1.	Record Nr.	UNINA9910337787803321
	Autore	Kucuk S. Umit
	Titolo	Brand Hate : Navigating Consumer Negativity in the Digital World / / by S. Umit Kucuk
	Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2019
	ISBN	9783030003807 3030003809
	Edizione	[2nd ed. 2019.]
	Descrizione fisica	1 online resource (ix, 199 pages) : illustrations (some color), charts
	Collana	Gale eBooks
	Disciplina	658.8342 658.8343
	Soggetti	Consumer behavior Customer relations - Management Communication in organizations Telemarketing Internet marketing Advertising media planning Emotions Consumer Behavior Customer Relationship Management Corporate Communication Digital Marketing Media Planning Emotion
	Lingua di pubblicazione	Inglese
	Formato	Materiale a stampa
	Livello bibliografico	Monografia
	Nota di bibliografia	Includes bibliographical references and index.
	Nota di contenuto	1. What is Hate? -- 2. What is Brand Hate? -- 3. Antecedents of Brand Hate -- 4. Consequences of Brand Hate -- 5. Semiotics of Brand Hate -- 6. Legality of Brand Hate -- 7. Managing Brand Hate.
	Sommario/riassunto	This book focuses on the concept of "brand hate" and consumer negativity in today's digital markets. It explores the emotional detachment consumers generate against valued brands and how negative experiences affect their and other consumers' loyalty. It is

almost impossible not to run into hateful language about companies and their brands in today's digital consumption spaces. Consumer hostility and hate is not hidden and silent anymore but is now openly shared on many online anti-brand websites, consumer social networking sites, and complaint and review boards. The book defines consumer brand hate and discusses its dimensions, antecedents, and consequences as well as the semiotics and legality of such brand hate activities based on current brand dilution arguments. It describes the situations which lead to anti-branding and how consumers choose to express their dissatisfaction with a company on individual and social levels. This newly updated edition discusses recent research findings from brand hate literature with new cases and extended managerial analysis. Thus, the book provides strategic perspectives on how to handle such situations to achieve better functioning markets for scholars and practitioners in marketing, psychology, and consumer behavior. .