

## NATIONAL HATE TOWARDS GLOBAL BRANDS

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### Abstract

*Brand hate refers to a phenomenon in which consumers develop negative emotions and relationships towards brands. Given the empowerment of consumers on social media, the construct has increasingly attracted the attention of marketing scholars and practitioners. The objective of this paper is to explore how consumer generated content in social media platforms enable the development of brand hate. On February 6<sup>th</sup>, 2023, a devastating earthquake affected 10 provinces in Turkey leading to the death of more than 50000 citizens. While several institutions immediately started taking measures to help those in need, some brands remained silent on social media. This silence initiated consumers' social media protest. Data was collected from the official social media accounts of two global brands, Starbucks and Netflix, and data was analyzed using sentiment analysis. The research findings advance current research on brand hate in several ways: the phenomenon is explored in the intersection of several antecedents, employing an emotional and relationship perspective, collecting data from a collectivistic culture, and using new data collection and analysis methods.*

**Keywords:** Brand Hate, Brands, Brand Emotions, Brand Relationships, Social Media.

## KÜRESEL MARKALARA ULUSAL NEFRET

### Öz

*Marka nefreti, tüketicilerin markalara karşı olumsuz duygular ve ilişkiler geliştirdiği bir olguyu ifade eder. Tüketicilerin sosyal medyada yetkilendirilmesi göz önüne alındığında, konu, pazarlama akademisyenlerinin ve uygulayıcılarının dikkatini giderek daha fazla çekmektedir. Bu makalenin amacı, sosyal medya platformlarında tüketici tarafından oluşturulan içeriğin marka nefretinin gelişimini nasıl sağladığını keşfetmektir. 6 Şubat 2023'te Türkiye'de 10 ili etkileyen yıkıcı bir deprem, 50.000'den fazla vatandaşın ölümüne yol açtı. Birçok kurum ihtiyaç sahiplerine yardım için hemen önlem almaya başlarken, bazı markalar sessiz kaldı. Bu sessizlik tüketicilerin sosyal*

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*medya protestosunu başlattı. Veriler, iki küresel marka olan Starbucks ve Netflix'in resmi sosyal medya hesaplarından toplanmış ve duygu analizi kullanılarak analiz edilmiştir. Araştırma bulguları, marka nefreti üzerine mevcut araştırmaları çeşitli şekillerde ilerletiyor: kavram, birkaç öncülün kesiştiği noktada, duygusal ve ilişkisel bir bakış açısıyla, kolektivist bir kültürden veri toplanarak ve yeni veri toplama ve analiz yöntemleri kullanılarak açıklanmıştır.*

**Anahtar Kelimeler:** *Marka Nefreti, Markalar, Marka Duyguları, Marka İlişkileri, Sosyal Medya.*

## **Introduction**

Consumers' powerful relationships with brands and with other consumers of the same brand is widely accepted and thoroughly investigated in the marketing literature. Consumers actively develop and manage meanings and practices with brands and even form communities with other consumers that share similar positive emotions for the same brands (Muniz & O'Guinn, 2001; Santos et al., 2022). Within a community or not, consumers use multiple channels to communicate these positive emotions towards brands. Scholars have developed several constructs to examine consumers' positive emotions towards brands such as brand love (Carroll & Ahuvia, 2006; Robertson et al., 2022), brand passion (Gilal et al., 2021; Pourazad et al., 2019), brand attachment (Donvito et al., 2020; Shimul, 2022) and brand loyalty (Ebrahim, 2020; Jai et al., 2022).

Increasingly marketing research suggests that apart from positive, consumers can form several emotions (positive, negative, or indifferent) towards brands (Khan & Lee, 2014). Despite the significant role of negative emotions in consumers' decision-making process and especially in the spectrum of brand-consumer relationship, in marketing research on negative emotions started on the first decade of the 21st century (Kucuk, 2008). Using the brand hate construct, scholars attempt to define and identify the antecedents and outcomes of brand hate (Aziz and Rahman, 2022; Yadav and Chakrabarti, 2022). Apart from scholars, it has also attracted the attention of managers as the outcomes of brand hate pose a significant threat to firms especially due to consumers' empowerment in the digital era (Kucuk, 2019).

The objective of this research is to explore how consumer generated content in social media platforms enable the development of brand hate. The extant studies have used different methodologies for examining the construct. Data is mainly collected either through surveys that ask the respondents to recall brands that they hate or by observing consumer-developed content in websites and blogs (Fetscherin, 2019; Kucuk, 2018, 2019; Zarantonello et al., 2018; Zhang & Laroche, 2020). The present study will be one of the first studies that will explore the phenomenon by exploring brands' official social media accounts in real time in the presence of a crisis. The focus will be on

understanding how the discourse of hate was evolved and how consumers react to brands' social media strategies.

On February 6th, 2023, a devastating earthquake affected 10 provinces in Turkey leading to the death of more than 50000 citizens, while thousands were left without a home. Several institutions immediately started taking measures to help those in need. On the same day, consumers in all social media channels started a call to firms for help. For the surprise of many two global brands remained silent on social media: Starbucks and Netflix. Data was collected from the official Turkish Twitter accounts of these two brands and the online user-generated dictionary Sourtimes. Data was collected using web scrapping tool Octoparse version 8 and analyzed using sentiment analysis.

## **1. BRAND HATE**

Employing psychological theories, brand hate was initially defined as a one-dimensional construct opposite to brand love (Carroll & Ahuvia, 2006). With the proliferation of research on brand hate, scholars, taking a multilayered emotional perspective, examined a broad range of negative emotions that led to different types of brand hatred (Bryson et al., 2013; Hegner et al., 2017; Kucuk, 2019; Zarantonello et al., 2016). Due to the plethora of negative emotions, Kucuk (2021) calls for the multidimensional definition of the construct, which is currently accepted by many scholars (Aziz & Rahman, 2022; Yadav & Chakrabarti, 2022). Brand hate is defined as “consumers’ detachment from a brand and its associations as a result of consumers’ intense and deeply held negative emotions such as disgust, anger, contempt, devaluation and diminution...” (Kucuk, 2019, as cited in Kucuk 2021, p. 432).

Apart from the emotional perspective, another stream of research focuses on the negative brand-consumer relationships (Alba & Lutz, 2013; Johnson et al., 2011; Kucuk, 2021; Park et al., 2013). A brand hate relationship due to shame can lead to anti-brand or self-distance actions (Alba & Lutz, 2013; Johnson et al., 2011), while in the context of brand communities, devotees can perform brand rivalry actions against the competing brands and their consumers (Brandão & Popoli, 2022; Dessart et al., 2020). In the context of a brand community, the common ethos, values, and rituals embraced by community members enable the development of the brand hate relationship. Overall, these two different streams of research distinguish brand hate as an emotion or as a relationship, where relationship encompasses apart from emotional also cognitive and behavioral dimensions (Fournier, 1998).

The literature on brand hate provides theoretical insights on the antecedents and the outcomes of the phenomenon. Antecedents refer to the drivers that motivate the development of the specific emotion(s) and subsequent behavior(s) (Kucuk, 2021). Although scholars develop different classifications for the antecedents, recent studies advocate the presence of two major categories – brand/product and consumer (Aziz & Rahman, 2022;

Hegner et al., 2017; Kucuk, 2021). The brand/product related antecedents refer to consumers dissatisfactions after the purchase and use of a product and the failures of meeting consumers' expectations regarding the perceived value of the brand, which may also be generalized to other products from the same brand (Bryson et al., 2013; Kucuk, 2010; Zarantonello et al., 2018). The consumer-related antecedents relate to brand incongruities that can be formed either by brand specific or individual actions. Defined as ideological incompatibility consumers may perceive social, moral, or political concerns regarding the executed brand strategies and consequently, may want to distance brands that create a mismatch in their consumer identity projects (Bryson et al., 2013; Hegner et al., 2017; Sandıkcı & Ekici, 2009; Zarantonello et al., 2018). In the most recent literature review on the brand hate construct Aziz and Rahman (2022) define "others" as a third antecedent category for all the dimensions that could not fit in the above-mentioned categories. For example, how the external environment may trigger the formation of brand hate is depicted as part of that category (Farhat & Chaney, 2021). Whereas Yadav and Chakrabarti (2022) theorize this third category as "environmental" factors referring to country of origin, fake news, negative word of mouth and market dominance – factors that could easily be integrated in the brand/product category. Given the stakeholder perspective on branding and the dynamic marketing environment that often complicates the executed strategies (Merz et al., 2009), it seems reasonable to integrate environmental factors as a triggering antecedent factor of brand hate.

Outcomes or consequences of brand hate refer to consumer reactions towards brands that they hate (Kucuk, 2021). Although the outcomes of brand hate have been examined thoroughly in the literature, scholars suggest different theoretical constructs to express consumers' reactions – "passive versus active" (Hegner et al., 2017), "avoidance, approach and attack" (Kucuk, 2021; Zarantonello et al., 2016), "instrumental, expressive, instrumental and expressive" (Kucuk, 2019 as cited in Kucuk, 2021), "behavioral and cognitive" (Farhat & Chaney, 2021), "behavioral, cognitive and physiological" (Aziz & Rahman, 2022; Zhang & Laroche, 2020). Overall, these outcomes relate to behavioral and/or cognitive reactions, while recent studies also point to the experienced physical reactions (e.g., stomachache) due to the deeply held negative emotion (Zhang & Laroche, 2020). Behavioral outcomes can be performed at an individual or a group level, can be active or passive and the undertaken actions can range from negative (attack and avoidance) to positive (approach) behavioral responses. Whereas cognitive outcomes refer to cognitions (such as revenge and non-purchase intention) that may or may not lead to an actual behavior.

Consequently, brand hate is a multidimensional that encompasses both emotional, cognitive, and behavioral manifestations, while environmental factors are considered as an additional triggering antecedent, and behavioral, cognitive, and physical reactions result as a consequence of this phenomenon.

Given this theoretical discussion, the objective of this research is to explore brand hate in the context of social media. The theoretical contribution of this study is manifold. Through the use social media channels consumers become more powerful than ever by enabling consumer-brand and consumer-consumer interactions. Methodologically, existing research collect data either by employing a retrospective experience sampling method asking consumers to recall brands that they hate or by observing consumer-created brand hate content mainly through websites and blogs (Fetscherin, 2019; Kucuk, 2018, 2020; Zarantonello et al., 2018; Zhang & Laroche, 2020). The recent study will focus on real time antecedents and outcomes towards brands in crisis. Additionally, given the extant call in the literature (Aziz & Rahman, 2022), rather than focusing on a single antecedent, the phenomenon will be explored by focusing on the development of this severe negative emotion and relationship in the presence of several antecedents and their relative impact on brand hate.

## **2. RESEARCH METHODOLOGY**

The earthquake on February 6<sup>th</sup>, 2023, in Turkey affected dramatically all citizens both in the micro and macro level. Apart from the macro measurements, individuals in the micro level (such as individual, family, neighborhood) tried to assist the affected individuals either by participating in the initiatives of formal authorities (such as municipalities and non-profit organizations) or by taking individual actions. For example, a group of individuals immediately went to the airport to take the first flight to the area to help the professional rescue teams Habertürk (2023). Others used social media channels to communicate the sorrow that they felt as well as the channels that individuals can use to send resources to the affected. But more significantly, consumers started a call to firms asking for help and protesting brands that felt short on that issue. By the end of the first day, consumers started creating content to express their hate towards two global brands that remained silent on social media despite the catastrophic earthquake: Starbucks and Netflix.

Three days after the earthquake both brands shared their first post. While Starbucks expressed their condolences to the nation as well as the relatives of those who had passed away and the speed recovery to the injured, Netflix apart from a similar content also communicated the financial help that they have provided to the institutions and the individual donations that they have collected from their employees worldwide. Netflix on the same post also expressed that the headquarters donated double the amount that was accumulated from their donations of internal stakeholders. These two posts on Twitter intensified the hate towards the brands as the late posts shared, did not meet consumers' expectations about these global brands that accumulate huge financial resources from the Turkish market.

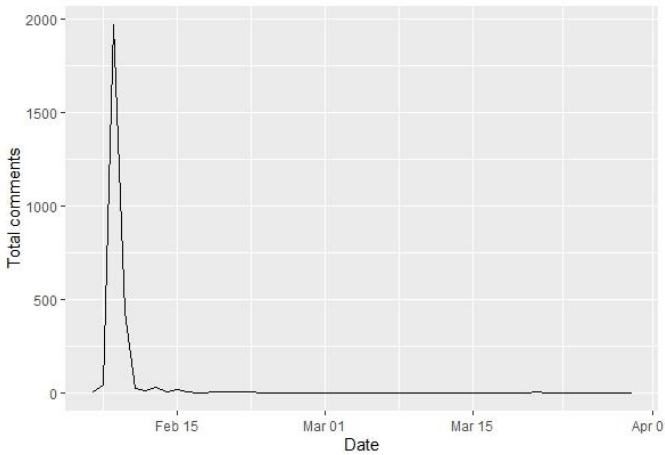
What is interesting in this context is the antecedents that led to emergence of the phenomenon. Apart from ideological incongruence, ethnocentric attitudes and the natural disaster have triggered the initiation of brand hate. According to research conducted by Ipsos from the 14<sup>th</sup> until 16<sup>th</sup> of February 20% of the respondents formed a negative attitude towards Starbucks and 15% respectively for Netflix (Özkan, 2023).

For the objective of this study, data was collected from social networking sites in Turkey. According to Statista, in 2022, there were an estimated 67.11 million social networking users in Turkey and this number is projected to increase to 76.59 by 2027 (Dierks, 2023a). In 2022, the number of social networking users approximately accounts for 75 percent of the population in Turkey. Additionally, a survey conducted by Statista during the third quarter of 2022 revealed that 77 percent of internet users in Turkey used one of the social platforms as a primary source of information when collecting information about brands online (Dierks, 2023b). Social networks, and question and answer websites followed with a percentage of 47.1 and 24.4, respectively. These statistics provide evidence for the importance of online content for Turkish consumers and their inclination to base their opinion on social media discourses.

Data was collected from the official Twitter accounts of Starbucks and Netflix. The Twitter data for both accounts was collected from the last post before the earthquake until the time that they have started sharing regular posts about the products and services offered or posts that tend to develop online consumer brand engagement. For Starbucks data was collected from the last post before the earthquake shared on the 4<sup>th</sup> of February until the 15<sup>th</sup> of March, for Netflix from the 5<sup>th</sup> of February until the 17<sup>th</sup> of March. As discussed above, both brands shared their first post three days after the earthquake on the 9<sup>th</sup> of February. For this reason, consumers started sharing negative comments on the last posts that the brands have posted before the earthquake.

Data was also collected from the online consumer-generated dictionary Sourtimes (eksisozluk.com). Entries of the brand names were used to collect data. As there are several posts in these entries data was collected from the date of the earthquake until the 30<sup>th</sup> of March. The entries related to the phenomenon peaked between the 9<sup>th</sup> and 11<sup>th</sup> of February, while only one entry was observed on the 30<sup>th</sup> of March. Figure 1 shows the total number of comments from February until April. The number of comments has picked from the first three days after the earthquake as depicted in Figure 1.

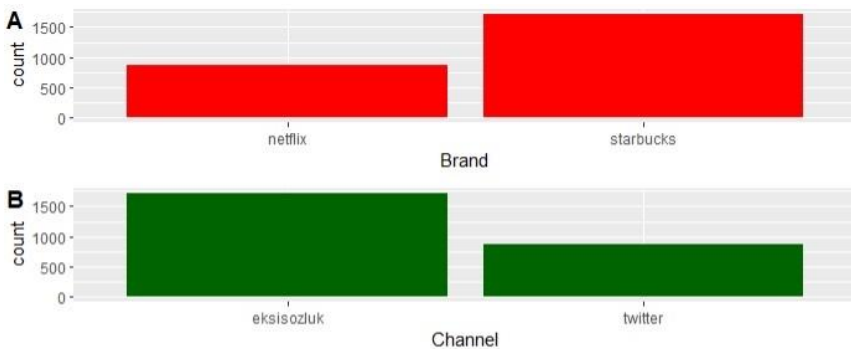
**Figure 1. Total Number of Social Media Content February-April 2023**



For the data collection process, the web scrapping tool Octoparse version 8 was used. The collected data was first annotated manually by correcting misspelled words. Then, it was filtered and cleansed using RStudio. The dataset was filtered and cleansed by removing URLs, whitespaces, special symbols, punctuations and emojis. All the remaining data was converted into lowercases. Data was also preprocessed regarding the Turkish stopwords that may negatively affect the analysis. Given the research context, the Turkish language stopwords were removed (e.g., “bir”, “için”, “ancak”, “ama”). Additionally, slang words are coded as “slang” (“küfür”) in corpus to show the number of hatred replies/entries.

Within the specified dates, 2,761 comments were posted for both brands in the selected social media accounts. From those comments 2581 observations were included in the analysis as the remaining data were not related to the earthquake. From these comments, 863 are related to Netflix and 1718 to Starbucks, while 1717 entries were posted on Sourtimes and 864 tweets on Twitter (figure 2).

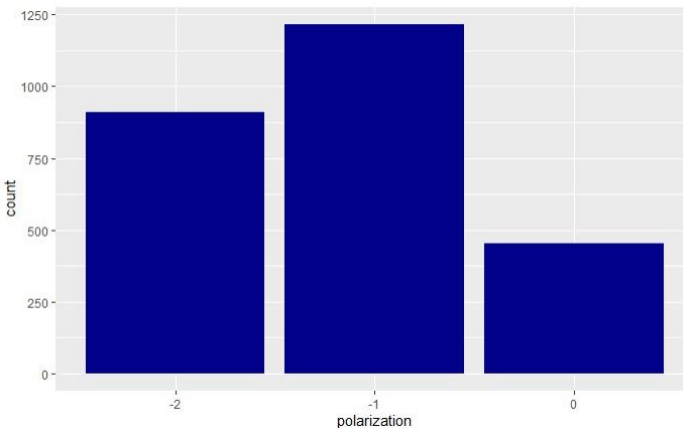
**Figure 2. Frequency Distribution of Comments Based on Brands and Social Media Channels**



For the remaining data, sentiment analysis was used. Sentiment analysis refers to the use of machine learning techniques to evaluate and categorize attitudes on a research phenomenon (Rambocas & Gama, 2013). The analysis extracts emotional content such as personal expressions, opinions, and feelings from the dataset (Rambocas & Pacheco, 2018). As this method allows the collection and analysis of real time consumer-generated content on social media, it is an appropriate method of analysis for the present study. Using a manual sentiment detection technique, data was labelled by using the following numeric codes: “0” for neutral emotions, “-1” for negative emotions, “-2” for negative relationship reactions. To increase the reliability of the findings, the data was labelled independently by each researcher and then collectively until a consensus was formed. From the 2581 observations 454 were coded as neutral reactions, 1216 as negative emotional reactions and 911 as negative relational reactions. These numeric codes were used for the subsequent analysis. Word clouds and qualitative content analysis were used for the identification of themes.

After the detection of labels, following the premises of grounded theory were used for the qualitative analysis of data (Corbin & Strauss, 2008). First researchers independently performed open coding analysis for each label by reading and coding each label independently. Then going back and forth the comments similar codes were grouped together. The identified open codes were examined by researchers to reach a consensus. In the next stage using these open codes an axial coding analysis was performed for the development of second-order codes that led to identification of themes. Consumers’ social media comments inform the analysis. The content creators’ account names were concealed due to privacy reasons and only information about the brand name (Starbucks or Netflix) and the source of social media channel (Twitter or Sourtimes) was provided. Consumers’ comments were translated into English.

**Figure 3. Frequency Distribution of Polarization Labels**





**Table 1. Examples of Labelled Content**

0 (Neutral Reactions):	We can easily publicly reject anyone and anything. Meaninglessly, this business has become one of the responsible for the earthquake.
-1 (Negative Emotional Reactions):	When you got publicly rejected you have realized that you should write 2 lines. You are not sincere at all.
-2 (Negative Relationship Reactions):	It's over for me after the earthquake. I will do my best to convince my friends not to go. Just at the time of such a pain, this careless attitude hurt us deeply.

### 3. RESEARCH FINDINGS

The research findings will be discussed using three themes that reflect the polarized consumer-general content. Each theme will be analyzed by observing the distribution of the most frequently used words and providing quotes that reflect consumers’ reactions.

The first theme “hatred and happiness” will explore consumers’ negative emotions towards the brands and their devotees. The second theme “call for help and accountability” will discuss consumers’ neutral emotions and behaviors towards neutralizing the silence of brands. The third theme “anti-brand relationships” will examine consumers negative relationships with brands. When all observations are analyzed using word cloud the words help (417), condolences (262), cancellation (259) and boycott (206) were most frequently used – words that reflect the identified themes (Figures 3 and 4). Themes are discussed below.

**Figure 4. Frequency Distribution of Most Frequent Words**

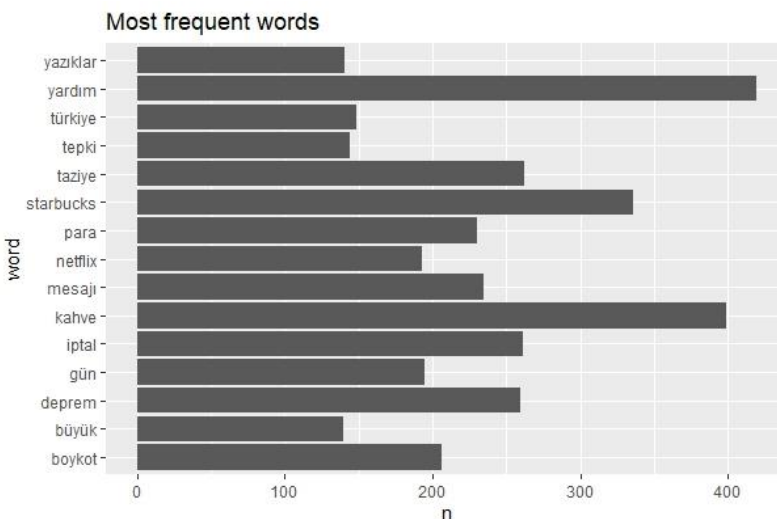


Figure 5. Brand Hate Word Cloud of Starbucks and Netflix



### 3.1. Hatred and Happiness

With the unexpected, devastating earthquake consumers developed several negative emotions towards the brands that remained silent. Comments voiced hatred, shame and anger towards the brands that did not even express their condolences. Apart from a condolence, especially given the size of the Turkish market consumers demanded from firms to pay back the profits that they have accumulated by donating financial and non-financial resources to those in need. While from Netflix they asked aggressively for vans, generators and portable toilets used during shooting, from Starbucks they asked for warm drinks and food.

*“The streaming services earns like crazy from Turkey by offering nonsense serials to the nation and never even thought of mentioning the earthquake. They shot so many serials/movies in this country. They should have no difficulty in contacting the production companies and supply lights, generators, and portable toilets” (Netflix, Sourtimes)*

*“You're not ashamed, are you? You are making world money from this nation. You consider giving a support to be too much. Surely, we will get through this disaster. Then let's see if you can find any customers?” (Starbucks, Twitter)*

Specifically for Starbucks, there was a racist anger towards the licensee of Starbucks as well as other well-known global brands in Turkey. The licensee belongs to the Kuwaiti AlShaya group. Consumers in their comments not only informed others about that situation, but also declared that nothing should be expected from Arabs.

*“Starbucks’ representative in Turkey is Shaya group from Kuwait. Being also the licensee for Bath and Body Works, brand representatives have lost its tongue in the earthquake. It is an extremely sad story that this country has been deceived by Arabs as a hobby since the Ottoman period” (Starbucks, Sourtimes)*

Three days after the earthquake both brands shared posts about the earthquake. However, the message as well as the help provided did not decrease the hatred. Several consumers expressed their disappointment by roughly estimating what percentage of the profits the donated resources stand for. While other consumers declared their happiness for the impact of the social media protest, but still communicating that their misbehavior will not be forgotten.

*“Only Fatih Terim's documentary earned more than 6 million liras. 6 million TL is the membership fee of an average of 100 thousand users. You wouldn't have made a statement if there were no reactions. We could not find your explanation and help sincere” (Netflix, Twitter)*

*“I say without exaggeration, the public made a "curse" statement. They will even make "curse" donations from now on. So will Netflix, so will Spotify. I congratulate everyone who made this possible. We are officially activating "curse" under the pressure of social media. There is not such thing as pretending to be dead when it comes to helping out” (Starbucks, Sourtimes)*

The hate towards the brand also extended to their devotees. Consumers were depicted as the victims of capitalism. Especially consumers of Starbucks were accused of performing conspicuous consumption as their only motivation is to show to others that they are present in the retail space showing off the personalized carton cups it and sharing evidence of being in the retail environment by posting photos on their social media channels.

*“Go and write your name on the foam cups and share, guys, you look so cool, well done” (Starbucks, Sourtimes)*

*“A chain of coffee shops that I am surprised to see those who still drink coffee. You form queues to share the cardboard cups with your name on your story” (Starbucks, Sourtimes)*

The word cloud of this theme is given in figure 5. The frequency distribution for the most frequently used words is as follows: coffee (f=169), help (f=162), Starbucks (f=153), condolences (f=123), message (f=114), money (f=111), day (108), earthquake (f=107), shame on you (f=92) and you (f=81). This shows that there is a greater hatred towards Starbucks and both brands are accused for not sharing even a message for expressing their mourning.



### 3.2. Call for Help and Accountability

Despite the considerable number of negative reactions some consumers shared more neutral emotions. Consumers used several strategies to neutralize the silence of brands. The target audience of the messages were either the brands or the consumers that protested the brands. Consumers developed hashtags calling for help, expressed the current situation in the affected provinces and listed the specific resources needed (e.g., blankets, clothes, warm drinks, and food). Comments also focused on the difficulties of receiving a confirmation from the headquarters, while other comments called for a change in the public relations departments. They even advised the brands to share any evidence (photos and/or videos) that will confirm the brands' existence in the affected provinces. In the case of financial donations, consumers also advised the brands to share receipts of payment. Consequently, in times of crisis the command chain was perceived as incapable of taking rapid and effective actions.

*“Waiting 4 days for 2 lines to share is a big PR mistake. They may have helped a lot until then, but they did not understand the Turkish people well. Instead of “we added a movie that we think you will like” wouldn't it possible to send I single e-mail about the earthquake? What blinded your eyes and blinded your foresight?” (Netflix, Sourtimes)*

*“Friends, I read the company's internal announcement. The announcement they made to their employees is very logical and correct. But I don't understand why a condolence message is not shared. This has nothing to do with being a Kuwait group company. Turkish managers turned out to be animals. I highly respect and use the brand because of the service standards it provided and the cafe perception it changed all over the world.*

*These are very professional international companies. They have the communication intelligence to compensate for the incompetence they are experiencing now. I wonder who is standing in front of the condolence message that has not been published for so long, who is blocking it!” (Starbucks, Sourtimes).*

Apart from brands, comments also targeted consumers that expressed their hatred. Consumers asked the social media protestors to think rationally about all brands that have not communicated publicly their condolences, or any help provided. Consumers also state that as the brands pay their national legal taxes, they already fulfill their responsibility towards the countries in which they operate. On the other hand, consumers advocated that these protests should be made to the actual responsible of this disaster referring the ruling party, the municipalities and the engineers that have approved the construction of buildings.

*“Leave Netflix, Disney and ask what BTK is doing. There is still no internet and phone reception in the earthquake zone. People cannot reach each other. There is no proper communication” (Netflix, Sourtimes).*

*“I think earthquake tax is paid to Starbucks in Turkey. I saw 999 entries in the left frame. But for example, where is the president in the same left frame? Where is the interior minister? Why doesn't the state act like a state? I haven't seen any headlines... Go really ask those who will be held accountable ahh right, you are afraid of going to jail” (Starbucks, Sourtimes).*

The word cloud of this theme is given in figure 6. The frequency distribution for the most frequently used words is as follows: help (f=158), earthquake (f=94), Starbucks (f=92), coffee (f=62), condolences (f=62), Netflix (f=60), message (47), reaction (f=37), support (f=31) and money (f=31). This shows that there is a call for help creating tags that include the brand names. Even though the frequency of the condolences is high, the comments are not negative as they are asking support from the brands. As it was stated above, the negative reaction is to persuade other to develop a protest against the real responsible.





The police officers tried to suppress the protests with tear gas and water cannons. A group of citizens run to the nearest shops for protection. However, Starbucks lowered the shutters of its store in the area to avoid any intrusions. Even though the brand issued a press release, several consumers were not persuaded with the provided information (MediaCat, 2013). While for Netflix they advocate that the mission and the content of the streaming service supports the empowerment of individuals. Specifically, the last years an increase in the content that targets the LGBT community was observed. This was stated as a reason to cancel previous memberships, but at the same time it was used to express their anger as the brand could have immediately taken an action if there was a crisis related to the marginalized community.

*“If anything happened to LGBT, black people or minorities in Turkey, they would have made a huge donation, 8 TV series and 12 documentaries every 4 days. For me, this institution is now the enemy of Turkey. I canceled my entire family’s memberships” (Netflix, Sourtimes)*

Consumers also perform an online word of mouth communication by promoting alternative brands with a higher perceived value. For Starbucks consumers recommended national brands and third wave coffeeshops. Especially, consumer refer to the national coffeeshop “Kahve Dünyası” as the brand immediately took an action from the first day of the earthquake. The comments about the recommended brand also signify an ethnocentric attitude by expressing the power of national brands over global brands.

*“Curse on anyone who enters your door after that. I will not drink, and I will not let other people around me drink. Instead of making money on these, I drink my coffee from “Kahve Dünyası”. I give less money and keep my money in the country. The same applies for Netflix. I am very pissed of to these two. The brands that shared “curse” did not share a single thing about the earthquake, how many days passed.” (Starbucks, Sourtimes)*

Some consumers made a reference to the national solidarity campaign that was run by the ruling part in Turkey during the COVID-19 pandemic. In late March 2020, the prime minister initiated the “we are adequate for us Turkey” campaign and asked for donations to support the citizens were primarily affected. For Netflix, the consumers, apart from other national and international platforms, highly recommended the use of pirate streaming platforms as there is a wide selection of free content. Consequently, consumers realize this negative consumer-brand relationship by supporting and promoting an illegal consumption behavior.

*“We click on the ads in Dizipal and we make them money, but we don’t give you a single lira anymore. For God’s sake humans continue their existence with emotions. You are not human. Every penny you earn from the children of this country is haram” (Netflix, Twitter)*





brands that they hate, and they are directed questions regarding the experiences that the negative brand or observing consumer-created brand hate content developed in websites and blogs (Fetscherin, 2019; Kucuk, 2018, 2019; Zarantonello et al., 2018; Zhang & Laroche, 2020)

Third, the study focuses on real time antecedents and outcomes towards brands in crisis. The antecedents of brand hate are classified into three main categories product, consumer and contextual-related/other. While studies generally use one antecedent for the examination of the construct (Bryson et al., 2013; Farhat & Chaney, 2021; Kucuk, 2020), the present study explored the emergence of the phenomenon in the presence of several antecedents: the natural disaster (other), negative past experiences (product), ideological incongruence (product) and symbolic incongruity (consumer). Consequently, the paper responds to the call in the literature for investigating the interaction of different antecedents and their relative impact on brand hate (Aziz & Rahman, 2022).

Fourth, most of the studies on the construct of brand hate are conducted in North America and European countries (Aziz & Rahman, 2022). The present research was performed in a collectivistic rather than an individualistic culture. Valuing the community over the individual needs, individuals and institutions in Turkish mobilized all their resources to help the affected. This devastating natural earthquake intensified not only group cohesion, but also is one of the key antecedents for the development of brand hate.

From a managerial perspective, the findings of the research provide evidence for the negative consequences of brand hate especially as consumers can instantly express their emotions, cognitions, and behaviors instantly on social media. First, brands should have an emergency marketing team that should monitor real time data and in times of crisis this team should report immediately to the upper-level managers. Some of these reactions would have been avoided if the brands immediately post a simple condolence message. Especially for global brands that have presence in several countries with different cultural sensibilities taking proactive measures is essential.

Second, the findings provide evidence that the interaction of antecedents enable the development of different outcomes (neutral reactions, negative emotional reactions, and negative relationship reactions). Firms need to analyze each individual outcome and develop alternative strategies to manage these reactions. This means that there is not a single strategy that will work for each reaction. This why firms need to identify and prioritize the outcomes. In the case of the research context the brands urgently need to develop strategies to persuade consumers to come back, decrease brand switching intentions and manage negative word of mouth communication. These correspond to the severe outcomes of negative emotional and relationship reactions and that have a direct effect on brand image and brand loyalty.

The study identifies also future research venues. Longitudinal research can investigate consumer brand hate in the post crisis era. Data can be collected from the selected social media channels to explore consumers recent attitudes and reveal the content of brand hate and/or brand love. As the findings provide evidence for the ethnocentric attitude of consumers, it would be interesting to explore the brand hate construct between global and national brands.

In the affected provinces there was not an internet connection for several days. Consequently, individuals, who directly experienced the fatal earthquake were not able to access the social media accounts limiting the numbers of comments that could have increased the credibility of the findings. This limitation provides an interesting venue for further research. Using mixed methodologies earthquake victims' attitudes towards these brands could be explored.

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