

# 品牌被討厭，後患無窮？探討品牌厭惡及顧客負面行為的概念性研究

## THERE ARE ENDLESS TROUBLES IF THE BRAND IS HATED? A CONCEPTUAL STUDY EXPLORING BRAND AVERSION AND NEGATIVE CUSTOMER BEHAVIOR

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### 摘要

本研究以康軒事件為例，企圖從顧客討厭品牌角度出發，嘗試將顧客常採取的負面行為（負面口碑、線上抱怨、非回購意願）納入探討，希望建立一個完整的顧客知覺負面價值的概念性架構。本文採用問卷調查法，以國中小教師為施測對象，共發 251 份問卷，回收 236 份有效問卷，有效回收率為 93%。本文採用 SPSS 26 中文版統計工具，進行本文的資料分析。本文的研究結果如下：一、顯示顧客知覺價值越低，越會產生品牌厭惡；二、品牌厭惡會正向影響負面口碑與線上抱怨和非回購意願；三、顧客產生負面口碑行為時，非回購意願越強烈；四、線上抱怨的顧客之非回購意願比較強烈；五、負面口碑在品牌厭惡與非回購意願間有具有中介作用；六、線上抱怨在品牌厭惡與非回購意願之間具有中介作用。最後，本文針對研究結果，提出實務及後續研究建議。

**關鍵字：**顧客知覺價值、品牌厭惡、負面口碑、線上抱怨、非回購意願

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## ABSTRACT

Taking the Kst Education Corp incident as an example. This study attempts to incorporate the negative behaviors (negative word of mouth, online complaints, and non-repurchase intentions) that customers often take into the discussion from the perspective of customers hating brands, hoping to establish a complete concept of negative value perceived by customers. This paper adopts the questionnaire survey method, taking primary and secondary school teachers as the test objects. A total of 251 questionnaires are distributed, 236 valid questionnaires are recovered, and the effective recovery rate is 93%. This paper uses SPSS 26 Chinese version statistical tools for data analysis. The results of this paper are as follows. 1. The lower the perceived value of customers, the more brand aversion will occur; 2. Brand aversion will positively affect negative word of mouth and online complaints and non-repurchase Willingness; 3. When customers have negative word-of-mouth behavior, the stronger the non-repurchase willingness; 4. The non-repurchase willingness of customers who complain online is stronger; 5. Negative word of mouth has a mediating role between brand disgust and non-repurchase intention; 6. Online complaints have a mediating role between brand aversion and non-repurchase intention. Finally, this study puts forward practical and follow-up research suggestions based on the findings of this paper.

**Keywords:** Perceived Value, Brand Hate, Negative Word-Of-Mouth, Online Complaining, Non-Repurchase