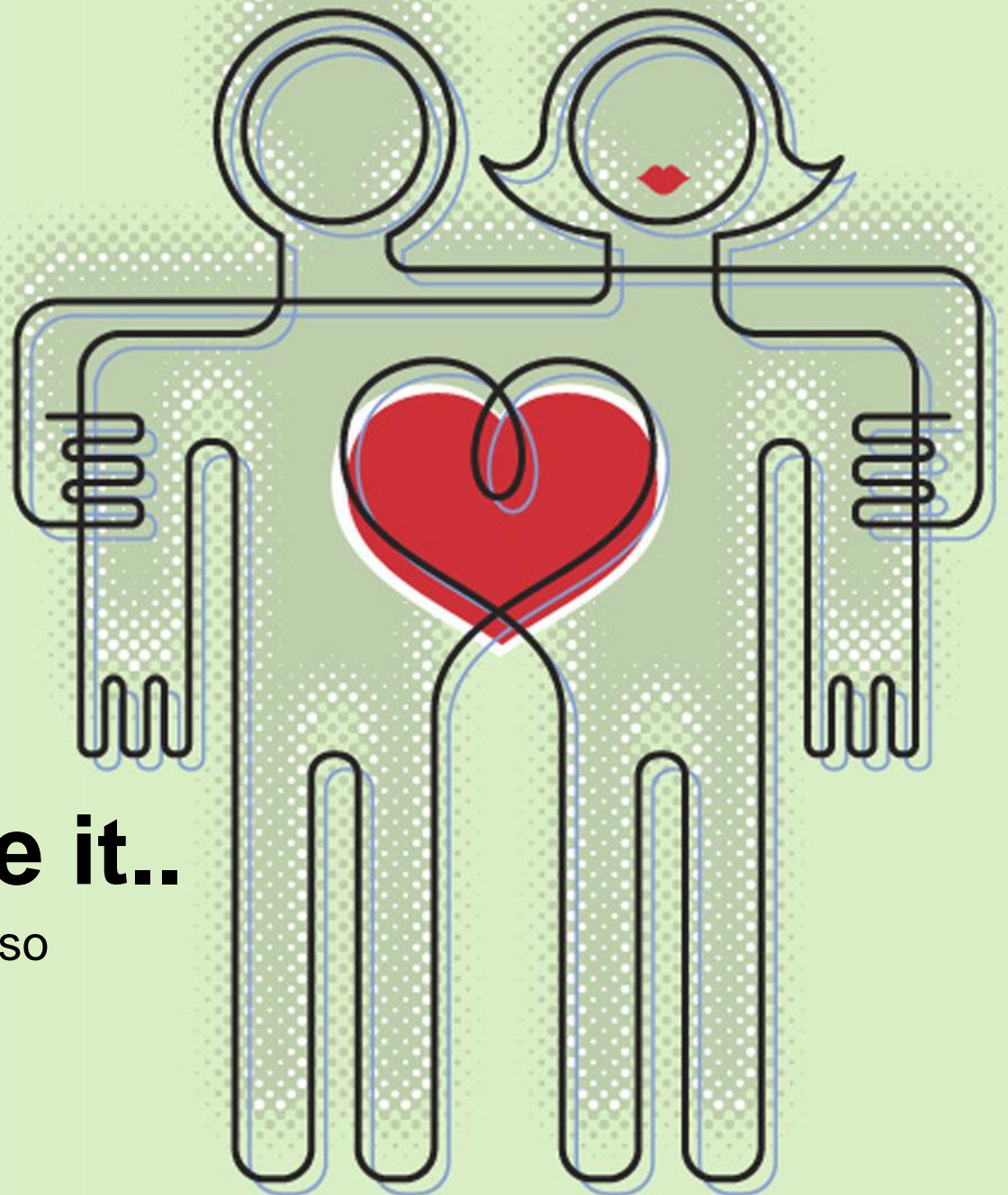


**I don't love
this brand,
actually I hate it..**

Giulia Miniero, Monica Grosso

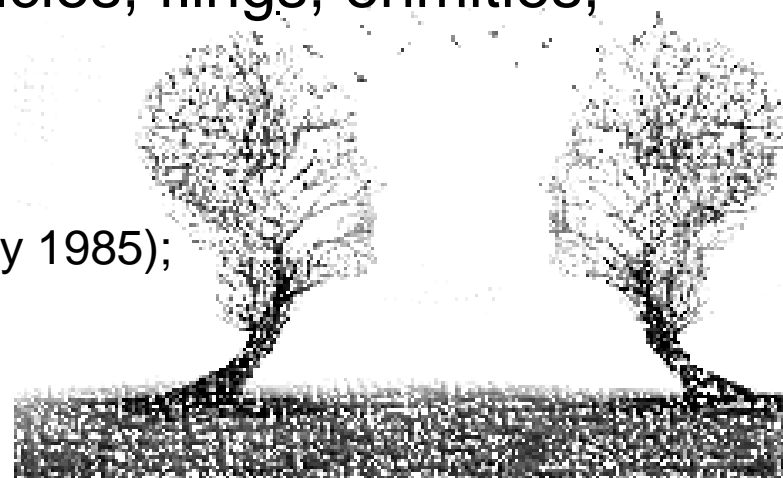


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Consumer-Brand Relationship

- Consumers have with brands the same relationship they have with people (Schmitt 2012);
- Fournier (1998) identified **15** types of consumer-brand relationship: arranged marriages, causal friends, marriages of convenience, committed partnership, best friendship, compartmentalized friendship, kinship, rebound/avoidance driven, childhood friendship, courtship, dependencies, flings, enmities, secret affairs, enslavements;
- Consumers consider brand as vital members of their lives (Levy 1985);

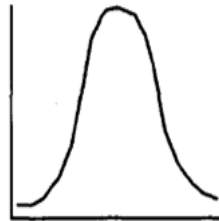


Brand Relationship Trajectories

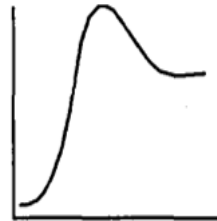
FIGURE 1

ALTERNATIVE BRAND RELATIONSHIP DEVELOPMENT TRAJECTORIES

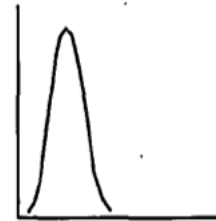
Panel 1
Biological Life Cycle
(e.g., Vicki and Tetley tea)



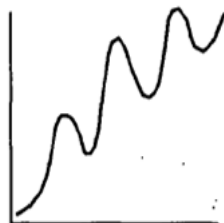
Panel 2
Growth - Decline - Plateau
(e.g., Karen and Tide)



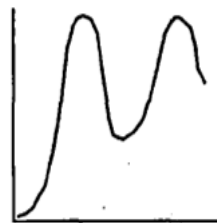
Panel 3
Passing Fling
(e.g., Vicki and Various Shampoos)



Panel 4
Approach - Avoidance
(e.g., Jean and Skippy)



Panel 5
Cyclical Resurgence
(e.g., Karen and Lender's, Eggo, Cheerios and Kix)



Panel 6
Stable Maturity
(e.g., Jean and her sauce-making brands; Karen and Gatorade)



Consumer-Brand Relationship

- Relationship are dynamic (Fournier 1998);
- Companies can instill new elements continuously (Russell and Schau 2014);
- Consumers can co-create the brand meaning (Muniz and Schau 2005);



Brand Relationship evolution

- Brands become a “live” partner of consumers’ life (Fournier 1998);
- Consumers buy the brands that they experience (Schmitt 1999);
- Relationship, as with human beings, evolve over time:
 - consumer brand relationships sometimes face some **turning points** (Russell and Schau 2013);





Turning points



Positive:

- **Brand Love** (Batra et al 2012)
- **Brand Experience** (Brakus et al 2009)
- **Brand attachment** (Park et al 2008)
- **Brand engagement** (Hollebeek 2011)
- **Customer Delight⁺** (Oliver et al 1997)

Negative

People remember negative events more than positive ones

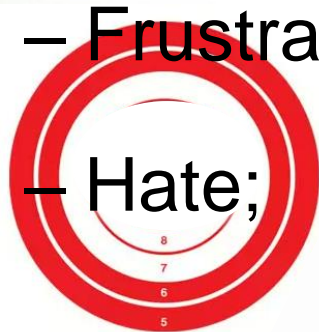
BUT...

Negative Turning points

- Brand ends: customer feel lost (Russell and Schau 2013);
- Brand Failure: dissolution of the relationship (Fajer and Schouten 1995);
- Brand Trauma:
 - Disappointment;

– Frustration;

– Hate;



What is Hate?

- “to have strong dislike or ill will for; loathe; despise” or “to dislike or wish to avoid; shrink from” (Neufeldt & Guralnik, 1997, p. 617)

Brand Relationship and Hate

		Strengths of Brand Relationship	
		<i>Weak</i>	<i>Strong</i>
Feeling Towards Brand	<i>Positive</i>	(1) Brand Satisfaction	(2) Brand Love Brand Passion
	<i>Negative</i>	(3) Brand Avoidance	(4) Brand Hate Brand Divorce

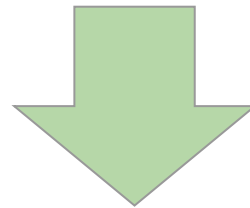
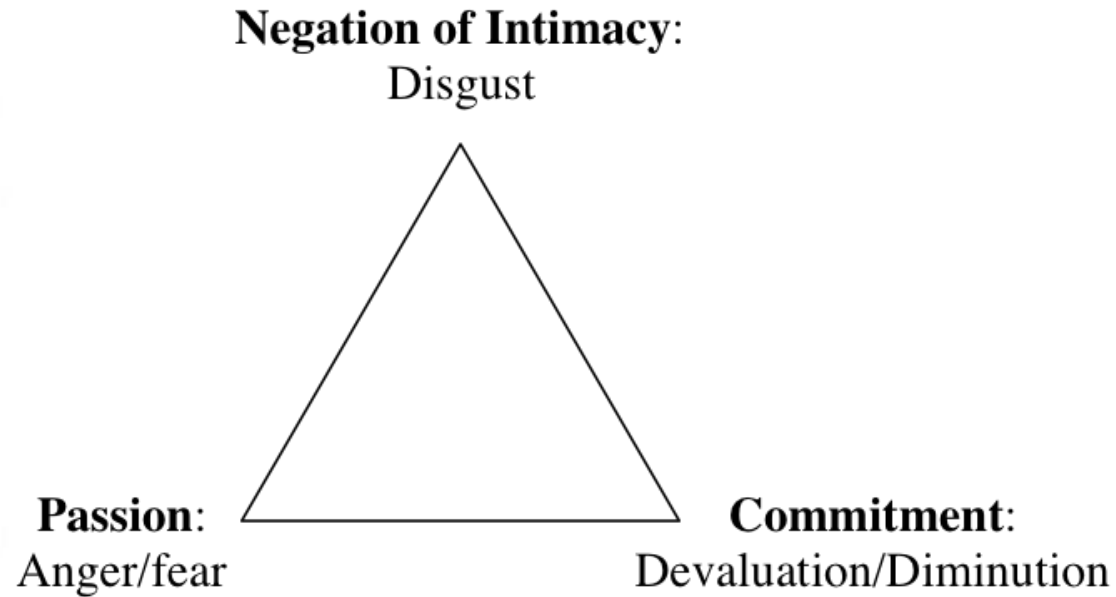
The duplex theory of hate

Theory that applies to both individuals and groups → the basic processing system that applies to the formation and processing of impressions about groups and about individuals is the same (Hamilton & Sherman, 1996).

Fundamental claims (Sternberg 2003):

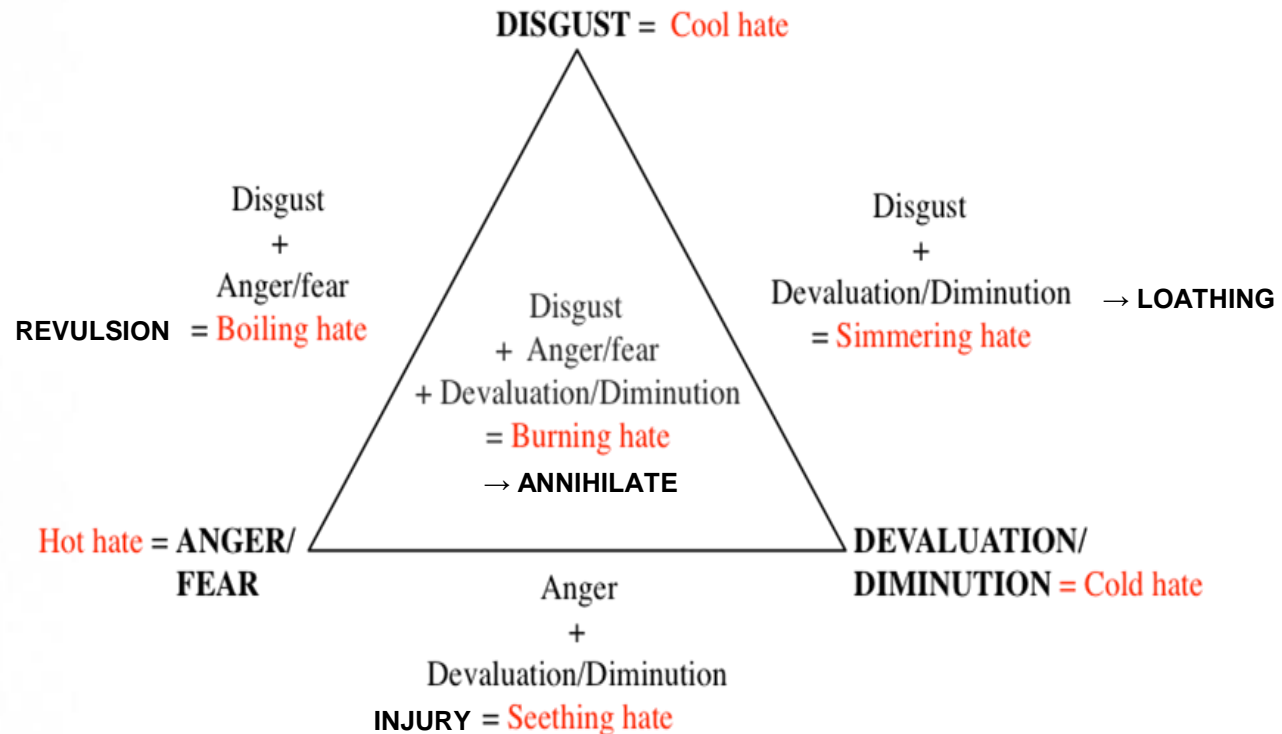
- hate is very closely related psychologically to love
- hate is neither the opposite of love nor the absence of love → the relationship between love and hate is structurally complex
- hate, like love, has its origins in stories that characterize the target of the emotion
- hate, like love, can be characterized by a triangular structure generated by these stories

Components of Hate



Different types of hate, based on their combinations

7 types of Hate



Antecedents of brand hate

- Negative past experience with the company or the brand (e.g. company wrongdoings);
- Symbolic incongruity: the company or the brand projects an undesired image;
- Ideological incompatibility: consumers perceive the brand as doing something wrong at social, legal or moral level

(Hegner et al 2017)

Consequences of brand hate

- **Attacking strategies: hurt or diminish the value of others** (Opotow and McClelland 2007)
- **Avoidance: suppress emotions and act coldly** (Shaver et al 1987)
- **Approaching: feeling empathy removing from the situation** (Aumer-Ryan et al 2007)
- **Revenge** (Gregoire et al 2009)
- **Feeling hostage by the company** (Alba and Lutz 2013)

Consumer Sharing

- Consumers are extremely vocal (Dunn and Dahl 2012);
- Want to share their experiences and lives with friends, family and strangers (Belk 2013);
- Like talking about their experiences with products especially if negative (Ward and Ostrom 2006);

Consumer Complaining

- Consumers complain in order to express their frustration (Nyer 2000; Kowalski 1996);
- Complaining= Catharsis (Bennett 1997);
- Consumers want to metabolize the frustration (Dunn and Dhal 2012);



Context of the study

- «io odio trenitalia» facebook group
- Consumers spontaneously created a facebook page in which they comment and denigrate the company
- Different from «usual» cases in which consumers offend and complain ON the company's facebook page;



lo odio trenitalia

Gruppo pubblico

Informazioni

Discussione

Membri

Eventi

Video

Foto

File

Cerca in questo gruppo

Collegamenti rapidi




In attesa di conferma ... Altro

Post recenti più popolari

Marcella Garau 2 ore fa

non so se il gestore è Trenitalia, ma ovviamente è sempre Italia



12

Mirko Piterà 22 ore fa

Treno 2572 da Milano Centrale a Tirano fermo da un'ora a Monza per investimento. Non ci è stato dato nessun annuncio, gl...

3

Vanezaza da Lozzo 9 minuti fa

VIETATE DI FUMARE AI BINARI!!!


1

Vedi tutti i post

Foto

troppo grandi: non entrano nel tunnel

Inutilizzabili i convogli da 39 metri, l'alternativa è ricorrere a mezzi di 30 anni fa per la linea 6



Soluzioni

trenitalia.com

TI ICN 795

- 17:41 Modena
- 18:10 Bologna Centrale


00:29 trenitalia.com ACQUISTA da 9,00 €

TI REG 11409

- 17:50 Modena
- 18:20 Bologna Centrale

00:30 trenitalia.com ACQUISTA da 3,85 €

Quando ti ricordi che il giorno dopo farai un viaggio su tre diversi regionali



ROMA TERMINI	19:55	BOLZANO CENTRALE
TORINO P.N.	20:00	DA FERRARA A TORINO
VENTIMIGLIA	20:00	ROMA (22.43) - ROMA
ROMA TERMINI	20:00	: BUSINESS IN CO
BERGAMO	20:05	300LLO D'ALPINE
CLE	20:10	- AUGUSTA (05.24)
LUGANO	20:10	7 - NERVISIO (05.24)
TORINO P.N.	20:10	27 - G
VENEZIA S.L.	20:15	ERONA PORTA N.L.
TORINO P.N.	20:18	I (20.28) - PAGO
ROMA TERMINI	20:20	JTIVE E BUSINESS
PANTOLA	20:20	MILANO ROGOREO
SONDRIO	20:20	30 - COLLIO DEL
VERONA P.N.	20:25	MILANO LAMBRATE

il Quotidiano

Villa San Giovanni

TENTA SUICIDIO SUI BINARI MA IL TRENO

Vedi tutte le foto

Io odio Trenitalia facebook group

- Public group
- founded in 2013
- 9'900 members: Italian citizens, commuters or students who use the train daily as the primary means of transportation
- The group activity is mainly constituted by posts, which are liked and commented on
- The group is used to express anger and hatred toward *Trenitalia* services
- In addition to the posts, there are also some images, created and shared by the group members, in which the brand *Trenitalia* is mocked and despised

Sample Selection

- Selection 300 communication exchanges, namely posts and comments, published within the Facebook group “lo odio Trenitalia” between 2013 and 2016;
- The 300 posts about *Trenitalia* correspond to the totality of the posts published on the Facebook group on *Trenitalia* between 2013 and 2016.
- Only posts published in “ordinary days”: posts published during strike days and holidays were excluded.
- The “hateful post” is defined as a post that contains foul language and negative expressions particularly filled with hate, aversion and hostility;

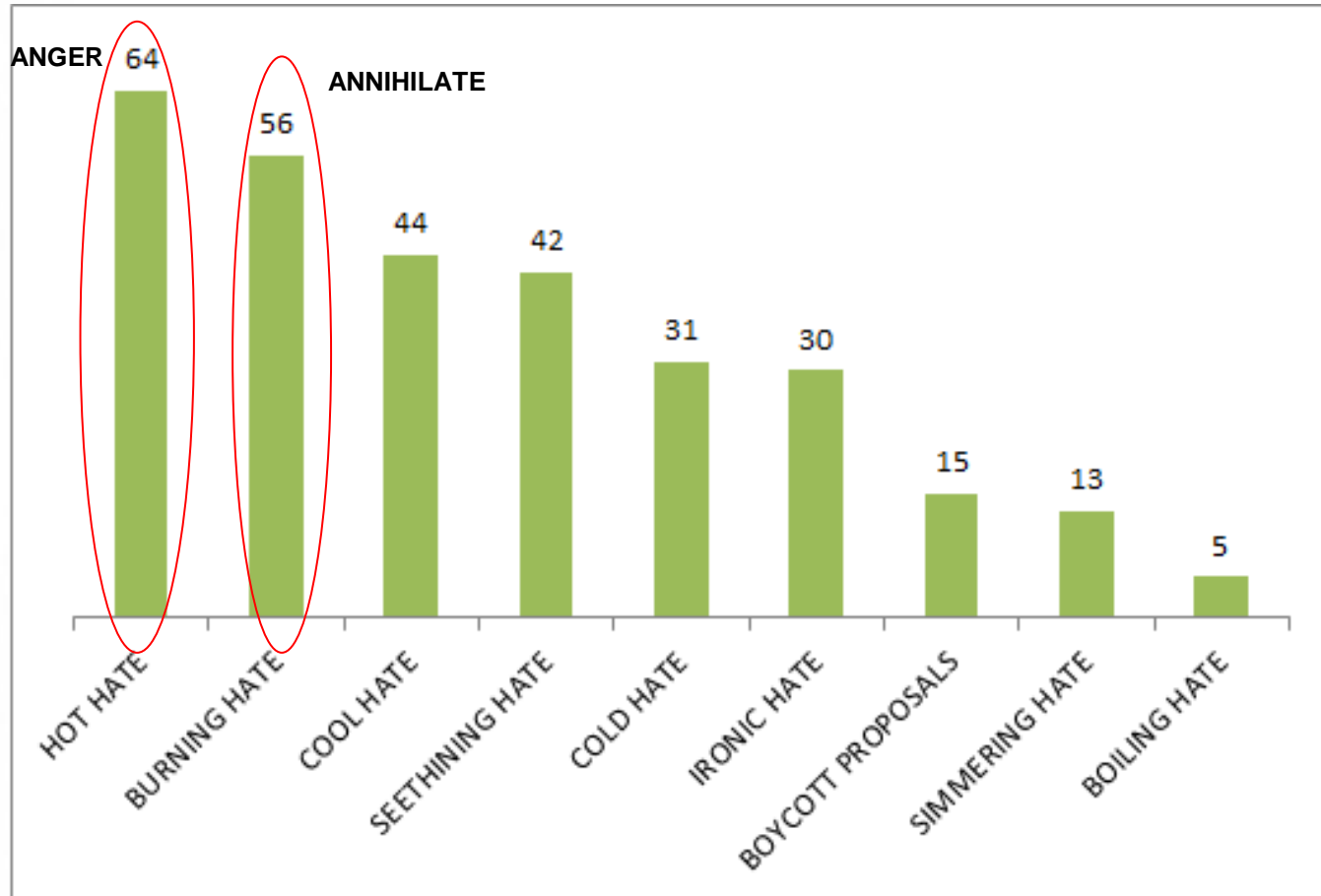
Coding Scheme

NODE	CODING RULES
Cool hate	Posts expressing disgust toward Trenitalia itself or toward its employees.
Hot hate	Posts expressing anger toward Trenitalia itself or toward its employees.
Cold hate	Posts expressing feelings of unworthiness toward Trenitalia. There is something wrong with the member of this group
Boiling hate	Posts expressing feelings of revulsion toward Trenitalia.
Simmering hate	Posts expressing disgust and devaluation toward Trenitalia, which result in feelings of loathing.
Seething hate	Posts expressing devaluation and anger toward Trenitalia, which result in feelings of revilement. Trenitalia is seen as a threat
Burning hate	Posts expressing a need of annihilation, which result in the combination of feelings of disgust, anger and devaluation toward Trenitalia with the goal of annihilating it.
Ironic hate	Posts expressing hate, aversion and hostility toward Trenitalia using irony and sarcasm.
Boycott proposals	Posts through which people propose organizing a boycott of Trenitalia.

Posts per category

	2013 (52 post)	2014 (82 post)	2015 (122 post)	2016 (44 post)
COOL HATE	9	10	16	9
HOT HATE	13	17	28	6
COLD HATE	4	13	8	6
BOILING HATE	2	2	-	1
SIMMERING HATE	1	2	9	1
SEETHING HATE	5	9	19	9
BURNING HATE	18	14	22	2
IRONIC HATE	-	8	16	6
BOYCOTT PROPOSALS	-	7	4	4

of Posts per hate category

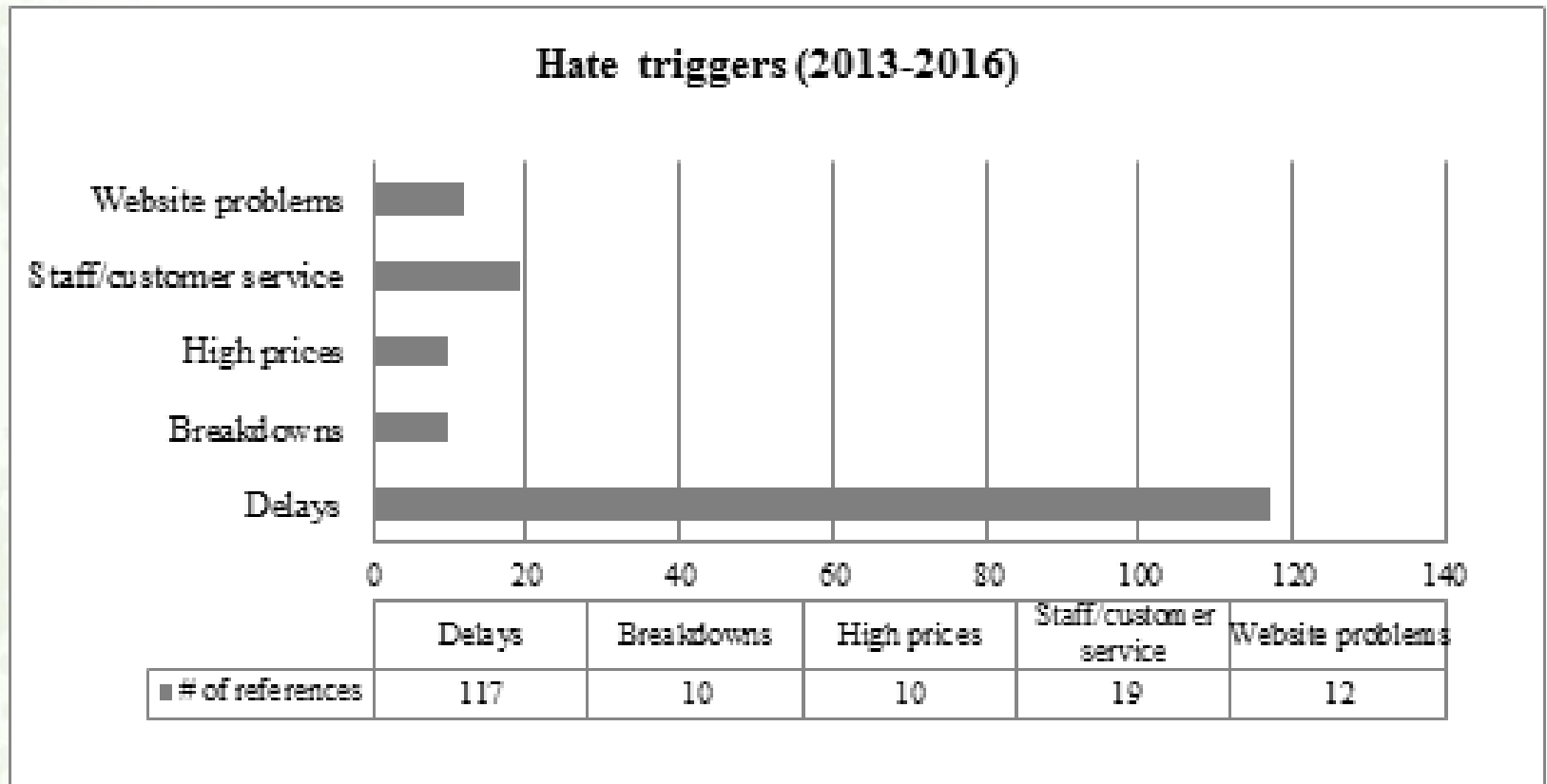


Hate toward *Trenitalia* is characterized by high degrees of disgust, diminution/devaluation and anger, with a predominance of anger

What triggers hate?

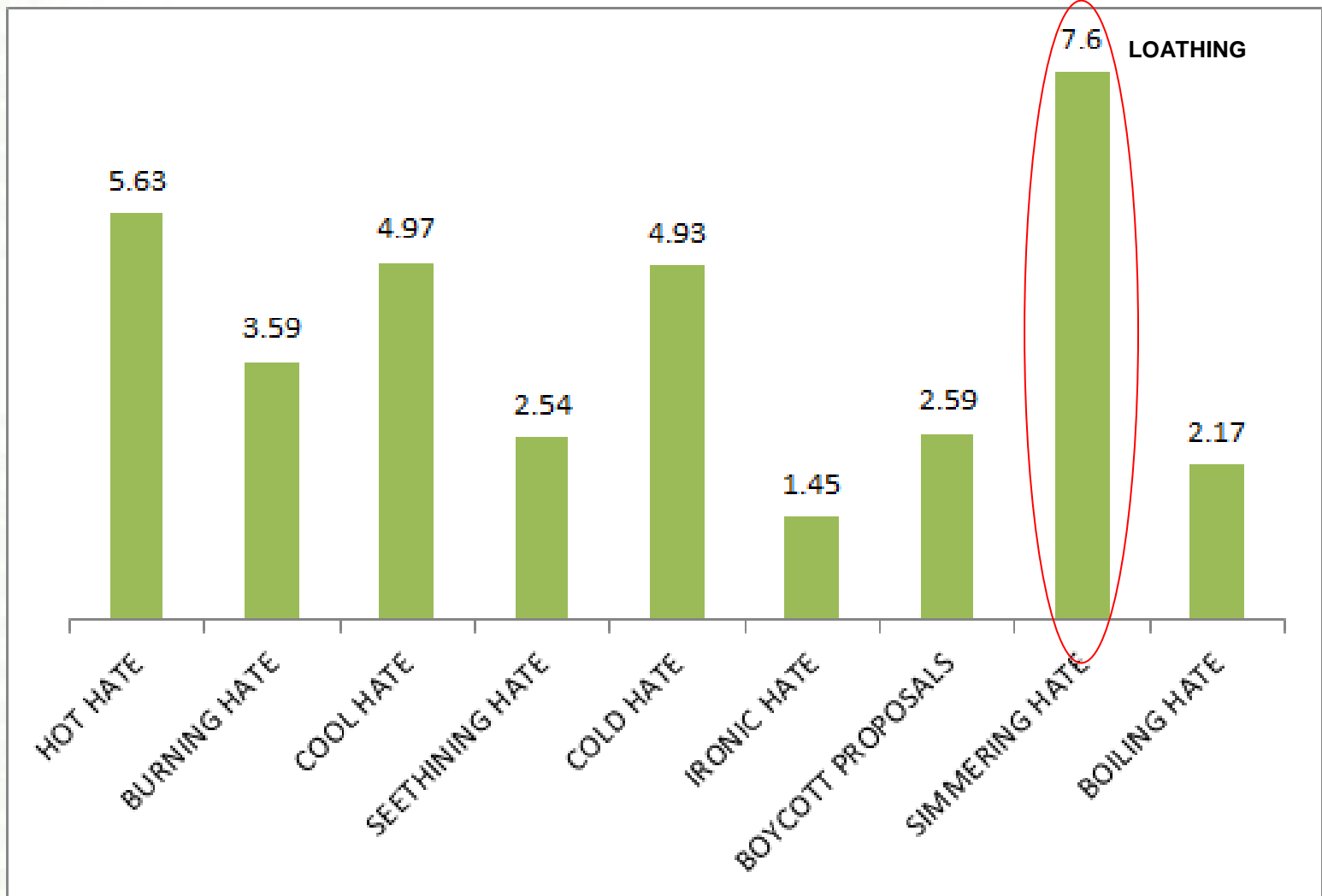
Hate triggers	Description
Delays	This hate trigger refers to Trenitalia trains delays, which very often go beyond one hour
High prices	This hate trigger is emerged from the posts that express disappointment about the prices of Trenitalia services, which are considered too high with regard to the price/quality ratio
Breakdowns	This hate trigger refers to all kind of breakdowns of Trenitalia services, including different types of breakdowns, mainly failure to the electric line, breakdowns of the railway engine and damages of the interior of the train cars.
Staff/customer service problems	This hate trigger stands for all problems related to Trenitalia staff and customer service. It particularly refers to various problems with Trenitalia train controllers.
Trenitalia website problems	This hate trigger refers to problems related to Trenitalia website, which seems to be out of order very often.

Hate triggers

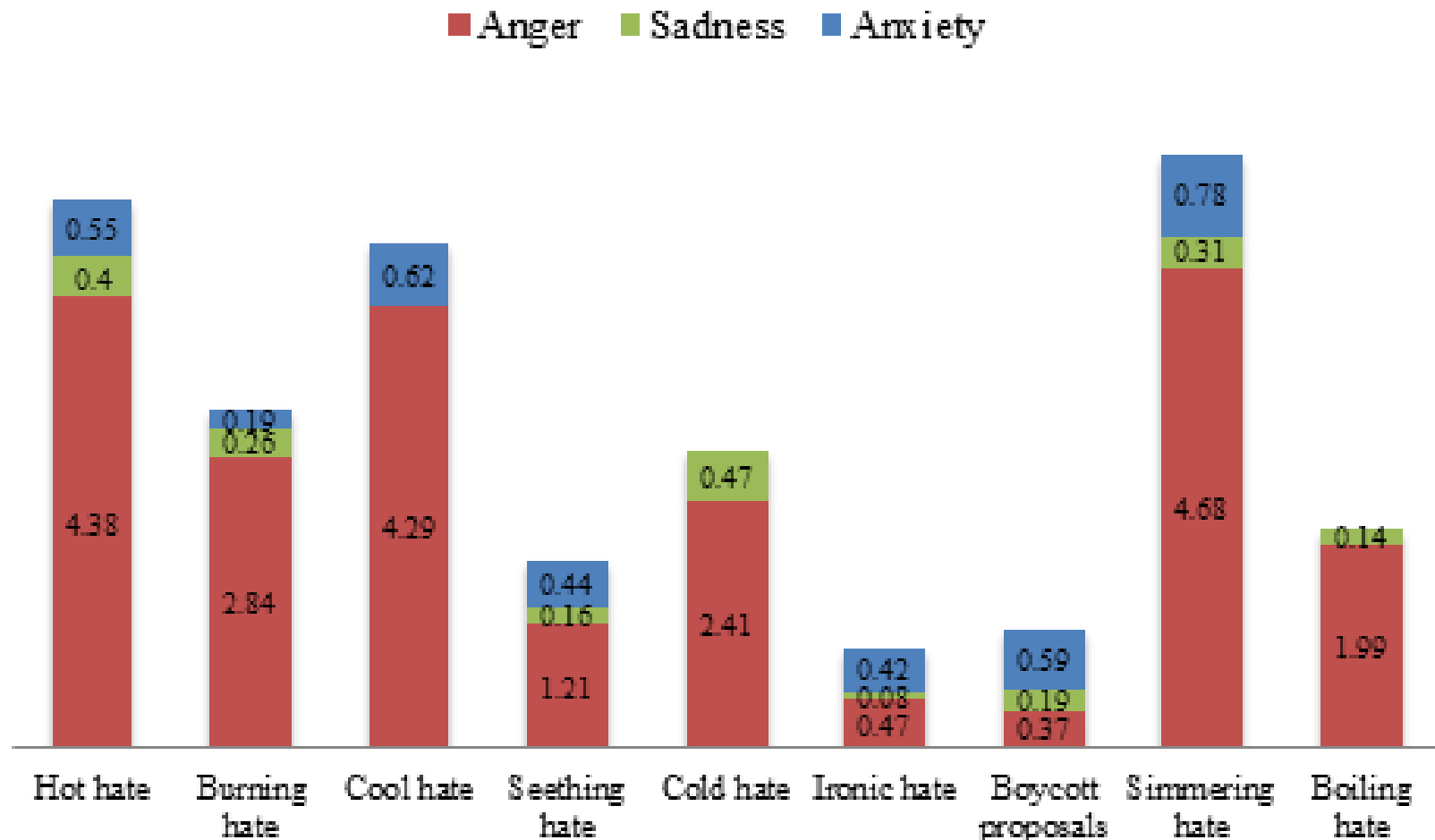


Product failure represents the major source of hate for consumers

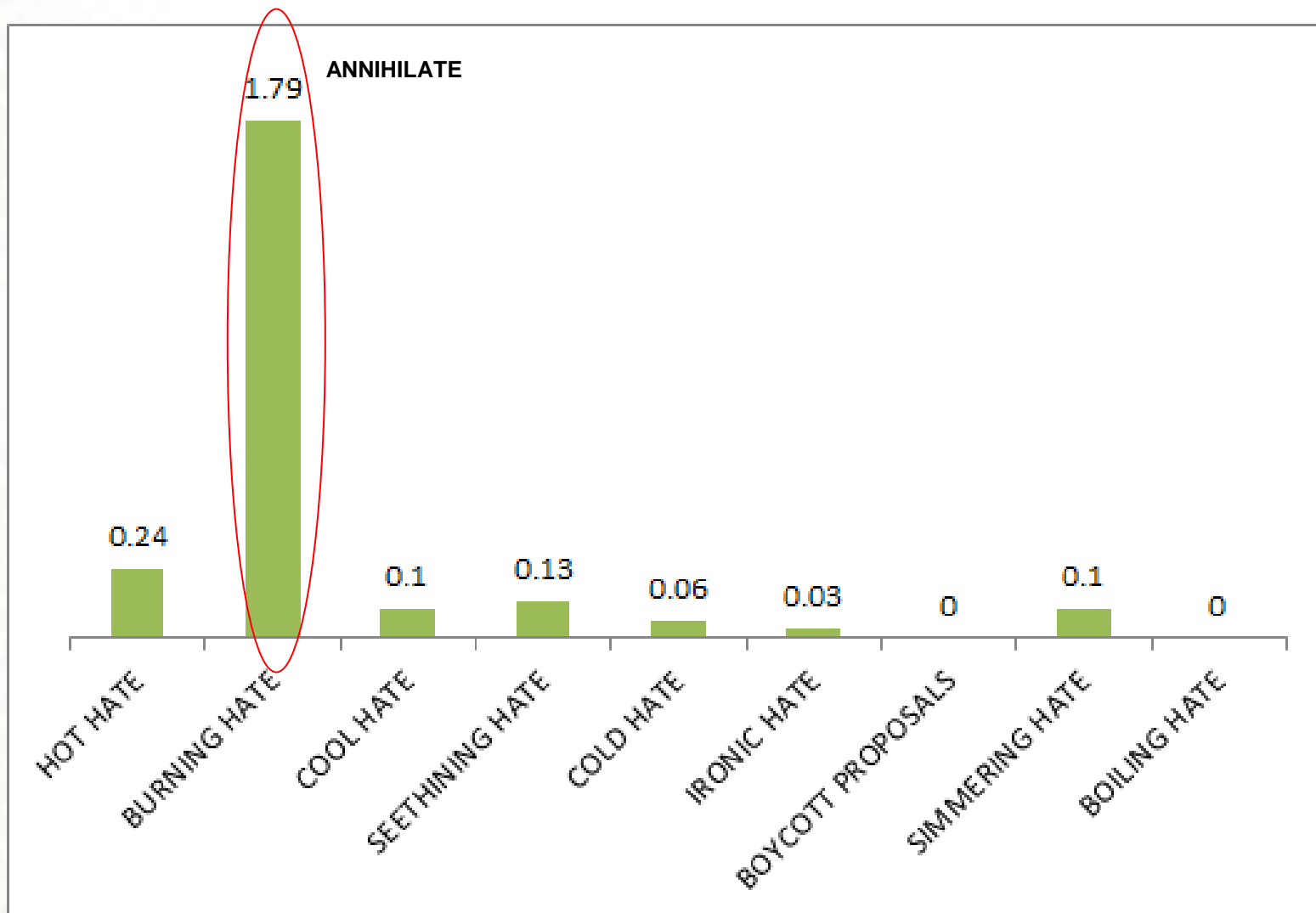
Negative emotions



Focus on the Negative emotions



Hate and Death



Conclusions and Implications

- Hate arises as moral violation: individuals feel hostage of Trenitalia and develop attacking and approaching (boycotting) behaviors
- Consumers develop the desire to annihilate the brand (burning hate) but Trenitalia is mainly a monopolist, people “need” it to go to work, to commute, to travel..

..is this positive for the society?

**Thanks for
your attention!**

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