

BRAND REJECTION: DOES BRAND REJECTION EXIST?

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ABSTRACT

Many studies have focused on product brands and the power that they carry. Often these studies are concentrated on why consumers develop brand loyalty and what attributes people look for in a brand. While a lot of research has focused on brand loyalty, very little has focused on brand rejection, or why consumers refuse to buy certain brands. The objective of this study is to define brand rejection, establish that it exists, and to determine possible reasons for brand rejection. The study defined brand rejection as the conscious choice that consumers make not to buy a brand. It asked students to indicate which brands they refuse to buy and reasons for their choice. The data showed overwhelming evidence for the existence of brand rejection. Almost every student indicated that they reject at least one brand. The reasons for rejection listed on the questionnaire were found to encompass most of the reasons that people refuse to buy a brand. Frequency charts were also compiled to show how the reasons for rejection differ widely according to product category. While this study could not focus on every aspect of brand rejection it does serve as a good beginning to a topic that deserves more research.