

ISSN 0974-763X

UGC-CARE Listed Journal

SOUTH ASIAN JOURNAL OF MANAGEMENT RESEARCH (SAJMR)

Special Issue

Volume 15, Issue No.2



April, 2025

**CHHATRAPATI SHAHU INSTITUTE OF BUSINESS
EDUCATION AND RESEARCH (CSIBER),
KOLHAPUR, MAHARASHTRA, INDIA**

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Published by
CSIBER Press, Central Library Building

Chhatrapati Shahu Institute of Business Education & Research (CSIBER)



(An Autonomous Institute)
University Road, Kolhapur - 416004, Maharashtra State, India
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**South Asian Journal of Management Research
(SAJMR)**

Special Issue

Volume 15, Issue No. 2, April 2025

Editor: Dr. Pooja M. Patil

Publisher

CSIBER Press

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Chhatrapati Shahu Institute of
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Editorial Note

South Asian Journal of Management Research (SAJMR), is a scholarly journal that publishes scientific research on the theory and practice of management. All management, computer science, environmental science related issues relating to strategy, entrepreneurship, innovation, technology, and organizations are covered by the journal, along with all business-related functional areas like accounting, finance, information systems, marketing, and operations. The research presented in these articles contributes to our understanding of critical issues and offers valuable insights for policymakers, practitioners, and researchers. Authors are invited to publish novel, original, empirical, and high quality research work pertaining to the recent developments & practices in all areas and disciplines.

Cross-functional, multidisciplinary research that reflects the diversity of the management science professions is also encouraged, the articles are generally based on the core disciplines of computer science, economics, environmental science, mathematics, psychology, sociology, and statistics. The journal's focus includes managerial issues in a variety of organizational contexts, including for profit and nonprofit businesses, organizations from the public and private sectors, and formal and informal networks of people. Theoretical, experimental (in the field or the lab), and empirical contributions are all welcome. The journal will continue to disseminate knowledge and publish high-quality research so that we may all benefit from it.

Dr. Pooja M. Patil

Editor

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ISSN: 0974-763X

Price: INR ₹ 1,200/-

Editor: Dr. Pooja M. Patil

Distributed By

CSIBER Press

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Business Education & Research (CSIBER)

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(SAJMR)
Special Issue

Volume 15, Issue No. 2

April, 2025

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Brand Hate and Avoidance in Indian Consumers: Does Poor Relationship Quality and Ideological Incompatibility Matter?

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ABSTRACT - Recently, marketing scholars have increasingly recognised the significance of negative emotions in shaping consumer attitudes and behaviour. The telecommunication industry experienced a rapid increase in brand hatred over the past decade. This study examines the role of “brand hate” serving as a mediator in the relationship between “ideological incompatibility”, “poor relationship quality”, and “brand avoidance” in the mobile phone industry, focusing on Delhi NCR consumers. The survey was conducted on 310 mobile phone brand consumers who have had negative experiences with any mobile phone brand. The study used PLS-SEM (4.1.0.9) to test the conceptual model and hypothesised relationship. The findings provide statistical evidence that “brand hate” significantly mediates the relationship between its antecedents and outcome. This study extends the literature on consumer brand relationships by highlighting new avenues of research and making meaningful contributions. This study is also significant for policymakers and brand managers in understanding and developing effective strategies and building strong “consumer brand relationships”.

Keywords: Brand hate, Ideological incompatibility, Brand avoidance, Delhi-NCR, Consumer brand relationship.

Introduction

Recently, organisations have increasingly recognised the importance of building brand value by developing their intangible assets (Beig & Nika, 2019; Gilitwala & Nag, 2022). Fournier (1998) believes that branding is crucial for business mechanisms. In the last few years, much progress has been seen in the study of “consumer-brand relationships”. Consumer sentiments toward brands manifest in positive and negative forms (Lee et al., 2009). Positive emotion manifests in brand attachment, loyalty, passion, and love. Negative emotions are embodied in the form of “brand opposition,” “brand sabotage,” “brand disgust,” “brand retaliation,” and “brand dislike” (Mushtaq et al., 2024). Negative consumer sentiment toward the brand has largely been ignored as most customers remain silent (Khatoon & Rehman, 2021). Due to the rapid increase in the use of the Internet, customer can share their experience on different platforms (Kucuk, 2018). According to the marketing literature, the study of brand hate has recently been developed (Sheraz & Sharizal, 2018). Brand hate can be defined as consumers' negative emotions toward the brand in contrast to positive emotions” (Khan & Lee, 2014). Marketing literature has identified two “brand hate” components: “active and passive” (Zarantonello et al., 2016). Sternberg (2003) defined “brand hate” as having three emotions: disgust, contempt, and anger. When consumers feel connected with a brand, their “feelings of love” are connected to their emotions; when they move away from a brand, then the reason behind these negative emotions of consumers (Park et al., 2013). Fehr and Russell (1984) defined “hate as the second most crucial emotion”. Shaver et al. (1987) also placed “hate” third in a comprehensive list of 213 emotional words. Brand hate is a strong, pessimistic emotion consumers can develop toward a brand due to its perceived inadequate performance or unethical Behaviour. Sternberg (2003) presented a theory explaining disgust, contempt, and anger emotions. Kucuk (2018) investigates the powerful impact of negative emotion, which tends to make people pay more attention to negative experiences. A survey conducted by XM Institute in 2021 on “How customers response to bad experiences” involved 18000 participants across 18 countries. The survey found that, on average, 18% of consumers reported having bad experiences, with the frequency ranging from 10% in Japan to 34% in India. After a “negative experience”, approximately 34% of consumers said they were likely to spend less on the brand, while 19% indicated they might stop purchasing from the brand entirely. As a result, these businesses faced a loss of approximately £3.0 trillion due to reduced consumer spending and an additional £1.7 trillion loss from customers who stopped purchasing from the brand. This examination highlights the need for companies to address these negative emotions like “brand hate” to avoid losing money and damaging their brand reputations. The recent research in this area is (Kucuk, 2021; Yadav & Chakrabarti, 2022; Aziz & Rahman, 2022).

Therefore, despite the increasing volume of scholarly work on “negative consumer-brand relationships”, there is scarce research focusing on “brand hate” in the mobile phone sector and its mediating role between its antecedents and outcomes. In this industry, prior studies focus on brand loyalty and positive consumer-brand relationships. The mobile phone industry is a highly competitive and customer-driven sector in which companies face various challenges to retain customers due to frequent product launches. Consumers expect a high product performance standard in a competitive industry like mobile phones. When the product does not fulfil the customer's expectations, the customer feels dissatisfied (Ali et al., 2020). When a firm fails to meet “customer expectations”,

customers often undergo a disappointing experience, such as “anger”, which can escalate into retaliatory actions (Xuan et al., 2019).

Therefore, in light of the significance of the “negative consumer-brand relationship” and its effect on the technology sector, this study proposed the following objectives:

- (i) To identify the factors influencing brand hate in the mobile phone industry.
- (ii) To investigate the role of brand hate as a mediator in the relationship between its antecedents and brand avoidance.

Literature Review

Theoretical Background

In the psychology literature, researchers give diverse opinions about whether hate is a singular emotion or complex. Some researchers consider it to be a simple emotion. According to Kernberg (1992), it is a stable emotion that can persist for a long time. In the context of consumers, hate is conceptualized from a variety of perspectives, such as “attitude” (Ben-Ze’ev, 2001), “emotion” (Weingarten, 2006), and “motivation” (Rempel & Burris, 2005). The conceptualization of hate can be divided into unidimensional and multidimensional (Yadav & Chakrabarti, 2022). In marketing, negative consumer-brand relationships emerge from Fournier (1998) article, “Consumers and their Brands: Developing Relationship Theory in Consumer Research.” The term “brand hate” first appeared in the literature on brand love (Carroll & Ahuvia, 2006). The concept of “brand hate” was not examined in these studies. However, the researcher later used these studies to develop the brand hate theory. This area of research was highly neglected until Kucuk (2007) study on “brand hate” in the context of anti-branding. Bryson et al. (2013) give the first definition of “brand hate” that “brand hate is the intense negative emotional affect toward the brand”. Later on, multiple scholars explored this concept (Kucuk, 2016; Zarantonello et al., 2016; 2018; Hegner et al., 2017; Kucuk, 2018; Jain & Sharma, 2019; Pantano, 2020; Zhang & Laroche, 2020; Nguyen, 2021; Roy et al., 2022; Mednini & Turki, 2023; Yadav, 2024).

Brand Hate

One of the main tenets of anti-consumption is brand avoidance, which is described as the intentional rejection of the brand by consumers (Lee et al., 2009). Generally speaking, “brand hate” is contrary to brand love and obsession (Bauer et al., 2007). Prior marketing literature has placed greater focus on the benefits of consumer behaviour, such as “brand love,” “passion,” and “dedication.” The previous marketing literature has predominantly focused on the “positive consequences” of “consumer behaviour”, e.g., “brand love,” “passion,” and “devotion.” These “positive consequences” can encourage purchases and establish enduring bonds between consumers and businesses (Baek et al., 2020; Abbasi et al., 2022). “Consumer brand relationships” can range from intense devotion to extreme aversion (Khan & Lee, 2014).

Brand hatred has a detrimental impact on the brand, possibly resulting in a deliberate and intentional rejection of the brand (Bryson et al., 2013). Grégoire et al. (2009) pointed out that the desire to exact revenge and stay away from the target brand is known as brand hate. Johnson et al. (2010) conceptualize “brand hate” as a powerful antipathy toward the target brand. Brand hatred has a detrimental impact on the brand. It is defined as the “negative emotion” of consumers toward the brand” (Bryson et al., 2013). Jain and Sharma (2019) stated that a “strong positive connection” with a brand might elicit unfavourable when customer expectations are violated. Rodrigues et al. (2020) explain that “brand hate” involves negative emotions and behavioural dimensions. Sternberg (2003) provided the “conceptualization of hate.” According to the “duplex theory of hate, hate is characterized by three components”: “anger and fear,” the “negation of intimacy,” and disgust,” or “devaluation and diminution”. Based on existing literature, the researcher takes the following antecedents of brand hate:

Hypothesis Development

Poor Relationship Quality and Brand Hate

The term poor relationship quality refers to the unfavourable interactions that consumers have with the brand other than “ideological incompatibility” or “symbolic incongruity” (Hashim & Kasana, 2019). According to Lemon et al. (2001), relationship equity is a component of customer equity. When consumers receive an actual reward that is less than the perceived value of the incentive, relationship equity becomes critical. Now is the time for businesses to improve relationship equity by offering significant rewards to the customer as a future investment Lemon et al. (2001). Söllner (1999) asserts that the more unequal a relationship is, the greater the level of discontent and distress prevails. Although the idea of “poor relationship quality” is crucial, it has not been widely used to indicate brand hate. Therefore, researchers take the PRQ as an antecedent of brand hate.

H1: There is a significant positive relationship between poor relationship quality and brand hate

Poor Relationship Quality and Brand Avoidance

When customers deliberately decide not to interact with the brand, this is known as brand avoidance. Customer purchase behaviour can be greatly influenced by relationships between brand and consumer, especially if that

relationship is not high quality (Hashim & Kasana, 2019). Poor relationship quality leads to negative emotions, ultimately resulting in brand avoidance (Kesse et al., 2021). Understanding this phenomenon is essential for businesses since it can negatively impact market performance and brand loyalty.

H2: There is a significant positive relationship between PRQ and BA.

Ideological Incompatibility and Brand Hate

Ideological incompatibility is a situation in which consumers experience legal, social, ethical, or corporate wrongdoings that can lead consumers to feel pessimistic about the brand and may range from ethical misconduct, use of misleading information, or value contradiction by the brand this is called “ideological incompatibility” (Hegner et al., 2017). Numerous studies demonstrate that consumers boycott those companies that violate “human rights” or devastate the environment. Consumers consequently “boycott” those companies that engage in unethical business activities (Friedman, 1985; Sandıkcı & Ekici, 2008). When consumers suspect a brand of corporate irresponsibility, they become ideologically associated with it because of legal, ethical, or societal issues (Lee et al., 2008; Bryson et al., 2013; Romani et al., 2015).

H3: There is a significant positive relationship between IC and BH.

Ideological Incompatibility and Brand Avoidance

The mismatch between customers' values and ideas that a brand express is known as ideological incompatibility. This discrepancy might cause consumers to feel negatively about the brand, frequently leading to hatred (Pinto & Brandão, 2020). Behaviour related to brand avoidance is greatly influenced by brand hate. Consumers may deliberately refrain from buying and interacting with a brand they believe contradicts their values (Hegner et al., 2017). This avoidance can take many forms, such as openly criticizing the brand or refusing to purchase items (Lee et al., 2008).

H4: There is a significant positive relationship between IC and BA.

Brand Hate and Brand Avoidance

According to Carroll and Ahuvia (2006), “brand hate” is a subtype of consumer dissatisfaction that manifests as a strong, unfavourable reaction toward the brand (Bryson et al., 2013). Brand avoidance is the most direct outcome of brand hate (Pinto and Brandão, 2020). Hegner et al. (2017) define “brand avoidance” as “ceasing” or “switching” to use or interact with a brand. It is linked to flight strategies (Grégoire et al., 2009), which are more passive actions toward a brand.

H5: There is a significant positive relation between BH and BA.

Mediating Role of Brand Hate

In the literature, “brand hate” is shown as the mediator factor of triggers that predict “negative word of mouth”, “brand avoidance”, and “brand retaliation” (Pinto & Brandão, 2020). If consumers have a bad experience with the brand, then consumers may avoid the brand and spread “negative word of mouth” (Zarantonello et al., 2016).

H6: Brand hate mediates the relationship between PRQ and BA

H7: Brand hate mediates the relationship between IC and BA

Conceptual Development

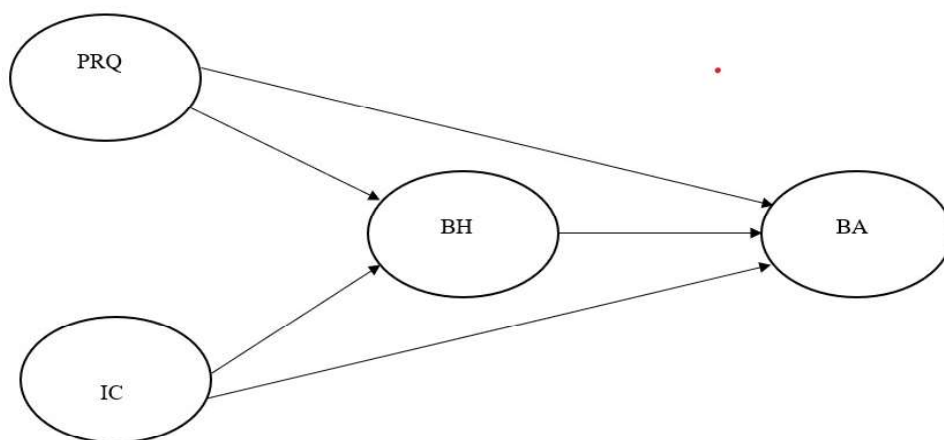


Figure 1

Source: Author's work based on the theoretical consideration

Methodology

Data Collection

A pilot study was conducted on $n = 25$ to ensure the questionnaire's reliability and validity. The Delhi-NCR area was chosen for this study since it is one of the most developed areas in the nation and contributes substantially to its GDP. The region serves as a hub of various industries, such as telecommunication and technology, which makes it an ideal location for studying consumer behaviour in the mobile phone industry. A “purposive sampling” method was used to identify respondents who met the requirement for having negative experiences toward any mobile phone brand. The study variable was measured using the structural questionnaire. A total of 410 questionnaires were distributed in shopping malls, offices, and universities either online or offline across the selected regions. Among them, 358 responses were received, reflecting a response rate of 87.31%. After screening all responses, 310 valid responses were retained without missing values or errors.

Measures

Construct	Number of items	Source
Poor Relationship Quality	5	Hashim and Kasana (2019) adapted from Chen and Myagmarsuren (2011)
Ideological Incompatibility	4	Hegner et al. (2017) adapted from Lee et al. (2009)
Brand Hate	5	Hegner et al. (2017)
Brand Avoidance	5	Hegner et al. (2017)

(All measurement scales are displayed in Appendix B)

Data Analysis

Data analysis was performed using SmartPLS software. This method was used because it can handle datasets that are not normally distributed and produce reliable results even with a small sample size (Ringle & Sarstedt, 2015). PLS-SEM is widely employed in contemporary marketing research Hair et al. (2011). The purpose of the PLS-SEM is to explain variance and predict the outcome of an endogenous variable, while CB-SEM focuses on theory testing (Hair et al., 2017). The study intends not to test a particular theory but to comprehend and predict brand hate. Thus, PLS-SEM is an appropriate method for analysing the data. Data analysis was done in three phases: firstly, commonly accepted threshold values were used to evaluate the “reliability and validity” of the model. Secondly, the hypothesis model was estimated using the bootstrapping procedure by taking 10,000 sub-samples to ensure the data's “reliability and validity” (Roldán & Sánchez-Franco, 2012). Thirdly, the “mediation effect” of BH was accessed.

Results and Findings

Demographic Profile

The final sample size of 310 was used for data analysis. Every participant was asked to mention the brand they hate/dislike. It was discovered that many phone brands were rated the worst, but Xiaomi was rated as the most disliked brand.

Of the total 310 participants, 148 were male and 162 were female. Most respondents fell within the age group of 18-25 years, followed by those aged 26-35 and 36-45. Regarding educational qualification, 2.90% completed senior secondary qualification, 32.3% completed graduation, 41 completed postgraduate, 19.40% completed PhD, and 4.5% reported another level of education. In terms of occupations, 11.% were govt employees, 24.5% were private employees, 14.2% were self-employed, 18.4% were working professionals, and 31.9% were students. The income distribution shows that 52.3% earn below 4,00,000, 29.4% earn in the range of 4,00,000-6,00,000, 12.9% earn in the range of 6,00,000-8,00,000, 3.9% earned in the range of 8,00,000-10,0000 and 1.6% earn more than 10,00,000 (Appendix A).

Measurement model

Data analysis is carried out in multiple phases. Henseler et al. (2009) suggested that factor loading should be 0.70 to assess the reflective measurement model's quality. Factor loading indicates the correlation between item and construct, where a more significant value depicts a strong correlation. The findings show that all the values exceed the “minimum threshold of 0.70”. Secondly, the “reliability” of the “measurement model” was checked using “composite reliability”. The result shows that every CR value is above 0.70, and the Cronbach α value also exceeds 0.70 (J. F. Hair Jr et al., 2014). Thirdly, the “convergent validity” (AVE) measurement was used to access the data. The findings show that all the constructs were valid, and “AVE” significantly “exceeded the recommended threshold of 0.5” (J. F. Hair Jr et al., 2014). Finally, the “discriminant validity” was evaluated using the HTMT ratio. According to Henseler et al. (2014), the HTMT ratio should be less than 0.90. The study results show that all the “HTMT values” fell below 0.90.

Table No. 1: Reliability and Validity

Construct	Factor loading	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
PRQ1	0.806	0.899	0.900	0.926	0.714
PRQ2	0.834				
PRQ3	0.866				
PRQ4	0.858				
PRQ5	0.859				
IC1	0.755	0.827	0.830	0.885	0.659
IC2	0.851				
IC3	0.796				
IC4	0.841				
BH1	0.794	0.867	0.874	0.904	0.653
BH2	0.737				
BH3	0.835				
BH4	0.838				
BH5	0.832				
BA1	0.764	0.821	0.825	0.874	0.582
BA2	0.713				
BA3	0.777				
BA4	0.761				
BA5	0.797				

Source: Author(s)

Table No. 2: Discriminant validity

	BA	BH	IC	PRQ
BA				
BH	0.678			
IC	0.627	0.758		
PRQ	0.743	0.795	0.877	

Source: Author(s)

Common Method Bias

Common method bias is a significant threat to survey-based research (Guide & Ketokivi, 2015). Therefore, the researcher conducted the VIF (variance inflation factor) test proposed by Kock (2015) to identify common method bias. The table shows that all the constructs have VIF values “less than 3.3”. Thus, the proposed model is free from “common method bias” (Kock, 2021).

Table No. 3

	VIF
BH -> BA	2.120
IC -> BA	2.517
IC -> BH	2.369
PRQ -> BA	2.911
PRQ -> BH	2.369

Source: Author(s)

Structural Model

The researcher employed non-parametric bootstrapping with 10,000 replications to assess the structural model testing. Smart-PLS 4.1.0.9 was used to evaluate the “structural model” for hypothesis testing. “Basic measures” such as “t-value, p-value, and effect size” were used to underlying the relationship between the variables. The results shown in Table 3 show that IC and PRQ have a “positive effect” on developing “brand hate” and that the f^2 value (effect size) is medium. Hence, hypotheses H1 and H3 are accepted. Similarly, the effect of PRQ on brand avoidance was significant, and the effect size value ranged from small to medium. Thus, the hypothesis H2 was accepted. However, the findings show that IC does not significantly influence brand avoidance. The “effect size is also smaller than the small effect size (0.02 small, 0.15 medium, 0.35 large)” suggested by (J. F. Hair et al., 2018). Thus, the hypothesis H4 is rejected. Similarly, the findings show that brand hate significantly influences brand avoidance, and the effect size is medium. Therefore, the hypothesis H5 is accepted. Despite confirming the

proposed hypothesis, we calculate R^2 (coefficient of determination) and Q^2 (predictive relevance). According to Cohen (2013), the R^2 value of the endogenous variables, BH 0.528 and BA 0.445, reached a substantial level. The Q^2 value shows the predictive relevancy of the model, and this value should be greater than zero (J. F. Hair et al., 2018). The findings show that both endogenous variables Q^2 values are above the threshold limit, which shows the predictive relevancy of the model. As per the description on the SmartPLS website, the following criteria should be fulfilled for model fit. “SRMR value should be less than 0.102, and the NFI value should be close to 1 to 0” (J. Hair et al., 2017). Table 8 shows that the NFI value is 0.853, which is the best value close to 1, and the SRMR value is 0.061, which is less than 0.102. Thus, these results indicate model fitness.

Table No. 4: Hypothesis testing

	Path	Beta	S.D	F ² (effect size)	t-value	p-value	Decision
H1	PRQ → BH	0.506	0.066	0.229	7.614	0.000***	Accepted
H2	PRQ → BA	0.456	0.080	0.129	5.684	0.000***	Accepted
H3	IC → BH	0.264	0.069	0.062	3.848	0.000***	Accepted
H4	IC → BA	0.017	0.079	0.000	0.212	0.832	Not Accepted
H5	BH → BA	0.247	0.078	0.052	3.172	0.002**	Accepted

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Source: Author(s)

Mediation Analysis

To examine the “mediating effect” of “brand hate” on “brand avoidance”, researchers employed a bootstrapping procedure. “Bootstrapping” is one of the most “robust” and “effective techniques” to measure the effect of mediation (Hayes, 2009). The result of the indirect effect shown in the table is that “brand hate” plays a significant role as a “mediator”. In addition, the value of “variance accounted for” (VAF) was calculated to know the effect of “mediation” (partial or full), shown in Table 6.

Table No. 5: Indirect Effect

	Path	Beta	S.D	t-value	p-value	Decision
H6	PRQ → BH → BA	0.125	0.043	2.893	0.004**	Accepted
H7	IC → BH → BA	0.065	0.027	2.423	0.015*	Accepted

Note: * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Source: Author(s)

Table No. 6: VAF Calculation

Condition	No mediation	Partial mediation	Full mediation
Calculate VAF = (indirect effect/ total effect)	Below 20%	20%-80%	Above 80%

Source: Author(s)

Table No. 7 (Mediation Results)

Path Relation	VAF	Mediation Type	Lower Limit	Upper Limit
PRQ → BH → BA	21.51%	Partial mediation	0.045	0.215
IC → BH → BA	79%	Partial mediation	0.021	0.127

Source: Author(s)

Table No. 8: Coefficient of Determination and Predictive Relevance

	R square	Adjusted R square	Q square
BA	0.445	0.440	0.401
BH	0.528	0.525	0.518

Source: Author(s)

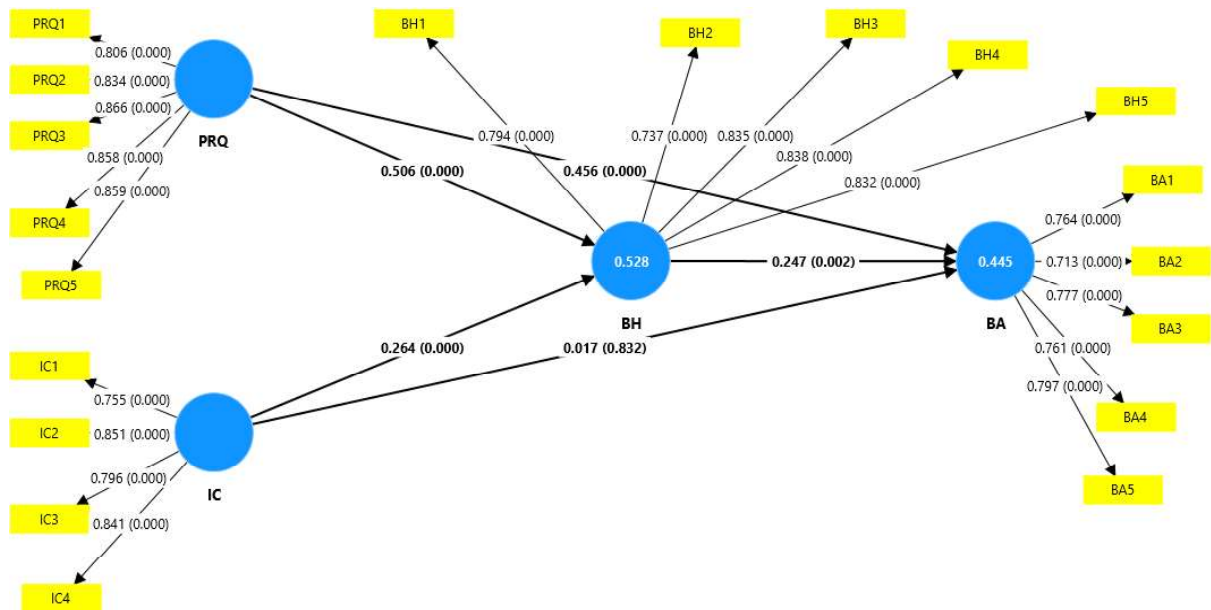


Figure 2 Modelling Result (developed by the researcher through smart pls software)

Source: Smart PLS

Table No. 9 Model Fit

	Saturated model	Estimated model
SRMR	0.061	0.061
d _{ULS}	0.699	0.699
d _G	0.292	0.292
Chi-square	516.082	516.082
NFI	0.853	0.853

Source: Author(s)

Discussion and Conclusion

This study provides important insights into the existing literature on “negative consumer-brand relationships”. Only a limited number of studies have focused on negative “consumer-brand relationships” (Bryson et al., 2013; Fetscherin, 2019; Hegner et al., 2017; Jain & Sharma, 2019; Pinto & Brandão, 2020; Zarantonello et al., 2016; Roy et al., 2022; Yadav, 2024). The study enriches our understanding in the field of “brand hatred”, a relatively recent issue, by quantitatively examining “novel antecedents” of “brand hate” and one behavioural consequence, “brand avoidance”, and highlighting the “mediating role” of “brand hate” between the “antecedents” and “consequences”. The study findings indicate that IC and PRQ positively impact brand hate. The findings of the study are consistent with existing literature where the determinates affect brand hate (Henseler et al., 2014; Kucuk, 2018; Bavik & Bavik, 2015; Zarantonello et al., 2018; Yadav, 2024). The findings indicate that researchers should address ideological incompatibility and brand avoidance to mitigate brand hate. In this study, the researcher also did a mediation analysis to check whether “brand hate” mediates the relationship between its “antecedents and outcome”. The researcher found that all the specific indirect effects were significant. However, to know whether brand hate is partially mediating or fully mediating, the researcher calculated variance accounted for (VAF). The findings show that brand hate is partially mediated in both cases. The results emphasise the importance of addressing emotional factors such as brand hate to mitigate brand avoidance.

Theoretical implication

This study makes an essential contribution to consumer behaviour and brand management literature. The first extends the limited research on “negative consumer brand relationships” by addressing the growing focus on examining negative emotions. The focus on negative feelings provides a deeper understanding of consumer behaviour, particularly in how negative experiences shape consumer attitudes toward brands. This study emphasises the crucial role of “brand hate” as a “mediator” in the relationship between “antecedents” and “outcomes”. This research highlights the multifaceted role of consumer-brand relationships, where different factors operate through various mechanisms. This study advances the understanding of academics in considering the implications of “brand hate” in future research by highlighting the “antecedent consequences” and mediating effects of “brand hate” that connect the dynamics of hate during “consumer-brand interactions”.

Managerial Implication

The study findings are significant to brand managers and practitioners because these negative sentiments can damage brand reputations and value. The findings suggest that consumers may develop strong “negative feelings” toward the brand when “brand values” clash with the beliefs of its customers or when there is a poor consumer-brand relationship. Thus, this study offers practical insights for brand managers into reducing brand avoidance and enhancing consumer-brand relationships. To address ideological incompatibility, a brand must ensure it performs according to the customer's beliefs. To address poor relationship quality, it should be ensured that there is a “good relationship” between the customer and the brand. To improve relationships, the brand should maintain trust, fulfil promises and enhance customer interactions to minimise dissatisfaction and negative emotions. By proactively managing ideological and relational factors, brands can increase positive engagement and customer loyalty and reduce negative outcomes such as “brand avoidance”.

Limitations and Future Research Direction

There are many limitations of this study. Firstly, this study was carried out within the mobile phone industry in Delhi-NCR, which may limit the generalizability of the findings to other geographical areas and industries. Future researchers can conduct this research across different sectors and geographical regions. Secondly, only two antecedents of the brand – ideological incompatibility and poor relationship quality were investigated, excluding other potential factors. Future researchers can incorporate additional antecedents, such as greenwashing and brand hypocrisy. In future research, researchers can also explore the moderating effect of age, gender, cultural background, and frequency of brand purchase to understand how different customer segments respond to these issues. Thirdly, in this study, the researcher used the survey method. Future researchers could adopt mixed-method research, quantitative and qualitative. Fourth, the choice of “purposive sampling” may also restrict the “generalizability” of this research because it might not be feasible to extrapolate the data gathered to a larger population. The reason for this study is that it only focuses on the sample that experienced brand hatred.

Conflict of Interest

On behalf of all authors, the corresponding author states that there is no conflict of interest.

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