

# Antecedents of brand hate in the fast food industry

Brand hate in  
the fast food  
industry

## Antecedentes del odio a la marca en la industria de comida rápida

227

Received 19 October 2018  
Accepted 10 June 2019

Sharizal Hashim and Sheraz Kasana  
*Faculty of Economics and Business, Universiti Malaysia Sarawak,  
Kota Samarahan, Malaysia*

### Abstract

**Purpose** – The purpose of this paper is to explore the concept of brand hate in detail which is the extreme negative emotion toward brands, by giving a comprehensive explanation concerning how brand hate evolves in consumers. More specifically, antecedents of brand hate are empirically assessed in this study.

**Design/methodology/approach** – This study used primary data from 250 fast food brand consumers in Pakistan. Multiple regression analysis in SPSS was used to test the hypotheses related to the antecedents of brand hate.

**Findings** – Results indicate that brand hate is instigated by five antecedents, which are negative past experience, symbolic incongruity, poor relationship quality, ideological incompatibility and rumor, with rumor being the biggest instigator.

**Originality/value** – Antecedents of brand hate are assessed theoretically and empirically in this study which helps in understanding the true form of brand hate. More specifically, poor relationship quality and rumor are presented as the antecedents of brand hate according to the recommendations of the theory of hate.

**Keywords** Brand management, Brand hate, Customer brand relationship

**Paper type** Research paper

### Resumen

**Propósito** – El objetivo de este trabajo es explorar en detalle el concepto de odio a la marca, que es la emoción negativa extrema hacia las marcas, dando una explicación completa sobre cómo evoluciona el odio a la marca en los consumidores. Más específicamente, en este estudio se evalúan empíricamente los antecedentes de odio a la marca.

**Diseño/metodología/enfoque** – Este estudio utilizó datos primarios de 250 consumidores de marcas de comida rápida en Pakistán. El análisis de regresión múltiple en SPSS se utiliza para probar las hipótesis relacionadas con los antecedentes del odio a la marca.

**Hallazgos** – Los resultados indican que el odio a la marca viene motivado por cinco antecedentes que son una experiencia pasada negativa, la incongruencia simbólica, la mala calidad de la relación, la incompatibilidad ideológica y el rumor negativo, siendo el rumor el mayor antecedente.

