

ANTECEDENTS AND CONSEQUENCES OF BRAND HATE IN INDONESIA'S FOOD AND BEVERAGE INDUSTRY

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

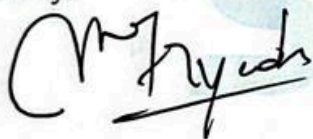


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ABSTRACT

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Purpose – The purpose of this paper is to explore the antecedents and consequences of brand hate from consumers in the food and beverage industry.

Design/methodology/approach – The data for this research used a questionnaire to collect a sample of 345 responses from Indonesian food and beverage consumers that experience brand hate. SmartPLS was then used to analyse the data.

Findings – This research found that consumers' "ideological incompatibility", along with "perceived price unfairness", "poor product quality", and "perceived service unfairness" as dimensions of "negative past experience" are factors that lead to brand hate. Consequently, this negative emotion then turns into "negative word-of-mouth", "brand avoidance", and/or "brand retaliation" from the consumer towards the brand.

Originality/value – The analysis of this research adds to current literature on customer-brand relationships as well as provides insight for brands to better understand how brand hate forms and what they can do to mitigate it.

Conclusion – All hypotheses proposed in this research paper were analyzed to be supported.

Keywords: *Brand hate, Ideological incompatibility, Negative past experience, Perceived price unfairness, Poor product quality, Perceived service unfairness, Negative word-of-mouth, Brand avoidance, Brand retaliation*

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*Last but not least, I wanna thank me
I wanna thank me for believing in me
I wanna thank me for doing all this hard work
I wanna thank me for having no days off
I wanna thank me for, for never quitting
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And tryna give more than I receive
I wanna thank me for tryna do more right than wrong
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