

CAUSES AND EFFECTS OF BRAND HATE: INSIGHTS FROM PAKISTAN'S RESTAURANT INDUSTRY

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ABSTRACT

The present study aims to provide a comprehensive understanding of the mechanisms by which consumers develop strong negative attitudes towards brands, commonly referred to as brand hate. The primary objective of this research endeavor is to investigate the underlying factors that contribute to the phenomenon of brand hate in real-world settings. The data set consisted of information obtained from a sample of 350 consumers who regularly visit different restaurants in Pakistan and are patrons of various food brands. Utilizing the statistical software SPSS, this study employed multiple regression analysis to investigate potential predictors of brand hate. The findings highlighted five main elements that contribute to brand hatred: negative past experiences, symbolic incongruity, poor relationship quality, ideological incompatibility, and the impact of rumors, with rumors emerging as the most significant predictor. Notably, the analysis revealed that rumors emerged as the most influential predictor of brand hatred. This research investigation explores the theoretical underpinnings and empirical observations pertaining to brand hate, with a specific focus on the influence of rumors and deteriorating relationships in cultivating this adverse sentiment. This examination aligns with existing theories on the nature and manifestation of hate.

Keywords: Brand hate; Pakistani Restaurants; Rumours; bad past experiences; symbolic incongruity; low-quality relationships; ideological incompatibility

INTRODUCTION

Companies now understand the worth of their brands and regard them as premium assets in today's market (Keller, 2013). The relationship between brands and their customers has changed alongside traditional marketing strategies, becoming more relational rather than transactional (Aaker et al., 2004; Fournier, 1998; Fournier et al., 2012). The ways in which different consumers interact with brands through relationships differ substantially (Fournier, 1998; Alvarez and Fournier, 2016). Some consumers adore their brands, while others don't (Khan and Lee, 2014). According to Romani et al. (2012), "brand research has provided scant information on the negative emotional states that consumers experience in relation to brands," indicating a lack of research into negative feelings towards companies. Fetscherin and Heinrich (2015) voiced similar assessments, stating that "further investigations are needed,

particularly regarding extreme negative emotions or the "black side" of consumer brand relationships."

The scarcity of research investigating negative ties between consumers and brands is quite remarkable, given the previous investigations conducted in the field of consumer behaviour (Bannister and Hogg, 2004) and psychology (Briscoe et al., 1967; Ito et al., 1998), which have consistently shown that individuals tend to recall negative experiences more frequently and rapidly as opposed to favorable ones. Furthermore, as indicated by Baumeister et al. (2001), individuals tend to prioritise the recollection and communication of positive experiences over negative ones when both types of experiences possess equal intensity. This tendency also extends to the act of assigning unfavourable ratings to the brand in question. From a business perspective, it is important to acknowledge that organisations and

their brands may encounter challenges due to the presence of a negative consumer-brand relationship (Fournier and Alvarez, 2013; Kucuk, 2008; Krishnamurthy and Kucuk, 2009).

A lot of research has focused on trying to figure out what causes unfavourable brand-consumer relationships. However, the quantitative examination of this phenomenon has been relatively limited, with only a few notable exceptions. Notably, Hegner et al. (2017) and Zarantonello et al. (2016) have made their contributions in this area of study by delving into the concept of 'brand hate,' an intense negative emotion experienced by consumers towards certain brands. Kucuk (2016) provided a comprehensive conceptual framework regarding the origins and dynamics of brand hate. These scholars, including Hegner, Kucuk, and Zarantonello, are noted for their comprehensive exploration of brand hate, pinpointing specific catalysts for consumer animosity. Nonetheless, there remains a theoretical gap regarding the precise conditions that can foster such hatred, with previous studies advocating for further exploration of this intense negative emotion (see Fetscherin and Heinrich, 2014; Fournier and Alvarez, 2013; Park et al., 2013). Additionally, research on anti-brand websites, such as those by Kucuk (2008, 2014) and Krishnamurthy and Kucuk (2009), shows that brand detractors significantly impact businesses, often leading to substantial losses. The current study adds to the body of research on the concept of brand hate by conducting an experimental review of its antecedents. This study adds to the work of Hegner et al. (2017) and Zarantonello et al. (2016), broadening our expertise in this area. The current investigation aims to rectify the limitations observed in previous scholarly inquiries concerning brand hatred. For this reason, this study goes into greater detail to explain and examine the causes of brand hate. The well-known theory of hate (Sternberg, 2003) is the framework within which the discussion of the causes of brand hatred takes place. In order to achieve our goals, we first evaluated the published literature in this area and then gathered primary data from Pakistani customers of different restaurant brands. Finally, theoretical and managerial ramifications are explored.

Theoretical background

Through empirical observations, it has been noted that consumers have the capacity to reject brands for a multitude of reasons. This phenomenon can be understood by analysing theories pertaining to anti-

consumption and consumer resistance. Zavestoski (2002) defines anti-consumption as the manifestation of negative emotions such as hatred, wrath, or rejection against the act of consumption. Several academic investigations have been conducted to examine the notion of anti-consumption and its intricate connection with consumer resistance, non-consumption, brand avoidance, consumer cynicism, and consumer boycotts. The research conducted by Lee et al. (2009b; 2009c) has primarily centred on the phenomenon of anti-consumption, with the objective of comprehending the underlying factors that cause consumers to actively reject specific brands. The focus of this study diverges from conventional consumer behaviour research, which predominantly examines the factors influencing consumers' brand preferences and consumption patterns.

Iyer and Muncy (2009) define anti-consumption as a socio-cultural phenomena that challenges the widespread trend of excessive brand consumption. Its purpose is to achieve a range of aims, which might be societal or personal in nature. Consequently, anti-consumption encourages people to express their identities, feelings, and views (Cherrier and Murray, 2007). These intensely negative feelings have been thoroughly explored by Sternberg (2003), who also developed the theory of hate, which offers a comprehensive understanding of hate. Sternberg (2003) made the following five claims about the definition of hate: First, there is a connection between hate and love since, in most cases, sentiments of love can turn into hate fast, and occasionally hate can even be caused by one's own judgments of their own acts. The three components of hate, according to Sternberg (2003, 2005; Sternberg and Sternberg, 2008), are negation of intimacy, passion, and commitment, whereas the components of love, according to Sternberg (1986, 1988a, 1998b, 2006), are almost the same. Similar to love, the fourth claim of the theory of hate holds that stories about the object of hatred can act as a cause of hatred. According to Sternberg's (2003) argument, narratives have the power to elicit both love and hate, which subsequently spreads. Fifth, acts of terrorism, genocide, and massacres are preceded by hate. The main idea is that since hate and love are related, it would be simple to comprehend one with the aid of the other.

In Sternberg's (2003) research, it was suggested that interpersonal or social hate goes beyond simply disliking someone intensely. It is seen as a separate

and unique concept, both in theory and in empirical evidence. Three factors have been identified as determinants of hate, based on the existing literature in marketing and psychology. Performance of the good or service, a mismatch between the brand image and the consumer's self-image, and opposition to unethical behaviours by the company are some of the reasons why customers are dissatisfied (Bryson et al., 2013; Hegner et al., 2017; Zarantonello et al., 2016). Within the scope of this investigation, we aim to delve further into the subject matter and propose the notion that there exist not merely three, but in fact five distinct factors that may conceivably play a role in the emergence of brand antipathy.

The theory of hate strongly advocates adding gossip and low-quality interactions (Sternberg, 2003). According to Fournier's (1998) theory of consumer-brand relationships, a positive relationship quality nurtures love, whereas a negative one might destroy that love and drive consumer-brand hate.

Brand hate

Opatow (2005) noted that a noteworthy finding suggests that a considerable proportion of students exhibit a greater degree of aversion towards non-living entities as opposed to human beings. There is a notable lack of comprehensive research that has been undertaken regarding the phenomenon of object hate. To be more specific, there is a scarcity of research that investigates this topic within the discipline of general psychology, consumer psychology, and behaviour theories (Kucuk, 2016). As stated by Fournier (1998) it has been argued that consumers establish a connection with brands by perceiving them as entities similar to humans. This perception leads consumers to develop sentiments and emotions towards their preferred brands, treating them as if they were fellow human beings. In their study, Kucuk (2016) expanded on the concept of brand hate by providing three specific constructs: cold brand hate, cool brand hate, and hot brand hate. Sternberg (2003) proposed the conceptual framework upon which these constructs were founded.

Cold brand hatred, according to Kucuk (2016), is an early, less intense form of brand hatred. As a consequence, it is classified as a passive form of brand hatred and is delineated as the absence of any connection between a brand and its clientele. Customers readily abandon the hateful brand, perceiving it as worthless (Kucuk, 2016). The aforementioned findings by Johnson et al. (2011) and

Gelbrich (2010) indicate that an extreme service failure yields a similar consequence. On occasion, consumers develop negative sentiments towards a brand or company as a result of immoral conduct on the part of the company or brand (Sweetin et al., 2013). These are hypothesized to be the origins of brand hatred; the following section elaborates on them.

Theoretical model

Scholarly investigations concerning adverse associations between brands and their clientele initially concentrated on boycotts (Yuksel and Mryteza, 2009). Various studies have explored the negative attitudes and behaviours towards brands, including a rejection of consumption, avoidance of specific brands, disliking certain brands, sabotaging brands, and even expressing hatred towards brands. Our research has identified five key factors that contribute to the phenomenon of brand hate. These factors include negative prior experiences, symbolic incongruity, low-quality relationships, ideological incompatibility, and the spread of rumours. By examining these causes, we aim to gain a deeper understanding of the complex dynamics that lead to the development of negative attitudes and emotions towards brands. Through a series of investigations and extensive theoretical discussions, a number of conclusions were reached.

Negative past experience

Negative prior experience (NPE) is referred as term used to describe the negative encounters customers have with a brand's products. These unpleasant encounters are caused by a variety of things, i.e; poor product performance, unsatisfactory offerings, or unfavourable events. Although consumers purchase different brands for various reasons. The performance of the product or service is typically the primary factor that is taken into account or given preference, as stated by Lee et al. (2009a). Both Hegner et al. (2017) and Zarantonello et al. (2016) have found that bad experiences in the past are significantly correlated with brand hate. It has been characterised as "violation of expectation" by Zarantonello (2016) and as "negative past experience" by Hegner et al. (2017). Lee et al. (2009a) asked people to share their worst experiences with brands in their study on people avoiding them.

H1. Negative past experience has a significant positive impact on brand hate.

Symbolic incongruity

Term symbolic incongruity (SI) refers to situation in which brand does not accurately reflect itself in line with the perception of its customers. Customers buy brands that align with their image or have significance in their daily lives, claim Khan and Lee (2014). In their research on brand hate, Zarantonello et al. (2016) found that symbolic incongruity was a predictor of brand hate; however, they referred to their findings as "taste system" rather than "symbolic incongruity." Hegner et al. (2017) have also discovered symbolic incongruity as a factor that influences brand dislike in more recent times. The psychological element that appears to be most suitable for a self-concept associated with brand hatred is the undesirable self, also known as the unwanted soul (Ogilvie, 1987). According to the disidentification theory, people attempt to disidentify themselves from brands that have an undesirable image that is contradictory with their personalities in order to form self-concepts, as stated by Bhattacharya and Elsbach (2002).

H2.Symbolic incongruity has a significant positive impact on brand hate.

Poor relationship quality

Negative interactions between clients and companies, arising from factors beyond historical performance, image misalignment, and ideological disparities, are characterized as poor relationship quality (PRQ). This concept relates to the notion of relationship equity, highlighting the persistent nature of the client-company connection. In their investigation into customer equity, Lemon et al. (2001) identified relationship equity as a crucial component, defining it as the propensity of a customer to remain loyal to a brand, irrespective of their objective and subjective evaluations of the brand. Lemon et al. (2001) posit that the establishment of strong customer relationships cannot be exclusively achieved through brand equity or value equity. According to Low and Johnston (2006), relationship quality centers on value exchanges perceived as long-term; however, perceived disparities in these exchanges can amplify the demand for alternatives, either from the customer or the supplier. Hatfield et al. (1979) and Sollner (1999) suggest that relationships marred by significant inequality tend to result in higher dissatisfaction and distress, escalating negative emotions and leading to deteriorating conditions. As such, affected individuals may opt for alternatives, preferring new vendors that offer better treatment

(Dorsch et al., 1998). Though essential in setting off negative responses, the idea of a bad relationship has not been well acknowledged as a prelude to extremely negative feelings about businesses, implying that a bad relationship may cause brand hate.

H3.Poor relationship quality has a significant positive impact on brand hate.

Ideological incompatibility

Ideological incompatibility (II) can be viewed as discord between a company's actions and a consumer's views on ethical, legal, and social issues. This misalignment can result in a range of negative emotions and a sense of hatred towards brands. These feelings are often sparked by misleading communication, ethical breaches, and clashes in values between companies and consumers. Hegner et al. (2017) defined ideological incompatibility as a clash between consumer beliefs and a brand's engagement in socially detrimental activities. Unethical corporate behaviors frequently prompt consumer boycotts (Friedman, 1985; Micheletti et al., 2008; Sandikci and Ekici, 2009), as customers reject brands that they perceive as harmful or offensive to societal and environmental norms. This notion of ideological incompatibility is also highlighted in studies by Zarantonello et al. (2016) and Romani et al. (2015), who, like Hegner et al., identified it as a contributing factor to brand hate due to corporate misconduct. An example from their study illustrates the impact of labor practices at Nike, where a survey respondent commented on the workers' lack of choice and the minimal improvement in their conditions despite employment. This respondent's observations reflect broader concerns about the adequacy of workers' compensation and living conditions, highlighting a prevalent labor issue frequently discussed in consumer resistance literature (Klein, 2000). Such ideological disparities are potent catalysts for brand hatred, emphasizing the significance of aligning corporate practices with societal values and ethics.

H4.Ideological incompatibility has a significant positive impact on brand hate.

Rumor

Difonzo and Bordia (2007) claim that propagandists purposefully exploit rumors through disinformation operations and propaganda to sway other people's attitudes. When a propaganda rumor first starts to circulate, people are inclined to believe it because it is supported by carefully chosen facts, which furthers

the rumors' persuasive effect. Although this hasn't received much attention, research on rumors indicates that malicious, motivated, and muttering campaigns are linked to the propagation of rumors (Allport and Postman, 1947; Kapferer, 1990; Rosnow, 2001). According to Kamins et al. (1997), unfavorablerumors are also more common and draw public attention in the marketplace. Furthermore, compared to stories about a product's favorable qualities, those about its shortcomings and failures are easier to recall and have greater vividness (Herr et al., 1991; Folkes, 1988). It suggests consumers are more drawn to bad rumors than to positive ones, which means that negative rumors spread more widely. There have been several times in the business sector when rumors have badly hurt businesses., leading to public hostility, boycotts, and rejections of certain products. Kimmel (2004) gave an example of rumor and its consequences in the corporate environment. It has to do with Procter & Gamble (P&G), one of the top producers of consumer goods (p. 4). In 1979, there were rumors that P&G was under the covert influence of the "Moonies." The members of "Reverend Sun Myung Moon's Unification Church" were known as moonies. Following an extended period of patience, the corporation chose to take an active approach, suing people and going after the origins of misinformation. Up until they were able to put an end to the rumors, those who were spreading them faced harsh consequences (Kimmel, 2004, p. 9).

Kimmel and Audrain-Pontevia (2010) say that rumors are seen as a threat to the sharing of information in the market because there are rumors that go against information from the company and information that backs it up. Because of this, rumors are dangerous for people who make decisions and handle marketing campaigns. It can be hard for experts in the field to come up with strategies that are strong enough to fight rumors and give more information than they give. Kimmel and Audrain-Pontevia (2010) talked about how often rumors happen and said that brokers and buyers in the market used to hear reports about business relevance a few times a week. These rumors usually start on their own. However, Difonzo and Bordia (1998) discovered that rumors circulate on a weekly basis among public relations professionals who work with Fortune 500 companies. Numerous case studies and anecdotes show that rumors can get firms into problems. They can be used as a weapon to damage

a company's reputation, customer loyalty, and brand image, which can lead to consumer boycotts and financial market losses (Koenig, 1985; Kapferer, 1990; Kimmel, 2004). Marketing researchers have ignored this problem when assessing the strong negative feeling, or brand hate, among consumers, even if rumors can destroy a brand. It is therefore suggested that rumors may give rise to brand hatred.

H5.Rumorhas significant positive impact on brand hate (Figure 1).

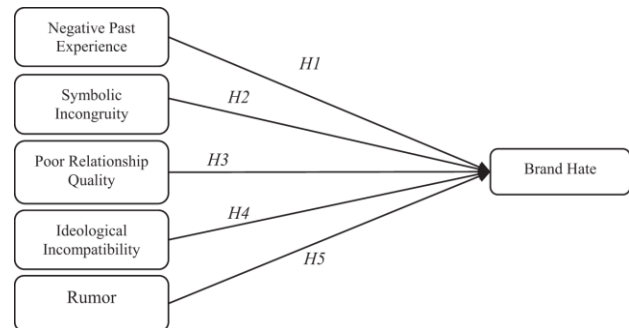


Figure 1. Theoretical model

Research Methodology

An internal consistency (inter-item reliability) pre-test (n = 25) was conducted before to the main survey in order to assess the questionnaire's internal consistency. Self-administered questionnaires were given to consumers in different food restaurants of Faisalabad, Pakistan, in order to gather information for the main survey. Respondents were given complimentary drinks in exchange for completing surveys that were dispersed across multiple restaurants in Faisalabad, Pakistan. The survey included those who despised the restaurant's food. Brand haters produce more relevant brand hatred replies than non-haters, hence they were chosen. 350 of 600 surveys (62% completion rate) were selected for primary analysis because they were complete, had no missing values, and showed no skeptical answer patterns (straight lines).

There were 231 male respondents (66%) and 119 female respondents (34%). A total of 91% of respondents were between the ages of 22 and 45, and 49% of them held a master's degree. 42% of the respondents said they earn more than PKR 50,000 per month. The questionnaire contained one question about "your hated brand." Although many food chains received the lowest ratings, "Khayam" was the most hated for reasons that the survey was unable to determine. The items in the questionnaire were

derived from an extensive range of published studies. The study conducted by Hegner et al. (2017) examined various factors that contribute to brand antipathy, including adverse previous encounters, symbolic inconsistency, and ideological discordance. The study discovered and examined these specific components. The categories related to low relationship quality were derived from the study conducted by Chen and Myagmarsuren (2011). The resources utilized in this study were sourced from the publications of Kimmel and Audrain-Pontevia (2010) and subsequently employed to analyze the phenomenon of rumors. The construct of brand hate, which arises internally within an individual, was evaluated using items adapted from Hegner et al.'s (2017) study. The questionnaire items were assessed using a Likert scale consisting of five points, ranging from strongly disagree (SD) to strongly agree (SA). The study had 350 participants, which met the recommended sample size of 200 as suggested by Kline (2011). The calculated ratio of samples to items was 7.15:1, which beyond the allowable threshold of 5:1 as specified by Gorsuch (1983). The findings of this investigation indicate that the selected sample size is adequate, thereby ensuring a substantial amount of data for analysis and enabling meaningful conclusions to be drawn. In order to evaluate the suitability of the sample, we conducted the Kaiser-Meyer-Olkin (KMO) and Bartlett's test of sphericity, as suggested by Hutcheson and Sofroniou (1999). The Bartlett's Test of Sphericity resulted in a significant value of 0.001 ($p < 0.05$), indicating that the null hypothesis of sphericity should be rejected. Furthermore, the Kaiser-Meyer-Olkin (KMO) measure of sample adequacy yielded a value of 0.945, which above the recommended threshold of 0.5. This suggests that the dataset used in the inquiry was suitable for doing factor analysis. Our investigation verifies that the existing data is appropriate for doing multiple regression analysis.

Findings & Results

Reliability and validity tests

After finishing the data preparation, a multiple regression analysis was performed to evaluate the model's predictive power. It is worth mentioning that all the scales included in this study were deemed reliable according to the conventional Cronbach's alpha method. More precisely, the scales used to measure unpleasant past experience, symbolic incongruity, poor relationship quality, ideological incompatibility, rumor, and brand hate showed

strong internal consistency. The Cronbach's alpha coefficients for these measures ranged from 0.81 to 0.92. The coefficients surpassed the widely acknowledged criterion of 0.70, suggesting that the scales are dependable indicators of their respective constructions. A factor analysis was used to assess the dependability of the loadings of the indicators. Stevens (2002) suggests that factor loadings should ideally be equal to or greater than 0.512. Nevertheless, if the sample size exceeds 100, data below this level may be excluded. If the sample size is less than 100, these values can be kept. Regarding this remark, two items were omitted from the rumor scale and two from the unfavorable relationship quality scale. A multicollinearity assessment was conducted using the Variance Inflation Factor (VIF). Myers (1990), Menard (1995), and Field (2009) have proposed that in SPSS, the presence of collinearity issues can be identified if the tolerance value is 0.20 or less and the VIF value is 10 or above. The VIF values observed in this study range from 1.36 to 2.92, all of which are below the threshold of 5. These ideals are typically seen as untroublesome within the study's framework.

Hypothesis testing: The correlation matrix, presented in Table I, provides the significance values and Pearson's correlation coefficients for all possible combinations of variables. The examination of the data reported in Table I demonstrates a significant and persistent correlation between brand hatred (BH) and rumor (R) ($r = 0.692$, $p < 0.001$). Our analysis has revealed a significant link ($p < 0.001$) between brand hate (BH) and poor relationship quality (PRQ), with a correlation coefficient of 0.522. The results of this study show a strong connection between the two variables, suggesting that those who have a strong dislike for a brand are likely to have a lower degree of satisfaction with the brand in question. Prior studies have shown that there is a direct relationship between brand dislike and the factors that come before it. From the Pearson's correlation values, it is evident that all of the proposed correlations surpassed the threshold value of 0.

Table I. Correlations

		BH	NPE	SI	PRQ	II	R
Pearson's correlation	BH	1.	0.512	0.432	0.522	0.427	0.692
	NPE	0.506	1	0.262	0.254	0.241	0.463
	SI	0.421	0.262	1	0.231	0.327	0.397
	PRQ	0.571	0.252	0.214	1	0.194	0.397
	II	0.422	0.242	0.327	0.192	1	0.282
	R	0.682	0.461	0.393	0.393	0.284	1
Sig.(one-tailed)	BH	-	0.001	0.002	0.001	0.01	0.002
	NPE	0.001	-	0.011	0.001	0.002	0.01
	SI	0.01	0.002	-	0.001	0.001	0.002
	PRQ	0.001	0.01	0.002	-	0.002	0.002
	II	0.000	0.001	0.01	0.002	-	0.01
	R	0.002	0.002	0.001	0.001	0.002	-

Brand hate in the restaurant industry

Table II presents a model summary that evaluates the ability to predict brand dislike using antecedents. The table presents the multiple correlation coefficient (R = 0.78) for brand hate and associated predictors. The findings of the current study suggest that the five discovered factors that come before brand hatred together explain a significant amount of the variation in brand hate, particularly 63% (R2 = 0.63). The adjusted R2 value (Adj. R2 = 0.62) is similar to the R2 value, with a difference of only 0.01. This implies that if the model were based on the complete population, there would be a decrease in the range of outcomes by around 0.79%. The computation of the F-ratio indicates a statistically significant disparity in

the R2 value, which varies from 0 to 0.62, as demonstrated in the table (p < 0.001).

Upon careful examination, it has been determined that the Durbin-Watson assumption, which serves to evaluate the justification of the assumption of independent errors, has indeed been satisfied. The Durbin-Watson statistic of 1.932 obtained from the table is considered acceptable, as it is in proximity to the ideal value of 2 (Field, 2009).

Table II. Model summary

Model	R	R square	Adjusted R square	Std. error of the estimate	Change statistics					
					R square change	F change	Df1	Df2	Sig. F change	Durbi-Watson
	0.78 ^a	0.63	0.62	0.42	0.643	85.932	4	245	0.001	1.932

Notes: ^aPredictors: (Constant), R, II, PRQ, SI, NPE

^bDependent variable: BH

Table III presents the results of the analysis of variance (ANOVA) and examines whether the model can effectively predict the outcome based on the mean value. The results indicate a highly significant F-ratio of 85.932 (p < 0.001). The improvement in

the model's outcome prediction is statistically significant.

Table III.ANOVA

Model		Sum of squares	df	Mean square	F	Sig.
1	Regression	53.942	5	10.786	85.91	0.001 ^b
	Residual	30.652	245	0.125		
	Total	84.63	250			
Model		Sum of squares	Df	Mean square	F	Sig.
1	Regression	53.942	6	10.79	85.91	0.001 ^b
	Residual	30.637	245	0.13		
	Total	84.594	251			

Notes: ^aDependent variable: BH; ^bPredictors: (constant), R, II, PRQ, SI, NPE

The model parameters are presented in Table IV. There is a positive correlation between brand hatred and each of the antecedents, as indicated by all of the b-values. Furthermore, b-values indicate the extent to which a single antecedent affects the outcome while keeping all other antecedents constant. The standard error values associated with each b-value indicate the

extent to which these values may vary in response to different samples. The t and p statistics in the table indicate that the standard errors effectively show that the b-values deviate significantly from zero. It has been determined that each of the five factors strongly predicts brand disfavor, with rumor being the most influential predictor.

Table IV. Coefficient

Model	Unstandardized B	coefficients Standard error	Standardized coefficients Beta	t	Sig.
I (Constant)	0.034	0.206		0.161	0.872
NPE	0.152	0.037	0.181	4.097	0.001
SI	0.096	0.034	0.116	2.71	0.006
PRQ	0.252	0.041	0.243	5.84	0.01
II	0.093	0.024	0.171	4.09	0.002
R	0.417	0.043	0.4266	8.941	0.004

Conclusion

The current study adds "direct personal" and "indirect non-personal" antecedents of brand hate to the research on negative brand-customer interactions. This study's literature analysis lists five ways customers can dislike a brand. Consumers are directly involved in three of the five antecedents of brand hate: negative past experiences, symbolic incongruity, and poor relationship quality. Ideological incompatibility and rumor are not immediately perceived by customers. Thus, brand hate has direct personal and indirect non-personal antecedents for these five factors.

The study's findings show that rumors are the primary source of brand hatred. The study's examples of different well known restaurants make it clear that even the most famous brands can be destroyed by a single rumor. Kapferer (2004) came to the further

conclusion that gossip damages brands and hurts a company's reputation. Our findings also showed that low relationship quality is the second most significant factor influencing brand hate, which makes sense given that a relationship's quality determines whether it is good or bad and that low relationship quality breeds hatred (Fournier, 1998). The notion of brand hatred, a subtopic of anti-consumption, is explained in this study. The study's examined examples suggest that, on occasion, the anti-consumption idea can be beneficial in raising awareness of a brand that is immoral, unethical, or reckless. Consumer individuality, which encompasses socio-environmental and self-serving goals, is closely linked to this rejection of consumption (Cherrier et al., 2011). Customers embrace the anti-consumption principle as a way of life and a philosophy of existence, signaling the

current conditions and future consequences of consuming behaviors (Amine and Gicquel, 2011). Few studies have examined consumers' extreme negative emotions caused by other consumer- and company-related factors, despite the extensive research on subpar performance and product quality (Hegner et al., 2017; Kucuk, 2016; Zarantonello, 2016).

The authors believe the current study has illuminated previously unknown yet important concerns, although these investigations do not provide a complete picture of brand hate's growth. Customers embrace the anti-consumption principle as a lifestyle and ideology, signalling the current and future implications of consuming (Amine & Gicquel, 2011). According to certain studies, consumer- and company-related issues might create severe unpleasant feelings, but there is little research on them. This study appears to fill a gap in existing research by discovering previously neglected factors with a big impact. This emphasizes their role in propagating hatred. After discussing the five causes of brand hate, it's vital to note that social media and other internet platforms have made brand management harder for companies. Thus, effective social media monitoring and complaint mechanisms are crucial.

Managerial implications

Companies must closely watch how employees and customers interact in order to cope with customers who have turned into brand enemies. Dealing with brand haters who had a bad relationship—which is often the first-time customers connect with brands—will be made easier with its assistance. In order to combat hate on social media and other online platforms, proactive teams that are always on hand to answer questions and, more crucially, monitor customer experiences, attitudes, and behaviors about companies must be formed. In order to match consumers' expectations and prevent any doubt in the first place, companies need to monitor their customers on social media to learn about their preferences. Five antecedents of brand hate were identified in this study, and as each antecedent has unique qualities, there are also variations in the approaches taken to address it. As a result, there is a distinct management process for each of the antecedents, which the organizations must carefully choose after determining the true cause of hatred. Kucuk (2016) proposed three strategies—listening,

engaging, and negotiating—for dealing with brand hate.

Companies need to be equipped with listening devices so they can hear what their consumers have to say, address their concerns, and ultimately bargain with them for damages for their mistakes. However, these actions do not address the management of brand hatred resulting from rumors or ideological incompatibilities. Companies need to put together a team of experts to respond to the regular questions from the customers because even a small ignorance on the part of the corporation might breed additional detractors. In cases where there are accusations of immoral behavior or rumors against the companies, the most devoted customers typically ask the questions. Because even the most devoted consumers can occasionally become brand detractors, these questions shouldn't go unanswered (Gregoire and Fisher, 2008).

Additionally, the incorporation of positive reference groups, the companies' concerns about social, societal, and environmental activities, and equitable treatment of employees can all aid in the decrease of brand haters. That being said, it's not always true that all members of the target market—consumers and non-consumers alike—can be happy. Sometimes the issue stems from the consumer's egotistical personality, which keeps them stuck as brand haters (Kucuk, 2016). However, companies need to be prepared to handle brand hate in any circumstance, regardless of how inflexible customers are, by employing the above-mentioned tactics or coming up with a plan of action based on the gravity of the circumstance.

Limitation and future research

Scholars are becoming interested in research on customers' negative emotions and unfavourable interactions with companies, which suggests that there are still a number of unanswered questions. A single facet of the brand hate process—the causes and effects of brand hate—was covered in our study. More discussion is needed on a number of other topics, including the results of brand hate and how it is managed. This study's first limitation is that it doesn't address the variables that can lessen the effects of brand hatred. The study's second limitation relates to the study's environment, which focused on the restaurants of only one big city of Pakistan, Faisalabad; nevertheless, the findings may vary in other areas and cultures. Therefore, in order to fully comprehend the negative nature of brand hate and its

effects, more research on brand hate in other localities is required.

Third, the data was collected from individuals who had a poor encounter with a brand, not all customers. Brand enthusiasts must be consulted in future investigations.

Kucuk (2016) addressed consumer-related causes of brand hate, but no other study has experimentally demonstrated that they are the cause. Future studies must investigate consumer brand hatred to properly understand its causes.

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