree	Mostly Agree	Entirely Agree

Industry involvement & Demographics

How much knowledge do you have about grocery stores?

1 - Not at all knowledge -- 7 - A lot of knowledge

How much interest do you have in grocery stores?

1 - Not at all interested -- 7 - Very interested

How experienced are you using grocery stores?

1 - Not at all experienced – 7 - Very experienced

What is your gender?

M/F/Prefer not to answer

What is your age?

_____years

Where do you reside?

What is your nationality?

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