DEVELOPMENT OF BRAND HATE THROUGH ELECTRONIC MARKETING

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Abstract

The internet has become one of the most important and influential aspects of human lives, which cannot simply be parted away. The virtual world, which is accessed through the internet, has changed the lives of people throughout the world. It has shaped people's opinions related to everything around them and most importantly, of consumer goods and services. These opinions can take form both in positive or negative emotional messages which show the type of consumer-brand relationship that exists. The consumer-brand relationship which has its two extremes, on the positive side of the spectrum is the emotion of Love and on the other end of the spectrum lies the emotion of Hate which is one of the most extreme negative forms of emotion. It is a similar emotion like other emotions that are built over time, but at times, can be a result of spontaneous reaction towards an event. The current conceptual study aims to explore how e-marketing and social media platforms participate in the development of brand hate in consumers. The study goes over various forms of online marketing tools to show how they aid in developing brand hate in consumers. The study concludes that online marketing and social media do aid in developing brand hate and other negative emotions towards a brand.

Keywords: Brand Hate, Negative Emotions, Online Marketing, Brand Relationship, Consumer-Brand Relationship
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