

# U Understanding the underlying factors of mental and behavioral hostility of customers towards Chinese automotive brands in Iran

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## Abstract

**In the era of globalization of businesses, competition between domestic and foreign brands and sometimes hostility towards some brands has intensified. The lack of a comprehensive theoretical framework in this field prompted the researchers to conduct a study with the aim of understanding the underlying factors of the mental and behavioral hostility of customers towards Chinese automobile brands in Iran. The main question was how to understand these factors. . Due to the exploratory nature of the research topic, it was not possible to provide an initial answer or a hypothetical plan corresponding to the main question above, and the final answer was obtained by using the theme analysis method. To collect data and extract the opinions of industry experts In the automotive industry, semi-structured interviews were conducted with 12 managers with a history of this industry who were selected with a purposeful method and as a snowball chain reference. Then, with a round-trip process based on thematic analysis of key concepts related to hostility The mentality and behavior of customers of the automotive industry towards Chinese brands were extracted. Finally, 194 key concepts and 57 selective codes and 24 sub-themes were identified in the form of 10 main themes including economic factors, political factors, technical factors, technological factors, social factors, cultural factors, human factors, marketing factors, situational factors, and impossible factors. Controls were categorized.**

**Keywords:** promotion, social responsibility, theme analysis.