
**An investigation on brand hate: understanding negative psychology of consumers
in the service sector of Pakistan**

Muhammad Alam^{1*}, Saman Attiq²

Abstract

Article History:

Received: September 18, 2023

Revised: December 07, 2023

Accepted: December 27, 2023

Available Online: December 29, 2023

Keywords:

Poor Food Quality, Safety & Hygiene, Dissatisfaction, Brand Hate, Brand Avoidance, Complaining.

Funding:

This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors.

The purpose of this research is to examine the relationship among the brand hate reasons, antecedents, and its consequences. This study follows the four-step model of reasons, antecedents, and consequences of brand hate. Reasons included are product related such as poor food quality, Safety & hygiene. These reasons lead to antecedents of brand hate such as dissatisfaction, which leads to brand hate and its consequences, which are brand avoidance and complaining behavior. The study model is based on the Triangular theory of hate. This study collected data from primary sources of data through the use of a structured questionnaire. This research study follows a causal research design. The target population of the study was all food consumers of Pakistani, who had experienced any food brand in the last 06 months and had extremely negative feelings about that brand. Data screening was through Excel and was analyzed through SPSS and WarpPLS. Results showed a positively significant relationship between the reasons, antecedents, and consequences of brand hate. The findings indicated that the root cause of brand hate is customer dissatisfaction due to poor food quality and concerns about the safety & hygiene of food, which leads to brand avoidance and complaining behavior of food consumers. The outcomes of this research hold significance for the brand managers, who can be helped through superior information and comprehension of such a brand hate study.

Introduction

Reasons for brand hate related to products such as poor food quality and safety & hygiene of food are external to consumers which causes the cognitive antecedents such as brand dissatisfaction are consumer's evaluation cognitive evaluations of the brand hate antecedents. ([Platania et al., 2020](#)) These reasons are a strong predictor of negative feelings, which motivates consumers towards brand hate, thus consequently hampering

¹ Air University School of Management, Air University, Islamabad

² Nust Business School, NUST, Islamabad

* Corresponding Author: sanzar12@gmail.com



brand equity or lovers of the brand image ([Zhang & Laroche, 2020](#)). On the brand managerial level, there must be careful management of such reasons for hate in a hotel or restaurant to avoid the negative effect on brand equity. Thus, brand managers must strategically fulfill the expectations of customer-related service to minimize brand hate which eventually increases brand equity.

While brand love is generally investigated points in academic local areas, notwithstanding, brand hate as far as components, antecedents, and results model is inadequately analyzed could in any case be considered as a new subject to examine. As of late the subject of brand hate with an exhaustive four-stage model was introduced by [Zhang and Laroche \(2020\)](#) and has accomplished more logical consideration of brand hate theme. However, correspondingly compelling is the sign that certain people sidestep, express brand avoidance, and complain about a few services because of poor food quality and safety & hygiene of the food of the brand. Past investigations such as [Platania et al. \(2020\)](#) in the context of Italy, [Bryson and Atwal \(2018\)](#) in the context of France, analyzing brand hate with its reasons, antecedents, and consequence model in the event of the restaurant were not contemplated ([Joe et al., 2020](#)), specifically in the restaurant sector in Pakistan. There is a need to study such a four-step model of brand hate in the service sector of food specifically restaurants ([Nyamekye et al., 2023](#)).

The existence of a literature gap highlights the necessity for concentrated scrutiny and exploration of brand hate within the distinctive dynamics of the restaurant and fast-food industry in Pakistan. Brand hate is an emerging research area and has not yet been analyzed appropriately ([Akrout & Mrad, 2023](#); [Aziz & Rahman, 2022](#); [Sharma et al., 2021](#)), centering just the restaurant service industry of Pakistan. Be that as it may, the literature is still scant concerning the negative customer brand connections and focuses on research concerning positive instead of negative attributes ([Fetscherin, 2019](#); [Pantano, 2021](#); [Romani et al., 2012](#); [Veloutsou & Guzman, 2017](#)).

As per the findings of [Islam et al. \(2018\)](#) research, fundamental drivers of brand hate are poor food quality, and safety & hygiene of food. This exploration aim is to reveal different parts of brand hate, along with, poor food quality, and safety & hygiene of food of the brand. The customer stays away from the product and services if they aren't harmonious with the customer's personality. [O'Cass and Muller \(2015\)](#) clarified, that consumers continuously ensure their picture by dodging explicit brands. A customer's strict way of life may maybe the main determinant that impacts the purchasing conduct ([Islam et al., 2018](#)). In service providers or restaurants, the executives will consider techniques dependent on these outcomes to deal with their service conveyance by limiting such negative occasions and fortifying customer-brand relationships appropriately.

Literature review

Poor food quality

The historical backdrop elucidated food safety throughout the early and mid-twentieth century in Singapore underscores the influential role of the press, namely English-language newspapers, in molding public attitudes and apprehensions surrounding the standard of food ([Tarulevicz, 2016](#)). Consumers exhibit a willingness to allocate their financial resources towards the act of dining out, contingent upon the provision of superior food quality ([Ho et al., 2021](#); [Liu et al., 2022](#); [Putra et al., 2020](#)) and an agreeable ambiance within the dining establishment ([Ali et al., 2019](#); [Ismail et al., 2022](#); [Jeong et al., 2022](#); [Yashwanth, 2017](#)). The substandard quality of food can exert a substantial influence on a

patron's inclination to refrain from patronizing a restaurant and choose alternative dining options instead ([Jeong et al., 2022](#); [Puleka et al., 2018](#)). The food service industry is faced with ongoing challenges regarding the quality and safety of food ([Kumar et al., 2022](#)). To establish and sustain their reputation and consumer loyalty ([Trivedi & Sama, 2021](#)), businesses must consistently make efforts to adhere to these standards. Thus, [Djekic et al. \(2022\)](#) clarified the poor food quality and safety & hygiene of food ([Kumari & Kapur, 2018](#)), the closeness among the convictions of the service's useful credits (execution related), and the customer referent ascribes. Along these lines, poor food quality and safety & hygiene food address the ideal a customer looks for in a product ([Islam et al., 2018](#)).

H1: Poor food quality has a positive direct effect on brand dissatisfaction.

Safety & Hygiene Grievance

Customers are now placing greater emphasis on receiving value for their money ([Grobbelaar et al., 2021](#)). The thorough adherence of all restaurant workers to food safety and hygiene rules is of utmost importance. It is recommended that regulatory authorities augment their supervision of adherence to food safety and hygiene rules within restaurant establishments ([Ha Nam Khanh, 2020](#)). This encompasses the implementation of punitive measures for infringements of these regulations. It is imperative to conduct consistent dissemination and subject the negative practices seen in the food sector, such as the utilization of inferior ingredients or insufficient adherence to food processing hygiene standards, to public scrutiny. The aforementioned endeavors aim to provide information to food enterprises and promote their adherence to regulatory requirements ([Ha Nam Khanh, 2020](#)). Poor food quality and safety & hygiene of food hotels are emphatically connected with seen quality, consumer attachment ([Rabbanee et al., 2020](#)), and brand devotion ([Claiborne & Sirgy, 2015](#)). As to poor food quality and safety & hygiene of food, customers need services not for the actual product themselves but rather for the advantages they get by utilizing the service. [Varvoglis and Sirgy \(2015\)](#) clarified that product with food quality and safety & hygiene of food is identified with utilitarian advantages.

Therefore, the following hypothesis is tested:

H2: Safety & Hygiene grievance has a positive direct effect on brand dissatisfaction.

Brand Dissatisfaction

Brand betrayal is an outrageous type of brand dissatisfaction, truth be told the two states can bring down brand trust, debilitate brand connections, and summon customer vengeance making this inquiry relevant ([Park & MacInnis, 2018](#)). Thus, these feelings are more averse to encountering a decreased self-idea or to being troubled after the brand relationship closes. In addition, since relationship standards have not been disregarded, dissatisfaction ought to be more averse to compromising the brand relationship itself, consequently blocking sensations of misfortune ([Hossny, 2022](#); [Reimann et al., 2018](#)). Dissatisfaction has appeared to summon customer outrage at the brand ([Ali et al., 2020](#); [Kim et al., 2019](#)). Dissatisfaction is portrayed by undersatisfaction of assumptions for a utilization objective ([Oliver, 2014](#)), one would anticipate that the more noteworthy the undersatisfaction of the utilization objective ([Madadi et al., 2021](#)) (e.g., the more disappointed customers feel, the more customers will detest the brand. Brand hate frequently arises from discontentment with products or services that have not fulfilled anticipated standards or a perception of insufficient corporate accountability in upholding morally acceptable principles and endeavors. This study hypothesizes the following:

H3: Brand dissatisfaction has a direct positive effect on brand hate.

H3a: Brand dissatisfaction mediates the relationship between Poor food quality and brand hate.

H3b: Brand dissatisfaction mediates the relationship between Safety & Hygiene grievance and brand hate.

Brand Hate

Brand attitude cognitions refer to customers' general attitudes and emotions towards a brand ([Akrouf & Mrad, 2023](#)). These cognitive processes exemplify the more encompassing attitudes that consumers possess towards the brand, encompassing emotions like as wrath, grief, fear, or surprise ([Abbasi et al., 2023](#)). [Zhang and Laroche \(2020\)](#) offer a more extensive comprehension of the cognitive mechanisms that underlie brand hate by the identification and categorization of these cognitions. These cognitive processes contribute to the understanding of why customers form intense negative emotions and attitudes toward particular brands ([Jabeen et al., 2022](#)). This study enhances our understanding of the underlying psychological processes that fuel negative attitudes toward brands, hence providing significant implications for brand management and marketing strategies. This study hypothesizes the following:

H4: Brand hate has a positive direct effect on brand avoidance.

H4a: Brand hate mediates the relationship between brand dissatisfaction and brand avoidance.

H5: Brand hate has a positive relationship with consumer complaint behavior.

H5a: Brand hate mediates the relationship between brand dissatisfaction and complaining behavior.

Brand Avoidance

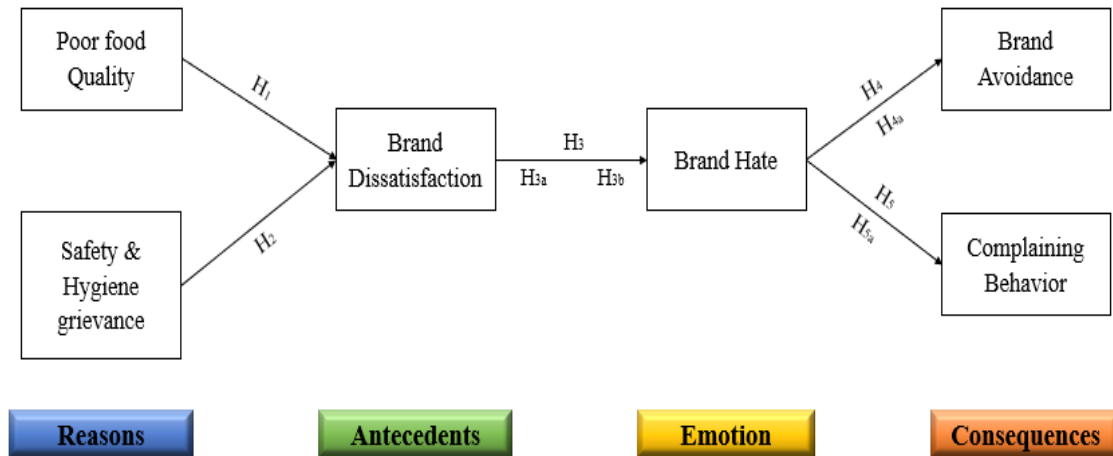
The phenomenon of brand hate is frequently observed in the form of consumer anti-branding behaviors, characterized by actions such as disassociating oneself from the brand or engaging in direct criticism and hostility against it brand avoidance ([Khan et al., 2019](#); [Wai Lee et al., 2021](#); [YIGIT & İRFANOĞLU, 2020](#)). The nature of the product isn't sufficient, the outcomes will be disappointment ([Tan et al., 2021](#)), brand hate ([Akrouf & Mrad, 2023](#)), and brand avoidance ([Kumar & Nayak, 2014](#); [YIGIT & İRFANOĞLU, 2020](#)). The advent of internet platforms has enabled individuals to engage in anonymous interactions, leading to a surge in complaints and negative encounters with companies ([Awasthi et al., 2012](#); [Khan et al., 2019](#)).

Complaining Behavior

Prior scholarly investigations have predominantly concentrated on instances wherein a corporation is held accountable for product or service failures in the context of studying complaining behavior ([Abbasi et al., 2023](#); [Carlson et al., 2022](#)). In instances of product failure, research has indicated that customers generally experience a more positive emotional response following the act of filing a complaint ([Djekic et al., 2022](#); [Dunn & Dahl, 2012](#)). Interestingly, the creators show that when customers are at fault for service failure, complaining detrimentally affects customer responses to the product ([Madadi et al., 2021](#)). To be sure, the approach of web-based media stages, for example, the psychological research of customer complaints has changed by Facebook and Twitter ([Winch, 2011](#)). When an objection is posted on Facebook or Twitter, there could be no

bother, humiliation, or risk of social showdown at this point ([Zhan et al., 2020](#)). The idea of complaining from a confused, generally private opportunity to a simple and public one has changed this progress ([Istanbulluoglu et al., 2017](#); [Ward & Ostrom, 2006](#)).

Conceptual Model of the Study



Note: H1 to H5 shows the direct relationship and are mentioned above the arrow, H3(a,b), H4a & and H5a show the mediating relationship and are mentioned below the arrows.

Theory related to brand hate

This study conceptualizes and tests the concept in the context of branding, based on Sternberg's (2003) triangular hate theory. Theorizing in this study uses the Triangular Theory of Hate as the overarching theory.

Methodology

The research paradigm for this research study is a positivist framework driven by the assumption that all real or reasonable knowledge of the universe is empirical knowledge. and that all things are ultimately measurable ([Guba & Lincoln, 1994](#)). This research study used deductive reasoning as it starts with existing theory testing and moves on to develop research questions and hypotheses which are tested through collected data so that the proposed hypothesis can be confirmed or rejected and check if it holds in particular contexts ([Paavola et al., 2006](#)), as for this study which is service sector (restaurants or food service industry).

Out of these three (Mono, mixed, and multi) methods to choose from, this study used Mono-method for collecting quantitative data. This study used the survey strategy, and this strategy is generally allied with the deductive approach ([Saunders et al., 2009](#)). Surveys as a research strategy were applied in this study as they deal with quantitative research studies. A survey strategy is appropriate for this study as "it involves sampling a frame of representative proportion of the total population" ([Bell et al., 2018](#)).

This study was conducted in the service sector (restaurants or food service industry) and more specifically data collected from food consumers at restaurants as suggested by multiple studies ([Ahmed & Hashim, 2018](#); [Bryson & Atwal, 2018](#); [Curina et al., 2020](#); [Hashim & Kasana, 2019](#); [Islam et al., 2018](#); [Itani, 2020](#)). The unit of analysis is individual food consumers having strong feelings of brand hate of any restaurant/fast-food brand.

The study's target demographic encompasses all individuals in Pakistan who engage in food consumption and have previously patronized a restaurant or fast-food brand, while also having encountered profoundly adverse sentiments towards said brand. In this study, we opted for convenient sampling and snowball sampling as the disliked brands are discussed between the brand haters. The lack of a sample frame is a specific concern about the population of food consumers residing in the twin cities (Rawalpindi & Islamabad) of Pakistan.

The ratio of five respondents per scale item is acceptable but for the desirable results, the number of respondents should be ten to fifteen times more than the items in the questionnaire (Hair et al., 2010). As the scale contains twenty-four items, the sample size is 780 food consumers who have negative experiences with food brands (restaurants) and have brand hate from any food brand. This study is cross-sectional using a survey strategy, the data from each respondent was collected only once in a single time frame or for one time.

Data collection Procedure

The researchers employed a closed-ended questionnaire in their investigation. The selection of English as the language for the structured questionnaire was based on its status as the official language utilized in Pakistan. Data is collected using on-the-spot self-administered questionnaires and through online Google Form questionnaires. All the constructs in this study model are measured by utilizing “seven-point Likert scales (1 = strongly disagree, 7 = strongly agree)”.

Measures or Instrumentation

Table. 01 Summary of Measure

Sr#	Variable	Author	No. of Items
1	Poor food quality	Ryu et al. (2012)	05
2	Safety & Hygiene grievance	Kaur et al. (2020)	04
3	Brand dissatisfaction	Smith and Bolton (2002)	03
4	Brand hate	Zarantonello et al. (2016)	04
5	Brand avoidance	Johnson et al. (2011)	05
6	Complaining behavior	Grégoire and Fisher (2006)	03
Total items			24

Data Analysis Techniques and Statistical Approaches

The model employed in the study incorporates multiple direct and indirect interactions, which requires the assessment of the relevance of each pathway. To accomplish this objective, the researchers utilized route analysis, a statistical method commonly employed for evaluating interdependencies among components.

Inferential Analysis

For initial analysis, this study used Excel and SPSSv25 for data scanning by a six-step process starting with analyzing Missing data, Outliers, Normality, Linearity, Homoscedasticity, and Multicollinearity. After data screening Descriptive analysis and Inferential analysis were done through the SPSSv25 and used to assess the internal reliability consistency of multi-item scales applied in this study the selected measurement scale was evaluated through Cronbach's alpha test and the rest of the analysis was done through Warp PLS v08.

Data Analysis and Findings

Descriptive Analysis of Latent Variable

The preceding section presented a comprehensive summary of the individuals who participated in the survey. Seventy-five percent of the sample were between 26-37 age, seventy-eight percent of respondents had bachelor and master's degrees, and forty-nine percent were employed or professionals. The results of construct-wise descriptive statistics are shown in Table 02.

Table: 02: Descriptive Statistics for Latent Variables

Construct	N	Mean	Std.	Skewness	Kurtosis
	Statistic	Statistic	Deviation	Statistic	Statistic
PFQ	780	5.8177	0.91084	-1.6	3.015
SHG	780	5.8532	0.86506	-1.786	4.071
DIS	780	5.9692	0.93073	-1.879	4.062
BRH	780	6.0298	0.90489	-2.016	4.574
BRA	780	6.0456	0.91546	-1.869	3.856
COM	780	6.044	0.97299	-2.18	5.672

Note: PFQ =Poor food quality, SHG =Safety & hygiene grievance, DIS =Consumer dissatisfaction, BRH =Brand hate, BRA = Brand avoidance, COM =Complaining.

Measurement Model

Outer Loadings

To accomplish this, factor loadings are calculated, as suggested by (Harman, 1976). In general, factor loadings are deemed statistically significant when they exceed a threshold of 0.5. All of the items displayed outer loadings more than or equal to 0.50, indicating that none of the items exhibited weak outer loadings. Consequently, all items were maintained for subsequent analysis.

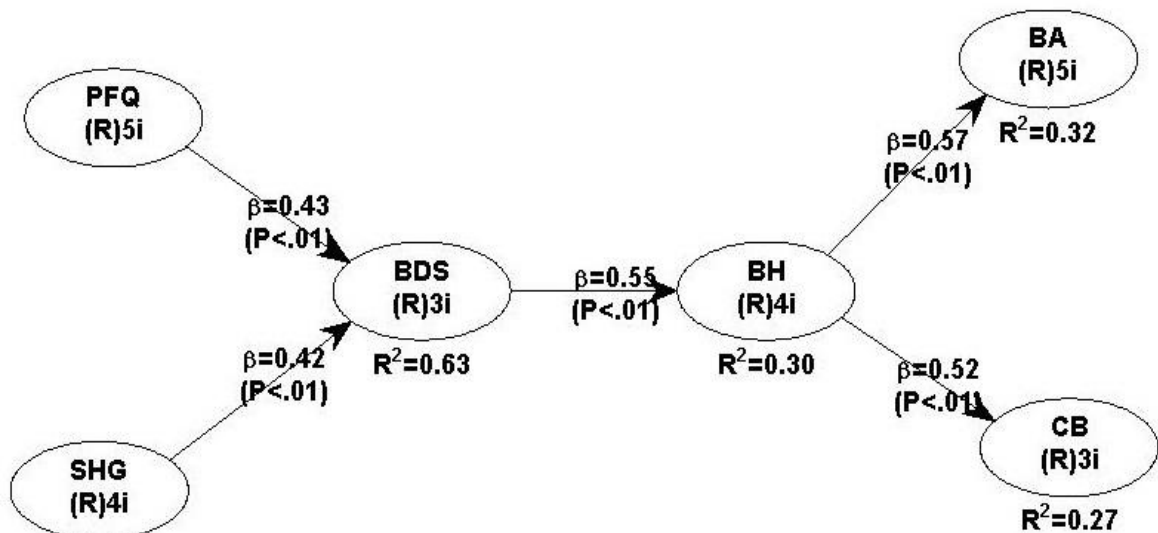


Figure: 4.1 Model

Internal Consistency (Reliability)

These criteria are employed to evaluate the dependability of the theoretical framework.

Cronbach Alpha:

The results of Cronbach's alpha for each latent variable are presented in Table 03.

Table: 03 Cronbach Alpha

Construct	Cronbach Alpha
PFQ	0.855
SHG	0.767
DIS	0.816
BRH	0.841
BRA	0.884
COM	0.857

Composite Reliability (CR):

The results of composite reliability (CR) for each latent variable are presented in Table 4

Table: 04 Composite Reliability

Construct	Composite Reliability
PFQ	0.897
SHG	0.852
DIS	0.891
BRH	0.893
BRA	0.916
COM	0.913

Convergent Validity

Table number 05 displays the outcomes of the convergent validity of each latent variable.

Table:05 Convergent Validity

Construct	Average Variance Extracted (AVE)
PFQ	0.635
SHG	0.591
DIS	0.731
BRH	0.676
BRA	0.685
COMk2	0.777

Discriminant Validity

This finding provides evidence for the discriminant validity of the latent variables. The findings of this investigation are displayed in Table 06.

Table: 06 Discriminant Validity

	SHG	PFQ	DIS	BRH	BRA	COM
SHG	0.84					
PFQ	0.62	0.80				
DIS	0.64	0.73	0.83			
BRH	0.53	0.55	0.63	0.82		
BRA	0.58	0.58	0.65	0.64	0.86	
COM	0.61	0.60	0.69	0.67	0.82	0.86

Heterotrait-Monotrait Ratio of Correlations (HTMT)

The customary threshold level for a comparable construct is commonly established at 0.90 or higher. This signifies that indicators belonging to the same construct should exhibit stronger correlations with one another compared to indicators from other constructs. In contrast, in the case of dissimilar constructs, the threshold is established at 0.85 or lower ([Henseler, 2017](#)).

Table: 07 HTMT Validity

	BRH	BRA	COM	SHG	PFQ	DIS
BRH	0.879					
BRA	0.806	0.846				
COM	0.836	0.899	0.815			
SHG	0.687	0.691	0.666	0.372		
PFQ	0.778	0.769	0.754	0.404	0.920	
DIS	0.708	0.702	0.682	0.321	0.820	0.974

The HTMT values, which are below 0.99, confirm that the constructs are separate from one another. This is evident as the indicators of various constructions display weaker correlations compared to the indicators within the same construct. The observed positive outcome serves to validate the model and confirm that the latent variables accurately capture distinct characteristics or concepts as originally planned.

Structural Model***Assessment of Multi-Collinearity****Table: 08 Collinearity Analysis*

Construct	Variance Inflation Factor (VIF)
PFQ	2.391
SHG	2.537
DIS	3.231
BRH	1.510
BRA	2.569
COM	2.560

Path Coefficient of Structural Model

As indicated in the table a notable path coefficient (β) of all direct hypotheses (H1, H2, H3, H4, H5) is in an acceptable range and the p-values of all hypotheses are below the conventional threshold of 0.05.

Table 09: Significance of Direct Paths

Hyp.	PATH	BETA	T-VALUE	P-VALUE	Decision
H1	PFQ → DIS	0.432	3.63	<0.001	Supported
H2	SHG → DIS	0.420	3.30	<0.001	Supported
H3	DIS → BRH	0.546	8.58	<0.001	Supported
H4	BRH → BRA	0.568	16.89	<0.001	Supported
H5	BRH → COM	0.517	15.20	<0.001	Supported

Assessment of R^2 (Coefficient of Determination)

Table: 10 Assessment of R^2 values

Construct	R^2 Value	Variance Explained
DIS	0.635	0.65
BRH	0.298	0.51
BRA	0.323	0.73
COM	0.268	0.55

Assessment of f^2

Table: 11 f^2 Effect Size

Construct	f^2 (DIS)	f^2 (BRH)	f^2 (BRA)	f^2 (COM)
PFQ	0.157	-	-	-
SHG	0.163	-	-	-
DIS	-	0.465	-	-
BRH	-	-	3.51	2.73

The findings of this study offer significant insights into the comparative influence of each latent variable on the endogenous constructs inside the model. It is evident that certain variables exhibit significant or moderate impacts, hence signifying their major role in elucidating the variability in the endogenous constructs. Conversely, other variables demonstrate comparatively lesser effects. This knowledge possesses utility in comprehending the importance of many aspects in shaping customer behaviors and responses toward brand encounters.

Assessment of Q^2

The second quarter scores for brand dissatisfaction (DIS), brand hate (BRH), brand avoidance (BHA), and complaining (COM) are 0.41, 0.43, 0.52, and 0.44 respectively.

Table 12 Q2 Cross-Validated Redundancy

Endogenous Construct	SSO	SSE	$Q^2 = 1 - (SSE/SSO)$
DIS	2,874.000	1,685.200	0.632
BRH	9,580.000	5,453.196	0.300
BRA	2,874.000	1,371.724	0.322
COM	4,790.000	2,683.510	0.271

Mediation Analysis (Indirect Effect)

The beta coefficient of hypotheses H3a, H3b, H4a, and H5a suggests a positive mediating effect, and with a p-value of less than 0.05, it's statistically significant. Additionally, the confidence intervals of hypotheses H3a, H3b, H4a, and H5a do not overlap zero, further supporting the significance of all mediating effects. In summary, the findings suggest that all mediators play a mediating role in the relationships, and all mediation effects is statistically significant.

Table 13 Significance of Indirect Paths

Hyp.	PATH	BETA	05%	95%	Decision	WHY
H3a	PFQ→DIS→BRH	0.091	0.067	0.156	Supported	$p < 0.05$ & $0 \notin CI$
H3b	SHG→DIS→BRH	0.055	0.079	0.151	Supported	$p < 0.05$ & $0 \notin CI$
H4a	DIS→BRH→BRA	0.082	0.058	0.154	Supported	$p < 0.05$ & $0 \notin CI$
H5a	DIS→BRH→COM	0.093	0.034	0.132	Supported	$p < 0.05$ & $0 \notin CI$

Conclusions and Discussion

Grounded in the Triangular Theory ([Sternberg, 1986](#)), this research sought to elucidate the intricate process through which consumers in Pakistan's food service industry (specifically, restaurants ([Hossny, 2022](#); [Trivedi & Sama, 2021](#))) develop brand hate. To explore this process and its ultimate consequences, the research model integrated a range of stimuli or reasons, including poor food quality ([Liu et al., 2022](#)), and safety & hygiene grievances ([Fleetwood, 2019](#); [Worsfold & Griffith, 2003](#)). These factors serve as triggers ([Kim et al., 2016](#)), setting off a sequence of events. The cognitive appraisal of these adverse events results in consumer dissatisfaction ([Shahin Sharifi & Rahim Esfidani, 2014](#)). Subsequently, such a negative emotion culminates in the emergence of brand hate ([Kucuk, 2021](#)). This potent negative emotion, in turn, drives consumers to engage in detrimental brand-related behaviors, such as brand avoidance ([Wai Lee et al., 2021](#)), and lodging complaints ([Djekic et al., 2022](#)). This study contributes to a deeper understanding

of how and why consumers develop brand hate and the subsequent actions they take as a result of these intense negative emotions.

Implications of the study

This study provides restaurant managers with practical information that might assist them in enhancing their brand's reputation and competitive posture. Furthermore, this emphasizes the necessity for ongoing examination of the dynamics of food quality, safety & hygiene fairness in the Pakistani market, allowing for future research to reveal potentially intricate impacts.

Limitations

The present work has provided significant contributions to both practical and theoretical domains. However, it is imperative to accept the limits of this study, as they can serve as a foundation for future research endeavors in this particular field. One of the primary limitations of this study is its restricted geographical scope. The data obtained for this study were limited to the twin cities of Pakistan, thereby limiting the extent to which the conclusions can be generalized. Future research has the potential to augment the external validity of the study by examining the proposed model across a range of diverse people in different geographical situations.

Recommendations

Cross-cultural studies refer to the examination and comparison of other cultures and societies to get a deeper understanding of their similarities, differences, and interactions. Incorporating a broader range of cultural contexts into the research could yield significant insights into the extent to which the identified relationships are universally applicable or culturally contingent.

References

- Abbasi, A. Z., Fayyaz, M. S., Ting, D. H., Munir, M., Bashir, S., & Zhang, C. (2023). The moderating role of complaint handling on brand hate in the cancel culture. *Asia-Pacific Journal of Business Administration*, 15(1), 46-71. <https://doi.org/https://doi.org/10.1108/APJBA-06-2021-0246>
- Ahmed, S., & Hashim, S. (2018). The moderating effect of brand recovery on brand hate and desire for reconciliation: a PLS-MGA approach. *International Journal of Business & Society*, 19(3). <https://doi.org/http://www.ijbs.unimas.my/images/repository/pdf/Vol19-no3-paper17.pdf>
- Akrout, H., & Mrad, M. (2023). Measuring brand hate in a cross-cultural context: Emic and Etic scale development and validation. *Journal of Business Research*, 154, 113289. <https://doi.org/https://doi-org.proxy.lib.ltu.se/10.1016/j.jbusres.2022.08.053>
- Ali, F., Harris, K. J., & Ryu, K. (2019). Consumers' return intentions towards a restaurant with foodborne illness outbreaks: Differences across restaurant type and consumers' dining frequency. *Food Control*, 98, 424-430. <https://doi.org/https://doi.org/10.1016/j.foodcont.2018.12.001>
- Ali, S., Attiq, S., & Talib, N. (2020). Antecedents of brand hate: Mediating role of customer dissatisfaction and moderating role of narcissism. *Pakistan Journal of*

- Commerce and Social Sciences (PJCSS)*, 14(3), 603-628.
<https://doi.org/https://www.econstor.eu/handle/10419/224953>
- Awasthi, B., Sharma, R., & Gulati, U. (2012). Anti-Branding: Analyzing Its Long-Term Impact. *IUP Journal of Brand Management*, 9(4).
- Aziz, R., & Rahman, Z. (2022). Brand hate: a literature review and future research agenda. *European Journal of Marketing*(ahead-of-print). <https://doi.org/https://doi-org.proxy.lib.ltu.se/10.1108/EJM-03-2021-0189>
- Bell, E., Bryman, A., & Harley, B. (2018). *Business research methods*. Oxford University Press.
- Bryson, D., & Atwal, G. (2018). Brand hate: the case of Starbucks in France. *British Food Journal*, 121(1), 172-182. <https://doi.org/10.1108/bfj-03-2018-0194>
- Carlson, J., Sourdin, T., Armstrong, C., Watts, M., & Carlyle, T. (2022). Return on Investment of Complaint Management: A Review and Research Agenda. *Australasian Marketing Journal*, 14413582221104854. <https://doi.org/https://doi-org.proxy.lib.ltu.se/10.1177/14413582221104854>
- Claiborne, C., & Sirgy, M. J. (2015). Self-image congruence as a model of consumer attitude formation and behavior: A conceptual review and guide for future research. Proceedings of the 1990 Academy of marketing science (AMS) annual conference,
- Curina, I., Francioni, B., Hegner, S. M., & Cioppi, M. (2020). Brand hate and non-repurchase intention: A service context perspective in a cross-channel setting. *Journal of Retailing and Consumer Services*, 54, 102031. <https://doi.org/10.1016/j.jretconser.2019.102031>
- Djekic, I., Dimitrijevic, B., & Smigic, N. (2022). Consumer complaints associated with food quality. *Journal of Consumer Protection and Food Safety*, 1-13. <https://doi.org/https://doi-org.proxy.lib.ltu.se/10.1007/s00003-022-01402-z>
- Dunn, L., & Dahl, D. W. (2012). Self-threat and product failure: How internal attributions of blame affect consumer complaining behavior. *Journal of marketing research*, 49(5), 670-681. <https://doi.org/https://doi.org/10.1509%2Fjmr.11.0169>
- Fetscherin, M. (2019). The five types of brand hate: How they affect consumer behavior. *Journal of Business Research*, 101, 116-127. <https://doi.org/10.1016/j.jbusres.2019.04.017>
- Fleetwood, J. (2019). Scores on doors: restaurant hygiene ratings and public health policy. *Journal of Public Health Policy*, 40, 410-422. <https://doi.org/https://doi.org/10.1057/s41271-019-00183-4>
- Grégoire, Y., & Fisher, R. J. (2006). The effects of relationship quality on customer retaliation. *Marketing letters*, 17(1), 31-46. <https://doi.org/https://doi-org.proxy.lib.ltu.se/10.1007/s11002-006-3796-4>
- Grobbelaar, W., Verma, A., & Shukla, V. K. (2021). Analyzing human-robotic interaction in the food industry. *Journal of Physics: Conference Series*,
- Guba, E. G., & Lincoln, Y. S. (1994). Competing paradigms in qualitative research. In *Handbook of qualitative research* (Vol. 2, pp. 105). http://miguelangelmartinez.net/IMG/pdf/1994_Guba_Lincoln_Paradigms_Qualitative_Research_chapter.pdf
- Ha Nam Khanh, G. (2020). How Destination Image Factors Affect Domestic Tourists Revisit Intention to Ba Ria–Vung Tau Province, Vietnam. *Ha Nam Khanh GIAO, Nguyen Thi Kim NGAN, Nguyen Pham Hanh PHUC, Huynh Quoc TUAN, Ha Kim*

- HONG, Huynh Diep Tram ANH, Duong Thi Huynh NHU7, Ngo Thi LAN/*Journal of Asian Finance, Economics and Business*, 7(6), 209-220.
- Hair, J., Anderson, R., Babin, B., & Black, W. (2010). *Multivariate data analysis: A global perspective* (Vol. 7): Pearson Upper Saddle River. In: NJ.
- Harman, H. H. (1976). *Modern factor analysis*. University of Chicago Press.
- Hashim, S., & Kasana, S. (2019). Antecedents of brand hate in the fast food industry. *Spanish Journal of Marketing - ESIC*, 23(2), 227-248. <https://doi.org/10.1108/sjme-10-2018-0047>
- Henseler, J. (2017). Bridging design and behavioral research with variance-based structural equation modeling. *Journal of advertising*, 46(1), 178-192. <https://doi.org/https://doi.org/10.1080/00913367.2017.1281780>
- Ho, C.-I., Liu, L.-W., Yuan, Y., & Liao, H.-H. (2021). Perceived food souvenir quality as a formative second-order construct: how do tourists evaluate the quality of food souvenirs? *Current Issues in Tourism*, 24(4), 479-502. <https://doi.org/https://doi.org/10.1080/13683500.2020.1715928>
- Hossny, M. (2022). Factors Affecting Customers Purchase Decision in Fast Food Restaurants: The Mediating Role of Dissatisfaction and Negative Word of Mouth. *Journal of Association of Arab Universities for Tourism and Hospitality*, 22(1), 180-199.
- Islam, T., Attiq, S., Hameed, Z., Khokhar, M. N., & Sheikh, Z. (2018). The impact of self-congruity (symbolic and functional) on the brand hate. *British Food Journal*, 121(1), 71-88. <https://doi.org/10.1108/bfj-03-2018-0206>
- Ismail, T. A. T., Zahari, M. S. M., Hanafiah, M. H., & Balasubramanian, K. (2022). Customer brand personality, dining experience, and satisfaction at luxury hotel restaurants. *Journal of Tourism and Services*, 13(24), 26-42. <https://doi.org/https://doi.org/10.29036/jots.v13i24.278>
- Istanbulluoglu, D., Leek, S., & Szmigin, I. T. (2017). Beyond exit and voice: developing an integrated taxonomy of consumer complaining behaviour. *European Journal of Marketing*, 51(5/6), 1109-1128. <https://doi.org/10.1108/ejm-04-2016-0204>
- Itani, O. S. (2020). "Us" to co-create value and hate "them": examining the interplay of consumer-brand identification, peer identification, value co-creation among consumers, competitor brand hate and individualism. *European Journal of Marketing*, 55(4), 1023-1066. <https://doi.org/10.1108/ejm-06-2019-0469>
- Jabeen, F., Kaur, P., Talwar, S., Malodia, S., & Dhir, A. (2022). I love you, but you let me down! How hate and retaliation damage customer-brand relationship. *Technological Forecasting and Social Change*, 174, 121183. <https://doi.org/https://doi-org.proxy.lib.ltu.se/10.1016/j.techfore.2021.121183>
- Jeong, M., Kim, K., Ma, F., & DiPietro, R. (2022). Key factors driving customers' restaurant dining behavior during the COVID-19 pandemic. *International Journal of Contemporary Hospitality Management*, 34(2), 836-858. <https://doi.org/https://doi.org/10.1108/IJCHM-07-2021-0831>
- Joe, M., Lee, S., & Ham, S. (2020). Which brand should be more nervous about nutritional information disclosure: McDonald's or Subway? *Appetite*, 155, 104805. <https://doi.org/10.1016/j.appet.2020.104805>
- Johnson, A. R., Matear, M., & Thomson, M. (2011). A Coal in the Heart: Self-Relevance as a Post-Exit Predictor of Consumer Anti-Brand Actions. *Journal of Consumer Research*, 38(1), 108-125. <https://doi.org/10.1086/657924>

- Kaur, P., Dhir, A., Ray, A., Bala, P. K., & Khalil, A. (2020). Innovation resistance theory perspective on the use of food delivery applications. *Journal of Enterprise Information Management*, 34(6), 1746-1768. <https://doi.org/https://doi.org/10.1108/JEIM-03-2020-0091>
- Khan, M. A., Ashraf, R., & Malik, A. (2019). Do identity-based perceptions lead to brand avoidance? A cross-national investigation. *Asia Pacific Journal of Marketing and Logistics*, 31(4), 1095-1117. <https://doi.org/10.1108/apjml-12-2017-0332>
- Kim, B., Kim, S., & Heo, C. Y. (2019). Consequences of customer dissatisfaction in upscale and budget hotels: Focusing on dissatisfied customers' attitude toward a hotel. *International journal of hospitality & tourism administration*, 20(1), 15-46. <https://doi.org/https://doi.org/10.1080/15256480.2017.1359728>
- Kim, S., Park, G., Lee, Y., & Choi, S. (2016). Customer emotions and their triggers in luxury retail: Understanding the effects of customer emotions before and after entering a luxury shop. *Journal of Business Research*, 69(12), 5809-5818. <https://doi.org/https://doi.org/10.1016/j.jbusres.2016.04.178>
- Kucuk, S. U. (2021). Developing a theory of brand hate: Where are we now? *Strategic Change*, 30(1), 29-33. <https://doi.org/https://doi-org.proxy.lib.ltu.se/10.1002/jsc.2385>
- Kumar, A., Syed, A. A., & Singh, A. (2022). Future Aspects of Digital Sustainability in Hotels: A Study on Digital Marketing Challenges with Proposed Solutions (Opportunities) During and Post COVID Era. *International Management Review*, 18, 79-94.
- Kumar, V., & Nayak, J. K. (2014). The role of self-congruity and functional congruity in influencing tourists' post visit behaviour. *Advances in Hospitality and Tourism Research (AHTR)*, 2(2), 24-44. <https://dergipark.org.tr/en/pub/ahtr/issue/32309/359051>
- Kumari, V., & Kapur, D. (2018). Evaluating compliance to food safety and hygiene standards in selected Delhi based catering establishments as per schedule IV of food safety and standard regulation, 2011 under FSS Act, 2006. *Int J Sci Res Sci Tech*, 176-195. <https://doi.org/10.32628/IJSRST18401136>
- Liu, Z.-g., Li, X.-y., Wu, C., Zhang, R.-j., & Durrani, D. K. (2022). The impact of expectation discrepancy on food consumers' quality perception and purchase intentions: exploring mediating and moderating influences in China. *Food Control*, 133, 108668. <https://doi.org/https://doi-org.proxy.lib.ltu.se/10.1016/j.foodcont.2021.108668>
- Madadi, R., Torres, I. M., & Zúñiga, M. Á. (2021). A Comprehensive Model of Brand Love/Hate. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 34, 103-118. <https://jcsdcb.com/index.php/JCSDCB/article/view/316>
- Nyamekye, M. B., Adam, D. R., Boateng, H., & Kosiba, J. P. (2023). Place attachment and brand loyalty: the moderating role of customer experience in the restaurant setting. *International Hospitality Review*, 37(1), 48-70. <https://doi.org/https://doi.org/10.1108/IHR-02-2021-0013>
- O'Cass, A., & Muller, T. (2015). A Study of Australian Materialistic Values, Product Involvement and the Self-Image/ Product-Image Congruency Relationships for Fashion Clothing. In *Global Perspectives in Marketing for the 21st Century* (pp. 400-402). Springer. https://doi.org/10.1007/978-3-319-17356-6_124

- Oliver, R. L. (2014). *Satisfaction: A Behavioral Perspective on the Consumer*. Routledge. <https://doi.org/10.4324/9781315700892>
- Paavola, S., Hakkarainen, K., & Sintonen, M. (2006). Abduction with Dialogical and Trialogical Means. *Logic Journal of the IGPL*, 14(2), 137-150. <https://doi.org/10.1093/jigpal/jzk010>
- Pantano, E. (2021). When a luxury brand bursts: Modelling the social media viral effects of negative stereotypes adoption leading to brand hate. *J Bus Res*, 123, 117-125. <https://doi.org/10.1016/j.jbusres.2020.09.049>
- Park, C. W., & MacInnis, D. J. (2018). Introduction to the special issue: Brand relationships, emotions, and the self. In: University of Chicago Press Chicago, IL.
- Platania, S., Morando, M., & Santisi, G. (2020). Psychometric Properties, Measurement Invariance, and Construct Validity of the Italian Version of the Brand Hate Short Scale (BHS). *Sustainability*, 12(5), 2103. <https://doi.org/10.3390/su12052103>
- Puleka, D., Kakade, D., & Pulekar, N. (2018). Comparative analysis of training and development practices in fast food segment—McDonalds and KFC. *International Journal of Advance and Innovative Research*, 5(3), 174-191.
- Putra, A. N., Anantadjaya, S. P., & Nawangwulan, I. M. (2020). Customer Satisfaction as A Result of Combination of Food Display & Quality. *Manajemen dan Bisnis*, 19(2). <https://doi.org/https://doi.org/10.24123/jmb.v19i2.439>
- Rabbanee, F. K., Roy, R., & Spence, M. T. (2020). Factors affecting consumer engagement on online social networks: self-congruity, brand attachment, and self-extension tendency. *European Journal of Marketing*. <https://doi.org/https://doi-org.proxy.lib.ltu.se/10.1108/EJM-03-2018-0221>
- Reimann, M., MacInnis, D. J., Folkes, V. S., Uhalde, A., & Pol, G. (2018). Insights into the Experience of Brand Betrayal: From What People Say and What the Brain Reveals. *Journal of the Association for Consumer Research*, 3(2), 240-254. <https://doi.org/10.1086/697077>
- Romani, S., Grappi, S., & Dalli, D. (2012). Emotions that drive consumers away from brands: Measuring negative emotions toward brands and their behavioral effects. *International Journal of Research in marketing*, 29(1), 55-67. <https://doi.org/10.1016/j.ijresmar.2011.07.001>
- Ryu, K., Lee, H. R., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International Journal of Contemporary Hospitality Management*, 24(2), 200-223. <https://doi.org/https://doi-org.proxy.lib.ltu.se/10.1108/09596111211206141>
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students*. Pearson education.
- Shahin Sharifi, S., & Rahim Esfidani, M. (2014). The impacts of relationship marketing on cognitive dissonance, satisfaction, and loyalty. *International Journal of Retail & Distribution Management*, 42(6), 553-575. <https://doi.org/10.1108/ijrdm-05-2013-0109>
- Sharma, I., Jain, K., & Gupta, R. (2021). The power to voice my hate! Exploring the effect of brand hate and perceived social media power on negative eWOM. *Journal of Asia Business Studies*. <https://doi.org/https://doi-org.proxy.lib.ltu.se/10.1108/JABS-10-2020-0423>

- Smith, A. K., & Bolton, R. N. (2002). The Effect of Customers' Emotional Responses to Service Failures on Their Recovery Effort Evaluations and Satisfaction Judgments. *Journal of the Academy of Marketing Science*, 30(1), 5-23. <https://doi.org/10.1177/03079450094298>
- Sternberg, R. J. (1986). A triangular theory of love. *Psychological review*, 93(2), 119. <https://doi.org/https://psycnet.apa.org/record/1986-21992-001>
- Sternberg, R. J. (2003). A duplex theory of hate: Development and application to terrorism, massacres, and genocide. *Review of General Psychology*, 7(3), 299-328. <https://doi.org/https://doi.org/10.1037%2F1089-2680.7.3.299>
- Tan, T. M., Balaji, M., Oikarinen, E.-L., Alatalo, S., & Salo, J. (2021). Recover from a service failure: The differential effects of brand betrayal and brand disappointment on an exclusive brand offering. *Journal of Business Research*, 123, 126-139. <https://doi.org/https://doi.org/10.1016/j.jbusres.2020.09.056>
- Tarulevicz, N. (2016). Food safety as culinary infrastructure in Singapore, 1920–1990. *Global Food History*, 2(2), 132-156. <https://doi.org/https://doi-org.proxy.lib.ltu.se/10.1080/20549547.2016.1207370>
- Trivedi, J., & Sama, R. (2021). Determinants of consumer loyalty towards celebrity-owned restaurants: The mediating role of brand love. *Journal of Consumer Behaviour*, 20(3), 748-761. <https://doi.org/https://doi.org/10.1002/cb.1903>
- Varvoglis, T., & Sirgy, M. J. (2015). The interrelationship of utilitarian and value-expressive store image attributes. Proceedings of the 1984 Academy of Marketing Science (AMS) Annual Conference,
- Veloutsou, C., & Guzman, F. (2017). The evolution of brand management thinking over the last 25 years as recorded in the Journal of Product and Brand Management. *Journal of Product & Brand Management*, 26(1), 2-12. <https://doi.org/10.1108/jpbm-01-2017-1398>
- Wai Lee, M. S., Conroy, D., & Motion, J. (2021). Brand Avoidance, Genetic Modification, and Brandlessness. *Australasian Marketing Journal*, 20(4), 297-302. <https://doi.org/10.1016/j.ausmj.2012.07.003>
- Ward, J. C., & Ostrom, A. L. (2006). Complaining to the Masses: The Role of Protest Framing in Customer-Created Complaint Web Sites. *Journal of Consumer Research*, 33(2), 220-230. <https://doi.org/10.1086/506303>
- Winch, G. (2011). The squeaky wheel: How complaining via twitter is changing consumer psychology. *Psychology Today*, (May 3), (accessed June 7, 2013), [available at <http://www.psychologytoday.com/blog/the-squeaky-wheel/201105/howcomplaining-twitter-is-changing-consumer-psychology>].
- Worsfold, D., & Griffith, C. J. (2003). A survey of food hygiene and safety training in the retail and catering industry. *Nutrition & Food Science*. <https://doi.org/https://doi-org.proxy.lib.ltu.se/10.1108/00346650310466655>
- Yashwanth, R. (2017). Factors affecting positive and negative word of mouth in restaurant industry-A review. *Journal of Contemporary Research in Management*, 12(3), 15-25.
- YIGIT, M. K., & İRFANOĞLU, M. (2020). The Evaluation of the Possible Results of Brand Hate in Terms of Brand Avoidance. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 14(1), 61-81. <https://doi.org/https://doi.org/10.15659/ppad.14.2.255>

- Zarantonello, L., Romani, S., Grappi, S., & Bagozzi, R. P. (2016). Brand hate. *Journal of Product & Brand Management*, 25(1), 11-25. <https://doi.org/10.1108/jpbm-01-2015-0799>
- Zhan, F., Luo, W., & Luo, J. (2020). Exhibition attachment: effects on customer satisfaction, complaints and loyalty. *Asia Pacific Journal of Tourism Research*, 25(6), 678-691. <https://doi.org/https://doi.org/10.1080/10941665.2020.1754261>
- Zhang, C., & Laroche, M. (2020). Brand hate: a multidimensional construct. *Journal of Product & Brand Management*, 30(3), 392-414. <https://doi.org/10.1108/jpbm-11-2018-2103>