

An empirical examination of brand hate influence on negative consumer behaviors through NeWOM intensity: Does consumer personality matter?

Abstract:

Limited research has investigated the consequences of brand hate, particularly the pathways and contingent factors. This study addresses a critical gap by investigating the mediation of negative electronic word-of-mouth (NeWOM) intensity between brand hate and the two different forms of consumers' coping behaviors: boycott (instrumental aggression) and brand sabotage (hostile aggression). It also demonstrates the moderating role of the Big Five personality traits in these pathways. An empirical survey with 391 participants recruited through Prolific reveals that brand hate directly affects NeWOM intensity, consumer boycott, and brand sabotage. These effects are more substantial for those who score high in neuroticism, extraversion, and conscientiousness. On the other hand, the effects of brand hate on NeWOM intensity and boycott are more profound when agreeableness is low. In contrast, only brand hate-to-boycott relationship strengthens when openness is low. Interestingly, NeWOM intensity mediates the relationships between brand hate and the two consumer behaviors, i.e., consumer boycott and brand sabotage. These findings enrich the literature on negative consumer-brand relationships and provide managers assistance in developing effective strategies for de-escalating consumers' use of aggressive behaviors in response to brand hate.

Keywords: Brand hate, NeWOM intensity, Boycott, Sabotage, Big Five model

1. Introduction

Marketing scholars substantially investigated the role of positive emotions like brand love, brand engagement, and brand passion in consumer-brand relationships (Amaro et al., 2020; Batra et al., 2012; Kohli et al., 2020). For instance, understanding what motivates consumers to purchase and recommend a product is more important than understanding why they are unwilling to do so (Romani et al., 2012). However, psychological and neuroscience studies demonstrate that negative emotions have a greater effect on consumers' future decisions than positive emotions do (Rozin & Royzman, 2001; Zeki & Romaya, 2008). Hence, scholars have turned to investigating the dark side of consumer-brand relationships: brand hate as a form of highly negative and consequential emotion is drawing the most attention (Aziz & Rehman, 2022; Khatoun & Rehman, 2021; Kucuk, 2019a).

Consumers increasingly express their negative experiences with the products and services they use through online feedback and comments (Filieri et al., 2018), sharing their hatred with millions of other consumers. These tweets, reviews, and posts spread in ways once inconceivable (Kucuk, 2019b), potentially resulting in brand equity dilution (Krishnamurthy & Kucuk, 2009; Kucuk, 2008; 2010) and non-purchase intentions (Curina et al., 2020). Furthermore, the proliferation of social media facilitates consumers' anti-brand behaviors at the mass level (Brandão

& Popoli, 2022) that negatively affect a brand's reputation, so the study of negative consumer-brand relationships is critical in managing brands, particularly in digital settings (Filieri et al., 2018; Kucuk, 2019a).

Despite multiple studies on brand hate, knowledge about its behavioral outcomes is limited, especially concerning its mediators and moderators (Aziz & Rahman, 2022; Kucuk, 2019a; 2019b; Yadav & Chakrabarti, 2022). Brand hate is a strong emotion that always leads to some form of reaction (Kucuk, 2016). With digitalization, the expression of brand hate through online negative word-of-mouth (NeWOM) has become one of the more straightforward reactions consumers can undertake (Kucuk, 2016; 2019a). This behavior is of particular interest to marketers because of its ability to affect others' perceptions, knowledge, and behavior (Filieri et al., 2021). Although the brand hate literature investigates NWOM (Curina et al., 2020; Hegner et al., 2017; Zarantonello et al., 2016), research on NeWOM intensity is scarce. NeWOM intensity refers to "an increased amount of activity, volume, and dispersion of online negative comments against the brand, compared to other similar or different brands" (Goyette et al., 2010, p. 10). NeWOM intensity differs from NWOM regarding the frequency and level of negativity expressed and the number of forums on which it is expressed. It represents a vital phenomenon that brands must deal with (Yadav & Chakrabarti, 2022). However, in some instances, consumers' desire to punish the brand remains unsatiated even after they engage in vengeful behaviors (Grégoire et al., 2018). The literature offers limited insight into consumers' desire for continued punishment after engaging in vengeful behavior, that is, NeWOM intensity, which could lead them to adopt two aggressive forms of next-stage behaviors: instrumental behavior (consumer boycott) (Klein et al., 2004) and hostile behavior (brand sabotage) (Kähr et al., 2016).

Although most consumers adopt a logical path to express their brand hate, some perhaps choose other coping behaviors because of personality differences (Kucuk, 2016; 2019a). The extant literature focuses on understanding the role of consumer personality in developing brand hate. For instance, Kucuk (2016) and Husnain et al. (2021) found the effect of narcissism in fueling brand hate. Kucuk (2019a; 2019b) finds that individuals who score high in conscientiousness and low in agreeableness are more prone to developing brand hate. Attiq et al. (2023) find that neuroticism is a consumer-related antecedent of brand hate. However, despite personality's significant role in the development of brand hate, its role in the behavioral consequences of hate remains unaddressed. While Bayarassou et al. (2020) investigate narcissism in consumers' adoption of coping responses to brand hate, the role of other personality traits in affecting the behavioral outcomes of brand hate is still unclear and needs empirical evidence.

Against this background, the current study empirically investigates the immediate and next-stage consequences of brand hate. It also examines the moderating role of the Big Five personality traits in the relationship between hate and its outcomes. This research focuses on the consequences of brand hate for three reasons. First, we know far less about the consequences of brand hate than we do about its antecedents (Yadav & Chakrabarti, 2022). While Kucuk (2021) states that a robust analysis of the antecedents of brand hate will eliminate the need to deal with its consequences; circumstances beyond firms' control could lead to brand hate and the consequences that follow. For instance, hate can arise from consumer-brand identity mismatch (Curina et al., 2021; Hegner et al., 2017), a similar competitor offers (Husnain et al., 2021), or consumers' personality traits (Attiq et al., 2023; Kucuk, 2019b). Second, most recent studies call

for investigating the mediators in the relationship between brand hate and behavioral outcomes (Aziz & Rahman, 2022; Yadav & Chakrabarti, 2022), an area that has been overlooked. Brand hate might relate differently to different outcomes; for instance, NeWOM intensity behavior may occur more often as an immediate response, while boycott and sabotage behaviors might occur as second-stage responses. Third, scholars call for investigating the role of personality in consumers' choice of behavioral responses to hate (Aziz & Rehman, 2022; Bayarassou et al., 2020; Fetscherin, 2019; Kucuk, 2019a; Rasouli et al., 2022).

In today's highly individualized, personalized, and connected environment, no matter how much a brand tries to avoid it, brand hate can occur. The proposed model is useful in giving managers insights into the sequential negative consequences of brand hate. In addition, examining the role of the Big Five personality traits will help further crystallize the relationships between hate and its outcomes. These findings will guide managers in improving their strategies for mitigating the consequences of brand hate.

The rest of this paper is organized as follows. First, we review the literature on brand hate and elucidate our hypotheses regarding behavioral outcomes of brand hate and the moderating effect of consumers' personality traits. Then we describe the methodology used to test the grounded relationships and explain the empirical findings. Finally, we explicate the link between our findings and the extant theoretical literature, followed by a discussion of practical implications and some directions for future research.

2. Literature review

2.1. Brand hate

The literature discusses brand hate primarily from an emotional perspective, and earlier research on brand hate treats it as a unidimensional construct. For instance, Johnson et al. (2011) indicate that brand hate refers to feelings of revenge toward the brand; Romani et al. (2012) characterize brand hate as an extreme form of dislike; Bryson et al. (2013) characterize it as an intense negative affective passion for a brand; and Alba and Lutz (2013) conceptualize brand hate as a true brand disgust. However, it is Kucuk (2016, p. 20) who first clearly and systematically defines brand hate as "a psychological state, whereby consumers form intense negative emotions and detachment toward brands that perform poorly and give consumers bad and painful experiences on both individual and social levels."

Many scholars test multiple sub-emotions that correspond to the primary emotion of hate, and some categorize brand hate into levels. For instance, Romani et al. (2015) study disgust, contempt, and passion as sub-emotions of brand hate, whereas Zarantonello et al. (2016) categorize brand hate into active hate, which involves the emotions of disgust, contempt, and anger, and passive hate, which involves the emotions of fear, disappointment, shame, and dehumanization. Hegner et al. (2017) conceptualize brand hate as an emotional response to a brand that is more intense than brand dislike and identify items for measuring it. Kucuk (2016; 2019a; 2019b) and Fetscherin (2019) study the emotions of disgust, contempt, and anger corresponding to mild, moderate, and severe brand hate. Most recently, Zhang and Laroche (2020) investigate brand hate and suggest anger, sadness, and fear as its emotional components.

2.2. *Outcomes of brand hate*

Brand hate is associated with various behavioral responses that depend on factors like the level of hate and certain individual and social factors (Kucuk, 2016; 2019a), as summarized in Table 1. These behaviors are broadly categorized into avoidance-type, approach-type, and attack-type responses (Kucuk, 2021; Zarantonello et al., 2016).

Avoidance-type responses are “flight” (or passive) reactions (Grégoire et al., 2009). Consumers who use this type of response refrain from purchasing and consuming the brand—that is, they use brand avoidance (Attiq et al., 2023; Curina et al., 2020; Hegner et al., 2017); patronage reduction (Zarantonello et al., 2016), or brand switching (Fetscherin, 2019; Haase et al., 2022; Roy et al., 2022) in response to brand hate. They feel disengaged (Bryson & Atwal, 2019) with the brand. These actions correspond to instrumental behaviors in the consumer boycott literature (Kucuk, 2016; 2019a). In the post-transgression stage, consumer-brand communication is usually absent, giving the brand little chance to fix the issue and repair the relationship. Avoidance reactions may or may not be accompanied by attack-type behavioral responses concurrently or as a next-stage behavior.

Approach-type responses are more active than avoidance responses and are constructive punitive actions the consumer takes (Zarantonello et al., 2018). Consumers respond to brand hate by complaining to the company (Bryson & Atwal, 2019; Curina et al., 2021; Zarantonello et al., 2018) or related third parties (Zhang & Laroche, 2020), or protesting (Bryson & Atwal, 2019; Zarantonello et al., 2016), both of which indicate their intention to fix the error and stay in the relationship. Since approach-type responses give firms a fair chance to fix the issue, they may trigger an attack-type response if the firm cannot do so.

Attack-type responses or “fight” responses (Grégoire et al., 2009) are destructive, punitive actions taken by consumers to punish the brand (Rodrigues et al., 2021; Zarantonello et al., 2016). One commonly displayed attack behavior is negative word-of-mouth (Rasouli et al., 2022; Rodrigues et al., 2021; Zarantonello et al., 2016; 2018; Zhang & Laroche, 2020), which occurs both offline (NWOM) (Curina et al., 2020) and online (NeWOM) (Jain & Sharma, 2019). Other attacking behaviors are brand retaliation (Attiq et al., 2023; Curina et al., 2021) and brand revenge (Bayarassou et al., 2020; Farhat & Chaney, 2021; Fetscherin, 2019), both of which represent direct vengeance against the hated brand. Fetscherin (2019) finds that some consumers will make financial sacrifices to hurt the hated brand.

Recently, brands have been confronted with a new type of negative consumer behavior: consumer-brand sabotage (CBS) (Kähr et al., 2016). CBS is “deliberate behavior by customers or non-customers who have the dominant objective of causing harm to a brand via the impairment of the brand-related associations of other consumers (Kähr et al., 2016, p. 4).” The key characteristic differentiating CBS from other related constructs is the type of aggression exerted by the consumer, which is hostile and a dominant motive to damage the brand. Any behavior with these characteristics can be considered CBS. CBS requires significant cognitive effort and tends to be well-planned, conscious acts that aim to damage other consumers’ relatively stable brand-related associations. CBS differs from other forms of aggression, such as NWOM and boycott, as these involve less cognitive effort and less damaging outcomes and are primarily carried out for venting

negative emotions and restoring equity (Wetzer et al., 2007). Also, CBS is beyond anti-branding (Krishnamurthy & Kucuk, 2009), focusing on affecting individual consumption by constructing negative brand identity through anti-brand activities. Hence, CBS's potential to damage the brand is much greater than that of other forms of attacking behaviors. On the relationship level, consumers who engage in CBS are not interested in re-establishing a relationship with the brand or in any compensation or apology. With other aggressive behaviors, consumers may reconcile with the brand after venting negative emotions or if they perceive the equity equation to have rebalanced (Anderson & Bushman, 2002).

New technological possibilities empower consumers to cause damage with relatively less effort, so this outcome, i.e., consumer-brand sabotage, is of particular interest in an advancing digital environment. Hence, in considering previous studies on brand hate and emerging destructive behaviors that have been conducted systematically in the online environment, the present investigation considers three behavioral consequences of brand hate: NeWOM intensity (as a first-stage behavior), consumer boycott, and consumer-brand sabotage (as second-stage instrumental and hostile aggressive behaviors, respectively).

Table I provides a comprehensive overview of empirical studies on the outcomes of brand hate. It highlights the studies' major theoretical contribution and limitation and illustrates the literature gap that the current investigation addresses.

Table I. Overview of empirical studies on outcomes of brand hate

Study	Conceptualization of hate/ sub-emotions	Antecedent(s)	Consequence(s)	Mediators/ Moderators	Guiding Theories	Theoretical Contribution	Theoretical Limitation
Romani et al., (2015) JBM	Disgust Passion Contempt	Perception of moral violations by brand parent company	Consumer anti-brand activism	Empathy (mod)	The duplex theory of hate	Quantitatively validates the difference in hate feelings due to empathetic disposition and examines the effect on negative consumer behaviors.	Individual factors (such as self-construal type, attachment style, personality, etc.) affect consumer empathy and transgressional outcomes.
Zarantonello et al. (2016) JPBM	Anger Contempt Disgust Fear Disappointment Shame Dehumanization	Corporate wrongdoings Violation of expectations Taste system	Complaining Protest NWOM Patronage reduction / Cessation	-	-	Provides the first conceptualization and scale of brand hate (active & passive) and then relates it with various antecedents and outcomes.	Hate can be a broader concept, i.e., a disposition, active, and passive brand hate may be relatable (e.g., in sequential causal or simultaneous relationships).
Hegner et al. (2017) JPBM	Intense negative emotional response toward a brand	Negative past experience Symbolic incongruity	NWOM Brand retaliation Brand avoidance	-	Equity theory Disidentification theory	Determined possible items to measure brand hate along with taxonomy of its	The type of consumer (vs. non-consumer) and essential moderators, such as personality

		Ideological incompatibility				antecedents and outcomes.	traits, affect the generalizability of the study.
Zarantonello et al. (2018) JBM	Extreme negative emotions toward a brand	Negative past experience Corporate wrongdoings Image incongruence	Repurchase Brand switching Complaining NWOM	-	-	Identified five types of brand hate trajectories and linked antecedents and outcomes to these trajectories.	The typical progression in these trajectories might differ based on the difference in consumers' relationship with the brand.
Kucuk (2019b) P&M	Adopted conceptualization of Johnson et al. (2011) along with Disgust, Contempt and Anger	Big-Five personality traits Agency-communion traits	Brand hate	-	Triangular theory of hate Big Five Personality Model Agency-Communion theory	Developed the brand hate concept and tested which consumer personalities are more prone to feeling hatred towards targeted brands.	Consumers with different personalities and brand hate levels can generate different behavioral responses.
Bryson and Atwal (2019) BFJ	An extremely negative effect	Market structure Cultural dominance Negative stereotypes Symbolic identity Irresponsible behavior	Brand avoidance Brand disengagement NWOM Complaining Protest	-	Attachment-aversion model Attitude theory	Explore antecedents and outcomes of different intensities of hate, specifically from the food sector.	Limits generalization of results due to the inclusion of a single brand.
Fetscher in (2019) JBR	Disgust Contempt Anger	-	Brand switching Private complaining Public complaining Brand retaliation Brand revenge Willingness to make the financial sacrifice	-	Triangular theory of hate Interdependence theory	Tests Sternberg's triangular theory of hate in the branding context and investigates various types of brand hate leading to different behavioral outcomes.	Differences in adopting vengeance versus non-vengeance behaviors might be due to factors like time, culture, or individual differences such as consumer personality.
Jain and Sharma (2019) JCM	Adopted conceptualization of Zarantonello et al. (2016)	Perceived betrayal	NeWOM	Brand attachment (mod) Narcissism (mod)	Attribution theory	Examines how consumers make causal attributions after a brand transgression in the presence of brand attachment.	Effects of consumer-brand relationship duration and consumer's psychographic characteristics are likely to link with perceived betrayal and subsequent hate-behavior relationship.

Curina et al. (2020) JRCS	Adopted conceptualization of Hegner et al. (2017)	-	Non-purchase intention	Offline NWOM (med) Online complaining (med)	-	Investigates brand hate phenomena for the services sector in the cross-channel setting (online/offline environment).	Understanding brand hate motivations and behaviors in the intangible (service) sector is complete when considering consumer and service-related factors.
Zhang and Laroche (2020) JPBM	Anger Sadness Fear	A hypocritical brand Troublesome experience Dismiss the brand	NWOM Complaint Protest Patronage reduction	-	Triangular theory of hate Shaver et al.'s emotional knowledge	Develops multidimensional brand hate construct based on component differences in brand hate levels, contributing to specific brand hate outcomes.	The difference between brand hate levels and resultant outcomes depends upon ownership status or prior consumer-brand relationships.
Bayarassou et al. (2020) JPBM	Anger Contempt Disgust Fear Disappointment Shame Dehumanization	Fallacious character	Avoidance Revenge	Betrayal (med) Narcissism (mod)	Approach-avoidance theory	Studies the effect of brand hate on behavioral responses by integrating negative brand personality and consumer personality.	Felt betrayal is dependent upon the nature and depth of the consumer-brand relationship. Alongside, including only a single personality trait limits the explanation of brand hate outcomes.
Curina et al. (2021) JSM	Adopted conceptualization of Hegner et al. (2017) and Romani et al. (2012)	Negative past experience Symbolic incongruity Ideological incompatibility	Brand avoidance NWOM Online complaining Desire for retaliation	-	Consumer culture theory	Investigates the differences in brand hate behaviors according to sector and consumer clusters.	The hate-consequences relationships can differ in the various analyzed sectors based on individual differences (e.g., age).
Dawood and Kashif (2021) SC	Adopted conceptualization of Hegner et al. (2017)	-	Brand avoidance	Brand jealousy (med)	-	Investigates love-hate transition to predict behavior, specifically in rural areas.	A shift in consumer emotions might be misinterpreted as the transition takes time.
Farhat and Chaney (2021) CIT	Disgust Anger Contempt	Service quality External environment Visitors' religion Visitors' culture Destinations' policy	Behavioral consequences: NWOM Avoidance Revenge Forgiveness Cognitive consequences: Voluntary forgetfulness	-	-	Investigates destination brand hate by studying the link between the source of brand hate and resulting behavioral & cognitive consequences.	The effect of essential moderators, such as consumers with specific personality traits, will develop certain consequences of brand hate more than others.

		Destinations' insecurity	Negative attitude				
Itani (2021) EJM	Adopted conceptualization of Hegner et al. (2017)	Customer-brand identification Peer identification	Social influence Experiential hedonic value Repurchase intentions	Self-construal (mod)	Social identity theory Self-construal theory	Demonstrates how customer identification creates value for the brand and hate for a competitor brand, thereby leading to certain behaviors.	Both forms of identification play different roles in value co-creation and competitor brand hate. Similarly, individualism self-construal has a dual effect on customer identification.
Rodrigues et al. (2021) JPBM	Adopted conceptualization of Hegner et al. (2017)	Symbolic incongruity Ideological incompatibility Brand inauthenticity Negative past experience	NWOM Willingness to punish the brand Brand avoidance Negative brand engagement	Product ownership (mod)	Attachment-aversion model	Empirically investigates key triggers and outcomes of a prominent global brand (Apple) and demonstrates that hate can be transient emotion as well as long-term emotion evolving from love to hate.	The generalizability of the results is compromised by including only one brand for testing the relationships.
Sarkar et al. (2021) IJHM	Adopted conceptualization of Hegner et al. (2017)	Service failure severity	Brand retaliation Revisit intention	Dissatisfaction (med) Other customer perceptions reflected in appearance, similarity, and behavior (mod)	Social identity theory Equity theory Appraisal theory Role theory Social-impact theory Commitment-trust theory Disconfirmation theory	Investigates how emotional & behavioral responses are formed due to service failure in the hospitality sector and how the perception of other customers affects the emotions of relational vs. transactional customers.	The impact of 'other customer perception' is likely to interact with consumers' personality-related and organizational factors in generating emotional and subsequent behavioral responses.
Husnain et al. (2021) FIP	Adopted conceptualization of Hegner et al. (2017)	Similarity to competitor offer	Brand Equity	Narcissistic personality (mod)	Duplex theory of hate	Demonstrates the combined negative effect of narcissism and similar competitor offer on brand equity via brand hate.	Other dispositional traits such as anger, negative affectivity and Big Five might interact with similar competitor offer and brand hate in shaping consumer behaviors.

Haase et al. (2022) JBR	A strong, aggressive, and uncontrollable negative feeling toward the brand	-	NWOM Online complaining Complaining Brand switching Brand avoidance Revenge	-	-	Examines which negative emotion is more strongly associated with which type of negative consumer behavior and, therefore, is more critical for brands.	It is reasonable to assume that causal chains or chronological sequences exist between negative brand emotions.
Jabeen et al., (2022) TFSC	Adopted conceptualization of Zhang and Laroche (2020) and Zarantonello et al. (2016)	Safety and hygiene grievances Customer dissatisfaction NeWOM Advertisement overload	Desire for avoidance Desire for retaliation	Brand love (mod)	Stimulus-organism-response theory	Investigates the effect of brand hate on the behavioral desires of existing consumers with a history of positive feelings about the brand.	Continuation intentions may co-exist with retaliation against a hated brand which means a transition between approach-avoidance behaviors can occur and evolve into repurchase.
Noor et al., (2022) JIM	Adopted conceptualization of Hegner et al. (2017)	Attitude towards offensive advertising	Brand retaliation	Religiosity (mod)	Theory of planned behavior Equity theory Cognitive-motivational-relational theory	Demonstrate how hate is developed and translated into negative behavior for a non-offensive product being promoted through offensive advertising.	Brand hate is a highly negative emotion that is less likely to occur unless something is intensely stimulating negatively. Alternatively, the level of offense can better explain the relationships.
Rasouli et al. (2022) JHMM	Intense negative feeling	Customer forgiveness	Brand avoidance Brand retaliation NWOM	Perceived brand betrayal (med)	Sense-making theory	Shed light on the role of consumer forgiveness in affecting perceived brand betrayal and outcomes of brand hate in the restaurant service sector.	Investigation results in service sectors that account for fulfilling hedonic needs, are compromised without including individual personality traits.
Roy et al. (2022) JBR	Adopted conceptualization of Hegner et al. (2017)	Negative brand experience Negative brand personality	Brand switching Brand avoidance Complaining	-	Self-concept theory Expectation confirmation theory	Examine the effect of various dimensions of antecedents leading to brand hate and subsequent behaviors, specifically in the service sector.	Some dimensions of antecedents may have an inverse relationship with brand hate and subsequent behaviors, which can be understood better using the theory triangulation method.

Attiq et al., (2023) JCM	Adopted conceptualization of Hegner et al. (2017)	Perceived price unfairness Poor call quality Post-purchase service failure Neuroticism	Brand Avoidance Brand Retaliation	-	Equity theory Exit, voice and loyalty theory	Investigates the effect of company and consumer-related antecedents on brand hate and outcomes specifically in the Pakistani telecom sector.	The inclusion of other personality traits will elucidate the role of consumer personality in consequences of brand hate.
This study	Adopted conceptualization of Zhang and Laroche (2020) Anger Sadness Fear	-	NeWOM intensity Consumer boycott Consumer-brand sabotage	NeWOM intensity (med) Big-Five personality traits (mod)	Equity theory, Self-enhancement theory, General aggression model, Big Five personality Model	Describes the mechanism through which brand hate activates two different response routes under the effect of consumer personality traits.	The difference in intensity of brand hate or criticality of the incident can affect the adoption of different aggression paths.

JBM: Journal of Brand Management, JPBM: Journal of Product & Brand Management, JBR: Journal of Business Research, JRCS: Journal of Retailing and Consumer Services, JSM: Journal of Strategic Marketing, CIT: Current Issues in Tourism, P&M: Psychology & Marketing, TFSC: Technological Forecasting & Social Change, JHMM: Journal of Hospitality Marketing & Management, BFJ: British Food Journal, JCM: Journal of Consumer Marketing, SC: Strategic Change, EJM: European Journal of Marketing, JIM: Journal of Islamic Marketing, IJHM: International Journal of Hospitality Management, FIP: Frontiers in Psychology, med: Mediator, mod: Moderator.

3. Research Hypotheses

3.1. Brand hate and negative consumer behaviors

The literature associates brand hate significantly with unfavorable emotional and behavioral responses, including NWOM to close ones and the masses (Fetscherin, 2019; Kucuk, 2016; 2019a; Zarantonello et al., 2016). Consumers “bad-mouth” the hated brand in both the offline (Curina et al., 2020) and online environments (Jain & Sharma, 2019). Liu et al. (2021) state that consumers share eWOM online primarily in response to either a very good or a very bad brand experience, despite having many other consumption experiences, as emotional intensity plays a significant role in consumers’ post-consumption eWOM. Consumers in an intensely positive emotional state, like brand love, adopt positive eWOM intensity behavior (Amaro et al., 2020). Similarly, it is contended that in an intense negative emotional state, i.e., brand hate, consumer will adopt negative eWOM intensity behavior. In doing so, they tend to talk about the hated brand more frequently than any other brand on various platforms like expert systems and discussion forums. Drawing on equity theory (Adams, 1963), we state that, in response to brand hate, consumers adopt NeWOM intensity behavior to reduce inequity and vent negative feelings (Figure 1). Hence:

H1. Brand hate is positively related to NeWOM intensity.

When consumers perceive that a brand’s behavior threatens their well-being, they tend to boycott it (Liao & Liu, 2022). Boycott occurs when consumers refrain from purchasing the brand to achieve certain objectives (John & Klein, 2003). It is conceptually different from other related constructs like brand avoidance, which refers to consumers’ deliberate distancing and rejection of

a brand (Lee et al., 2009b), whereas boycotting is adopted, for instance, to change a firm’s behavior in favor of oneself or others or to support self-esteem (John & Klein, 2003; Klein et al., 2004). Boycotting behavior is associated with self-expression and self-realization (Friedman, 1999) and is adopted to deal with negative emotions like outrage, anger, or displeasure (Lai & Aritejo, 2010; Lindenmeier et al., 2012). Kucuk (2016; 2019a) discusses brand hate’s association with collective boycotting. Later, Atwal et al. (2020) examine the developmental stages of brand hate through the lens of consumer boycotts. Muhamad et al. (2019) investigate individual boycott behavior and find that intrinsic motivations like negative brand attitude and a desire for self-enhancement are behind the decision to boycott. We base on self-enhancement theory (Swann et al., 1987) our contention that when consumers confront brand hate, they tend to boycott the hated brand to feel good about themselves and maintain their self-esteem. Therefore:

H2. Brand hate is positively related to consumer boycott.

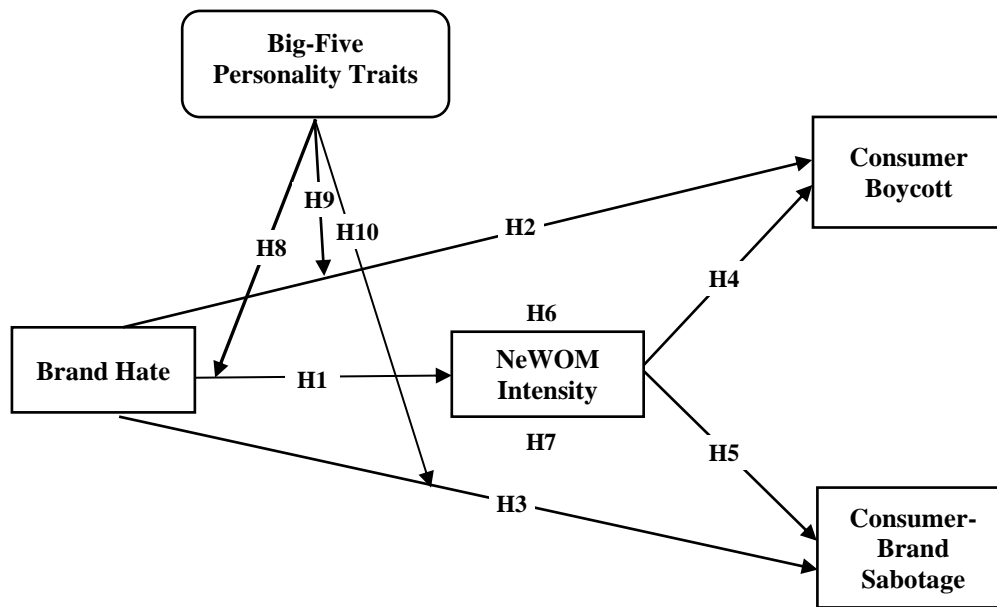


Figure 1: Conceptual Framework

The psychology literature finds that feelings of hate lead to aggressive behaviors, where one deeply desires to humiliate, hurt, or even kill the hated target because it is considered a threat to self-ego or the group’s values (Halperin, 2008). Similarly, in the consumption context, hostile thoughts and perceived threats to one’s identity push consumers to cause damage to the brand (Anderson & Bushman, 2002). Brand hate motivates consumers to adopt attack-type behaviors (Zarantonello et al., 2016), including willingness to make a financial sacrifice to hurt the brand (Fletcher, 2019). Empowered by digital possibilities, consumers sabotage brands by sharing that it is deceitful to its customers and erode any positive brand-related associations. Because of its hostile nature, consumer-brand sabotage is likely to be preceded by a strong negative emotion (Kähr et al., 2016). Drawing on the general aggression model (Anderson & Bushman, 2002), we argue that hate is a compelling emotion that puts consumers in a state of rumination, where they cannot get rid of the negative feelings evoked by the brand, so they respond with hostile aggression

(e.g., sabotage). Since hate is a relatively stable and long-term negative emotion (Kucuk, 2019b), mental escalation will likely result in brand sabotage. Thus:

H3. Brand hate is positively related to consumer-brand sabotage.

3.2. *NeWOM intensity and negative consumer behaviors*

In today's heavily digital environment, eWOM is considered a credible and trustworthy source of information (Filiari et al., 2018). Negative reviews and ratings are informative and affective in the attitude formation, product evaluations, and other consumers' purchase decisions (Filiari et al., 2021). However, an aggregate view of the impact of online negative comments is no longer helpful; instead, it is the intensity of NeWOM that matters (Azer & Alexander, 2020) in affecting other consumers' attitudes and behaviors. Bulut and Karabulut (2018) find that consumers who generate eWOM content avoid behaviors that contradict the knowledge and beliefs they declare. Positive eWOM intensity behavior leads to positive outcomes like online repurchase intentions (Bulut & Karabulut, 2018), while negative reviews and comments online are associated with subsequent negativity toward the brand (Rouliez et al., 2019).

Based on this discussion, we argue that consumers who share intense NeWOM are raising their voices against the brand and are more likely than others to engage afterward in harmful brand-related behaviors like boycott and sabotage. Overall, even though some studies (Albrecht et al., 2013; Kähr et al., 2016; Muhamad et al., 2019; Rouliez et al., 2019) identify certain characteristics and factors that lead to intense NeWOM, boycott, or sabotage, little research attempts to identify and test possible associations between these constructs. Sharing negative experiences and boycotting the brand is associated with psychological benefits and consumers' self-enhancement (Klein et al., 2004). Similarly, to teach a hard lesson to the brand, NeWOM can be supported by well-planned sabotage behaviors like running a dedicated Facebook page or personal blog to impair other consumers' brand-related associations. Therefore:

H4. NeWOM intensity is positively related to consumer boycott.

H5. NeWOM intensity is positively related to consumer-brand sabotage.

3.3. *Mediating effect of NeWOM intensity*

Voicing discontent is an important form of consumer feedback (Filiari et al., 2018). Negative emotions like anger and frustration lead to the spreading of NeWOM, which is linked to counter-attacking behaviors (Wetzer et al., 2007). Amaro et al. (2020) and Liu et al. (2021) demonstrate that intense emotions lead to the adoption of eWOM intensity, a behavior whose purpose is primarily to alert a larger audience to the consumer's brand experiences (Goyette et al., 2010). On the other hand, the literature explains individual boycotting behavior as a complex emotional expression of individuality and moral self-realization (Smith, 1990). Boycotters consider themselves morally obligated to avoid the brand that gave them bad feelings. Although NWOM and boycotting are discussed as equal outcomes of brand hate (Kucuk, 2016; 2019a), and offline NWOM is discussed as a significant predictor of non-purchase intentions (Curina et al., 2020), we expect that the main effect of brand hate on boycott is linked through NeWOM intensity.

For a reason, we argue that individual boycotting behavior, a form of instrumental anti-consumption, is less likely to balance the equity equation in a consumer's mind. Since brand hate is a strong negative emotion, it motivates consumers to adopt intense NeWOM behavior as an immediate venting or equity-restoration mechanism. If consumers cannot find a way to balance the equation, they will boycott the hated brand to support their stance and increase their self-esteem. Therefore:

H6. The impact of brand hate on consumer boycott is mediated by NeWOM intensity.

Consumers adopt a variety of unfavorable behaviors in response to brand hate that may be performed directly (e.g., complaining to company) or indirectly (e.g., public NeWOM) (Fetscherin, 2019; Kucuk, 2019a). Grégoire et al. (2018) investigate revengeful complaining behaviors and find that how consumers enact revenge—directly or indirectly—is associated with their sense of justice restoration and continued desire for revenge. In direct behaviors, consumers perceive that they have settled the score by punishing the brand directly, so their sense of justice is restored, especially when they know that the brand fully understands that it is the cause of consumers' inconvenience. However, indirect behaviors do not restore a sense of justice because of the distance between the avenger and the target (Gollwitzer & Denzler, 2009), leaving consumers resentful and continuing to think about their negative feelings. Hence, indirect (direct) revenge behaviors are associated more (less) with a continued desire for revenge. It is argued that when consumers respond to brand hate by adopting an indirect revenge behavior, i.e., NeWOM intensity, they engage in a form of public crusade where they keep reflecting on their negative feelings (Carlsmith et al., 2008). This kind of public exposure of a brand's misdeeds does not provide a sense of closure for consumers, so they want to keep punishing the brand, as they see the brand as being unaware that it is the cause of their inconvenience. As a result, these consumers move to carefully planned sabotage activities to damage the brand and tear down other consumers' brand-related associations to eventually achieve a feeling of justice. Hence:

H7. The impact of brand hate on consumer-brand sabotage is mediated by NeWOM intensity.

3.4. Moderating effect of the Big Five personality traits

The Big Five personality traits model, one of the most comprehensive personality models, offers a taxonomy of five personality traits—extraversion, conscientiousness, neuroticism, agreeableness, and openness to experience (Judge et al., 2002)—that are each associated differently with consumer emotions and behaviors (Kucuk, 2019a; 2019b; Swaminathan & Dokumaci, 2021). Therefore, the moderating effects of these traits in the relationship between brand hate and its behavioral outcomes will differ.

Extraversion refers to being assertive, enthusiastic, and emotionally expressive. Scholars find that extroverts prefer short-term avoidance goals (Heller et al., 2007). The employee sabotage literature associate extraversion with service sabotage (Harris & Ogbonna, 2002). We contend that extroverts tend to engage in short-term avoidance goals like boycott or NeWOM intensity or, if the hate level is high, they adopt more destructive behavior like brand sabotage. Conscientiousness is reflected in being careful, organized, achievement-oriented, and preservative. Kucuk (2019a;

2019b) finds that conscientious people are more prone to hate a brand if it fails to deliver the promised market value. Conscientiousness is also associated with re-posting negative information on microblogs when consumers have high involvement in the issue (Yin et al., 2020). Therefore, we argue that because conscientious individuals tend to analyze a brand's misbehavior or poor performance thoughtfully, brand hate leads them to adopt harmful behaviors.

Neuroticism refers to the tendency to experience strong impulses, anxiety, and disturbing feelings. Neurotic consumers tend to develop particularly deep brand hate after a severe service failure (Attiq et al., 2023) and spread vindictive negative comments on the brand's social media pages (Swaminathan & Dokumaci, 2021). Leonidou et al. (2019) find that neuroticism is associated with animosity, whereas Bayarassou et al. (2020) find that narcissism leads to more desire for revenge for the hated brand. They tested grandiose narcissism, another form of narcissism, i.e., vulnerable narcissism is characterized by high levels of neuroticism and is associated more with unforgiveness (Fatfouta et al., 2015). We argue that, since brand hate is a deeply negative emotion, neurotic consumers tend to respond to brand hate with more aggressive behaviors. Agreeableness is reflected in kindness, affection, altruism, and concern for others. Agreeableness is associated with brand hate (Kucuk, 2019a) and narcissism (Campbell et al., 2004). Because disagreeable individuals are highly self-centered, a negative emotional state affecting them directly leads them to be particularly aggressive toward the brand.

Finally, openness to experience refers to the likelihood that an individual will accept new ideas and experiences. Consumers who score low in openness to experience tend to develop negative brand attitudes (Ferguson et al., 2017). This trait is also positively associated with consumer animosity (Leonidou et al., 2019). We argue that people who score low in openness (i.e., those who are uncreative and conventional) tend to be particularly sensitive to their hateful brand experiences. Subsequently, they tend to share their negative emotions with others or teach a hard lesson to the brand via boycotting or sabotage.

The general aggression model (Anderson & Bushman, 2002) considers the personal factors that play a role in consumers' exhibition of aggression. Personal factors are relatively stable over time and across situations if the individual uses the same knowledge structures. Using this lens, one can consider personality as the sum of knowledge structures (Mischel & Shoda, 1995). Therefore, we argue that consumers' behavioral responses to brand hate are affected by their personalities such that:

- H8.* The Big Five personality traits moderate the relationship between brand hate and NeWOM intensity such that the relationship is stronger for consumers who score high in extraversion, conscientiousness, and neuroticism and low in agreeableness and openness to experience.
- H9.* The Big Five personality traits moderate the relationship between brand hate and consumer boycott such that the relationship is stronger for consumers who score high in extraversion, conscientiousness, and neuroticism and low in agreeableness and openness to experience.

H10. The Big Five personality traits moderate the relationship between brand hate and consumer-brand sabotage such that the relationship is stronger for consumers who score high in extraversion, conscientiousness, and neuroticism and low in agreeableness and openness to experience.

4. Research Method

4.1. Survey procedure

We conducted a pre-test (n=36) to check inter-item reliability and identify any issues with the questionnaire. For the primary survey, a panel of consumers from the United Kingdom was recruited via Prolific as a representative sample. Before starting the survey, participants read the definition of hate as “a psychological state in which a consumer forms intense negative emotions and detachment towards brands that perform poorly and give consumers bad and painful experiences on both individual and social levels” (Kucuk, 2016, p. 20). Then, they were presented with a screening question: “Please indicate whether you have experienced such hateful feelings for any brand that you have used.” Only those who responded with ‘yes’ were qualified to further participate in the survey. In addition, we included only participants who had consumed/owned the brand to ensure that the feeling of hate and its consequences are from actual consumers and not those who hate on a fashionable basis to support their friends or reference groups.

Participants were asked to mention one brand they currently hate. Next, to stimulate their retrieval of the hate emotion and the bad experiences they had with it, we asked respondents why they hated the brand. We did not specify any product category to ensure product type and brand variation. The subsequent survey questions were about that brand in terms of the “brand hate” emotion and behaviors (NeWOM intensity, consumer boycott, consumer-brand sabotage) they performed due to their hate. Then, participants answered questions about their personality traits from the Big Five model and responded to standard demographic questions. We screened the responses to identify any restricting patterns, such as only a few brands/product categories dominating all consumer responses, but we found no such pattern.

4.2. Sample size adequacy

Four of the 395 completed surveys were removed from the analysis for being completed too rapidly or filled inconsiderately. Moreover, six of the 59 items were deleted (see 5.2 for details). Therefore, the sample-to-item ratio was $391/53 = 7.4$, i.e., there were 7.4 subjects per item. Regarding sample size requirements, “no simple rule of thumb about sample size works across all studies” (Kline, 2023, p. 16). In the absence of a sampling frame (non-probability sampling), the sample size issue remains “ambiguous,” and “there are no rules” (Saunders et al., 2019, p. 315).

In structural equation modeling (SEM), a factor analysis-based technique, there are at least two perspectives, “entrenched camps” arguing to look at total sample size (minimum sample sizes) or the ratios (number of cases required per item, $N:p$ ratio) (Kline, 2023; Osborne & Costello, 2004, p. 2). There is widespread consensus in the first camp that a sample of 100 or less is “untenable” or “poor,” and for a sample of less than 200, journals “routinely reject for publication”

(Comrey & Lee, 1992; Kline, 2023, p. 15). Traditionally, “more is always better” (Osborne & Costello, 2004, p. 8). In contrast, researchers believe that “more is not always better.” (Wolf et al., 2013, p. 14). Sekaran and Bougie (2016, p. 264) said that “too large a sample size (say, over 500) could become a problem” due to the possibility of Type II errors.” They went on to say that “neither too large nor too small sample sizes help research projects.” (Sekaran & Bougie, 2016, p. 264). The minimum sample size of 250 is acceptable (Hoyle, 1995, p. 186). For many, a sample size of 300 or above is acceptable/appropriate/good (Comrey & Lee, 1992; Floyd & Widaman, 1995; Tabachnick & Fidell, 1996).

In the second camp, $N:p$ of 10:1 has been advocated for ages (Everitt, 1975; Nunnally, 1978). Osborne and Costello (2004, p. 2) said this “recommendation was not supported by published research.” Streiner (1994, p. 140) suggests the ratio should be at least 5:1, provided “there are at least 100 subjects. If there are fewer than 100, the ratio should be closer to 10:1.” Several authors consider a 5:1 ratio acceptable (e.g., Bentler & Chou, 1987; Comrey & Lee, 1992; Gorsuch, 1983; Hatcher, 1994; Tabachnick & Fidell, 1996). Rather than a threshold ratio, Cattell (1978) suggested a 3 to 6. Not one ratio is likely to work in all situations. According to Bentler and Chou (1987, p. 91), “when there are many indicators of latent variables and the associated factor loadings are large,” the ratio may go as low as 5:1. In other words, more indicators and loading are critical to deciding optimal sample size. MacCallum et al. (1999, p. 96) concluded $N:p$ ratio depends upon some aspects of variables and design, “most importantly, level of communality plays a critical role.” Where communality (squared factor loadings) represents the “squared multiple correlations among variables” (Tabachnick & Fidell, 2019, p. 481). MacCallum et al. (2001, p. 636) summarized that “samples somewhat smaller than traditionally recommended are likely sufficient when communalities are high.” In a nutshell, for this study, a sample size of 391 is not only sufficiently large but all communalities (ranges from 0.5 to 0.9) are also high. Therefore, $N:p$ ratio of 7.4:1 is adequate for this study.

4.3. Measures

Appendix A provides the items used to operationalize the study’s constructs. We measured brand hate with nine items from Zhang and Laroche (2020) corresponding to the three first-order sub-emotions of anger, sadness, and fear constituting the second-order emotion of brand hate. Zhang and Laroche’s (2020) scale is the most recent attempt to develop a scale for brand hate by building on previous models (Fetscherin, 2019; Hegner et al., 2017; Kucuk, 2016; 2019a; 2019b; Zarantonello et al., 2016) and combining findings from Shaver et al. (1987) model. We measured NeWOM intensity using four items adapted from Goyette et al. (2010) and consumer boycott using four items from Klein et al. (2004) and Muhamad et al. (2019). We used five items from Kähr et al. (2016) to operationalize consumer-brand sabotage and measured consumer personality traits using a 37-item Big Five NEO personality scale from McCrae et al. (2005). All constructs were measured on a seven-point Likert scale, from 1=strongly disagree to 7=strongly agree. We measured the control variable “Relationship length” with a single item, “How long have you been the user of the hated brand you mentioned above?” adapted from Dagger et al. (2009).

5. Data Analyses

5.1. Sample characteristics

Table II shows the demographic characteristics of the study's respondents. Most of the participants were male (51.9%) and employed (74.4%), and the majority were 30–41 years old (40.4%), had a bachelor's degree (45.3%), and used the hated brand for more than two years (40.92%). Most of the hated brands mentioned were in the category of foods and drinks (23.3%). All the hated brands cited by respondents were broadly categorized into 'product categories' and based on frequency, mutually exclusive categories are presented above while an exhaustive category named 'others' is presented in the end.

Table II: Profile of Respondents

Demographic information (n = 391)	Frequency	%
Gender		
Male	203	51.9
Female	188	48.1
Age (years)		
18–23	52	13.3
24–29	60	15.3
30–35	78	19.9
36–41	80	20.5
42–47	40	10.2
48 – 53	39	10.0
54 and above	42	10.7
Education		
High School	73	18.7
Vocational Education	82	21.0
Bachelor's Degree	177	45.3
Master's Degree	51	13.0
Doctoral Degree	6	1.5
Other	2	0.5
Employment status		
Employed	291	74.4
Self-employed	33	8.4
Unemployed	16	4.1
Housewife/Househusband	6	1.5
Student	28	7.2
Retired	6	1.5
Unable to work	11	2.8
Relationship length with the brand (years)		
0–2	160	40.9
2–4	44	11.3
4–6	53	13.6
6–8	13	3.3
8–10	39	9.9
Above 10	82	21.0
Product Categories (broad categorization of hated brands mentioned by respondents)		
Food and Drinks	91	23.3
Apparel	78	20.0
Automotives	64	16.4
Electronics	47	12.0
Cosmetics	37	9.4
Others	74	18.9

One hundred fifty-two brands across 40 product categories (e.g., appliances, automotive, clothes, food & drinks, health & beauty, clubs) were mentioned. The brand mentioned most frequently as being the object of brand hate was Nestlé, which accounted for 11 percent of the responses, followed by Apple, Amazon, KFC, and McDonald’s. Since these are high-value, well-known brands, these results support Kucuk’s (2008; 2010) “negative double jeopardy (NDJ)” conceptualization that the more valuable a brand is, the more hate and anti-branding activities it attracts.

5.2. Measurement model

We used a two-step approach for the statistical analyses (Anderson & Gerbing, 1988). First, reliability and validity were ensured through the measurement model, and the conceptual framework was tested through the structural model. The confirmatory factor analysis produced model fit scores that demonstrated a good fit ($\chi^2(98) = 251.608$, $\chi^2/df = 2.567$, SRMR = 0.044, RMSEA = 0.060, GFI = 0.934, AGFI = 0.908, CFI = 0.967; TLI = 0.960, RFI = 0.936, NFI = 0.948). Then we performed tests for convergent and discriminant validity.

We used three indicators to assess the convergent validity: factor loadings, composite reliability (CR), and average variance extracted (AVE). All loadings were large and significant ($p < 0.001$) (Appendix A): The ranges of values were 0.70-0.88 for the construct of brand hate, 0.71-0.96 for NeWOM intensity, 0.74-0.95 for consumer boycott, and 0.73-0.85 for consumer-brand sabotage. Neuroticism’s factor loading values were 0.73-0.84. After one item for extraversion and one for openness to experience were deleted, the remaining items had values of 0.71-0.81 and 0.70-0.83, respectively. After two items, each from agreeableness and conscientiousness were deleted because of loadings below 0.70, the remaining factor loading values were 0.78-0.86 and 0.73-0.80, respectively. Overall, six items were deleted, and 53 were retained for data analysis.

The CR scores for all of the constructs were above 0.70 (Hair et al., 2010), and the AVE values were above the threshold of 0.50 (Hair et al., 2010). The Cronbach’s alpha (A) scores exceeded 0.70 for all constructs (Nunnally, 1978) (Table III).

Table III: Convergent validity and reliability

	CR	AVE	A
Brand Hate	0.75	0.75	0.76
NeWOM Intensity	0.88	0.74	0.89
Consumer Boycott	0.79	0.67	0.78
Consumer-Brand Sabotage	0.76	0.61	0.79
Neuroticism	0.84	0.71	0.82
Extraversion	0.73	0.57	0.71
Openness to experience	0.76	0.55	0.77
Agreeableness	0.84	0.60	0.86
Conscientiousness	0.77	0.64	0.74

We assessed discriminant validity with HTMT_{0.85} and the Heterotrait–Monotrait Ratio Inference (HTMT_{inference}) (Henseler et al., 2015). The maximum value of HTMT is 0.74, which is below the threshold value of 0.85 (HTMT_{0.85}). As for the HTMT_{inference}, all 90% confidence

intervals (CI_{0.90}) are significantly different from 1.0 (Henseler *et al.*, 2015), so discriminant validity is achieved (Table IV).

Table IV: Heterotrait–Monotrait ratio (HTMT) at 90% confidence interval (CI₉₀)

Constructs	1	2	3	4	5	6	7	8
1. Brand Hate								
2. NeWOM	.65 [.57; .73]							
3. Boycott	.74 [.78; .90]	.61 [.54; .70]						
4. Sabotage	.14 [.07; .21]	.11 [.06; .19]	.13 [.06; .18]					
5. Extraversion	.06 [.05; .14]	.15 [.07; .25]	.07 [.05; .15]	.05 [.05; .13]				
6. Conscientiousness	.15 [.07; .13]	.25 [.18; .29]	.55 [.48; .61]	.47 [.39; .58]	.43 [.36; .50]			
7. Neuroticism	.33 [.28; .37]	.48 [.42; .53]	.62 [.53; .70]	.69 [.59; .78]	.44 [.37; .53]	.16 [.09; .21]		
8. Agreeableness	.41 [.35; .46]	.09 [.05; .12]	.10 [.06; .14]	.20 [.15; .24]	.29 [.23; .35]	.08 [.04; .13]	.07 [.03; .11]	
9. Openness	.11 [.08; .16]	.19 [.15; .24]	.07 [.05; .13]	.32 [.25; .28]	.40 [.34; .48]	.35 [.29; .41]	.46 [.38; .53]	.14 [.09; .20]

5.3. Structural model

We tested the fit of the proposed model using SEM. The results showed a good model fit: $\chi^2(97) = 232.753$, $\chi^2/df = 2.400$, SRMR = 0.044, RMSEA = 0.056, GFI = 0.938, AGFI = 0.913, CFI = 0.971; TLI = 0.964, RFI = 0.940, and NFI = 0.952.

5.4. Hypotheses testing

5.4.1. Direct and mediation effects

The results for direct and mediation effects are exhibited in Table V. We attained all these estimates by controlling for age, gender, relationship length, and product category. Brand hate has a positive and significant effect on NeWOM intensity ($\beta = 0.167$, $t = 3.366$), consumer boycott ($\beta = 0.063$, $t = 1.406$), and consumer-brand sabotage ($\beta = 0.214$, $t = 4.628$), so H1, H2, and H3 are supported. The proposed relationships of NeWOM intensity with consumer boycott ($\beta = 0.326$, $t = 6.619$) and consumer-brand sabotage ($\beta = 0.529$, $t = 14.444$) are also significant, so H4 and H5 are supported.

The indirect relationship between brand hate and consumer boycott through NeWOM intensity is tested; its confidence interval (CI) does not include 0 [0.01; 0.07], in support of the presence of mediation. The strength of gamma value predicting the impact of brand hate on consumer boycott was reduced after the inclusion of the mediator and generated an effect size of 0.054. This indicates mediation of NeWOM intensity in the relationship between brand hate and consumer boycott. Hence, H6 is supported.

Likewise, the indirect effect between brand hate and consumer-brand sabotage is also mediated by NeWOM intensity (CI [0.01; 0.10]) without inclusion of 0 in its confidence interval. The strength of gamma value predicting the impact of brand hate on consumer-brand sabotage was reduced after inclusion of the mediator in the model and generated an effect size of .090. This

indicates mediation of NeWOM intensity in the relationship between brand hate and consumer-brand sabotage. Hence, H7 is supported. In comparison, the indirect effect of brand hate (via NeWOM) on consumer-brand sabotage is relatively higher than consumer boycott.

5.4.2. Moderation effects

The results for moderation effects are also exhibited in Table V - attained by controlling for age, gender, relationship length, and product category. The moderating effect of the interaction of brand hate \times extraversion on NeWOM intensity is significant ($\beta = 0.138$, $p < 0.05$, LLCI = 0.05, ULCI = 0.32). The link between brand hate and NeWOM intensity strengthens as extraversion increases (0.4233 at one standard deviation (sd) below its mean, 0.3932 at its mean, and 0.3631 at 1 sd above its mean). Likewise, the interaction effect of brand hate \times conscientiousness on NeWOM intensity is significant ($\beta = 0.206$, $p < 0.05$, LLCI = 0.06, ULCI = 0.58). The relationship between brand hate and NeWOM intensity strengthens as conscientiousness increases (.3898 at 1 sd below its mean, 0.5843 at its mean, and 0.7789 at 1 sd above its mean). The brand hate \times neuroticism interaction ($\beta = 0.286$, $p < 0.01$, LLCI = 0.01, ULCI = 0.136) also has a significant positive effect in predicating NeWOM intensity. The relationship between brand hate and NeWOM intensity strengthens as neuroticism increases (0.0689 at 1 sd below its mean, 0.1716 at its mean, and 0.2743 at 1 sd above its mean). Our results also reveal a significant interaction effect of brand hate \times agreeableness on NeWOM intensity ($\beta = 0.132$, $p < 0.05$, LLCI = 0.09, ULCI = 0.38). When agreeableness increases, the direct effect of brand hate on NeWOM intensity weakens (0.4500 at 1 sd below its mean, 0.3656 at its mean, and 0.2813 at 1 sd above its mean). However, brand hate \times openness to experience has no interaction effect on NeWOM intensity ($\beta = 0.109$, $p = 0.24$, LLCI = -0.08, ULCI = 0.36). Hence, H8 is supported for extraversion, conscientiousness, neuroticism, and agreeableness but not for openness to experience.

Table V: Hypotheses results

Relationship	NeWOM Intensity	Consumer Boycott	Consumer-Brand Sabotage
Predictors			
Brand Hate \rightarrow (H1, H2, H3)	0.167*	0.063*	0.214*
NeWOM Intensity \rightarrow (H4, H5)	-	0.326*	0.529**
Mediation effects			
Brand Hate \rightarrow NeWOM Intensity \rightarrow (H6, H7)	-	0.054*	0.090*
Moderation effects (H8 to H10)			
Brand Hate \times Extraversion \rightarrow	0.138*	0.148*	0.118*
Brand Hate \times Conscientiousness \rightarrow	0.206*	0.174*	0.125*
Brand Hate \times Neuroticism \rightarrow	0.286**	0.225**	0.372**
Brand Hate \times Agreeableness \rightarrow	0.132*	0.148*	0.030
Brand Hate \times Openness to experience \rightarrow	0.109	0.205**	0.067
Controls			
Age	0.09*	0.122***	0.28*
Gender	-0.282*	-0.038*	0.23*
Relationship length with the brand (years)	0.045*	0.043*	0.41*
Product category (overall)	0.107**	-0.021	0.06*
Food and Drinks	0.500*	0.555*	0.121*
Apparel	0.388*	0.391*	0.425*
Automotives	0.179*	0.176*	0.299*
Electronics	0.473*	0.449*	0.499*

Cosmetics	-0.043	-0.046*	-0.432
Others	0.635*	0.536*	0.478*
R²	14.9%	17.8%	15.6%

Notes: n = 391; CI = confidence interval; *p < 0.05; **p < 0.01.

We also found a significant interaction effect of brand hate \times extraversion on consumer boycott ($\beta = 0.148$, $p < 0.05$, LLCI = 0.11, ULCI = 0.18). As extraversion increases, the direct relationship between brand hate and consumer boycott strengthens (0.3631 at 1 sd below its mean, 0.3932 at its mean, and 0.4233 at 1 sd above its mean). The interaction effect of brand hate \times conscientiousness on consumer boycott is also significant ($\beta = 0.174$, $p < 0.05$, LLCI = 0.05, ULCI = 0.36), and as conscientiousness increases, the relationship between brand hate and consumer boycott strengthens (0.2893 at 1 sd below its mean, 0.3814 at its mean, and 0.4734 at 1 sd above its mean). Similarly, the interaction effect of brand hate \times neuroticism on consumer boycott ($\beta = 0.225$, $p < 0.01$, LLCI = 0.474, ULCI = 0.678) is significant. The direct relationship between brand hate and consumer boycott strengthens as neuroticism increases (0.128 at 1 sd below its mean, 0.284 at its mean, and 0.439 at 1 sd above its mean). The results also reveal a significant interaction effect of the relationship between brand hate and agreeableness on consumer boycott ($\beta = 0.148$, $p < 0.05$, LLCI = 0.05, ULCI = 0.32) such that, as agreeableness increases, the relationship between brand hate and consumer boycott weakens, and vice versa (0.086 at 1 sd below its mean, 0.074 at its mean, and 0.062 at 1 sd above its mean). Finally, the interaction effect of brand hate \times openness to experience on consumer boycott is also significant ($\beta = 0.205$, $p < 0.01$, LLCI = 0.05, ULCI = 0.22), and the direct relationship between brand hate and consumer boycott weakens as openness to experience increases (0.1129 at 1 sd below its mean, 0.0816 at its mean, and 0.0502 at 1 sd above its mean). Hence, H9 is supported.

The results reveal a significant interaction effect of brand hate \times extraversion on consumer-brand sabotage ($\beta = 0.118$, $p < 0.05$, LLCI = 0.08, ULCI = 0.11). As extraversion increases, the relationship between brand hate and consumer-brand sabotage strengthens, and vice versa (0.1823 at 1 sd below its mean, 0.1969 at its mean, and 0.2114 at 1 sd above its mean). We also found a significant interaction effect of brand hate \times conscientiousness on consumer-brand sabotage ($\beta = 0.125$, $p < 0.05$, LLCI = 0.02, ULCI = 0.30). As conscientiousness increases, the relationship between brand hate and consumer-brand sabotage strengthens (0.0999 at 1 sd below its mean, 0.1986 at its mean, and 0.2974 at 1 sd above its mean). The interaction effect of brand hate and neuroticism on consumer-brand sabotage is also significant ($\beta = 0.372$, $p < 0.01$, LLCI = 0.390, ULCI = 0.687). As neuroticism increases, the relationship between brand hate and consumer-brand sabotage strengthens, and vice versa (0.096 at 1 sd below its mean, 0.146 at its mean, and 0.195 at 1 sd above its mean). The interaction of brand hate \times agreeableness on CBS has no effect ($\beta = 0.030$, $p = 0.27$, LLCI = -0.12, ULCI = 0.13). Finally, the interaction effect of brand hate \times openness to experience on consumer boycott is non-significant ($\beta = 0.067$, $p = 0.31$, LLCI = -0.01, ULCI = 0.14). Hence, H10 is supported for extraversion, conscientiousness, and neuroticism but not for agreeableness and openness to experience.

The conditional effects at various levels of moderators are shown in [Table VI](#). Overall, 12 of the 15 possible moderating effects were significant. The slope analysis for these 12 relationships is graphically presented in [Figure 2](#).

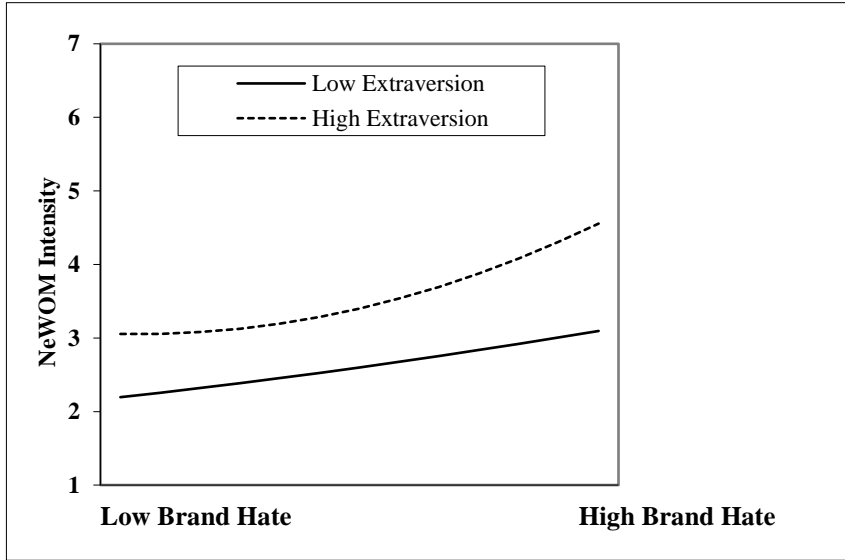
Table VI: Conditional effects at various levels of moderator

Conditional direct effects of brand hate on NeWOM intensity	Effect size	LLCI	ULCI
Extraversion			
- 1 SD	0.4233	0.22	0.62
Mean	0.3932	0.26	0.52
+ 1 SD	0.3631	0.19	0.53
Conscientiousness			
- 1 SD	0.3898	0.16	0.61
Mean	0.5843	0.42	0.74
+ 1 SD	0.7789	0.59	0.99
Neuroticism			
- 1 SD	0.0689	0.17	0.21
Mean	0.1716	0.07	0.27
+ 1 SD	0.2743	0.12	0.42
Agreeableness			
- 1 SD	0.4500	0.27	0.62
Mean	0.3656	0.23	0.49
+ 1 SD	0.2813	0.09	0.46
Openness to experience			
- 1 SD	0.8263	-0.60	0.90
Mean	0.5969	-0.44	0.75
+ 1 SD	0.3674	-0.16	0.57
Conditional direct effects of brand hate on consumer boycott			
Extraversion			
- 1 SD	0.3631	0.19	0.53
Mean	0.3932	0.26	0.52
+ 1 SD	0.4233	0.22	0.62
Conscientiousness			
- 1 SD	0.2893	0.10	0.47
Mean	0.3814	0.24	0.51
+ 1 SD	0.4734	0.28	0.65
Neuroticism			
- 1 SD	0.128	0.11	0.13
Mean	0.284	0.05	0.11
+ 1 SD	0.439	0.08	0.17
Agreeableness			
- 1 SD	0.0800	0.01	0.16
Mean	0.0700	0.01	0.14
+ 1 SD	0.0600	0.01	0.12
Openness to experience			
- 1 SD	0.1129	0.03	0.19
Mean	0.0816	0.02	0.14
+ 1 SD	0.0502	0.01	0.10
Conditional direct effects of brand hate on consumer-brand sabotage			
Extraversion			
- 1 SD	0.1823	0.06	0.29
Mean	0.1969	0.10	0.28
+ 1 SD	0.2114	0.07	0.34
Conscientiousness			
- 1 SD	0.0999	0.02	0.22
Mean	0.1986	0.10	0.28
+ 1 SD	0.2974	0.17	0.42
Neuroticism			

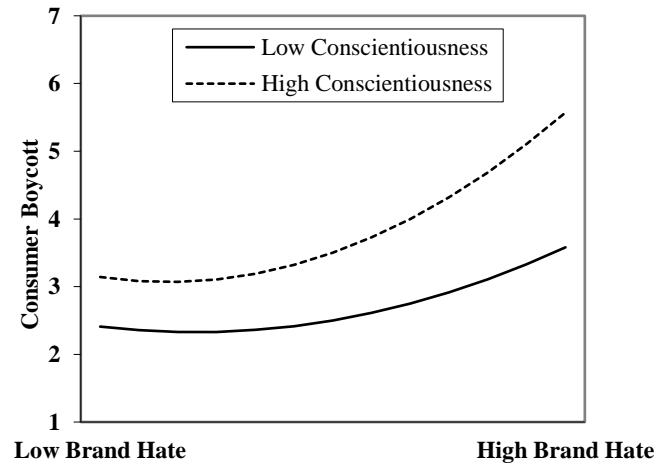
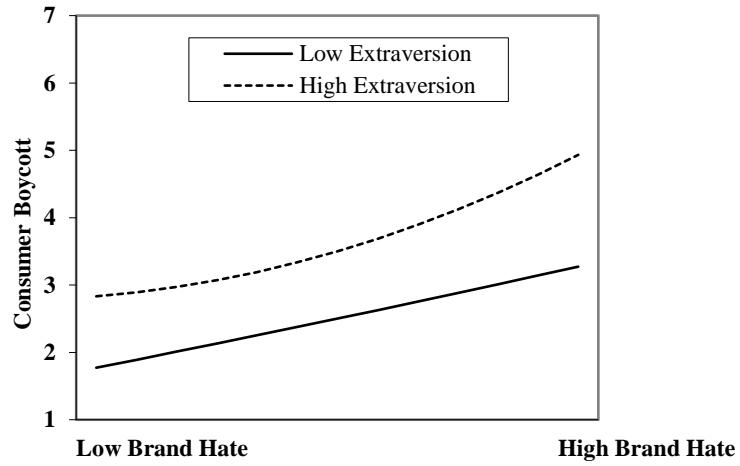
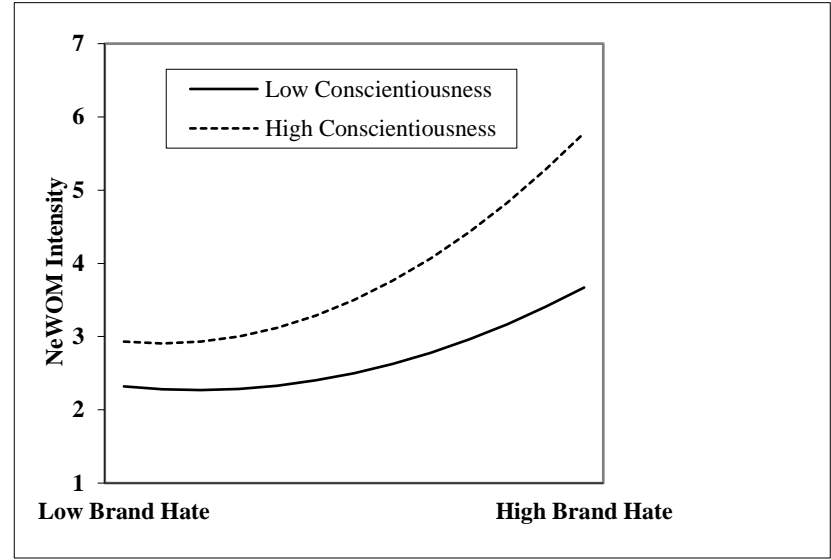
- 1 SD	0.096	0.02	0.17
Mean	0.146	0.09	0.20
+ 1 SD	0.195	0.12	0.27
Agreeableness			
- 1 SD	0.2043	-0.10	0.25
Mean	0.2020	-0.15	0.26
+ 1 SD	0.1997	-0.07	0.32
Openness to experience			
- 1 SD	0.2824	-0.20	0.36
Mean	0.2040	-0.14	0.26
+ 1 SD	0.1256	-0.06	0.20

Notes: n = 391; LLCI = lower limit confidence interval; UCLI = upper limit confidence interval.

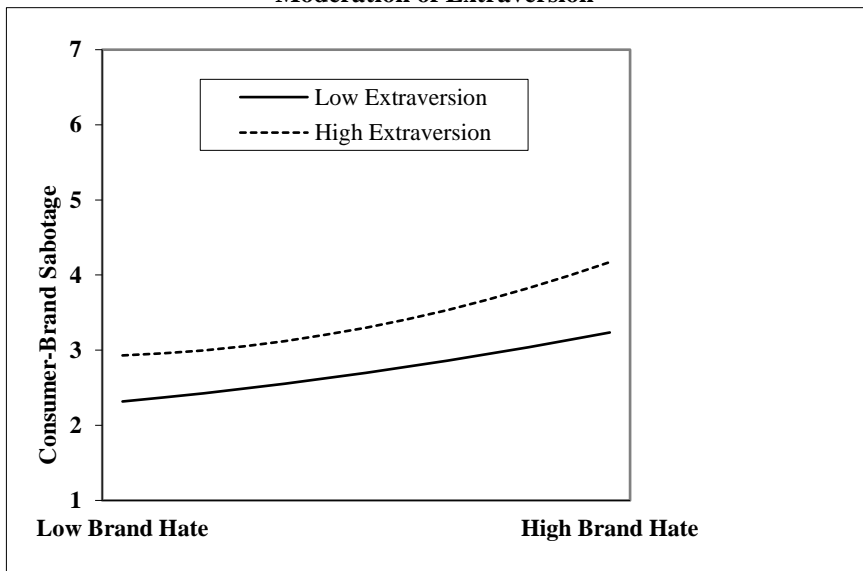
Moderation of Extraversion



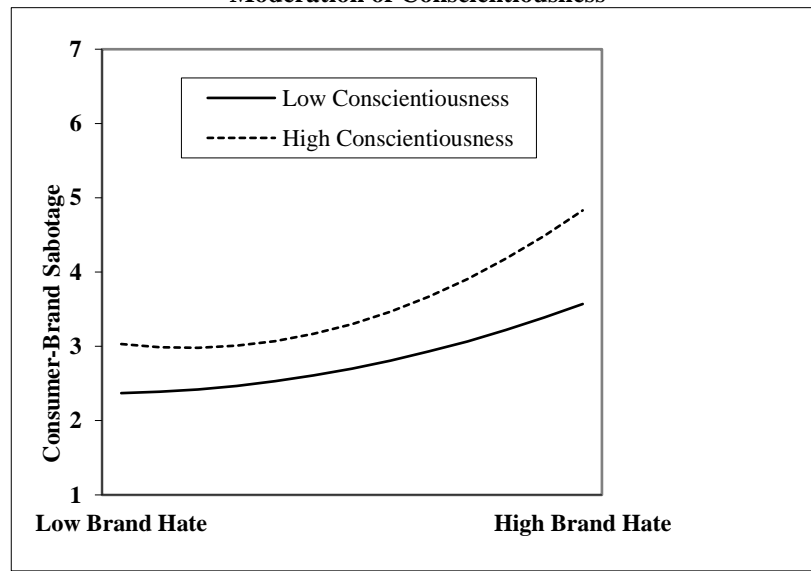
Moderation of Conscientiousness



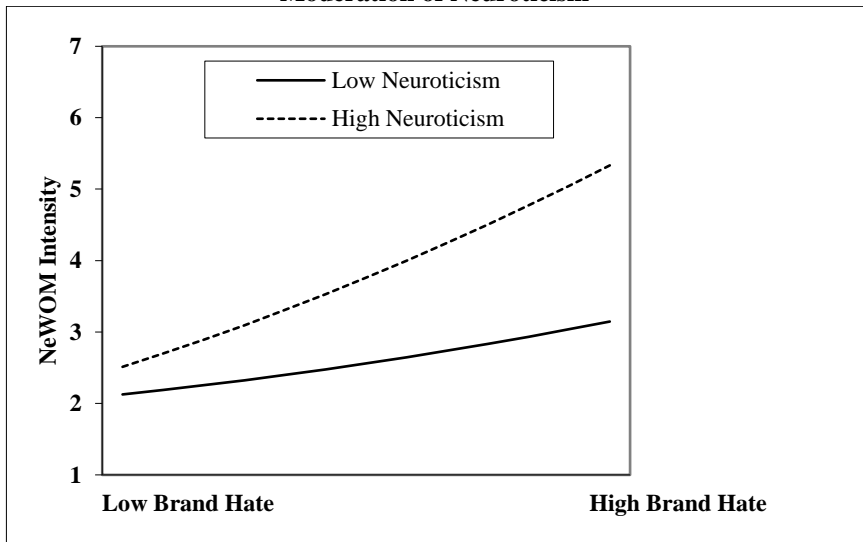
Moderation of Extraversion



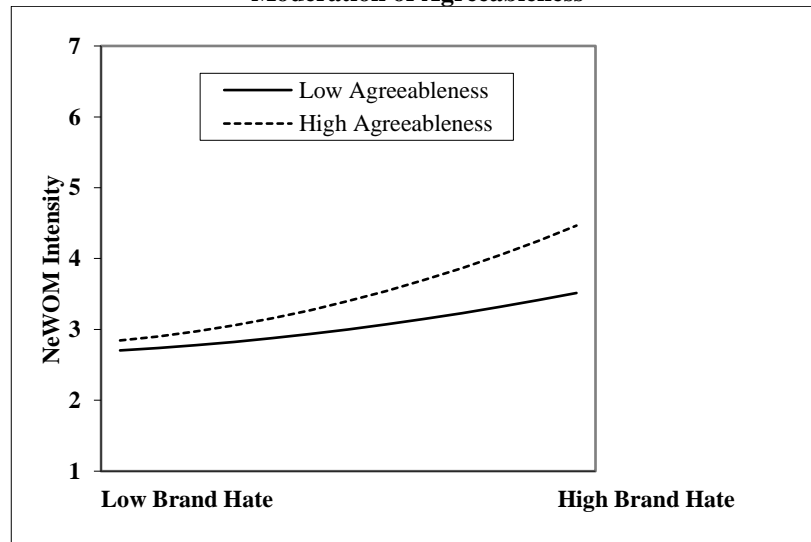
Moderation of Conscientiousness



Moderation of Neuroticism



Moderation of Agreeableness



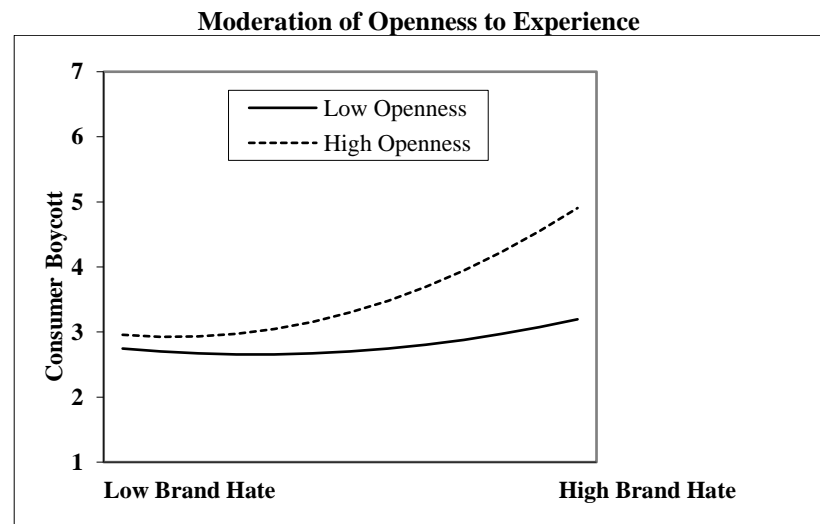
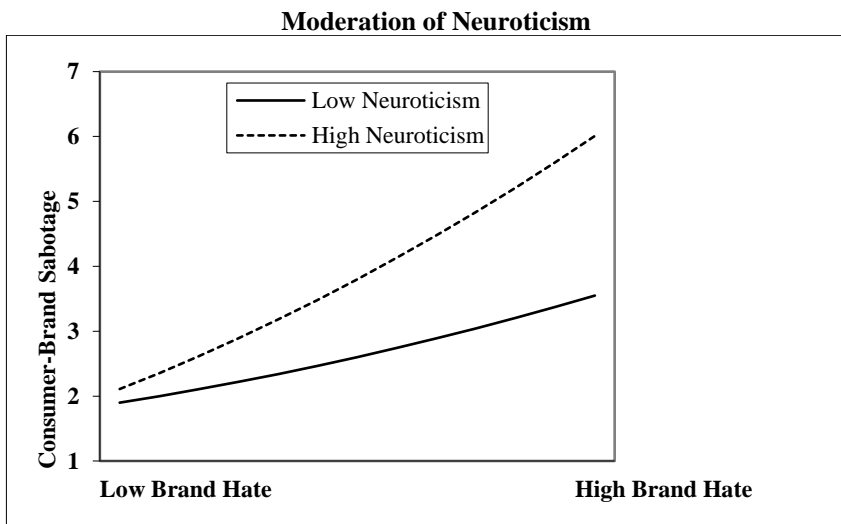
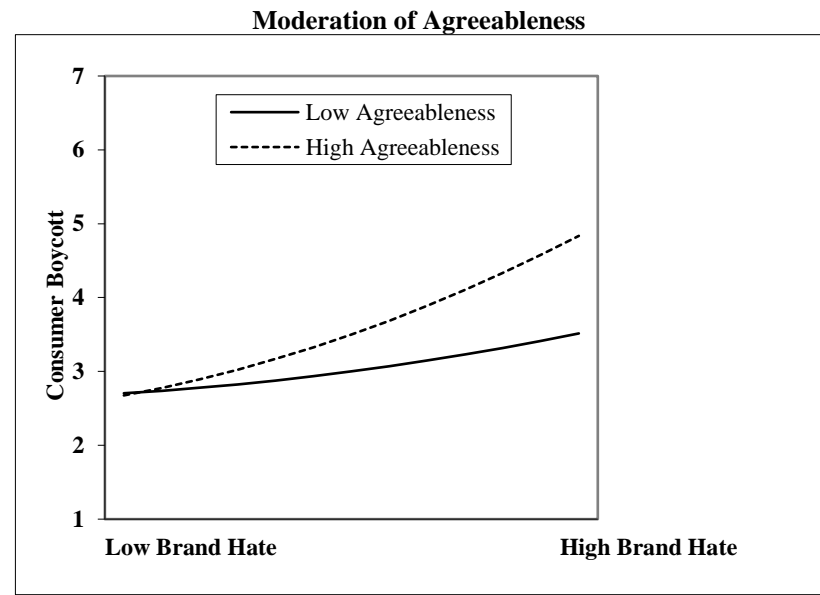
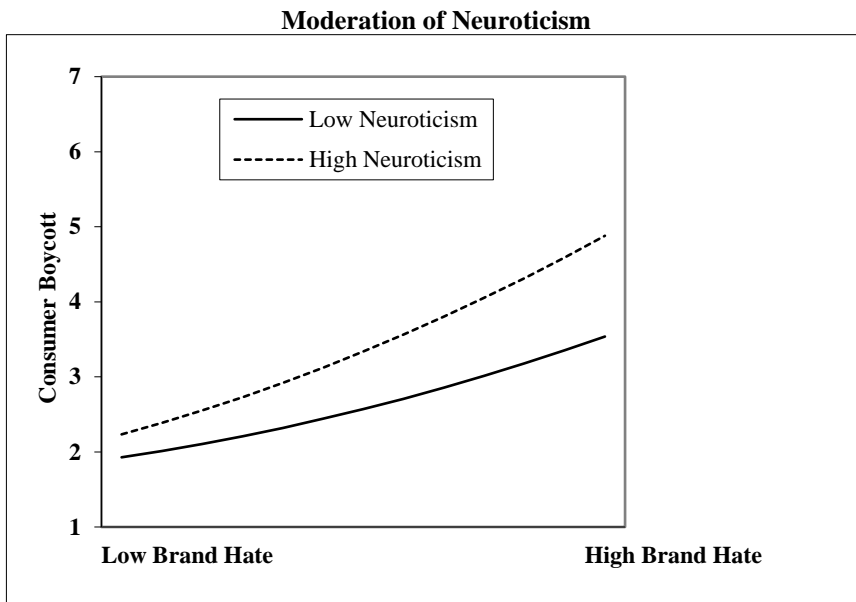


Figure 2: Moderation of the Big-Five Traits Relationships between Brand Hate and Negative Consumer Behavior

6. Discussion

In the context of growing consumer hostility to brands, brand hate has become an important area of research (Kucuk, 2021). Given the potentially adverse effects of brand hate on brands, the present study provides four valuable insights into the types of consequences it can generate: positive association between brand hate and three forms of negative consumer behaviors (NeWOM intensity, consumer boycott, and consumer-brand sabotage); a positive effect of NeWOM intensity on boycott and sabotage; a significant mediating effect of NeWOM intensity in the relationship between brand hate and consumer boycott and that between brand hate and consumer-brand sabotage; and a moderating effect of consumer personality traits on the relationships between brand hate and its consequences.

6.1. Theoretical contributions

This study complements and advances knowledge on negative consumer-brand relationships (Khatoun & Rehman, 2021) in multiple ways. First, it extends the literature on brand hate (Fetscherin, 2019; Kucuk, 2019a; Zhang & Laroche, 2020) by responding to calls (Aziz & Rehman, 2022; Yadav & Chakrabarti, 2022) to investigate its behavioral consequences especially those related to its essential mediators and moderators. In this regard, this investigation is a welcome addition to the limited literature on the outcomes of brand hate that involve immediate behavior (NeWOM intensity) and next-stage instrumental (boycott), and hostile (sabotage) aggressive behaviors. Consumers use NWOM, a frequently studied outcome, to exact revenge to cope with brand hate. However, our findings extend the literature by demonstrating that, even after exacting revenge through intense NeWOM, consumers' desire to punish the brand remains unsatisfied, leading them to adopt subsequent aggressive behaviors.

Second, the study adds to the literature on eWOM intensity (Bulut & Karabulut, 2018; Goyette et al., 2010) by investigating NeWOM intensity as an immediate coping response to brand hate. Azer and Alexander (2020) find that rather than an aggregate view of negative reviews, it is the intensity of negatively valenced influencing behavior that affects others' attitudes and behaviors, causing serious concern for marketers. While the literature investigated NWOM (Hegner et al., 2017; Rodrigues et al., 2021), this study extends that knowledge by investigating NeWOM intensity as an outcome of brand hate. Our findings also shed light on the link between NeWOM intensity and unfavorable consumer behaviors by demonstrating that consumers who spread intense negative comments frequently about a brand will subsequently boycott or sabotage it to regain their self-esteem or teach a hard lesson to the brand.

Third, this research adds novelty to the most recent studies on brand hate (Bayarassou et al., 2020; Kucuk, 2019a; Rodrigues et al., 2021) by suggesting a mediation path that begins with brand hate and ends with two forms of aggressive behaviors: consumer boycott (instrumental aggression) and consumer-brand sabotage (hostile aggression). This path connects brand hate to these aggressive behaviors through consumers' NeWOM intensity. The brand hate literature on the mediating role of NWOM is limited; for instance, to the authors' best knowledge, only Curina et al. (2020) examined the mediation effect of offline NWOM between brand hate and non-purchase intentions. The current study provides academics with deeper insights into the mediating role of NWOM enacted in the digital environment in the form of NeWOM intensity and its

association with boycott and sabotage for self-enhancement and to achieve a sense of justice, respectively.

Finally, this research addresses a significant gap (Farhat & Chaney, 2021; Rasouli et al., 2022; Yadav & Chakrabarti, 2022) by investigating the effect of consumers' personality traits on the relationships between brand hate and its outcomes. While several scholars investigated the role of consumer personality in developing brand hate (Attiq et al., 2023; Kucuk, 2016; 2019a; 2019b), only two studies, Bayarassou et al. (2020) and Jain and Sharma (2019), examined the role of personality—specifically narcissism—in the relationship between brand hate and its various consequences that limits the theoretical knowledge. The current study fills this gap.

We found that extraversion, conscientiousness, and neuroticism significantly moderate the relationship between brand hate and all three behavioral outcomes (NeWOM intensity, boycott, and sabotage). Agreeableness moderates the hate-NeWOM intensity and hate-boycott relationships but not the hate-sabotage relationship. Openness moderates only the relationship between brand hate and boycott but not the hate-NeWOM intensity and hate-sabotage relationships.

Because extroverts are open and expressive, they are motivated to share brands' misdeeds with everyone, so NeWOM intensity relates well to extraversion. Extroverts' tendency toward short-term avoidance goals can lead them to boycott a hated brand, but the psychology literature also finds that extroverts act overtly when they are in negative affective states (Harris & Ogbonna, 2002). Therefore, once they have entered into an elevated level of hate, they can become involved in brand-damaging activities via sabotage. Conscientious individuals tend to process their emotions logically and deeply, so they develop deep brand hate in negative encounters (Kucuk, 2016b). In addition, because they are good at figuring out the company's wrongdoings and determining when the brand fails to deliver professionally, so they adopt negative behaviors easily in response to brand hate. Neurotic individuals become aggressive when they are in negative affective states and have a strong desire to reduce the discomfort that is aroused by negative emotions. They can respond to brand hate by boycotting the brand so as to move away from the source of threat. They also use intense NeWOM and sabotage to punish the brand in every possible way.

Consumers who score low in agreeableness tend to be particularly concerned with how the brand is affecting them, rather than how it affects others, so in brand failures, they are likely to switch to alternatives (Riaz & Khan, 2016). Agreeableness is associated with happiness (Chamorro-Premuzic et al., 2007), and agreeable individuals tend to focus more on whom they love or admire than whom they hate (Aumer et al., 2015). Despite the association of agreeableness with aggression (Kucuk, 2019a), these individuals are unlikely to adopt sabotage behaviors in response to brand hate because sabotage requires a long-term commitment to damage other customers' brand-related associations, which tend to be stable. We found that disagreeable consumers feel relaxed after venting their negative emotions via intense NeWOM or boycotting and may get back to the brand once the issue is resolved.

Individuals who score low in openness tend to be conventional and uncreative. Although low openness is associated with holding negative attitudes (Ferguson et al., 2017), this trait is a better predictor of behaviors that are related to brand love than brand hate (Voorn et al., 2015). When these individuals experience brand hate, they avoid engaging with the brand via intense NeWOM or sabotage but simply quit by boycotting the brand.

Neuroticism has the highest beta values of the five personality traits, so it is closely associated with all three behaviors under investigation. Our findings demonstrate that neuroticism is most closely associated with sabotage, while conscientiousness, low agreeableness, and low openness are most closely associated with boycott, and extraversion is most closely associated with NeWOM intensity. These findings suggest that the role of consumers' personality traits should be considered in elaborating conceptual frameworks of the consequences of brand hate. Overall, this study helps to clarify the consequences of brand hate, the subsequent mechanism, and the boundary conditions.

6.2. *Practical implications*

From the managerial perspective, brand hate can be distressing because consumers can openly share their negative emotions globally on the internet (Kucuk, 2019b). The increasing number of websites and Facebook pages that are devoted to hatred of a particular brand exemplifies how consumer empowerment can harm a target brand's value (Brandão & Popoli, 2022; Krishnamurthy & Kucuk, 2010). Understanding the behavioral consequences of brand hate can help managers formulate effective coping strategies and regain customer satisfaction. Therefore, this study's findings have important implications for practitioners regarding brand strategy formulation, targeting, positioning, and communication.

Our study shows that consumers who experience brand hate can immediately adopt intense NeWOM to communicate their feelings, thus triggering a brand hate path. Concerning brand strategy, managers must establish well-integrated internal and external customer relationship management processes to monitor negative consumer reviews and ratings on social media forums and brand sites. They must develop big-data algorithms to detect keywords from their social media "war rooms" that reflect intense hatred, aggression, or frustration expressed by consumers, as intense NeWOM can lead to the next stage of aggressive consumer behaviors. Early detection of consumer boycott and especially sabotage is central to de-escalating the aggression. We recommend that companies take a proactive approach by acquiring the needed resources to establish a crisis communication management system. For instance, having a company-owned discussion forum will help the brand understand the emotional side of posted reviews and infer the degree of consumers' frustration. One way for the brand to handle negative online reviews could be to explain to consumers how the issue could be resolved. While this approach could be costly, it could reduce the long-term effects of NeWOM intensity.

Regarding targeting, managers could choose attractive consumer segments whose personality profiles indicate that they do not respond aggressively to negative encounters and are likely to forgive the company after a transgression (Riaz & Khan, 2016). This approach can be

risky in a networked environment, as focusing too much on a certain consumer segment can result in brand polarization and the threat of unfavorable behaviors by consumers who feel left out. Therefore, the adoption and communication of a balanced positioning strategy that does not conflict with the values of any other group is recommended.

Regarding communication, we suggest that managers adopt appropriate response strategies to solicit forgiveness. For example, in dealing with NeWOM intensity, firms should respond proactively by establishing an early-warning tracking system that helps to identify disgruntled consumers so the firm can communicate with them in the early stages of NeWOM. To deal with boycott (i.e., instrumental aggression), strategies such as offering an apology for inconvenience or miscommunication but affirming the company's stance is suitable. However, in dealing with sabotage (i.e., hostile aggression), more overt actions like counterstatements that address the issue by clarifying the firm's position can be effective. Sometimes even a counter-attack that questions the saboteur's honesty and objectiveness is appropriate. Finally, companies must acknowledge that they may not be able to satisfy all customers, nevertheless, they should tackle the negativity without long-term consequences.

6.3. *Limitations and future directions*

This study has several limitations that set the groundwork for future research. First, the study uses [Zhang and Laroche's \(2020\)](#) brand hate construct, which is only recently established and may still be open to criticism. Second, the study does not incorporate the role of product- or brand-specific characteristics. Some brand products are likely to be associated with providing a sense of personal meaning (e.g., cosmetic products), while others are not (e.g., printer ink). Scholars find that a transgression's effect on subsequent consumer behaviors for products that are hedonic or fulfill self-identity needs is reduced ([Sameeni et al., 2022](#)). Moreover, [Curina et al. \(2020\)](#) find that the product's sector is an important determinant of the relationship between brand hate and behavior. Future research could include various types of products and brands (such as hedonic versus utilitarian), sectors, product versus services, and so on, which might be associated with differing behavioral responses to brand hate.

Third, the current study investigates boycott and sabotage behaviors, which reflect consumers' lack of forgiveness. [Osuna-Ramírez et al. \(2019\)](#) establish that brand hate for polarized brands has non-negative outcomes. In addition, the relationship between consumers and brands includes a love-becomes-hate effect ([Grégoire & Fisher, 2008](#)), such that the more profound the love, the greater the hate if the relationship breaks down. Two schools of thought in this regard are the protection effect and the amplification effect ([Grégoire et al., 2009](#)). In the protection effect, high relationship quality shields the brand from unfavorable consumer responses to a negative encounter, whereas in the amplification effect, such consumers become even more vindictive than other consumers do. Our study relies on users of hated brands but does not consider the effect of positive prior relationships with the now-hated brand. Consumers who opt for sabotage might be those who once enjoyed high relationship quality, thus demonstrating the amplification effect (or vice versa). This warrants further investigation into the consequences of brand hate.

Finally, investigation of other moderators, such as susceptibility to social influence (Sarkar et al., 2019) and self-relevance (Johnson et al., 2011), contextual factors like culture (individualist versus collectivist societies) (Khalid et al., 2023; Leonidou et al., 2019) and the consumption context (private versus social) (Sarkar & Sarkar, 2017b), as well as the level of risk (high-risk versus low-risk product/service) (Walsh et al., 2012) and the type of impact (emotional/financial) (Preijers, 2016), can provide valuable insights into the behavioral consequences of brand hate and assist managers in devising appropriate coping strategies.

Appendix A Measurement

Construct	Statement	Loadings
Brand Hate (9 items)	I feel furious at this brand.	0.86
	I have a feeling of repulsion at this brand.	0.88
	I have a feeling of loathing at this brand.	0.81
	I feel disappointed when I think about this brand.	0.87
	I feel displeased when I think about this brand.	0.82
	I feel disenchanted when I think about this brand.	0.70
	I feel fear when I think about this brand.	0.80
	I feel threatened when I think about this brand.	0.77
	I feel worried when I think about this brand.	0.79
NeWOM Intensity (4 items)	I spoke negative about this brand much more frequently than about any other similar type of brand.	0.96
	I spoke negative about this brand much more frequently than about brands of any other type.	0.93
	I posted very negative ratings frequently about this brand on popular consumer review platforms.	0.71
	I tried to make sure that as many people as possible learn about my negative experiences with this brand.	0.87
Consumer Boycott (4 items)	I plan to boycott this brand.	0.95
	I will boycott this brand.	0.78
	I would feel better about myself if I boycott this brand.	0.83
	I would feel guilty if I buy this brand.	0.74
Sabotage (5 items)	I have published and demonstrated on how deceitful the brand is, to the customers of this brand.	0.73
	I have made derogatory comments to cause harm to this brand.	0.81
	I have uploaded brand damaging videos on social media.	0.84
	I deliberately created a Facebook page and blog post to impair other consumers' perception of this brand.	0.85
	Through the Facebook and blog posts, I tried to draw people's attention on the misbehavior of this brand.	0.80
Big-Five Personality Traits (31 items)	Extraversion	
	Sometimes I don't stand up for my rights as I should.	0.80
	I have a laid-back style in work and play.	0.81
	I act forcefully and energetically.	0.75
	I like loud music.	0.71
	I have felt overpowering joy.	0.76
	Conscientiousness	
	I'm known for my common sense.	0.77
	I sometimes act thoughtlessly.	0.79
	I have good judgment.	0.80
	I have many skills.	0.76
	I'm not a very orderly or methodical person.	0.77
	I'm picky about how jobs should be done.	0.80
	I ignore a lot of silly little rules.	0.73

I follow my ethical principles strictly.	0.81
I'm not very ambitious.	0.74
Neuroticism	
I seldom feel nervous.	0.74
When I'm around people, I worry that I'll make a fool of myself.	0.76
I often feel that I am not as good as others.	0.73
I feel awkward around people.	0.81
It doesn't bother me too much if I can't get what I want.	0.84
Agreeableness	
Often, people aren't as nice as they seem to be.	0.80
I'm easy-going when it comes to dealing with people.	0.86
I sometimes get into arguments.	0.82
I'm not a show-off.	0.79
When making laws and social policies, we need to think about who might be hurt.	0.84
Human need is more important than economics.	0.78
Openness to experience	
I'm always in control of myself.	0.83
I like the old-fashioned methods I'm used to.	0.71
I believe variety is the spice of life.	0.70
Our ideas of right and wrong may not be right for everyone in the world.	0.73
I believe that it's better to stick to your own principles than to be open-minded.	0.74
People should honor traditional values, not question them.	0.71

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