BRAND HATRED: A LITERATURE REVIEW AND RESEARCH AGENDA

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ARTICLE INFO	ABSTRACT
	Purpose: The objective of this paper was to study the past research in the field of brand hatred and propose a research agenda for the future. **Theoretical framework:** Theories and research on brand hatred been studied. Duplex theory of hate, brand hate as multidimensional construct, determinants of brand hate, self-congruity theory been studied. Brand hatred due to negative past experience, self-image been studied and there is much to investigate and learn. **Design/methodology/approach:** Literature review is the foundation of research development and extending depth of knowledge Webster and Watson (2002).We began by looking for research articles that contribute critical knowledge and concepts in brand hatred. We have focused on what, where, why, and How to have a better review (Callahan, 2014). **Findings:** Brand managers must be proactive to reduce the brand hatred and retain the customer. Brand hatred happens due to several reasons and brands may lose customers and its business if it does not take action against brand hatred. Future research should be done into how to convert brand hatred into brand love. **Research, Practical & Social implications:** We suggest a future research agenda and highlight the areas and points that should be taken care for the mitigation of the brand hatred. **Originality/value:** The results indicate that the brand hatred phenomenon is very critical for brands. Academicians are showing interest in brand hatred research and number of publication works are increasing in field of brand hatred. Doi: https://doi.org/10.26668/businessreview/2023.v8i3.1304

MARCA HATRED: UMA REVISÃO DE LITERATURA E AGENDA DE PESQUISA

RESUMO
Objetivo: O objetivo deste trabalho era estudar as pesquisas do passado no campo do ódio às marcas e propor uma agenda de pesquisa para o futuro.
Estrutura teórica: Foram estudadas as teorias e pesquisas sobre o ódio às marcas. Teoria duplex do ódio, o ódio a marcas como construção multidimensional, determinantes do ódio a marcas, teoria da autocongruência foram estudadas. O ódio a marcas devido à experiência negativa do passado, a auto-imagem foi estudada e há muito o que investigar e aprender.
Design/metodologia/abordagem: A revisão literária é a base do desenvolvimento da pesquisa e da ampliação do conhecimento Webster e Watson (2002). Começamos procurando artigos de pesquisa que contribuam com conhecimentos e conceitos críticos sobre ódio a marcas. Concentramo-nos no quê, onde, por quê e como fazer uma revisão melhor (Callahan, 2014).

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Descobertas: Os gerentes de marca devem ser pró-ativos para reduzir o ódio à marca e reter o cliente. O ódio à marca acontece por várias razões e as marcas podem perder clientes e seus negócios se não tomarem medidas contra o ódio à marca. Pesquisas futuras devem ser feitas sobre como converter o ódio à marca em amor à marca. Pesquisa, implicações práticas e sociais: Sugerimos uma agenda futura de pesquisa e destacamos as áreas e os pontos que devem ser cuidados para a mitigação do ódio à marca.

Originalidade/valor: Os resultados indicam que o fenômeno do ódio à marca é muito crítico para as marcas. Os acadêmicos estão demonstrando interesse na pesquisa sobre ódio a marcas e o número de trabalhos de publicação está aumentando no campo do ódio a marcas.

Palavras-chave: Ódio à Marca, Anti-Marcas, Anti-Consumo, Comportamento do Consumidor, Percepção.

ODIO A LAS MARCAS: REVISIÓN BIBLIOGRÁFICA Y PROGRAMA DE INVESTIGACIÓN

RESUMEN
Propósito: El objetivo de este trabajo era estudiar las investigaciones anteriores en el campo del odio a las marcas y proponer una agenda de investigación para el futuro.

Marco teórico: Se han estudiado teorías e investigaciones sobre el odio a las marcas. Se han estudiado la teoría dúplex del odio, el odio a las marcas como constructo multidimensional, los determinantes del odio a las marcas y la teoría de la autocongruencia. Se ha estudiado el odio a las marcas debido a experiencias pasadas negativas y a la autoimagen, y queda mucho por investigar y aprender.

Diseño/metodología/enfoque: La revisión de la literatura es la base del desarrollo de la investigación y la ampliación de la profundidad del conocimiento Webster y Watson (2002).Comenzamos buscando artículos de investigación que aporten conocimientos y conceptos críticos en el odio a la marca. Nos hemos centrado en el qué, dónde, por qué y Cómo para tener una mejor revisión (Callahan, 2014).

Conclusiones: Los gestores de marca deben ser proactivos para reducir el odio a la marca y retener al cliente. El odio a la marca se debe a varias razones y las marcas pueden perder clientes y su negocio si no toman medidas contra el odio a la marca. En el futuro habrá que investigar cómo convertir el odio hacia una marca en amor por ella.

Investigación, implicaciones prácticas y sociales: Sugerimos una futura agenda de investigación y destacamos las áreas y puntos que deberían tenerse en cuenta para mitigar el odio a las marcas.

Originalidad/valor: Los resultados indican que el fenómeno del odio a la marca es muy crítico para las marcas. Los académicos están mostrando interés en la investigación del odio a las marcas y el número de trabajos publicados está aumentando en el campo del odio a las marcas.

Palabras clave: Odio a la Marca, Antimarca, Anticonsumo, Comportamiento del Consumidor, Percepción.

INTRODUCTION

When a consumer develops resentment toward a brand, he wants to punish the brand. (Romani et al., 2012) when a consumer develops brand hatred, they will complain, switch brands, and spread the unfavourable word of mouth. (Fournier et al., 2012) discovered that there is a connection between the customer and the brand and that consumers are emotionally attracted to it. The level of attachment and relationship has an impact on brand hatred. Consumers who are emotionally invested feel cheated when a brand doesn't live up to their expectations (Mattila, 2004). According to (Bryson et al., 2013), a brand's place of origin and corporate social performance are both causes of aversion. For a variety of reasons, many people despise a certain nation, and when a brand comes from that nation, it must deal with this hatred. Brand hate may be brought on by external as well as internal sources. Consumer psychology and decision-making are strongly influenced by the outside world. Brand hate, according to

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(Alba and Lutz, 2013), is a state in which a consumer is unable to transition to another brand and is therefore held captive by their current one. Brand hate may range from minor to severe. According to (Gregoire et al., 2009), brand retaliation and avoidance evolve. Consumer sentiments around a brand are dynamic and always changing. As a customer goes through different events, their level of hatred changes over time. (Sternberg, 2003) describes the underlying nature, traits, and origins of hatred. The stages of hatred include the onset of hatred, its growth, its saturation, and its termination. Hatred results in the victim's death and destruction. There are several basic and secondary emotions that makeup hatred. (Sternberg, 2003) duplex theory of hate says various aspects of hate produce various effects depending on the circumstance. When dealing with brand animosity, consumers may attack, avoid, or approach the brand. Both aggressive and passive hatred exist. When faced with brand hostility, consumers respond either secretly or publicly. Customers publicly criticize brands on social media and other digital forums to express their distaste for them (Krishnamurthy and Kucuk, 2009). Customers privately complain about their unfavourable brand experiences to their friends, family, and relatives (Singh, 1988). Brand divorce and brand sabotage are recent findings of the research (Kahr et al., 2016). According to (Sussan et al., 2012) Global brands are being scrutinized for their business methods, commitment to the environment, and social messaging. Consumers remember hate stories longer and they are more popular. It also suggests strategies for reducing customer brand aversion (Dessart et al., 2020). Apple brand haters dislike it. They think the brand is exclusive and devoid of innovation, whereas Apple brand supporters purchase it because they believe the brand image suits them. The relationship between a brand and its customers has an impact on its financial situation (Wang and Lang, 2019). A brand's financial health can suffer greatly from consumer animosity, as seen by the $250 million decline in the market value of United Airlines' shares as a result of such animosity (Kottasova, 2017). Companies should be aware of the negative impacts of brand hate and act right once to eliminate it (Johnson et al., 2011).Consumer's perception and influences has direct impact on the brand (Rana, 2021). The study of brand hate is important for brand success, consumer understanding, and customer retention. Brand hate may alienate not just previous consumers but also current and prospective customers. We have examined previous research hypotheses on brand hate. All of the hypotheses have been studied to understand to see how they contribute to the formation of the brand hate notion. We have highlighted dissimilar industries and methods that are used in prior studies on brand hate to recognize their reputation in the study. We have also discussed the methodologies used for the past research. We carefully examined the existing research to identify the research gap and the future topic of study for

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brand hate. Many publications have been thoroughly examined in order to discover every aspect of the previous study. Brand hate conceptualization and brand hate factors have been carefully researched. The objective of the paper is to conceptualise the past research in the field of brand hatred and discuss the future research agenda.

LITERATURE REVIEW

Brand hatred is termed earlier as a combination of unfavourable feelings. Brand hatred, according to (Bryson et al., 2013), is a strong complex unfavourable feeling toward the brand. Brand hate has recently been conceptualised as a multidimensional concept. Disgust, anger/fear, and contempt causes brand hatred (Romani et al., 2015). This pattern supports Sternberg's duplex theory of interpersonal hatred (2003; 2005). According to (Zarantonello et al., 2016), six aspects explain brand hatred: scorn and disgust, fear, disappointment, fury, humiliation, and dehumanisation.(Kucuk, 2016)characterises three types of brand hate that are cold brand hate, cool brand hate, and hot brand hate. Cold brand hate, is an early passive type of brand hatred (Kucuk, 2016). (Kucuk, 2016), cool brand hate causes disappointment. (Kucuk ,2016) described heated brand hate as a strong sense of rage and worry. A customer avoids brands that are immoral or unethical (Lee et al., 2009). Misalignment between consumers' worldview and value systems on social issues leads to ideological sorrow (Krishnamurthy and Kucuk, 2009). When a brand does not align with the consumer's moral views, it leads to anti-consumption and anti-brand behaviours (Portwood-Stacer, 2013). Brands that do not conduct morally produce negative brand equity (Lee et al., 2009). (Usakli and Baloglu.,2011), self-congruency is the purchase of brands that are related to their notion of self. The self-congruity theory is an important idea for identifying and comprehending the root causes of brand failure. (Sternberg, 2003, 2005) classifies hatred as a single emotion, a multidimensional emotion, or a mixture of single emotions. Brand haters may be encouraged by a single feeling or a mix of several different emotions. It happens extremely infrequently for a customer to choose a brand while harbouring resentment and contempt towards it (Septianto et al., 2020). When expectations are not met and when they feel betrayed, consumers who are very connected to a brand develop a need for vengeance (Jain and Sharma, 2019). Negative moods and emotions cause many common behavioural effects. (Roseman, 1984). With a high level of connection, anxious consumers might be quite judgmental (Japutra et al., 2018). Consumers are speaking up more than ever and want to voice a variety of concerns affecting the environment, society, and themselves (Sarkar and Kotler, 2018).

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Table 1. Widely used theories in Brand hatred

Theories	References
Theory of hate	Sternberg(2003,2005)
Brand hate: a mix of negative emotions	(Romani et al. 2012)
Brand hate: a multidimensional concept	Zhang and Laroche(2020)
Brand Hate hierarchy cold brand hate , cool brand hate , hot brand hate	Kucuk(2016)
Self-congruity theory	Hashimand Kasana(2019)

Source: Prepared by the authors (2023)

(Rai et al., 2022) identified six experiences of brand hate that are namely, 'Consumer disenchantment', 'Consumer recognition', 'Societal-corporate disparage', 'Indigent corporate philanthropy', 'Unviable practices', and 'Delinquency'. Brand hate leads to brand switching, brand retaliation, brand revenge, negative word of mouth, and protest, public and private complaints (Gregoire et al., 2009). Consumers do complains to their family and friend circle. In Today's digital world, consumers can instantly targets a brand and this can desperately damage the image of the brand.

MATERIAL AND METHODOLOGY

The present paper is a conceptual paper and conceptual papers provide integration of literature, theories, and concepts Gilson and Goldberg (2015). As literature review is the foundation of theory development and extending depth of knowledge Webster and Watson (2002).We began by looking for research articles that contribute critical theories and concepts in brand hatred. Research articles have been found using keywords like "anti-branding", "brand hate", "hatred", etc. We have restricted our search to publications published in Australian Business Deans Council (ABDC) 2019 list. We have tried to find balance between breadth and depth of relevant and important brand hate prior studies. After carefully examining the abstracts and keywords of a preliminary pool of research papers, a final selection of 74 publications was made for review. Peer reviewed high quality empirical, conceptual and theoretical papers in English language were selected. The final selection of the articles depends upon the theoretical and conceptual contribution of the article. The present literature review not only give the descriptive overview but synthesises and interprets the prior knowledge on brand hatred. We examined publications from 24 academic journals, however, the majority of the articles' main contributions were found in the Qualitative Market Research: An International Journal, European Journal of Marketing, Journal of Consumer Marketing, and Journal of Product & Brand Management. We have focused on what, where, why, and How to have a better review (Callahan, 2014).

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Table 2. Journals (ABDC List) used for the study

Journals	Articles	References
Asia Pacific Journal of Marketing and Logistics,	2	(Lim, X.-J., Cheah, J.-H., Cham, T.H., Ting, H. and Memon, M.A. ,2020), (Khan, M.A., Ashraf, R. and Malik, A. , 2019)
British Food Journal,	2	(Islam, T., Attiq, S., Hameed, Z., Khokhar, M.N. and Sheikh, Z. , 2019), (Bryson, D. and Atwal, G. ., 2019)
European Business Review,	2	(Berndt, A., Petzer, D.J. and Mostert, P. .,2019), (Huaman-Ramirez, R. and Merunka, D., 2019)
European Journal of Marketing,	16	(Hoffmann, S.,2011), (Dessart, L., Veloutsou, C. and Morgan-Thomas, A. ,2020), (Chylinski, M. and Chu, A. , 2010), (Odou, P. and de Pechpeyrou, P. .,2011), (Garcia-Bardidia, R., Nau, J. and Rémy, E. .,2011), (Paschen, J., Wilson, M. and Robson, K. ., 2020), (Antonia Russell, C., Russell, D.W. and Neijens, P.C. ,2011), (Itani, O.S. ,2021), (Kerr, G., Mortimer, K., Dickinson, S. and Waller, D.S. ,2012), (Cherrier, H., Black, I.R. and Lee, M. ,2011), (Mamali, E. and Nuttall, P. ,2016), (Japutra, A., Ekinci, Y. and Simkin, L. ,2018), (Nuttall, P. and Tinson, J. ,2011),(Galvagno, M. ,2011), (Japutra, A., Ekinci, Y., Simkin, L. and Nguyen, B. ,2018), (Chylinski, M. and Chu, A. ,2010)
Industrial Management & Data Systems	1	(Wong, T.C., Haddoud, M.Y., Kwok, Y.K. and He, H. ,2018),
International Journal of Sports Marketing and Sponsorship	1	(Popp, B., Germelmann, C.C. and Jung, B.,2016),
Journal of Business Strategy	1	(Atwal, G., Bryson, D. and Kaiser, M. ,2021),
Journal of Consumer Marketing	5	(Jean, S. ,2011), (Allen, A.M., Green, T., Brady, M.K. and Peloza, J. ,2020), (Kucuk, S.U. 2018),(Jain, K. and Sharma, I. ,2019), (Kucuk, S.U. ,2020)
Journal of Product & Brand Management	21	(Kristal, S., Baumgarth, C. and Henseler, J. ,2018), (Bayarassou, O., Becheur, I. and Valette-Florence, P. ,2020), (Cambefort, M. and Roux, E. ,2019),(Hegner, S.M., Beldad, A.D. and Hulzink, R. ,2018),(Liu, X., Lischka, H.M. and Kenning, P. ,2018),(Odoom, R., Kosiba, J.P., Djamgbah, C.T. and Narh, L. ,2019), (Fetscherin, M. and Sampedro, A. ,2019), (Zhang, C. and Laroche, M. ,2020),(Zarantonello, L., Romani, S., Grappi, S. and Bagozzi, R.P. ,2016), (Mills, A.J. and Robson, K. ,2020), (Osuna Ramírez, S.A., Veloutsou, C. and Morgan-Thomas, A. ,2019), (Griffiths, M.A. ,2018),(Wallace, E., Buil, I. and de Chernatony, L. ,2014), (Hegner, S.M., Fetscherin, M. and van Delzen, M. ,2017),(Cooper, T., Stavros, C. and Dobele, A.R. ,2019), (Wallace, E. and de Chernatony, L. ,2009), (D. Hollebeek, L. and Chen, T. ,2014),(Fetscherin, M., Guzman, F., Veloutsou, C. and Cayolla, R.R. ,2019),(Marticotte, F., Arcand, M. and Baudry, D. ,2016),(Foscht, T., Maloles, C., Swoboda, B., Morschett, D. and Sinha, I. ,2008), (Zhang, Y., Zhang, J. and Sakulsinlapakorn, K. ,2020)
Journal of Research in Interactive Marketing	1	(Graham, K.W. and Wilder, K.M. ,2020),
Journal of Services Marketing	2	(Zhang, T., Lu, C., Torres, E. and Chen, P.-J. ,2018), (Bae, H., Jo, S.H. and Lee, E. ,2021),
Management Decision	2	(Greyser, S.A. ,2009), (Sudbury-Riley, L. and Kohlbacher, F. ,2018),
Management Research Review	2	(Trong Tuan, L. ,2014), (Petty, R.D. ,2012),
Marketing Intelligence & Planning	2	(Banerjee, S. and Ray Chaudhuri, B. ,2016),(Jayasimha, K.R., Chaudhary, H. and Chauhan, A. ,2017)

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Qualitative Market Research: An International Journal	4	(Sarkar, J.G. and Sarkar, A. ,2017),(Knittel, Z., Beurer, K. and Berndt, A. ,2016), (Tuten, T. and Perotti, V. ,2019), (Bryson, D., Atwal, G. and Hultén, P. ,2013),
Current Issues in Tourism	1	(Zeineb Farhat & Damien Chaney .,2021)
Journal of Strategic Marketing	1	(Ilaria Curina, Barbara Francioni, Marco Cioppi & Elisabetta Savelli .,2021)
Journal of Marketing Theory and Practice	1	(John Story ,2020)
Vision: The Journal of Business Perspective	1	(Joshi R, Yadav R,2021)
Journal of Marketing	1	(Kähr A, Nyffenegger B, Krohmer H, Hoyer WD ,2016)
Journal of Business Research	2	(MarcFetscherin ,2019), (Miao Hu, Pingping Qiu, Fang Wan, Tyler Stillman .,2018)
Journal of Retailing and Consumer Services	1	(Ilaria Curina, Barbara Francioni, Sabrina M. Hegner, Marco Cioppi .,2020)
Telematics and Informatics	1	(Islam, T., Li, J., Ali, A., Xiaobei, L., Sheikh, Z., Ullah Zafar, A. .,2020)
Journal of brand management	1	(Zarantonello, L., Romani, S., Grappi, S. et al. 2016)

Source: Prepared by the authors (2023)

Overview

Consumers are overwhelming influenced by the brands (Upadhyaya, 2012).Consumers use a variety of social media platforms to share, discuss, and develop brand-related contents on websites, Facebook, Twitter, and other digital platforms (Laroche et al., 2013). The increased usage of the internet has improved anti-brand actions. All of the brand's detractors may quickly band together on a digital platform and create very derogatory content about the brand. Present digital online uses increases customers' sense of ownership and many a times creates trouble for firms. According to (Fetscherin and Heinrich, 2015), "particularly strong negative feelings or the "black side" of consumer brand interactions require deeper exploration." From a business viewpoint, this negativity in consumer-brand relationships may pose issues for firms and their brands (Fournier and Alvarez., 2013); (Krishnamurthy and Kucuk., 2009). Product-based, consumer-based, and other variable based such as irresponsible business behaviour, bad societal effects, and moral transgressions are the primary causes of brand hate. (Khadim and Islam,2022) customer satisfaction is very important and vital.

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Table 3. Determinants of brand hatred

Determinants	References
Service failure	(Grégoire and Fisher., 2006), (Grégoire and Fisher.,2008), (Krishnamurthy and Kucuk.,2009)
Product performance	(Dalli et al., 2007), (Romani et al.,2009), (Sussan et al. ,2012)
Negative past experience	(Nenycz-Thiel and Romaniuk.,2011), (Bryson et al. ,2013)
Unmet expectations	(Zarantonello et al.,2016), (Kavaliauske and Simanaviciute.,2015)
Corporate wrongdoings	(Zarantonello et al. ,2016), (Bryson et al. ,2013)
Ideologically dissatisfied	(Krishnamurthy and Kucuk .,2009), (Kavaliauske and Simanaviciute .,2015)
Negative symbolic meaning	(Sussan et al. ,2012), (Dalli et al. ,2007)
Symbolic incongruity	(Johnson et al., 2011), (Romani et al. ,2009)

Source: Prepared by the authors (2023)

Product/service failure

When consumers face serious services or product disappointments then consumer progresses brand hate. It is very significant for the brands to deliver their services and product capacities that are successful otherwise brand hate is expected (S. Umit Kucuk, 2018).

Corporate social responsibility

Every brand has convinced accountability and when a consumer finds against his social and ethical beliefs then it causes brand hate (Zarantonello et al. 2016). Companies would have fair employee dealing policies and completely engage in environmental worries. Consumers want their brand to be truthful and participate in efforts of better future.

Cultural mismatch

Brands should not have ethics and an image that does not goes with the culture and shortcut perceptions otherwise it will lead to brand hate (Johnson et al. 2011). Brands should take into deliberation to the demographic cultural likes and dislikes to be additional successful and decrease brand hate.

Symbolic Incongruity

When a consumer gets that the brand does not match his value, confidence or personality a brand hate is developed. Brand hate varies from personality to personality. Narcist personalities are more prone towards the brand hate. Every single differs in personality (Roy and Banerjee, 2022). The congruence between consumer personality and brand personality need to be explored further. Convinced people think they should be treated better and have a right to criticize. (Suyoto, Y. T., & Tannady, H., 2022) Self congruency has important effect on brand attachment and detachment.

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Unmet expectations

If the creations does not fulfil the consumer opportunities or it falls below of the consumer expectations then it leads to consumer brand hate (Zarantonello et al. 2016). Consumer remembers negative experiences more than positive ones. Negative occurrences weigh heavily in decision making**.**

BRAND / INDUSTRIES

Many of the review pieces in our investigation did not mention any specific brand. The brand research contains a flaw. Although a few articles conduct study on some particular brands such as Apple, Nike, Burger King, and so on. A few publications focused on specific industries, such as brand hate in the food business, retail fashion, and retail banking. However, other companies and sectors must be investigated to learn more about brand animosity. The causes and consequences cause due to brand hate may differ between brands and sectors.

Table 4. Widely studied brands and industries

Brand/Industry	References
Nike, Levi's, Burger King	(Kristal et al., 2018),
BayerMonsanto , Apple , Coca-Cola and McDonald's	(Bayarassou et al., 2020),
Ambassador and Tata Nano	Sarkar and Sarkar(2017),
Fast food industry ; KFC, McDonald's,Subway, Pizza Hut and Domino's Pizza	(Islam et al., 2019),
Dove or Axe	(Liu et al., 2018),
McDonald's and several local brands	Huaman-Ramirez and Merunka(2019),
Technology brands	(Dessart et al., 2020),
iPod , SanDisk	Jean(2011),
MAC Donalls , Google	Graham and Wilder (2020),
Movie Industry ; Movies	(Antonia Russell et al., 2011),
Retail fashion industry	(Cooper et al., 2019),
Restaurant industry	(Itani,2021),
Retail banking	(Wallace and Chernatony.,2009),
Tourism austratia case study	(Kerr et al., 2012),
Samsung Mobile & Apple	Hollebeekand Chen (2014),
West bengal political parties , INC , CPM, TMC,BJP	Banerjeeand Ray (2016),
Smart phone brand ,	Jainand Sharma(2019),
Starbucks	Bryson and Atwal (2019),
Dolce & Gabbana	(Atwal et al., 2021),
Sony PlayStation & Microsoft Xbox	(Marticotte et al., 2016),
The energy drink brand Red Bull	(Foscht et al., 2008),
Luxury consumers	(Bryson et al., 2013),
Professional football team	(Popp et al., 2016),

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METHODOLOGIES USED IN PRIOR RESEARCH

The majority of the publications made use of empirical analysis, surveys, interviews, and questionnaires. A mixed methodology study including both qualitative and quantitative data was conducted to understand the true nature of brand hate. Consumers were polled using both online and offline approaches. Structured questions are frequently used to identify the causes of brand aversion. Data gathering was additionally difficult since, according to several study articles, customers were hesitant to participate. For the specifics of brand hate, focus and in-depth interviews were also conducted. Researchers also conducted an exploratory study and a case study to determine brand hate. In China, (Atwal et al., 2021) conducted an in-depth single case study of Dolce & Gabbana. Qualitative approaches are used in both data collecting and data analysis.

Table 5. Summary of Quantitative methods and findings in brand hatred

Author	Models & Estimation Methods	Dependent Variables	Independent Variables	Hypotheses	Findings
(Hegner, S.M., Fetscherin, M. and van Delzen, M. , 2017)	structural equation model (SEM) by using SPSS AMOS	Brand Hate	Negative past experience, Symbolic incongruity, Ideological incompatibility	H1: Negative past experience lead to brand hate. H2: Symbolic incongruity leads to brand hate. H3: Ideological incompatibility leads to brand hate.	Negative past experience , symbolic mismatch and ideological differences leads tp brand hatred
(S. Umit Kucuk, ,2018)	NB models , Multiple regression	Brand Hate	corporate social responsibility (CSR), Product service failure (PSF)	H1. CSR is negatively and significantly related to brand hate. H2. The level of consumer complaints about PSF is positively and significantly related to brand hate. H3. Brand hate for the brands with poor CSR record and PSF history increases significantly.	Consumer dissatisfaction leads to brand hatred.
(Japutra, A., Ekinci, Y., Simkin, L. and Nguyen, B. , 2018)	structural equation modelling (SEM) using AMOS 18 software	Brand attachment.	Ideal self-congruence	H1. Ideal self-congruence positively affects brand attachment.	Consumers prefers brands that matches with their personality and values.

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(Hashim, S. and Kasana, S. ,2019)	Multiple regression analysis in SPSS	Brand Hate	Negative past experience, Symbolic incongruity, Poor relationship quality, Ideological incompatibility, Rumor	H1. Negative past experience leads to brand hate. H2. Symbolic incongruity leads to brand hate. H3. Poor relationship quality leads to brand hate. H4. Ideological incompatibility leads to brand hate. H5. Rumor leads to brand hate	Rumours, ideology mismatch , symbolic incongruity, poor quality leads to brand hatred
(Zhang, C. and Laroche, M., 2020)	Structure equational model (SEM) , Confirmatory factor analysis (CFA) using AMOS 24.0.	Brand Hate	Anger , sadness , fear	H1.Brand hate is composed of anger-, sadness- and fearrelated emotions.	Brand hate is caused by combination of complex emotions.
(Ilaria Curina, Barbara Francioni, Sabrina M. Hegner, Marco Cioppi .,2020)	Exploratory factor analysis, confirmatory factor analysis, and structural equation modelling using SPSS AMOS	Negative word of mouth , online complains, non-purchasing intensions	Brand hate	H1. Brand hate, in the service context, leads to offline NWOM. H2. Brand hate, in the service context, leads to online complaining. H3. Brand hate, in the service context, leads to the non-repurchase intention.	Brand hate leads to negative word of mouth. Complains and fall in purchasing of the brand.
(Richa Joshi, Rajan Yadav., 2020)	structural equation modelling (SEM) and confirmatory factor analysis (CFA)	Brand Hate	negative past experience, subjective norm	H1: NPE significantly influences BH. H2: Subjective norm significantly influences BH.	negative past experience leads to brand hatred
(Bayarassou, O., Becheur, I. and Valette-Florence P., 2020)	Partial least squares structural equation modelling	Brand Hate	fallacious character	H1. The fallacious character of the brand triggers active brand hate. H2. The fallacious character of the brand triggers passive brand hate.	when a brand does deceptive and false acts then it triggers brand hate among the consumers

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(Rodrigues, C., Brandão, A. and Rodrigues, P., 2021)	structural equation model using SPSS AMOS 24	Brand Hate	Symbolic incongruity, ideological incompatibility, brand inauthenticity, negative past experience	H1. Symbolic incongruity has a positive relationship with brand hate. H2. Ideological incompatibility has a positive relationship with brand hate. H3. Brand inauthenticity has a positive relationship with brand hate. H4. Negative past experiences have a positive relationship with brand hate.	brand hate is triggered by symbolic incongruity, ideological incompatibility, negative past experience and brand inauthenticity.

Source: Prepared by the authors (2023)

RESULT AND DISCUSSION

This paper consolidates knowledge and highlights way to improve understanding of brand hatred. Synchronizing the antecedents of brand hate is critical for the brand hatred literature history and development. According to the study, variables such as product and service failure, personality of the consumer and social characteristics of the company are crucial for brand hatred. Brand hatred ideas of hierarchy, multidimensional and powerful emotional notions and historical literature have all been intensively researched. Brand hate elements like previous unfavourable experiences, symbolic incongruity, and corporate social responsibility have all been thoroughly studied. Brands are intangible, and brand hate may have an impact on customers in today's fast-paced environment. Companies should be proactive in dealing with brand haters. Brand hate sites have a negative influence on brand image and purchase decisions. The paper's contribution may be stated as follows: comprehending the elements researched for comprehension of brand hate, and providing future study options for researchers and managers for successful mitigation of brand hate for customer retention.

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Table 6. Shows summary of major findings of brand hate

Published Work	Findings
(Grégoire et al. , 2009)	Hate leads to desire for revenge and desire for avoidance. Revenge is defined as "customers' need to punish and cause harm to the firm. Brand avoidance is described as "customers' need to withdraw themselves from any interactions with the firm" (p. 19). The desire for revenge is active and confrontational, associated with punishment directed at the firm, and is the origin of most retaliatory behaviours. The desire for avoidance is instead non-confrontational and even passive, associated With a consumer's need to escape or flee from his/her relationship with a firm, and is usually expressed as patronage reduction/cessation. These two desires can arise from a service failure and can even coexist side by side.
(Johnson et al. .2011)	Brand hatred as consumers' strong opposition to the brand, mainly represented by the concept of revenge, which can arise from experienced critical incidents (product-related or service-related). Johnson et al. (2011) show that brand hate is also explained by the emotion of shame.
(Romani et al., 2012).	The fourth conceptualization of brand hate comes from Romani et al. (2012). These authors treat the feeling of hate as an negative emotions toward brands, and view the feeling of hate as an extreme form of dislike of the brand
(Alba and Lutz .,2013)	The results of brand hatred are expressions of consumer's frustration via social media, postings on hate sites on the internet, and communicating negative affect in daily interactions with other consumers.
(Bryson et al. ,2013)	Bryson et al. (2013) define brand hate in generic terms, as "an intense negative emotional affect towards the brand" (p. 395), which can originate from four potential antecedents: country-of-origin of the brand, customer dissatisfaction with the product, negative stereotypes of users of the brand, and corporate social performance. Brand hate results in "the purposeful and deliberate intention to avoid or reject a brand, or even to act out behaviours that demonstrate this rejection" (p. 395), with typical behaviours including negative word-of-mouth, boycotts, and sabotage directed at the target of one's brand.
(Romani et al. ,2015)	Disgust, anger/fear, contempt are the main causes of brand hate. Perceptions of moral violations by brand parent company is the antecedent of brand hate. Anti-brand activism is the outcome of the brand hate.
(Kucuk, 2016)	Brand hate comprises cold, cool and hot brand hate Antecedents include company-related and consumer related reasons Brand hate consequences include consumer complaint and boycott
(Zarantonello et al., (2016)	Constellation of negative emotions towards the brand, including anger, contempt, disgust, fear, disappointment, shame, and dehumanization
(Hegner et al. ,2017)	Brand hate is more intense emotional response towards a brand than brand dislike. Past experience, symbolic incongruence, and ideological incompatibility causes brand hate. Brand avoidance, negative word of mouth, and brand retaliation are outputs of brand hate.
(Garg et al. ,2018)	Finds brand failure is the main factor of brand hate. Negative WOM and brand rejection are outputs of brand hate.
(Kucuk, 2018a)	Product service failure and corporate social irresponsibility causes brand hate.
(Kucuk, 2018b)	Brand hate comprises cold, cool, hot, simmering, seething, boiling and burning brand hate Antecedents include brand value unfairness, product/ service failures and corporate social irresponsibility Brand hate consequences include consumer complaining, negative WOM and consumer boycotts
(Zarantonello et al., 2018)	Negative all the way Down-up Downward slope flattens Roller coaster Steady decrease

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(Kucuk ,2019)	Finds "boiling brand hate" structure, "seething brand hate" structure. Self-confident and competitive consumers are more prone to brand hate
(Fetscherin, 2019)	Main components of brand hate: anger, contempt and disgust Brand switching, private complaining, public complaining, brand retaliation and brand revenge are outcomes of brand hate.

Source: Prepared by the authors (2023)

CONCLUSION

Our purpose is to investigate brand hate research and develop a study motive for further in depth study. This paper conceptualizes understanding of brand hate topic and identifies many approaches to increase understanding of brand hate. Future research on brand hate is needed that distinguishes between brand hate between a product based brand and brand hate based on service based brands. We investigated several hypotheses that appear to fall within the theoretical horizons of brand hatred. Future research is also needed that separates and distinguishes clearly brand hate as an emotion and brand hate as a relationship between consumer and brand. We combined traditional techniques to brand hate with a more modern perspective. We addressed one of the most important shortcomings of present literature in this way. More studies should be conducted to determine how to turn brand hate into brand love. We should also investigate the role of culture in brand hate. We should also investigate monetary and non-monetary losses associated with customer brand hatred. A wider range of brands and sectors should be the subject of future study. More studies should be conducted on elements that might lessen brand hatred. A longitudinal view of brand hate might be beneficial in understanding how brand hate originates and evolves. More study is needed to fully understand the significance and repercussions of brand hatred. Limitation of brand hatred study is that more work has been done in developed countries so future research must expand the boundary horizons and different diverse geographical countries must be included.

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