

Anti-consumption and sustainability

Sustainability Symposium UABS

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Brand avoidance

- The deliberate decision to reject a brand (Lee, Motion and Conroy 2009)
- Undelivered, unappealing, detrimental and inadequate promises

Experiential avoidance

Unmet expectations

1. Poor performance
2. Hassle factor
3. Store environment

Undelivered promises

Identity avoidance

Undesired self

1. Negative reference group
2. Inauthenticity
3. Deindividuation

Unappealing promises

Moral avoidance

Country effects

1. Animosity
2. Financial patriotism

Anti-hegemony

1. Monopoly resistance
2. Impersonalisation
3. Corporate irresponsibility

Detrimental promises

Deficit-value avoidance

Unacceptable trade-off

1. Unfamiliarity
2. Aesthetic insufficiency
3. Food favoritism

Inadequate promises

Brand is negatively co-created to become an **INCOMPATIBLE PROMISE**

Negative brand equity

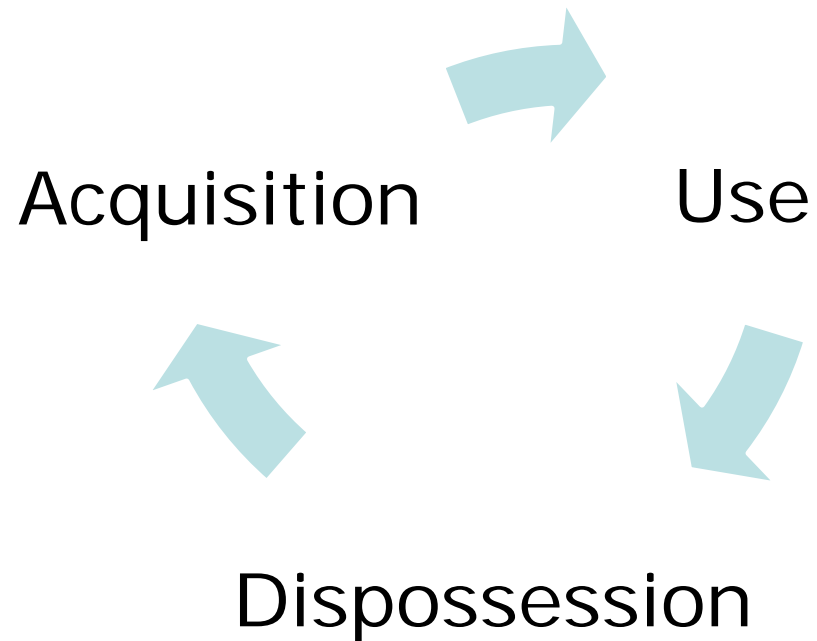
Brand as a market-based liability

Brand avoidance behavior

Increased attractiveness of **Competing promises**

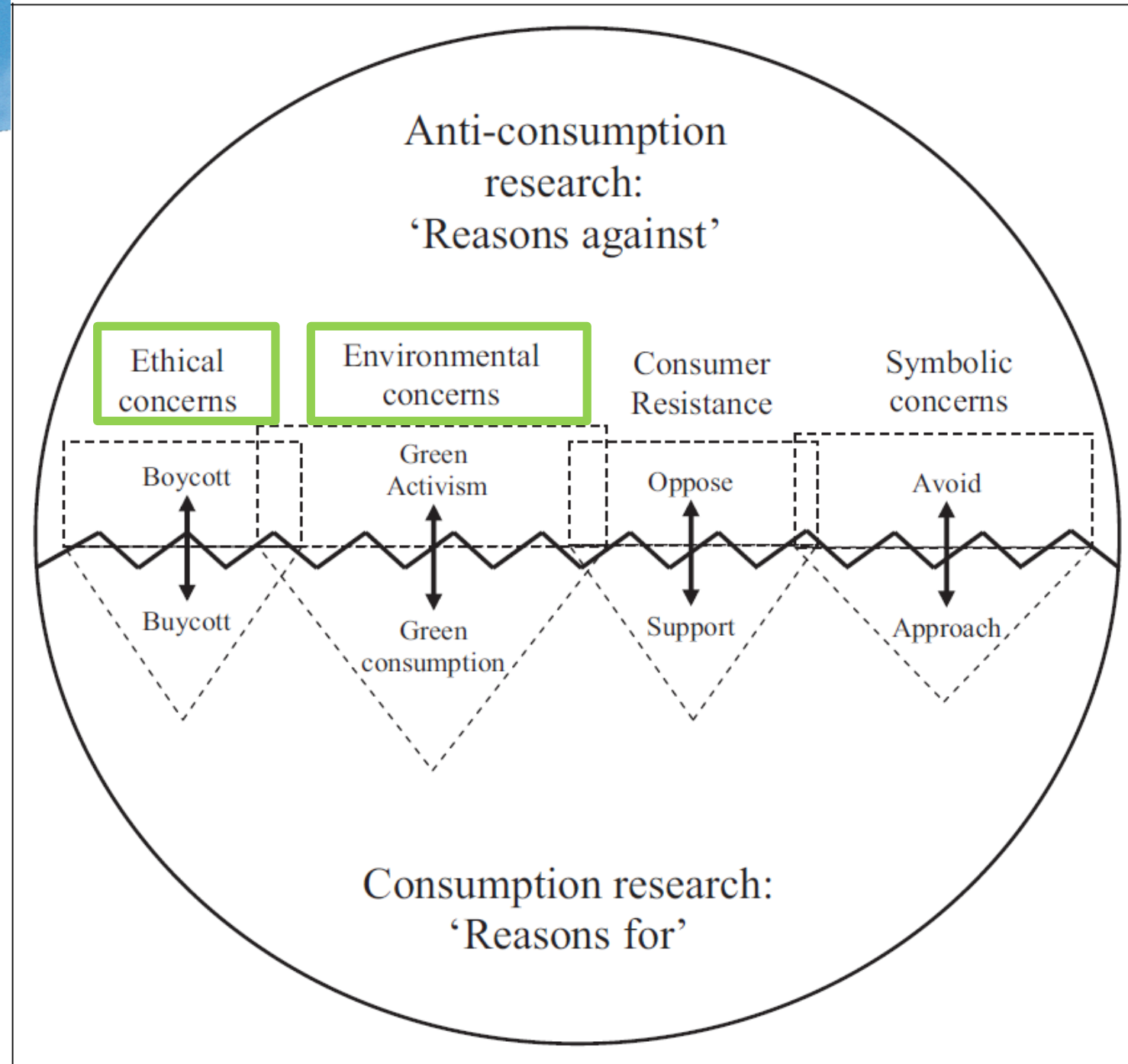
Anti-consumption

- Reject, restrict, and reclaim (Lee, Cherrier, Roux and Cova 2011)



Reasons against consumption

(Chatzidakis and Lee 2013)



References

- Chatzidakis, A. and M. S. W. Lee (2013). "Anti-Consumption as the Study of Reasons Against." Journal of Macromarketing **33**(3): 190-203.
- Lee, M. S. W., Conroy, D., & Motion J. (2009). "Brand avoidance: A negative promises perspective." Advances in Consumer Research **36**: 421-429.
- Lee, M. S. W., et al. (2011). "Anti-consumption and consumer resistance: Concepts, concerns, conflicts, and convergence." European Journal of Marketing **45**(11/12): 1680-1687.