

How Brand Lost Its Way: A Systematic Literature Review of Brand Hate, Antecedents and Outcomes of Brand Hate

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Abstract

The research purpose is to analyze why consumers will lead to brand hate, what are the feedback and thinking about the consumers towards the brand hate. The failure of brands about the negative past experiences and negative brand hate advertising. A thorough assessment of the literature was done from April 2018 to April 2023, a time span of approximately years. Our research focuses on identifying the self-serving goals of brand hatred. We take the information from of the databases Web of Sciences and Google Scholar. This report provides an extensive and up to date overview of research into brand hatreds, as well as identifying possible further research directions. This concern is provided by the analysis of determinants and patterns of brand hate in order to prevent these situations leading to that kind of hatred. Brand managers can use this knowledge to develop an adequate mitigation strategy, given the various BH implications and boundary conditions. This study will analyze the current situation of brand hate research in one place and draw a map to support future research into this area by systematically reviewing literature.

Key findings: *Brand hate, advertising, consumer hate and outcomes of brand hate.*

Introduction

It suggests that brand animosity is becoming more important. Businesses are more likely to encounter "brand hate" when they fall short of social norms or disrespect what the general public and society care about. According to [Da Silva \(2019\)](#), brands are considered as a byproduct of an organization's internal culture in an era of more openness. [Atwal \(2021\)](#) further notes that consumers have high expectations for a luxury brand. Customers usually create significant unfavourable opinions for the brand when actual performance falls short of expectations ([Anaza et al., 2021](#)). Understanding the negative interactions between companies and customers is therefore becoming more and more important.

Theoretical conceptualization

Zarantonello et al. (2016) argue that brand hatred is best understood as a complicated emotion that combines a number of other emotions. In this way, brand hatred has traditionally been viewed as having a profoundly damaging emotional effect on companies. Bryson and others, 2013 Brand hate mediates the relationship between drivers with an anticipation of damaging word-of-mouth publicity, avoidance, or brand retribution, which is a collection of consequences that will harm a certain brand. 2020 Pinto & Brandao. According to Hemingway et al. (2017), a collection of predictors are anticipated to elicit nasty customer sentiments and attitudes, their circumstances, or their experience in the field of marketing ([Jalees et al., 2024](#)). Brand hatred, according to [Kucuk \(2019, p. 29\)](#), is a consumer's antipathy for and estrangement from a brand.

Research Methodology

Data selection

To be fully convinced about the articles we, we implemented a rigorous filtering process using Microsoft Excel. Several articles were excluded based on three main criteria. Firstly, we remove the articles that our not relevant to our topics. Secondly, we removed duplicate articles that provides not reluctant information. Lastly, we disregarded articles that primarily focused on brand hate and outcomes of brand hate and had minimal relevance to our research subject. After this refining process, we collected a total of 10 from Web of Science (WOS). Subsequently, we carefully examined the refined articles to ensure they met our criteria.

Data Extraction

We implemented strict criteria to filter the articles, considering factors such as publication dates, research methodologies employed and relevance to our topic. By following this approach we identified articles that offered valuable information about social media marketing, enabling us to accomplish our research goals effectively.

We conducted a search for relevant peer-reviewed articles in three prominent databases Web of Science (WOS). To ensure the inclusion of articles that aligned with our research objectives and provided valuable insights into brand hate, advertising and antecedents and outcomes of brand hate we established specific inclusion criteria. Following precise guidelines, we carefully selected articles to be included in our review. This rigorous process-maintained consistency and ensured the inclusion of excellent articles. In our comprehensive literature review on social media marketing, we adhered to the established guidelines in the field. Our primary objectives were to thoroughly analyze the current state of research and identify potential areas for future exploration in this rapidly evolving field.

Data Protocol

The main purpose of this is to find out the information and knowledge about the brand hate and outcomes of brand hate and their consequences on the market. We use particular search operators linked to consumer behavior, negative past experience and research in antecedents of brand hate, and proposed conceptual models to habits an organized search in Web of Science. We made certain the assessment was thorough by means of including pertinent works from 2018 to 2023. To hold consistency, we specifically constrained our search for articles in the English language. By employing these strategies, we ensured a thorough assessment of the literature within the designated databases.

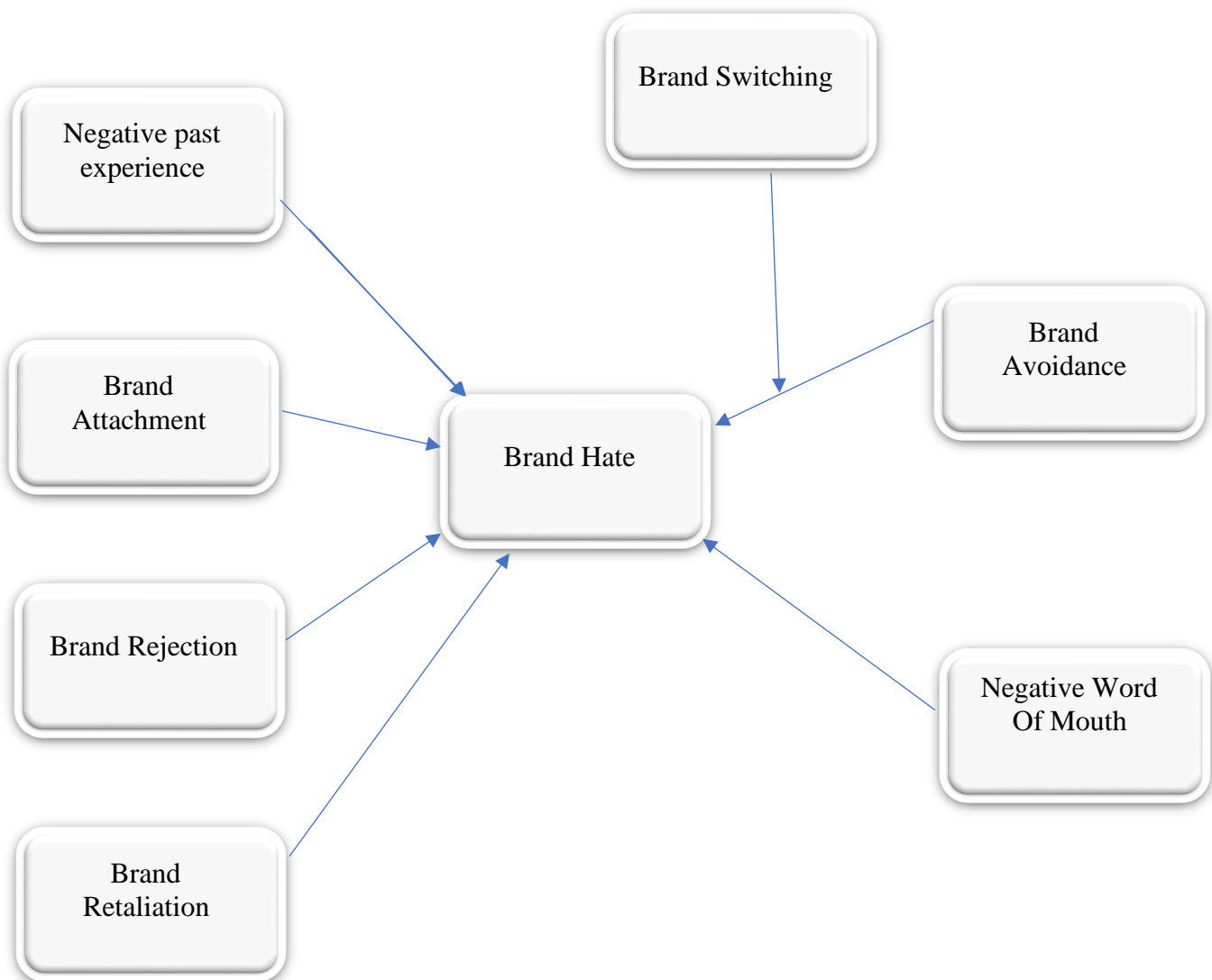
Problem Statement

This research article we examined the phenomenon of brand hate and its antecedents among customers through a comprehensive analysis of data we outlined the conceptual and empirical factors and outcomes of brand hatred. Our findings highlight and covers the several key factors in shaping brand hate among customers, furthermore we found that moral identity and moral judgment play crucial role in influencing brand hate. Customers with strong moral identities are more likely to be sensitive to ethical issues and to form negative opinions of that companies who act unethically. In a similar vein brand hatred is similarly influenced by customer's moral

judgment too which involves assessing the propriety of a brands behavior. The home appliances industry as well as other industries are significantly impacted by these finding. Understanding the causes of brand hatred can help prevent the poor customer experience and reduce the possibility of brand hatred by proactively identifying and resolving potential service infractions. Additionally promoting moral behavior and developing a strong moral identity within the company can help to strengths the brand relationship and lower the likelihood of brand hatred. It is important for businesses to must put high priority on managing client experiences, ensuring that high service standards are routinely met, and connecting their behavior with moral principles, by doing this business can develop favorable brand perceptions, increase consumers loyalty and reduced brand haters.

Conceptual Framework

Figure 1



Negative Past Experience and brand hate

According to behavioral theories in social psychology, human experience shapes attitudes that influence how they behave in social situations (Fazio and Zanna, 1981). Numerous research across a variety of contexts have regularly addressed the prevalence of bad brand experiences, such as customer fear in online discussions about negative brand experiences that breed brand hatred.

H1. Negative Past Experience positively impacts brand hate.

Brand Retaliation and Brand Hate

The third category of social outcomes focuses on active and direct actions directed against the brand. Direct actions take the form of confrontations with brand representatives, theft from or damage to brand property (Jamil et al., 2024). We adopt the viewpoint put out by Grégoire et al. (2010) and see brand retribution as an outcome of brand hatred. According to Sternberg (2003), hate causes people to turn towards the target of their hatred in order to exact revenge or engage in combat against whatever wrongdoing the target brand has done.

And this could possibly be rejecting the brand by the customers on the basis of these theories.

H2. Brand retaliation led to brand hate.

Brand Rejection

A crucial mediator of the impact of brand rejection on brand choices is the validity of brand rejection. Namely, brand rejection will lead to fewer favourable brand preferences of the rejecting brand when legitimacy is viewed as being low. However, we believe that brand rejection will lead to higher favourable brand choices for the rejecting brand when legitimacy is viewed as being high. (2009) Sandikci and Ekici

H3. Brand rejection positively impacts brand hate.

Brand attachment and Brand Hate

Li et al. 2020; Thomson et al. 2005; Kessous et al. (2015); Li et al. Academics and business experts commonly concur that brand attachment is more important than brand attitude and loyalty to forge long-lasting customer interactions (Park et al. 2010; Sciarrino 2021). Brand attachment, in accordance with theory (Escalas 2004; Malär et al. 2011), refers to customers' strong emotional links to a brand and their sense of the brand as a crucial component of their

self-concept. Brand managers have prioritised building a strong emotional connection with customers because brand attachment is expected to have a positive overall impact on a company's profitability and brand value (Heinberg et al. 2020; Chang et al. 2020).

H4. Brand attachment leads to brand hate.

Brand Hate and Brand Avoidance

According to psychological research, many negative emotions may elicit particular cognitive and behavioural reactions (Roseman, 1984). The most likely behavioural effects of brand hatred are discussed in this section. According to our literature analysis (Appendix 2), there are two types of reactions: passive (brand avoidance) and active (bad publicity and brand revenge). The first is brand avoidance, which is demonstrated by customers avoiding a particular brand by moving to a competitor brand or by not using the product at all (Rashid et al., 2024). According to earlier research, the degree to which consumers view their connections with companies as being close depends on their emotional responses to those brands as well as how they relate to and feel about those brands.

H5. Brand hate leads to brand avoidance

Negative Word of Mouth and Brand Hate

The degree to which a person disparages a brand in their writing or speech is known as negative word of mouth (Bonifield and Cole, 2007). According to Baumeister et al. (2001), sharing a pleasant experience with someone is less probable than sharing a negative experience. Negative word-of-mouth consumers frequently desire to warn others about their bad experiences with the brand (Singh, 1988).

There are two main types of negative word-of-mouth, according to the literature (Nyer and Gopinath, 2005; Christodoulides et al., 2012; Presi et al., 2014). While commenting on blogs, websites, or social media platforms could be viewed as "public complaining," "private complaining" is defined as discussing a firm negatively with friends or neighbors (Zeithaml).

H6. Brand hate leads to negative word-of-mouth

Brand Switching and Brand Hate and Brand Avoidance

The likelihood that a client would transfer brands is a measure of brand-switching behavior (Deighton et al., 1994). Numerous research has looked at how emotions affect changing behaviors. Zeelenberg and Pieters (2004) discovered that switching behaviors are closely correlated with regret in customers and that furious consumers may switch behaviors when it comes to services (Zeelenberg & Pieters, 2004). According to them, remorse may indicate that a better brand option was accessible, and as a result, customers may be more motivated to move to a different service provider.

These elements and theories all show that consumers avoid brands because of bad press before ultimately switching to another brand as a result of these causes.

H7. Brand switching leads to brand hate

H8. Brand switching mediates the relationship between brand avoidance and brand hate.

Scales and Measurements

We have taken all the constructs that is used in the previous research. The details of the constructs sources and how many number of items.

Table 1

	References	Items
Brand avoidance	Hogg et al. (2019)	3
Brand rejection	Sandikci and Ekici (2009)	3
Brand retaliation	Grégoire and Fisher (2006)	3
Negative past experience	Romani et al. (2009)	3
Negative word of mouth	Charlett, D., Garland, R. and Marr, N. (1995)	3
Brand attachment	Park et al. (2013)	3
Brand switching	(Fetscherin, 2019).	3

Table 2

	Cronbasha's alpha	Composite reliability	AVE
Brand Attachment	0.765	0.864	0.679
Brand Avoidance	0.730	0.849	0.653
Brand Hate	0.744	0.856	0.666
Brand Rejection	0.805	0.885	0.719
Brand Retaliation	0.860	0.914	0.780
Brand Switching	0.770	0.867	0.685
Negative Word of Mouth	0.781	0.872	0.694

Negative past experience 0.779 0.872 0.695

Descriptive analysis

Table 3

Discriminant validity

	B ATT	B AV	BH	B REJ	B RET	BS	NWO M	BSX BA
Brand Attachment								
Brand Avoidance	0.877							
Brand Hate	0.901	0.849						
Brand Rejection	0.764	0.971	0.891					
Brand Retaliation	0.727	0.916	0.818	0.910				
Brand Switching	0.944	0.815	1.051	0.793	0.672			
Negative Word Of Mouth	0.726	0.873	0.848	0.805	0.842	0.796		
Negative past experience	0.997	0.888	0.961	0.891	0.789	0.971	0.714	
Brand Switching x Brand Avoidance	0.087	0.215	0.258	0.300	0.172	0.333	0.283	0.342

Data Analysis

Descriptive Analysis

The internal consistency and convergent validity were looked at in this study. The findings indicate that brand switching has the greatest Cronbach's alpha values (Mean 5 4.000, 5 0.900), while security has the lowest values (Mean 5 3.780, 5 0.776), indicating that the constructs on the data set gathered from Karachi, Pakistan, have adequate internal consistency (Mohajan, 2017). The findings also demonstrate that all composite values are higher than 0.70 and all AVE values are higher than 0.60, supporting the notion that the constructs do not stray from the criteria for convergent validity (Sarstedt et al., 2019).

Discriminant Validity

Fornell and Larcker's (1981) criteria for evaluating discriminant validity were applied to this investigation. The findings indicate that the constructs employed in the study are different and distinctive since the square root of AVE values are greater than the Pearson Correlation values (Fornell and Larcker, 1981). Ten direct, seven mediating, and three moderating hypotheses, as well as measurement and structural models, are proposed by the study in Figures 2 and 3. The following two direct hypotheses, however, are not supported by our findings: (1) Negative previous experiences impact brand hatred ($\beta = 0.160$, $t = 3.683$, $p > 0.000$) and (2) Brand retaliation affect brand hate ($\beta = 0.159$, $t = 2.267$, $p > 0.023$). poor brand perception is mediated by b-switching ($\beta = 0.039$, $t = 1.806$, $p > 0.071$), and (4) poor brand perception, negative word of mouth effects brand hate $\beta = 0.104$, $t = 2.063$, $p = 0.039$.

Table 4
 Hypothesis Results

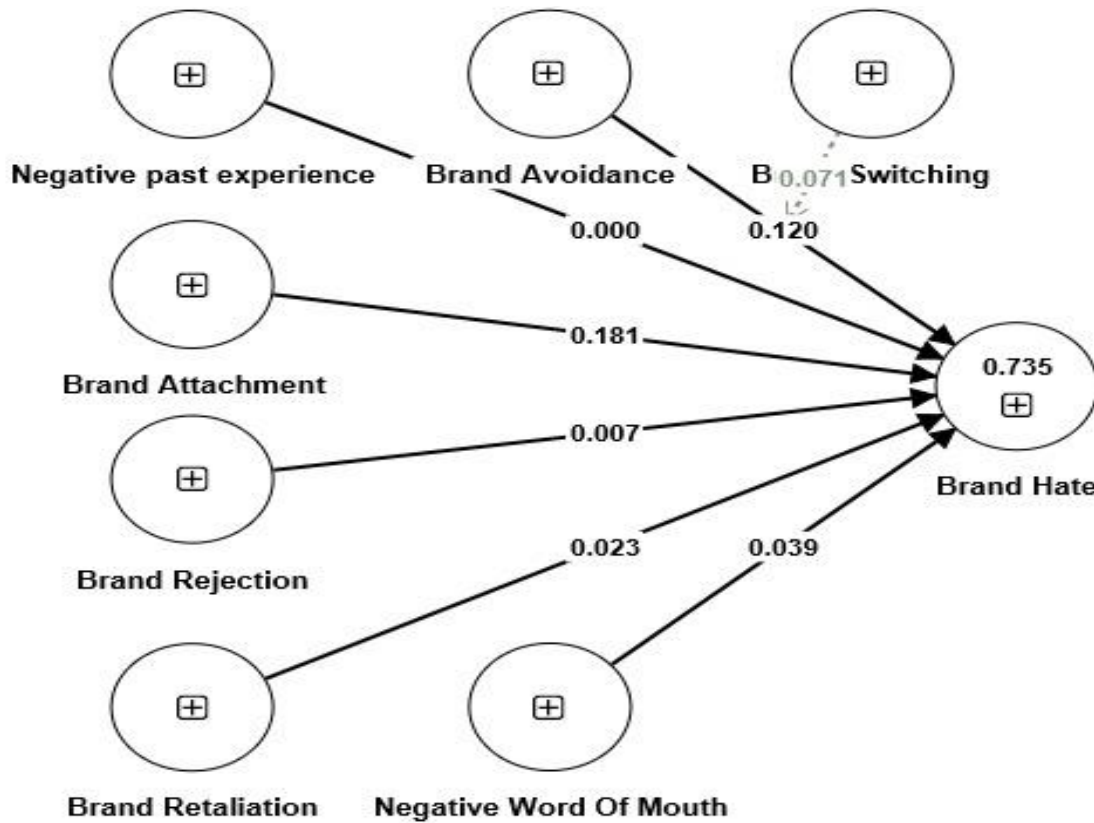
	B	S DEVIATION	T P	RESULTS
Negative Past Experience -> Brand Hate H1	0.160	0.043	3.683 0.000	Accepted
Brand Retaliation -> Brand Hate H2	0.159	0.069	2.267 0.023	Accepted
Brand Rejection -> Brand Hate H3	0.113	0.042	2.690 0.007	Accepted
Brand Attachment -> Brand Hate H4	0.060	0.044	1.338 0.181	Accepted
Brand Avoidance -> Brand Hate H5	-0.068	0.043	1.553 0.120	Accepted
Negative Word Of Mouth -> Brand Hate H6	0.104	0.051	2.063 0.039	Accepted
Brand Switching -> Brand Hate H7	0.473	0.050	9.447 0.000	Accepted
Brand Switching X Brand Avoidance -> Brand Hate H8	0.039	0.021	1.806 0.071	Accepted

The viability of businesses. Thus, successful brands emphasize past mistakes and unfavorable feelings. [Romani and others \(2009\)](#). According to the study's findings (H1, H2 and H6), bad prior experiences, bad word of mouth, and brand retribution have an impact on consumer satisfaction? These results are consistent with prior research that shows that "negative past

experience, negative word of mouth, and delivery brand retaliation" have an adverse impact on satisfaction. (2006) Grégoire and Fisher. The initial point of contact for clients is a bad experience. As a result, bad experiences with aesthetic appeal and bad word of mouth cause consumers to pay attention to reprisal and prompt positive pleasure. The authors are Charlett, Garland, and Marr (1995). We discovered that switching brands mediates (H8) brand aversion and brand avoidance. H4's brand connection has a big influence.

Measurement Model

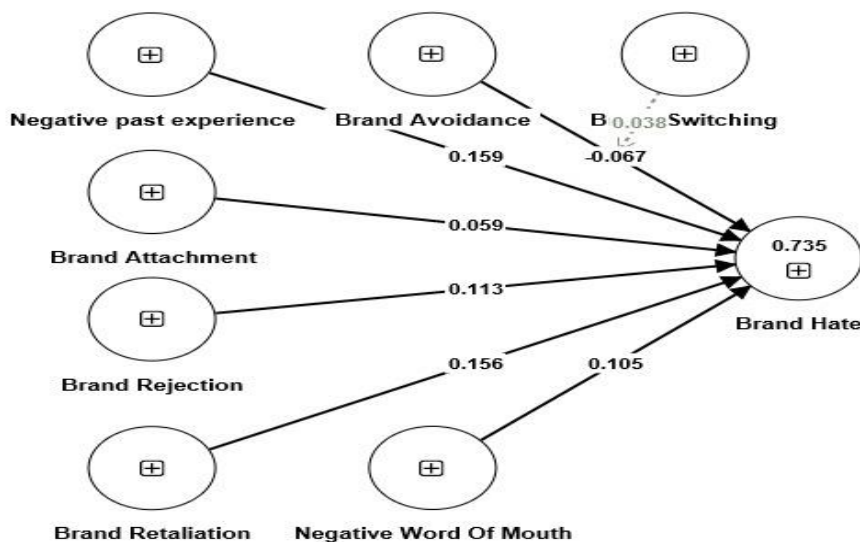
Figure 1



Our results found that brand switching and brand avoidance effects and stimulates towards brand hate H7, H5. We also found that negative word of mouth stimulates brand hate H6. H1 negative past experience stimulates brand hate. H2, H3, H4 correlates with brand hate

Figure 2

Structural model



Practical and managerial implication

First, it is suggested that international corporations create campaigns with caution. They should refrain from using sensitive language or names of people or locations that Muslims hold in high regard (Aziz et al., 2024). A sensitive campaign may incite animosity, and historically speaking, it is linked to the boycott movement. Second, it is crucial for global corporations to place greater emphasis on brand or product values rather than divisive topics. Finally, it is suggested that multinational corporations build brand loyalty (Khan, Imran Zaman, et al., 2023). When a person has a strong brand loyalty, it might be challenging for them to quit buying from that company or even to transition to another one (Khan, Zaman, et al., 2023). Despite the cohabitation of brand love and brand hatred having been previously established by researchers (Luo et al., 2013, Luo et al., 2013, Veloutsou and Guzmán, 2017), the influence of brand hate.

Limitation and future recommendations

We make an effort to add to the body of knowledge by offering a comprehensive assessment of the many research projects undertaken in BH utilizing the TCCM framework. This is because we have seen a considerable increase in studies linked to BH in recent years (Rashid et al., 2023). Additionally, following in the footsteps of Paul and Rosado-Serrano's earlier efforts (2019), we once more employ the TCCM framework to identify some prospective research needs. Indicating the necessity of a comprehensive and uniform definition of BH (Si et al., 2023). Hatred is generally described as a strong emotional phenomena in psychological literature (Aumer-Ryan and Hatfield, 2007, Sternberg, 2003, Royzman et al., 2005), yet other researchers believe that hatred may last longer than the event that gave rise to it (Fischer, 2018).

Conclusion and Discussion

So this is everything. Through a thorough study of the data, we explored the phenomena of brand hatred and its causes among consumers in this research piece. We then outlined the theoretical and empirical causes of brand hatred as well as its impact on consumers.

In addition, we discovered that moral identity and moral judgment play a significant role in driving brand hate (Zaman et al., 2023). Our findings underscore and cover a number of important elements in forming brand hatred among consumers. Strong morally-motivated consumers are more likely to be sensitive to ethical issues and to acquire negative perceptions of businesses that act unethically. In the same manner, customers' moral judgment, which includes evaluating the legitimacy of a brand's actions, also influences brand hatred. The home appliances sector, along with other sectors, is significantly impacted by these finding. Understanding the causes of brand hatred can help prevent the poor customer experience and reduce the possibility of brand hatred by proactively identifying and resolving potential service infractions (ul Haque et al., 2024). Additionally promoting moral behavior and developing a strong moral identity within the company can help to strengths the brand relationship and lower the likelihood of brand hatred.

It is important for businesses to must put high priority on managing client experiences, ensuring that high service standards are routinely met, and connecting their behavior with moral principles, by doing this business can develop favorable brand perceptions, increase consumers loyalty and reduced brand haters.

While this research provides valuable insights into the factors influencing brand hate, there are still avenues for further exploration. Future studies could delve into the specific strategies that companies can employ to prevent and address service transgressions effectively. Additionally, investigating the role of other individual and contextual factors in the development of brand hate would contribute to a more comprehensive understanding of this complex phenomenon.

Overall, this study adds to the increasing body of knowledge on brand haters and offers useful advice for companies looking to forge long-lasting client connections. Organizations may try to create good experiences that encourage brand love rather than brand hate among their customers by considering the influence of service violations, moral identity, and moral judgment.

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