

“I am feeling a little neurotic – I hate your brand”

Dark personality traits, brand hate and negative word-of-mouth



Consumers often experience service failures especially in the banking sector. Some consumers then turn to negative word-of-mouth practices to voice their opinions of the said brands. It is important to understand consumer personality traits when targeting messages through marketing campaigns and advertising. Although there are varying views on understanding personality based on different theoretical opinions, “personality” generally refers to psychological qualities that can be linked to consumer feelings, how they think, and how they act. Moreover, dark personality traits could fuel negative feelings towards brands such as neuroticism, narcissism, and extraversion.

A research study was conducted by Elka Du Piesanie, a [Master’s](#) student in the [Department of Marketing Management](#), to investigate how dark personality traits may influence feelings of brand hate and therefore negative word-of-mouth in the banking sector. To establish this, the study examined the effect of neuroticism, narcissism and extraversion on brand hate and the subsequent need to spread negative word-of-mouth. The study offers important insights to managers on the relationships between dark personality traits, brand hate and negative word-of-mouth in the banking sector.

The findings of the study showed that only some of the dark personality traits influence brand hate and negative word-of-mouth. Narcissism and neuroticism had positive relationships with brand hate and brand hate had a positive relationship with negative word-of-mouth. Extraversion could not be linked to brand hate tendencies. Therefore, managers in the banking sector need to invest in understanding the personality traits of their consumers to effectively implement marketing strategies and service recovery initiatives. Strategies such as customer segmentation techniques and target audience identification could prove helpful when on-boarding new customers and responding to customer complaints. This empirical study shows that dark personality traits play an important role when it comes to brand hate and negative word-of-mouth.

The research was conducted as part of the fulfilment of the [Masters degree](#) in Marketing Management in 2022 with the [Department of Marketing Management](#) by Elka Du Piesanie under the supervision of [Dr Rejoice Tobias-Mamina](#).