The Influence Of Brand Avoidance On Consumers Purchasing Decision

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Abstract: One of the most important factors affecting a company's capacity to achieve a competitive advantage over its rivals is its brand. This paper seeks to examine the impact of brand avoidance on consumer purchasing decisions. Consumers are more likely to be satisfied and have higher expectations when brand managers can offer them high-quality products. Additionally, quality brands have a favourable impact on the consumer's purchasing decision. This study uses a qualitative methodology, notably document analysis, to uncover relevant sources on the subject to achieve the study's aim. Furthermore, a keyword-based search of the databases of Web of Science, Google Scholar, and Scopus was carried out to find seventeen useful scientific papers to reach the study's objective. The findings of the study showed that identity avoidance, moral avoidance, and deficit-value avoidance all had a significant impact on consumers' purchasing decisions through the literature reviewed. As a result, the study offers both theoretical and practical directions on how to succeed in getting away from the underlying reasons for disregard for brands so that consumers make insightful purchase decisions.

Keywords: Brand Avoidance, Consumer Purchasing Decision

1. Introduction

Every organization has its brand that distinguishes them from their competitors in the job market. Most scholars and researchers have shown interest in managers and entrepreneurs to focus on the issues of brand avoidance that influences consumers purchasing decision to accept other brands at the expense of other brands(Martínez-López et al., 2020). Consumers purchasing decision is based on how they view the brand of a product and how they seem to see it as a crucial component of any good or service(Zak & Hasprova, 2020). Brands give consumers compelling reasons to buy an item, whether it is expensive or inexpensive. This link is based on quality. Businesses must make sure their brands are well-known in the marketplace and are accessible and easily identifiable when their names are mentioned which will influence the purchasing decision of consumers(Kokthi et al., 2022). This is due to the ability of businesses to get a competitive edge over rivals in the market environment(Hidayatullah et al., 2019). Every organization has its brand that distinguishes them from others and develop strategies to gain a competitive edge in the job market.

With the help of branding, a business may establish a long-lasting connection with its consumers, which raises demand for its goods and services(Camarero Izquierdo et al., 2005). Due to the nature of its quality, it acts as a foundation for developing a positive reputation for the organization in the international market. To combat avoidance of their brands owing to bad prior experiences with that product, moral wrongdoing, and individual self-concept, business owners should provide quality brands to increase the demand for their brands by consumers(Lee et al., 2012). The inability of businesses to create quality branding features that set them apart from their rivals, especially when it comes to the packaging of their goods or services can encourage brand avoidance by consumers so as far as their purchasing decision is concerned(Rego et al., 2022). Since they will be able to easily avoid or despise the name of your products.

An important factor that influences the consumer purchasing decision on whether to avoid a particular brand over the other is its ability to build a reliable brand in the labour market(Young et al., 2010). Strong brands leave a favourable impression on their customers, have an impact on the consumer purchasing decisions of the potential market, and help businesses forge long-lasting relationships with their consumers(Ferreira et al., 2022). This is why the influence of brand avoidance on the purchasing decision of consumers is the main aim of this study.

Customers will develop the habit of avoiding the purchase of a particular brand if they discover is of low quality and insecure for usage(Sharma, 2020). To develop a relevant connection with consumers, businesses must put in much effort to prevent the habit of brand avoidance among consumers. Many studies have been conducted, with varied degrees of success on the relationship between brand avoidance and consumer behaviour (Khan et

al., 2019a; Khatoon & Rehman, 2021a; Yoon et al., 2020a), however, studies on the influence of brand avoidance on consumer purchasing decision has been overlooked. Therefore, this study to fill this research gap.

2. Literature Review

2.1 Brand Avoidance

Brand avoidance, which results from unfavourable feelings about the brand, is the antithesis of brand intimacy(Park et al., 2013). It is a bad feeling that can appear before the consumer even forms a buying habit, not just after they have already purchased a brand's goods or services(KAYTAZ YİĞİT & İRFANOĞLU, 2021). How consumers emotionally react to, relate to, and feel about a brand affects how they perceive the relationship between the brand and the consumer(Szymkowiak et al., 2021). Studies by (Bryson et al., 2013) reveal that negative past experiences by consumers of a specific brand are the strongest predictor of brand avoidance. Therefore, firms should put proper measures in place to address consumers' complaints and provide solutions to them with the needed urgency it deserves. Brand avoidance is distinct from other ill-will toward a brand such as brand hatred and boycotts in several respects(Odoom et al., 2019). For instance, boycotts, which are anti-consumption and resistance tactics, typically operate at the social/group level and represent commercial unhappiness(Albrecht et al., 2013).

Few studies have qualitatively and conceptually investigated some of the causes, kinds, and aspects of brand avoidance as a multidimensional phenomenon(Odoom et al., 2019). Due to the negative effects, brand managers must work to stop their brands from becoming the target of brand avoidance by consumers in their purchasing decision(Khan et al., 2019b). In general, brand avoidance has been categorized according to the consumer's societal or individual concerns(Cambefort & Roux, 2019). Market activists and other members of social movements are concerned with societal issues, one of their consumer actions can be to boycott products that they believe are contributing to a particular social issue(Rindell et al., 2013). His study's conclusions suggest that the marketing environment, the social environment, or the consumer's environment may all play a role in the purchasing decision to avoid a particular brand(Hogg et al., 2009). Knowledge gleaned from these sources can assist in addressing the problems that lead to avoiding a particular brand over another.

Also, consumers can avoid a specific brand due to their concerns associated with the usage of the brand which could be negative or positive(Dessart et al., 2020a). That is, consumers choose to avoid the brand because of the negative experience associated with the usage of the brand.

Consumers tend to have a consistent purchasing power to brands perceived to be of good quality and meets their expectations (Rayburn et al., 2020). In this scenario, customers will choose to buy excellent brands with a smaller market share in the labour market over those they believe to be easily accessible and affordable(Zhang et al., 2021).

The brand of the company is the consumer's perception and reflection of what the company offers to its consumers and it influences their purchasing decision (Rindell & Strandvik, 2010). While rejection comprises a more passive behaviour that might be challenging to identify or monitor, resistance in the marketplace can take the shape of active behaviour (Hogg et al., 2009). Brand avoidance may be related to the brand user's self-concept congruity of being an active or passive offender(Wijnands & Gill, 2020). This occurs when certain customers believe they are upper-class, thus they fear that purchasing a low-quality brand will reflect poorly on them in society(Li & Whitworth, 2022). Most consumers stay glued to a brand because they want to protect their integrity. It may be seen that consumer complaints do encourage people to avoid a specific brand and it affects the purchasing decision of consumers.

In any situation, customers might find a means to voice their dissatisfaction with a brand to hurt it(Grégoire et al., 2009). He contrasts the brand's expected and intended performance with its actual performance; if expectations are not met, brand avoidance and dissatisfaction result.(W Lee, 2009a). The performance of a particular brand and the context in which the purchase was made are both sources of dissatisfaction(Tamasits, 2021). There is a high possibility that consumers could develop hate for a brand when they perceive the brand to be of poor quality after their experience or usage(KAYTAZ YİĞİT & İRFANOĞLU, 2021).In our current era, where the usage of the internet is appealing in daily life, consumers can easily express their complaints about the usage of a brand digitally or they can evaluate the brand itself through a third website(KAYTAZ YİĞİT & İRFANOĞLU, 2021).

Customers eventually lose all hope of finding a solution and stop doing business with the company(Grégoire et al., 2009). Once they stop doing business with companies, they start looking for other options with the competitors.

2.2 Identity Avoidance

Identity avoidance refers to elements that are connected to the self-concept and the symbolic connotations of the brand(Tamasits, 2021). This means that brand managers should consider using a strong symbolic identity that will give the company a competitive advantage over its rivals (Hoang et al., 2019). The majority of consumers, particularly those with prominent social profiles, avoid product brands whose symbolic logos will impugn their honour. Consumers are more likely to evaluate a brand based on its symbolic attributes first, followed by a functional attribute evaluation, because of their self-relevance, symbolic attributes are easier to process(Kressmann et al., 2006). When consumers practice identity avoidance, they choose a brand that they believe reflects their self-concept and take into account the brand's quality(Tamasits, 2021). In particular, brands are seen to have a "personality" that represents the stereotypical view of the typical brand user—brand-user image(Kolańska-Stronka & Krasa, 2023). Customers try to judge a brand by comparing the brand-user image (also known as "symbolic characteristics") with their sense of self (actual self-ideal self, social self, etc.)(Kressmann et al., 2006b).

They reject specific brands because they wish to distinguish themselves from other consumers who adhere to mass-market tastes(Kovács Kármen, 2009). Consumers tend to step away from brands whose products serve a smaller group of persons in the market(Dessart et al., 2020b).

There is a good chance that some products are better used at home when performing household tasks because they are of poor quality when viewed by others outside of the family(Tamasits, 2021). Consumers who reject a particular brand in favour of their social self-concept are distinguished from those who do so in defence of their "inner-self" by their perception of public feedback, or the opinion or reaction of others. (White et al., 2012)

The negative symbolic meanings a brand has for a person and how those meanings conflict with who that person is are Identity avoidance concepts that inspire(W Lee,2009). Generally, these two scenarios are simply referred to as the theory of disidentification and negative reference groups (Dessart & Cova, 2021). A consumer may avoid a brand because it represents an undesirable self or has a negative reference group association.(A. Bhattacharya et al., 2020)According to the disidentification theory, customers can improve their self-concept by disassociating themselves from businesses that they feel violate their moral standards(Bhattacharya & Elsbach, 2002).

Although these two ideas appear to be identical, there is a slight difference between them(Knittel et al., 2016). An illustration of identity avoidance is when a particular brand sponsors all of a political party's activities by associating itself with that party(Aziz & Rahman, 2022). Consumers who do not belong to that particular party in issue may as a result avoid the brand in question(Vredenburg et al., 2020a). To encourage consumers to buy their brands and boost long-term productivity, brand managers and business owners must separate their brands from politics(Hoang Tien, Phung Phu, et al., 2019). While the view of unfavourable reference groups may be less accurate and more clichéd, the thoughts of a consumer's undesirable self are definite and distinct(Roy et al., 2022).Click or tap here to enter text. An example of brand avoidance under the category of identity is when a car is perceived to be of a high class and has consequently the car is been avoided due to its inability to serve the brand promises(W Lee, 2009b).

2.3 Moral Avoidance

Idealistic thinking, as a type of moral views, shows an idea that by performing the rightful actions, desirable outcomes will occur(Agag & Colmekcioglu, 2020).It mostly occurs when brands neglect their corporate social resources and changes in government and its policies which directly affect the consumer purchasing decision.(Tamasits, 2021). This could lead to the avoidance of certain brands especially when a new government brings certain policies that hinder the purchase of the brand in question(Arzhanova KA et al., 2020). When consumers believe a brand is associated with a particular political party or affiliation, such that the majority of the party's activities are supported or sponsored in the name of the brand in question, they are more likely to avoid purchasing the brand in question(C. B. Bhattacharya & Elsbach, 2002). This is especially true when the brand is perceived to be associated with the political party in question(French & Smith, 2010). Anti-consumption theory claims that aversion to mass purchase definitely reflects legitimate optimism(Ciasullo et al., 2017). Some consumers decide not to purchase due to the believe it is the right thing to do. An idealist philosophy is also likely

to impact emotions of detachment from a market that embraces the brand principles with scant regard towards wider issues of the environment(Quatro et al., 2007).

Customers may see an organization's donation of aid materials to a political party during a time of dire need as a way for the organization to demonstrate its devotion and allegiance to the political party(Knittel et al., 2016). This can discourage consumers of different political parties from buying the product. Moral avoidance can be grouped into two categories that are by anti-hegemony and country effect(Tamasits, 2021). Customers are more likely to support regional companies that are a part of their community because they feel a patriotic connection to them and because they fit within their expectations(W Lee, 2009b).

2.4 Deficit-Value Avoidance

Another key influence of brand avoidance on consumer purchasing decisions is deficit-value avoidance. Consumers tend to avoid a specific brand when the price of the brand in question does not match the benefits derived from the usage of the brand(Vredenburg et al., 2020b). This means because consumers are price sensitive to their purchase of products of a brand anything related to price insensitiveness will result in the avoidance of the brand in question(Liao et al., 2023). Companies are encouraged to allocate prices by the benefits derived from the brand, of which the price should be reasonable.

When consumers are unsure of the company and believe that using it could harm them, this is another example of a deficit-value situation(Xiao et al., 2022). This might persuade consumers to choose a well-known brand over a lesser-known one if they are conscious of the advantages associated with using it(Silvy Sondari Gadzali, 2023). When it comes to deficit-value avoidance, the issue of the negative experience is not considered since the brand is avoided due to unknown benefits or impact of the brand(Bogomolova & Millburn, 2012).

Consumers might avoid a brand they perceive to have a true reflection of what they classify to be of low quality(Kucuk, 2019). Consumers tend to avoid brands based on their appearance since this category of brand avoidance is not determined by the negative experience of the brand in question(Khatoon & Rehman, 2021b). Marketers employ appealing packaging and models in promotional efforts in the hopes that consumers will associate the brand with their favourable perceptions of attractiveness(Belch & Belch, 2012). As they both refer to expectations that are not fulfilled, one could argue that experience and deficit-value avoidance are two closely related concepts (Knittel et al., 2016). Even though they frequently buy other items from the same brand, consumers may avoid certain foods affiliated with certain value-deficient brands (Hellberg et al., 2016).
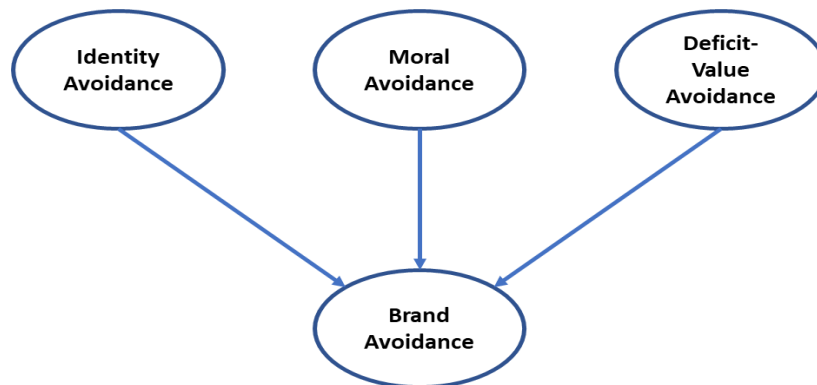

Figure 1: Conceptual Framework: Source: Own Research

3. Methodology

The entire paper is a literature review. The primary technique for this paper was the qualitative method, particularly document analysis. Document analysis was the main method used in this inquiry. Document analysis is the examination and appraisal of documents employing written and electronic data to generate useful results(Stemler, 2000). It was also beneficial for this study considering the use of document analysis offered sufficient evidence for applicable information and materials. The Scopus, Web of Science, and Google Scholar databases were looked through for important details using brand avoidance and consumers purchasing decision as the keyword search. Many research papers on the topic have been accessed based on the desired result (Amoah 2020; Odei et al., 2021). Data search was between the year 2017-2023.To be more precise, out of the numerous articles downloaded, nineteen of them were tremendously used in this paper. According to analysed

information, additional sources connected with the research' insight, the uncovered connected areas were related to the key study elements, brand avoidance. In addition, due to the abundance of literature dealing with the wider topic of brand avoidance. Document analysis is a suitable technique since it offers a broad scenery to examining the disparities of the study's event. The study's themes were usually based on the consumers purchasing decision plan, particularly the concept of brand avoidance. In general, the authors have organized a lot of concepts of pertinent information that they could using document analysis in order to fulfil the study's aims. The aim of this concept was to develop a conceptual mode Based on the intended goal, numerous studies on the subject area were downloaded. It is important to reveal that all the articles downloaded and used in this study were published in English. The researchers clearly dispute the comprehensive analysis of documents and the associated subjects that resulted from the technique used. However, an attempt is being made to demonstrate significantly linked topics of inquiry with the goal to deepen the body of research on the subject under the investigation.

4. Limitation of the Paper

This study may have been strengthened by merging numerous other reputable internet databases that publish on brand avoidance to provide a broader foundation and an overall understanding of the significant issues emphasized and studied in this research. Again, the study lacks empirical support, hence it is very important to use extreme foresight when generalizing the results.

5. Theoretical and Managerial Implications

Although, the quality of a brand seems to be an important tool in determining the success of an organization because are sensitive to the brand of product they purchase for consumption. The decision to examine the factors that motivate consumers to avoid their brands comes from the managerial setting of the firm. This contributes to the understanding of consumers' needs about a specific need and further considers the implementation of new ideas from consumers. Brand avoidance can help consumers avoid unwanted advertising and make more informed purchasing decisions. It will help consumers help consumers avoid products that have negative environmental or social impacts.

Also, management has the advantage of building the reputation of the firm considering the needs and wants of consumers' brands. The implementation of measures that will help consumers patronize a specific brand will lead to an increase in productivity. Brand managers must conduct a customer survey on their brands which will serve as a continuous guide to regulate their activities so far as branding is concerned.

6. Conclusion

In general, brand avoidance mostly occurs when consumers deliberately avoid or neglect a specific brand due to a negative experience or related factors known to the consumer. The findings revealed that consumers exhibit deliberate avoidance of a brand especially when the brand is perceived to be of poor quality and when the content of advertisement is inappropriate to the general public. Identity avoidance and experiential avoidance were the most significant forms of brand avoidance in the literature reviewed. When it comes to brand avoidance, emotions are less outstanding. Brand hate deals with emotions where the consumers attach emotions to the brand making the consumer dislike the brand and neglect the patronage of the brand. Again, the study made use of document analysis as the main methodology approach using Web of Science, Google Scholar, and Scopus databases to retrieve the needed information in executing the objective.

Companies should consider the habit of educating their consumers regularly on the usage of their brands and ensuring that consumers are environmentally friendly to prevent environmental pollution due to over-consumption.

Acknowledgment

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