

Personal and social motivations induce love and hate for polarised brands

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Abstract

This paper discusses the brand polarisation phenomenon, uncovering the social and personal motivations consumers have that induce it. An exploratory study was conducted using the Interpretative Phenomenological Analysis, interviewing 22 consumers globally who love or hate five polarised brands (Apple, Coca-Cola, McDonald's, Nestlé, and Starbucks). The study contributes to the brand polarisation literature by demonstrating how consumers interact and behave towards polarised brands, highlighting the differences between positive and negative affections, and exploring how focusing on social and personal values influences actions and emotions.

Track: Marketing Communication (including digital) and Branding