

Business Distinguished Scholar Seminar Series

Better Safe than Sorry: Effects of Brand Hatred on Preferences for Competing Brands

Consumers frequently experience negative feelings toward brands; yet existing research has predominantly focused on positive engagements with brands. The current work examines one of the most extreme negative feelings—hatred—and explores how hatred for one brand affects competing brands. Many managers seem to believe that consumers' hatred for a close competitor would not be harmful or might even be beneficial for their brand. A series of studies using qualitative, experimental, and field data show that in contrast to managers' beliefs, hatred for a brand leads consumers to eschew close competitors from the same subcategory. Importantly, such preference shifts do not emerge when consumers are indifferent or dissatisfied. As feeling mistreated and exploited is central to hatred, it triggers concerns about self-protection, which results in avoiding close competitors. Several moderators (i.e., variance in consumer ratings and the usage of safety-inducing marketing cues) supporting the self-protection based account are identified. Taken together, this research emphasizes that consumer relationships with brands do not operate in a vacuum. Documenting predictable shifts in preferences for competitors as a consequence of hatred for a brand underscores the importance of extending frameworks of consumer-brand connections to incorporate negative connections and account for effects beyond a focal brand.



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Darren Dahl is the Senior Associate Dean – Special Projects (Covid Response) and the Innovate BC Professor at the University of British Columbia. His current research interests are in the areas of new product design and development, creativity, consumer product adoption, the role of social influence in consumer behavior, and understanding the role of self-conscious emotions in consumption. His research has been presented at numerous national and international conferences, and published in various texts and such journals as the *Journal of Marketing Research*, *Journal of Marketing*, *Journal of Consumer Research*, *Management Science*, and *Journal of Consumer Psychology*. He currently is an associate editor at the *Journal of Marketing*

and is the past editor-in-chief of the *Journal of Consumer Research*. He serves on the editorial board of the *Journal of Consumer Research*, *Journal of Marketing*, and *Journal of Consumer Psychology*. Professor Dahl teaches courses in Creativity and Strategic Analysis at the undergraduate, MBA, and executive education levels. He has won awards for both his research (e.g., Killam Research Prize) and his teaching (e.g., 3M Teaching Fellow) efforts.



Date: 12 May 2021 (Wednesday)

Time: 10:00 am – 11:30 am

Venue: Zoom meeting  Meeting ID: 946 3106 6117

Please join Zoom Meeting, link: <https://lingnan.zoom.us/j/94631066117>

Language: English

*** All are Welcome ***