

Why Brands Fail? Antecedents and Consequences of Brand Hate. A Study of Fashion Industry in Pakistan

Ansar Abbas^{*}, Amir Hussain Shar[†], Mumtaz Ali Junejo[‡]

Abstract

This study uses a descriptive-correlational approach that is both empirically grounded and practically relevant. Pakistani university students make up a portion of the sample population. The sample included 357 students from various universities in Pakistan, including the University of the Punjab, University of Sindh, Bahauddin Zakariya University, Gomal University, University of Lorelai, University of Baluchistan, Shah Abdul Latif University, Karachi University, and SZABIST Islamabad. Data were obtained through the use of a standardized questionnaire, in-person meetings, and other methods from the field. Statistical Package for the Social Sciences (SPSS) is a program used to do numerous statistical analyses on data (Demographic Analysis, Correlation Analysis and Regression Analysis). The study found that moral breach, negative word of mouth, and negative past experiences all contributed positively to brand animosity. Several statistical analyses, such as demographic analysis, descriptive analysis, correlation analysis, and regression analysis, were performed using statistical software to support these findings. This research provides managers with an in-depth look at how different demographics value certain features, which can help them pinpoint and fully grasp the underlying causes of customer aversion to a brand. The findings of this research will be useful to business leaders in Pakistan as they formulate their approach to the local market.

Keywords: brand hate, negative word of mouth, negative past experience, moral violation, product, organization

Introduction

Consumer brand relationships have a big influence on business marketing plans and transactional actions. Customers associate various brands with varying emotions. Some consumers are feeling positive, while others are experiencing the opposite (Zarantonello, Romani et al. 2016). The positive human emotions connected to brands have been the subject of numerous studies in the past, while the negative consumer emotions have received less attention. "Brand hate" is the name given to the bad feeling connected with brands (Kucuk 2021). Positive events are

^{*} Ph.D. Scholar, Institute of Commerce and Management, Shah Abdul Latif University, Khairpur, Email: ansarabbas6980@gmail.com,

[†] Dean, Faculty of Management Sciences, Shah Abdul Latif University, Khairpur, Email: amir.shar@salu.edu.pk,

[‡] Prof. Institute of Commerce and Management, Shah Abdul Latif University, Khairpur, Email: prof.junejomumtazali@yahoo.com

remembered by respondents, while unpleasant ones are remembered even longer due to human psychology. When respondents have bad experiences, they usually try as hard as they can to share them with others. The act of spreading hatred is referred to as "bad word of mouth" (Hegner, Fetscherin et al. 2017). Since we live in the age of the internet, consumers instantly share their critical opinions with their friends and peers on the internet, which is problematic from an organizational standpoint.

The Oxford Dictionary (2018) defines "hate" as "the feeling of an extreme antipathy for someone or something." Depending on how much and how strongly a person is affected, a specific object or incident may be hateful to some respondents but not to others (Aziz and Rahman 2022). In a same vein, marketing researchers have begun to investigate the possibility of brand haters (Yadav and Chakrabarti 2022). Extreme distaste for a particular brand's goods or services is known as "brand hatred" (Abbasi, Fayyaz et al. 2022). This may be the case for a variety of reasons, including dislike of the product's flavor, feeling duped, disliking of the individuals involved with the brand, and more. Due to this hatred, many consumers completely avoid a brand (Roy, Sharma et al. 2022). In the worst situation, there may be a public outcry that causes a sizable portion of the consumer base to migrate to another brand out of animosity. Understanding and controlling the causes and effects of brand hatred thus becomes a priority for marketers. Voters are seen as consumers in the political market (Husnain, Syed et al. 2022).

Furthermore, unfavorable remarks quickly travelled around the world on blogs and social media. It harms an organization's reputation globally in terms of brand perception and sales revenue (NGUYEN 2021). There are even entire websites devoted to brand hatred, and the goal of these websites is to communicate customer complaints and point out brand flaws in order to influence consumer purchasing behavior (Baig, Rasheed et al. 2021). Basically, consumer bad experiences in the past with a brand are what lead to brand hatred. When a customer has issues with a product's quality or with the services provided (after-sale support, in-store support), and those issues are either not resolved or keep happening, the customer begins to avoid such brands. Hatred results from these terrible experiences becoming stronger negative feelings (Akram, Abbas et al. 2022). When brand hatred develops, customers start criticizing the company and telling other customers about it (Bryson, Atwal et al. 2021). Companies themselves also play a detrimental role in some moral transgressions.

There is an example of a company called "Abercrombie & Fitch" that exclusively sells apparel that fits or looks nice on individuals. The company also stated that it was solely for those who could afford it and was not intended for the underprivileged. The CEO of the Abercrombie &

Fitch brand made the declaration (Jabeen, Kaur et al. 2022). Consumers instantly stopped purchasing from the business out of hatred as a result of the CEO's immoral statement, which had a detrimental impact on sales and brand reputation. Consumers are promoted to associate unfavorable words with companies as a result of moral transgressions on the part of the corporation (Rahi, Ishtiaq et al. 2021).

This study focuses on consumers' bad past brand experiences, brands' moral failings, how consumers feel about them as consumers, and how it makes consumers talk negatively about brands (Günaydin and Yıldız 2021). One example of behavior against recognized practices is behavior that violates morals (Zhu, Xu et al. 2020). How can respondents determine whether behavior is unethical in daily life? This issue has been on the clinics' attention for a time (Sharma, Jain et al. 2021). Investigating respondents' ethical judgment can help us understand how societal norms are maintained and approved practices are designed (Joshi and Yadav 2021). Some hypotheses have made an effort to explain moral judgment by using the concepts of excellent thinking. Respondents, in particular, make more remarkable choices regarding the moral behavior of others when they experience force (Bagozzi and Khoshnevis 2022). Nevertheless, there has been discussion regarding moral judgments and the distinct queasy feeling. Additionally, fright causes respondents to pay close attention to changes that heuristically suggest the existence of illnesses, such as foreign faces, stout respondents, and older respondents (Nguyen and Nguyen 2021). Respondents could also feel disturbed when they witness others breaking moral laws. Pollutants and moral wrongdoing can lead to the spread of microorganisms; this realization makes one feel unwell (Pinto and Brandão 2020).

We occasionally find ourselves as individuals in situations that prevent us from growing in daily life. We struggle to improve ourselves, yet fear creeps in and terrifies us instead. Similarly, our pessimistic outlook prevents us from moving forward in our daily lives (Curina, Francioni et al. 2020). Understanding how to overcome negative thoughts might be a big problem while managing them. Things like fatigue, hunger, lack of sleep, and even the common illness can be brought on by pessimism. Negative thoughts have been shown to be a major factor in self-destructive death, just as they have been in other cases of manslaughter and murder (Joshi and Yadav 2021). Who would have thought that having cynicism in your head could affect your life in such a negative way? Because we make our own decisions and are responsible for all of our difficulties in daily life. As we go through life, we adjust to its bad aspects. With that in mind, regulating negative thoughts can be done in a variety of ways (Rodrigues, Brandão et al. 2020). You can

approach this from a variety of angles depending on who you are or the kind of person you would be. My preferred method of getting rid of my pessimistic thoughts eventually is to cause a climatic shift. In order to change your current situation, you must also change your surroundings and the respondents in it (Bryson, Atwal et al. 2021). Our way of thinking can change when we experience a different environment or meet new respondents. We should tell ourselves, "It is outstanding day today," as soon as we start our day. Consistently doing so would help us maintain our inspiration and optimistic outlook. Additionally, thinking in this way offers you a better perspective and motivates you to work harder to achieve your goal (Meyer 2020). Additionally, this helps us move closer to greatness and motivates us to block out unfavorable thoughts. When we reach that point, our optimistic outlook makes us steer clear of those who are hostile (Jabeen, Kaur et al. 2022). A positive outlook encourages us to draw in like-minded respondents. Positivity makes us see things more clearly and opens us up to better opportunities.

There are a few different ways to overcome unfavorable thoughts and actually witness their eradication. Contrarily, there are occasions when it is best to just write down your problems. When they are recorded, shred the paper into a ball and throw it away. Right now, you've seen all of your negative thoughts actually disappear (Loureiro and Kaufmann 2018). Considering all, life can deal us some pretty harsh blows that occasionally ruin us. In any case, it is up to us to decide if we require their control and transformation into the respondents we would prefer to avoid.

Anger can occasionally be turned into a dreadful tool that hurts its owner more than others. It is a common inclination that everyone might experience. However, the challenge is in how to effectively manage it and prevent it from negatively influencing your life (Kashif, Devrani et al. 2021). Outrage is a common emotion, but intense resentment can manifest as ferocity, retaliation, and other undesirable outcomes. Revenge has evolved into a well-known negative method respondent's use nowadays. Respondents frequently divide or separate themselves, whether consciously or unconsciously. From one angle, being accustomed to parting and separation helps respondents manage their lives and prevents them from being affected by traumas sustained in adolescence and adulthood, prior experiences, and memories that would otherwise cause them to forget about the unbearable suffering and stress (Jain and Sharma 2019). However, separating or separation may be a very dangerous weapon that weakens respondents' minds because it limits their perceptions of the present reality, alters the situation they should be facing, and removes them from interpersonal relationships. However, the happy or bad aspects of separation and parting depend on the respondents

involved. Respondents are unaware of their pasts since they didn't view those experiences specifically; therefore they are unaware of how skilled their former lives were (Fahmi and Zaki 2018). The three clothing line brands Gul Ahmad, Nishat Linen, and Alkaram from the Pakistani consumer market are the focus of this study. Targeted consumers of these three brands would be asked about their opinions and what makes them feel unfavorably about them.

This study aids marketing managers of the aforementioned clothing businesses in carefully crafting their marketing strategies to avoid offending their target market and inciting brand aversion. Researchers claim that 95% of companies fail in the start of their existence, and some brands that are quite well-known in the market suddenly have respondents stop using them. The purpose of this study is what are the main reasons for brand hate and that was the main problem to either these factors have positive impact or not? In addition to investigating the issues and understanding the causes, this study is crucial for the development of fashion-related items.

Literature Review

Brand Hate

While brand love demonstrates a good and positive interaction between customers and the brand, brand hatred demonstrates a negative emotional connection between the brand and customers (Aziz and Rahman 2022). Brand hatred is associated with the goal to consciously disregard or reject a brand, but it is also associated with consumer behavior that expresses unfavorable sentiments through boycotting or disliking corporate products (Zhang and Laroche 2020).

Dissatisfaction was evident as unfavorable emotions, such as a positive reaction to a suggested use of experience. Although discontent was a significant trigger for complaining behavior, dissatisfaction had only been established to account for a tiny subset of complaining behavior (Fetscherin 2019). Only 20 to 35 percent of those customers had complained to the marketer, according to the response they had given to their most unsatisfactory customer experience. The degree of a person's hatred of a particular brand is referred to as brand hate. The term "brand hate phenomenon" refers to the range of feelings one experiences while in a hostile environment. It includes feelings of embarrassment (Noor, Mansoor et al. 2021), disgust (Rodrigues, Brandão et al. 2020), and distaste. A consumer always tries to denigrate or at least reduce a brand when they feel duped by it and develop hatred for it in themselves (Curina, Francioni et al. 2020).

According to Fitness and Fletcher (2019), when interpersonal ties are strong, hate is present but expressed with a relative lack of favor. Either they abandon the conversation or they just leave. Therefore, we might contend that if consumers have a strong emotional connection to a brand, their level of hatred would be greater if they perceive a change in the brand's behavior or an ideological shift that doesn't align with their own. Brand Hate refers to the making of disparaging remarks regarding a brand's business activities in public or private. At first, this technique is so little that customers only have negative things to say about it. The strength of hate then increases in accordance with the degree of dissatisfaction, which controls the phenomena of hatred. That was considered a relevant driver of unfavorable word of mouth by earlier researchers (Kucuk 2019). Customers begin disseminating unfavorable information about the brand using all of their influence and resources.

In addition to tarnishing the reputation of the brand, they want to make sure that everyone who is already a customer or who might become one would think twice before buying anything from that company. The fundamental goal of their ferocious defamation is to expose individuals responsible for the error and to penalize the brand. Similar to this, when voters dislike a political party, they begin to criticize the party in an effort to discredit it. If a significant number of voters voice this opinion, it might become terribly damaging to the party. However, because a political party is a much larger institution than a single voter, the impact of such defamation relies on the size of the voter group involved in the process (Bayarassou, Becheur et al. 2020).

Respondents purchase products from the market to satisfy their needs and wants. If a customer has a bad experience with a product once, they are less likely to become repeat or loyal customers of a company because they feel bad about the product or neglect the brand as a result of their bad experience. This could be because the product was defective due to its (usage, guarantee, expiry dates) (Kucuk 2019). In terms of the mark the board, consumer hostility and the growth of brand-scorn consumer connections are steadily being researched, and this necessitates businesses to more easily appreciate these wonders. The growing ability of customers to strongly or negatively affect others further supports this inspiration (Cioppi, Curina et al. 2019).

Negative Past Experience

Most of the time, respondents cut off relationships with unsuccessful respondents and only introduce their products to successful respondents (Vania, Rader et al. 2014). For instance, viewers may report a win for their favorite teams as "we won" and a loss as "they lost"

(Shields, Trinh et al. 2022). The purpose of those actions appears to be obvious. Respondents look for ways to avoid reflecting failure and to unwind in reflected success. Researchers hypothesized that the attitude's underlying cause was either experiencing administration (Forster, Rogers et al. 2022). Negative rumor spread quickly and may develop into stories that were more detailed than the real world, which was dangerous. The effects are also increased by the ability to spread bad information quickly through modern outlets like the internet (Magis-Weinberg, Gys et al. 2021). Information circulated swiftly, and a single post may go haywire. It might also start a conversation in which diverse unpleasant experiences were discussed inside the same clearly audible conversation (Yu, Lau et al. 2022).

Based on previous social interactions, we hypothesized that moral transgression, whether it involves actual pollution or not, would affect how disturbed countenances are prepared. However, both types of moral transgression would stimulate brain activity with different societal characteristics (Abbas 2020). In essence, an encounter is what you make it out to be, and by looking for the good exercise in each, you may transform the past presentations regarding unpleasant interactions (Hoover, Lockhart et al. 2022). When you experience or reflect on such painful interactions, they are showing you that something is wrong—not with your external environment but rather with yourself. Similar to how physical suffering makes you aware of a problem so you can fix it, mental suffering makes you aware of a psychological problem that has to be fixed (Desmet, Dezutter et al. 2022).

Think about everything. If you had burned yourself as a child by touching a hot stove or oven, the agony you experienced would have taught you never to repeat the mistake. Without the torment, you would have suffered severe injuries (Sanwal and Ullah 2021). Similar to this, the pain in your emotional or passionate world is likely trying to save you from repeating unpleasant experiences or from getting gravely burned in your life (Rodrigues, Zoppolat et al. 2022). Learn to regard all of your perceived unfavorable experiences as a close friend letting you know what's going on or what needs your attention (Danilowska 2022).

Allow any unpleasant, receptive, or passionate energy to pass through you and away, whenever and however it manifests. You can be aware of it, but you shouldn't focus your attention on it or give it any of your energy because it has been programmed to exist outside of you. Your attentiveness and anticipation to provide would be cause the situation's or feelings negative energy to transform on its own (NGUYEN 2021). If ever, for unexplained reasons, it is unrealistic to expect to reach higher contemplations and discern the grand scheme at the time, do something

different and divert your attention from it to something unrelated that makes you feel calm, tranquil, and joyful. This is a simple technique to prevent responding to the present second involvement in a meaningless way, not an attempt to avoid it (Rahi, Ishtiaq et al. 2021).

H1: *Positive and significant relationship between Negative Past Experience and Brand Hate*

Negative Word of Mouth

In terms of marketing, word-of-mouth communication was crucial for providing customers with information about product, the company, and its reputation in marketplace (Talwar, Talwar et al. 2021). Word-of-mouth advertising typically involves customers, who may have previously had positive or negative experiences with the brand and its reputation, both of which may be favorable or unfavorable (Nguyen, Lee et al. 2021). The majority of authors had only studied positive and negative verbal exchange, but both have made reference to it. It is typically discussed in terms of enlightening respondents about new products (dissemination of advancements) as opposed to customer interchanges about existing products. Finally, persons taking part in bad WOM activities might not actually be leading the way to a conclusion. A study of projects looking at how bad news affects customers (Donthu, Kumar et al. 2021). Direct or indirect expressions of active responses are possible. Direct active actions include retaliatory behavior and bad WOM, whereas indirect active actions include complaints, such as anti-brand websites and anti-brand actions (Furrer, Kerguignas et al. 2021).

According to Grégoire et al. (2009), brand hate results in either a desire for vengeance or a wish to avoid. The former catches "customers' need to distance themselves from any dealings with the firm," while the former refers to "customers' urge to punish and bring harm to firms for the damages they have caused. Additionally, contends that the severity of the consumer's feelings of hatred affects the outcomes of hate. Another interviewee stated, "I felt the actual bigotry against the Muslims when I was there and I had a profound sense of anger" (Female, 35). This encounter caused him to feel hate toward the location. According to (Kucuk 2019) this instance of hate resembles "prejudiced hate" in that the participant is assaulting the target as a result of the prejudice that has been fostered in society. In other words, the object of this form of hatred is not the one who is being despised but the one who is doing the hating. In a unique way, word of mouth contrasted with the mainstream press and media. When a person purposefully posts a poor review or openly promotes unfavorable information, the group of respondents is forced to believe that information. Any new information quickly becomes more

reliable (Casidy, Duhachek et al. 2021). As a result, businesses used surveys, contextual research, and favorable testimonials as sales tools. Any convincing direct evidence fosters confidence and increases the possibility of change (Seo and Jang 2021). Word of mouth is an additional marketing and advertising tool. Therefore, word-of-mouth marketing isn't just for large, international corporations. It's for small, medium, and large businesses that can successfully manage word of mouth (Abbas, Akram et al. 2022).

In this essay, I have discussed modern marketing, word of mouth, how word of mouth can still affect marketing, and the benefits and drawbacks of word of mouth. Information is spread orally from person to person through word of mouth (Huang and Philp 2021). In the twenty-first century, word-of-mouth marketing is a viable strategy for medium-sized businesses as well as large ones. In the last few years, marketing research has undergone significant shift. There are notable differences between the marketing influences and approaches of the 1950s and now, including the emergence of innovation, the presence of fierce competition, environmental factors, ethical considerations. Even if historical designs, elements of impacts, and methods changed, we can see that Word of Mouth is still having an impact on marketing now. Word-of-mouth refers to how customers or users talk about your product, service, or event. It might be either beneficial or unfavorable in both methods (Lee and Suh 2020). If respondents speak highly of you, you would be continuing to have enormous success; nevertheless, if they do not, you would continue to experience severe difficulties. Numerous businesses disregard customer reviews and put themselves in danger of going out of business. Therefore, it is essential that every business do its own WOM marketing research study and gauge public opinion of its services and goods (Seo and Jang 2021).

However, negative word of mouth had a negative effect. There was no one term that applied to all customer complaints and the study of complaining attitudes was linked to numerous definitions from various fields of research. The demonstrated and unproven structures were those (Cui, Hu et al. 2018). Negative word-of-mouth viewed as unfavorable publicity coming from a dependable source and is very difficult to manage. According to past research, the manner in which the marketer ends the commercial relationship influences the degree to which a client is inclined to share unfavorable word-of-mouth. Consumers tend to propagate rumors about brands when they have bad experiences with them (Strathern, Ghawi et al. 2022). This happens when consumers have bad experiences with any brand that is available to customers. Word-of-mouth advertising has the ability to instantly improve or damage a product, service, or any

organization's reputation. In my introduction, I said that "respondents love to chat." The only thing we need to do is deliver the correct product at the right time in the right quality and satisfy them if we want positive feedback from them. Earning that excellent discussion and chatter is what Word of Mouth is all about. No matter what you are selling computers, furniture, or jet engines respondents undoubtedly consult with others before making a decision (Donthu, Kumar et al. 2021).

Customers seek advice from those they trust first, whether they are friends, family, coworkers, etc. Therefore, in order to advertise a product by word of mouth, we need provide consumers with a cause to talk about the items and should make it simple for them to do so (Akram, Khan et al. 2022). Unpleasant word-of-mouth is based on prior poor experiences; if someone had positive past experiences with a product, then their reviews of that brand were positive; conversely, if they had negative past experiences with that product, then their reviews of that brand were negative (Arora, Gupta et al. 2021).

Negative word of mouth occurs when a large number of customers have the same problem with a product or company. When behaving in accordance with moral traits, models, and rules recognized by association's members and society, a person or organization is said to have integrity (Jeong and Yoo 2021). Therefore, it is possible to define integrity infractions as going against these moral principles and standards. A firm had a duty to present a brand in the marketplace in accordance with the customs and values of the local populace (Abbas, Khan et al. 2020). Customers had harsh words for a brand when a company could not offer a brand or defraud them, and they knew it because they wanted the company to offer a brand that upheld their moral principles (Xiao, Hudders et al. 2018).

H2: Positive and significant relationship between Negative Words Mouth and Brand Hate

Moral Violation

Every time a person went over a reasonable limit, an ethical limit, a physical limit, or a concomitant commercial agreement, it was a violation. When a burglar opens your door's lock by picking it that was an invasion of your property. A rude display or the crossing of someone's bodily boundaries is both examples of violations (Khavas, Perkins et al. 2021). Morality is based on a set of guidelines intended to control interpersonal behavior and permit peaceful coexistence. But there was growing evidence in that area of study that moral judgment was based on instinctive, effortless, and emotional mechanisms (Zhang, Bian et al. 2021). The ability to distinguish between activities that are appropriate or

inappropriate depends on a system of moral principles and is crucial for both the person and society (Li, Luo et al. 2021). However, it has been studied in numerous spheres of life how respondents form moral attitudes and ideals. In light of this, three studies support our beliefs that, unless the violation is related to the offender's work performance, ethical violations are also harmful (Sharma, Jain et al. 2022).

Additionally, respondents have an avoidance when outlook and the expected results for offender are large, moral violations associated with work performance are more detrimental. In the end, these effects are caused by negative emotions, which encourage effective dissociation while encouraging administrative concentration (Husnain, Wang et al. 2021). This investigation yields a few significant findings. First of all, it acknowledges the administrative centre hypothesis as a crucial motivating premise that can encourage. Second, analysis supports past estimates on profound quality writing, demonstrating that some consumers employ sentiments to judge good violation and are unprepared to separate the outcomes of excellent violation from brand assessments (Gois, Moura et al. 2022). According to Brown and Heimberg (2001) findings in each study, those who wrote about emotionally charged events saw a significant improvement in their physical and mental health. They were more content, less worried, and less sad. They experienced decreased blood pressure, enhanced immunological function, and fewer doctor visits in the months following the writing sessions. Additionally, they reported having more successful relationships, better memories, and at work.

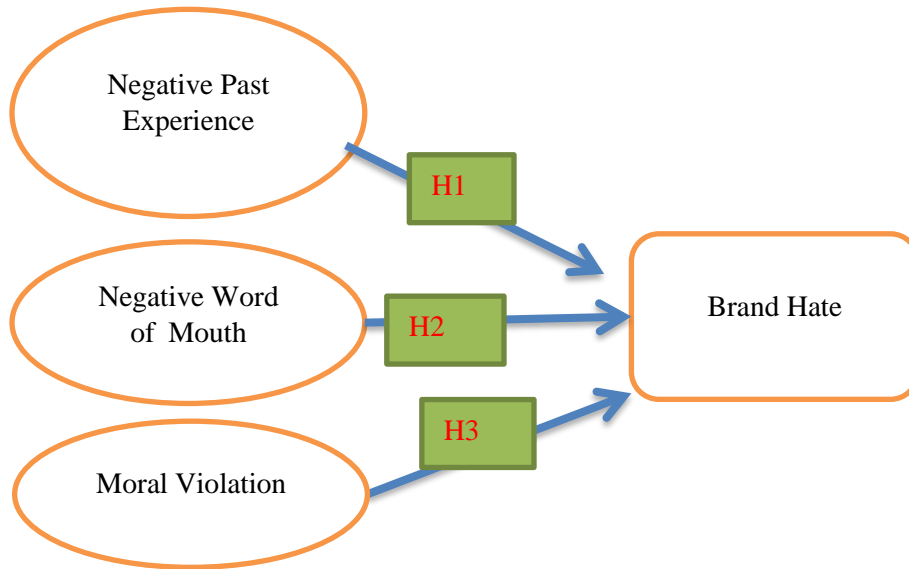
Most of these individuals were above 50 and had been employed by the business since they were in college. They were terrified and perplexed after being fired because this was the only work life they had ever known. They had to deal with the possibility of never again working in their line of business. None of them had a new job after four months (O'Mara, Jackson et al. 2011). When engineers were "downsized," Pennebaker and his team wondered if sharing their stories in writing may be of assistance. The engineers agreed to take part because they were eager to do anything that would improve their work prospects. One group of engineers was asked to write by Pennebaker about being let go. They discussed the stresses this put on their health, marriages, and finances, as well as their intense anxieties about the future (Tepe and Aydinli-Karakulak 2019). They also discussed their sentiments of embarrassment, rejection, and fury. Two control groups either didn't write anything at all or wrote about time management. There were no differences between the groups before the writing process in terms of their motivation or the effort they were putting forth to find a new job (Landmann and Hess 2017). The degree of difference between them, though, was astounding after that. The

guys who had written about their true feelings were three times more likely to have found new employment than those who had not, just months after the intense writing sessions. The men's writing not only assisted them in processing their experiences, but also in overcoming their dejected inaction and taking meaningful action. Respondents can declare with certainty that showing up and giving voice to feelings is a really effective method to deal with stress, worry, and grief after many more research have been conducted with many thousands of participants, including youngsters and the elderly, students and professionals, healthy and ill (Pauls, Shuman et al. 2022). (For those who dislike using a pen and paper or a keyboard, writing does not have any special powers. For instance, speaking into a voice recorder can provide the same outcomes.

Others, on the other hand (i.e., individuals with an anticipatory mindset), take outcomes into account when making judgments (Chen 2010). We conclude by discussing the practical implications for businesses and brands.

H3: Positive and significant relationship between Moral Violation and Brand Hate

Conceptual Framework



Research Methodology

A research design is a plan for how to conduct a study, and there are many subcategories based on factors like the level of structure, the

method of data collection, the effect of the variable under study, the goal of the study, the time dimension, the scope of the topic under study, the research environment, and the opinions of the participants. Since we need participants' replies to questionnaires at a single point in time, we shall employ a cross-sectional strategy for data collection in this study (Cooper, Schindler, & Sun, 2003). Previous studies' survey instruments were recycled for this one. Number of five questions (05) for Brand Hate (Zarantonello, Romani et al. 2016), four (04) questions for Negative Past Experience (Hegner, Fetscherin et al. 2017), four (04) questions for Moral Violation (Hegner, Fetscherin et al. 2017) and also five questions (05) for Negative Word of Mouth (Zarantonello, Romani et al. 2016) on five point Likert scale. The Likert scale implemented, with 1 representing strongly disagree, 2 representing disagree, 3 representing neutrality, 4 representing agree, and 5 representing strongly agree.

The people in Pakistan's academic community are the subjects of this analysis. Within the realm of education, only students majoring in Business Administration at the collegiate level were selected as the intended audience. Eight (09) universities were chosen for convenience sampling: The Universities of the Punjab and Sindh, Bahauddin Zakariya, Gomal, Lorelai, Baluchistan, Shah Abdul Latif, Karachi, and SZABIST Islamabad. There were 4,650 students enrolled at these colleges and universities combined. A total of 357 college freshmen participated in the study.

Primary data was gathered through a system of simple random sampling. By using this method, every member of the population has an equivalent chance of being selected. A questionnaire was used to elicit responses from the participants. The questionnaire would be modified taking into account the variables and the existing literature. The questionnaire's demographic section included 20 questions about unfavorable encounters with the brand, the company, the product, or the service, as well as moral violations, brand hatred, and negative word of mouth. Using a 5-point Likert scale, we analyzed the correlation between a person's negative past experience, moral violation, negative word of mouth, and brand hate.

Data Analysis and Results

According to Nunnally (1987), Cronbach's alpha must be better than 0.7 for an instrument to be regarded dependable. The table revealed that all variables have Cronbach's alpha values larger than 0.70, confirming the reliability of the instrument. (Leech, Barrett et al. 2004, Morgan, Leech et al. 2004). The validity of questionnaire is checked by educational experts.

*Demographic Analysis***Table 1***Gender*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	158	44.3	44.3	44.3
Valid Female	199	55.7	55.7	100.0
Total	357	100.0	100.0	

There are both male and female respondents represented in the obtained data. The number of male respondents is 158 and the number of female respondents is 199, for a total of 357. The cumulative proportion of females is 100, while the percentage of females is 55.7.

Table 2*Age*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-23	97	27.2	27.2	27.2
Valid 24-29	147	41.2	41.2	68.3
Valid 30-35	58	16.2	16.2	84.6
Valid 35-Above	55	15.4	15.4	100.0
Total	357	100.0	100.0	

The Data acquired from various respondents, whose ages vary, were collected from various respondents. The number of respondents whose ages vary from 18 to 23 is 97, those whose ages range from 24 to 29 are 147, those whose ages range from 30 to 35 are 58, and those whose ages range from 35 and above are 55, for a total of 357.

Table 3*Qualification*

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Bachelor	86	24.1	24.1	24.1
Valid Master	198	55.5	55.5	79.6
Valid M.Phil.	65	18.2	18.2	97.8
Valid Ph.D.	8	2.2	2.2	100.0
Total	357	100.0	100.0	

The obtained Data from various respondents have varying levels of schooling. The overall number of respondents is 357, with 86 Bachelor respondents, 198 Master respondents, 65 M.Phil. respondents, and 8 PhD respondents.

Table 4*Descriptive Statistics*

	N	Minimum	Maximum	Mean	Std. Deviation
Moral Violation	357	1.00	5.00	4.5143	.16264
Negative PE	357	1.00	5.00	4.6073	.13346
Negative WM	357	1.00	5.00	4.7557	.19986
Brand Hate	357	1.00	5.00	4.8387	.23408
Valid N (listwise)	357				

In descriptive statistics, the trend and frequency of occurrence of variables were described. The minimum and maximum values indicated the accuracy of the data, and they must fall within the measurement range of the instruments. As stated previously, the maximum and minimum values on the Likert scale span from 1 to 5. There is no value below 1 and no value above 5 for any of the independent or dependent variables. The mean of two variables is more than 3, indicating that all responses lie within the permitted range of skewness values between -1 and 1, and kurtosis values between -3 and +3; this is an acceptable range (Sekaran and Bougie 2003). It is evident that all skewness and kurtosis figures fall inside the permitted range. Therefore, the data obtained for this study are typical; this is also the primary premise of regression analysis.

*Correlation Analysis***Table 5***Correlations*

		Moral Violation	Negative Past Experience	Negative Word of Mouth	Brand Hate
Moral Violation	Pearson Correlation	1	.	.	.
	Sig. (2-tailed)				
Negative PE	Pearson Correlation	.510**	1		
	Sig. (2-tailed)	.000			
Negative WM	Pearson Correlation	.405**	.395**	1	
	Sig. (2-tailed)	.000	.000		

Antecedents and Consequences of Brand Hate

Ansar, Amir, Mumtaz

Brand Hate	Pearson Correlation	.491**	.571**	.553**	1
	Sig. (2-tailed)	.000	.000	.000	
	N				

** Correlation is significant at the 0.01 level (2-tailed).

As shown by the correlation coefficient, there is a connection between the two variables. For a Pearson correlation coefficient to fall between -0.3 and +0.3, the association between the variables is considered to be weak. A moderate relationship is indicated by a Pearson correlation coefficient of between 0.3 and 0.7. Furthermore, correlation coefficient greater than 0.70 is statistically significant (Leech, Barrett, & Morgan, 2004). The Pearson correlation coefficients for moral violation, negative past experience, and negative word of mouth are .491, .571, and .553, respectively, indicating that each of these factors positively affects brand hate.

Table 6

Regression Analysis

Variables Entered/Removed

Model	Variables Entered	Variables Removed	Method
1	Negative W M, NegativePE, Moral Violation ^b		.Enter

a. Dependent Variable: Brand Hate

b. All requested variables entered.

Table 7

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.559 ^a	.312	.306	.19497

a. Predictors: (Constant), Negative W M, NegativePE, Moral Violation

b. Dependent Variable: Brand Hate

Table 8

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6.088	3	2.029	53.381	.000 ^b
	Residual	13.419	353	.038		
	Total	19.507	356			

a. Dependent Variable: Brand Hate

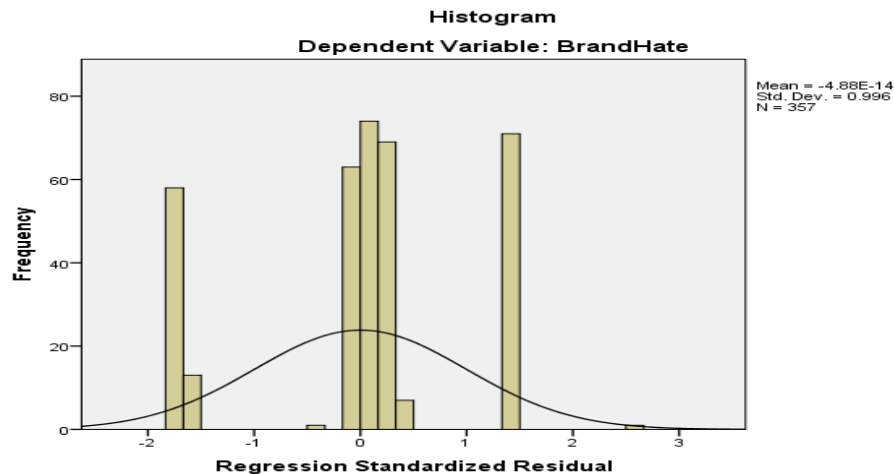
b. Predictors: (Constant), Negative W M, NegativePE, Moral Violation

Table 9
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.
	B	Std. Error			
	(Constant)	1.273	.387	3.291	.000
1	Moral Violation	.094	.076	2.228	.000
	Negative PE	.062	.093	4.672	.000
	Negative WM	.600	.058	10.306	.000

a. Dependent Variable: Brand Hate

According to the results of the regression analysis, the Durbin Watson value is within the acceptable range. Therefore, serial correlation poses no problems. R showed several correlation coefficients. It's the relationship between the two variables you're interested in. R² measures how well a model can explain data. A measure of how much of a change in the independent variable could be accounted for by a change in the dependent variable. The R square value represents the proportion of total variation in the dependent variable that can be attributed to the independent variable. Since the population was comprised of four banks in Pakistan, the adjusted R-square accounted for population-level variation. The angle of relationships, denoted by beta. Nonetheless, the p-



value for the dependent variable is less than 0.05, signifying a meaningful link between the variables and, hence, acceptance of the hypothesis.

Chart

Table 10*Hypotheses Result Summary*

Hypotheses	Statement of hypotheses	Result
Hypothesis (H1)	Positive and significant relationship between Negative Past Experience and Brand Hate.	Accepted
Hypothesis (H2)	Positive and significant relationship between Negative Word of Mouth and Brand Hate	Accepted
Hypothesis (H3)	Positive and significant relationship between Moral Violation and Brand Hate	Accepted

Conclusion and Recommendations*Managerial Implications*

Managers can use the study's findings about Brand Hate in their product design and marketing. This research also provides a guide and set of recommendations for the management to follow in order to promote the product credibly and reverse the trend of falling sales. Ethical behavior, integrating further consumer inspection for an effective reaction, historical connections, and a proactive consumer stance all contribute to these management outcomes. It's important to proactively and routinely assess the nature of the customer connection because those with higher "relationship quality" may be more prone to retaliate. A brand's efforts to connect with its target audience can be complicated by the presence of negative feelings and attitudes toward the brand, as well as by any changes that occur in either the brand or the target audience.

Theoretical Implications

This study's findings have made several contributions to the current body of knowledge. This study utilized the Theory of (Brand) Hate. Researchers have examined the relationship between company performance and other characteristics in several regions of the world (Molino, Cortese et al. 2019). This study looks at how moral violations, negative word of mouth, and negative past experiences all contribute to brand hatred in Pakistan. Research into Brand Hate and its implications for company reputation is scant.

Research Limitations

Time and materials are the first constraints to overcome. The lack of moderation in the research is the study's biggest flaw. The study has some serious flaws, chief among them being its failure to consider the roles

that factors like brand perception, consumer choice, and proximity to other influential factors play in shaping public perceptions of businesses.

Research for the Future

One piece of advice for researchers going forward is to use the same model in different settings. The people of Pakistan were the ones who did this research. So, future research can focus on certain areas of the globe. A second limitation is that there are only four variables considered here; future studies may consider including other variables as moderators or mediators.

Conclusion

Brand hating was found to be predicted by bad experiences. In fact, a consumer's relationship with a brand might suffer and have a negative effect when they have a bad encounter. Additionally, it has been shown to predict the avoidance of experiential brands. Brand hatred reveals to be a powerful mediator in the context of Negative word of mouth, also having a direct relationship and causing an increase in the outcome. As mentioned by the literature, brand hatred can cause respondents to complain in public, which is a sort of bad word of mouth. According to this hypothesis, the study shows that bad experiences exclusively predict poor word of mouth when they are mediated by brand-hating emotions. According to reports, brand revenge need not be driven by a bad experience. Brand hate is predicted by symbolic incongruity. Accounting for brand hatred demonstrates that it influences Negative word of mouth, but it also demonstrates that it affects the result directly. In fact, symbolic incongruity has been connected to Negative word of mouth since it connects the consumer's identity to the brand. It only causes bad word of mouth when it is influenced by brand-hating feelings. The expectation that negative word of mouth a result of all variables suggests that emotion is crucial in determining its incidence. Whether or not brand hatred is a factor, symbolic incongruity implies that it has an impact on brand retaliation.

Brand revenge is less driven by a bad experience than it is by a symbolic incongruity, although it has always been mediated by brand hatred. The term "brand retribution" refers to a variety of actions consumers take to financially harm a brand, such as complaining, insulting, or attempting to negatively impact the brand as a whole. By concentrating on a single industry, this research demonstrated a novel methodology when compared to prior studies that analyze consumer brands across many industries and to the best of our knowledge in the literature. It also examined how well customers and non-consumers

interacted with fresh managerial insights are presented by telecommunication brands. It connects consumer-brand interactions to previously known theoretical frameworks based on interpersonal and psychological research.

The methodology used in this study gave a clear picture of how brand hatred related to various outcomes and antecedents. In addition to being applicable to different situations and compared to the ones included in this study, the recommended criteria in the literature have been demonstrated to be reliable in specific contexts within the telecoms industry. The investigation of consumer brand relationships in the service sectors in this context complements earlier studies in brand hatred research that focused primarily on luxury or food service businesses but did not really offer much insight into certain more utilitarian brands. Consequently, it offered insightful information on a sector, service marketing consumers, and service.

In three ways, this study adds to the body of knowledge already on the unfavorable relationship between customers and companies. First off, as was already noted, this study fills a gap in the literature by focusing on the study of the good brand-consumer interactions, despite the fact that there is an increasing demand for research on the negative aspects of consumer-brand relationships. Furthermore, this article examines the impact on the telecommunications sector for the first time. Thirdly, it supports other studies that looked at how brand hatred affects Negative word of mouth.

This research offers businesses insight into how Negative word of mouth might result from brand animosity, which has practical ramifications for businesses. To combat the phenomenon of brand hatred or, more effectively, to try to reverse or neutralize as much as possible the adverse outcomes from the poor previous experiences of current consumers with the brand, businesses and brands need to develop strong defense mechanisms. However, as pointed out by, any business may please all of its present or potential customers if it can manage the direct circumstances and lessen the harm caused by the most antagonistic customers. The study's conclusions can be utilized to explore further variables in the interaction between a services brand and its customers.

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