Journal of Social Sciences Review (JSSR) DOI: https://doi.org/10.54183/jssr.v3i2.236

How to Cite This Article: Sameeni, M. S., Qadeer, F., Shahid, S., & Khurram, M. (2023). Differential Effects of Performance versus Value-based Brand Betrayal on Hate and Unfavorable Consumer Behaviors. *Journal of Social Sciences Review*, 3(2), 775-791. https://doi.org/10.54183/jssr.v3i2.236

Differential Effects of Performance versus Value-based Brand Betrayal on Hate and Unfavorable Consumer Behaviors

Maleeha Shahid Sameeni	Ph.D. Scholar, Lahore Business School, The University of Lahore, Lahore, Punjab, Pakistan.
Faisal Qadeer	Associate Professor, Hailey College of Commerce, University of the Punjab, Lahore, Punjab, Pakistan.
Sana Shahid	Lecturer, The University of Lahore, Lahore, Punjab, Pakistan.
Mehreen Khurram	Lecturer, Department of Economics and Business Administration, University of Education, Lahore, Punjab, Pakistan.

Vol. 3, **No.** 2 (Spring 2023)

Pages: 675 – 791

ISSN (Print): 2789-441X

ISSN (Online): 2789-4428

Key Words

Brand Betrayal, Brand Hate, Complaining, Boycott

Corresponding Author:

Maleeha Shahid Sameeni
Email: maliha.sameeni@gmail.com

Abstract: *Despite existing studies on negative consumer-brand relationships, understanding of extreme negative states, such as brand betrayal and brand hate, is still in the infancy stage. The current study addresses this crucial gap by investigating the effect of brand betrayal on brand hate and subsequent consumer behaviors. Specifically, it examines the effect of two different forms of betrayal (i.e., performance versus value-based betrayal) in influencing brand hate and unfavorable consumer behaviors (i.e., vindictive complaining and boycotting). The study respondents were recruited and surveyed online via Prolific. The sample included 391 responses which were further divided into two groups, i.e., one who suffered from performance-based betrayal and the other from value-based betrayal. The findings reveal a significant positive association of brand betrayal with brand hate, vindictive complaining, and consumer boycott. Interestingly, the magnitude of the effects of value-based brand betrayal is greater than that of performance-based betrayal. Moreover, brand hate is significantly associated with vindictive complaining and consumer boycotts. The findings enrich negative consumer-brand relationship literature and provide managerial guidance for devising effective strategies for brand transgressions.*

Introduction

Consumers are increasingly sharing their negative experiences online (Mohsen et al., 2021). Especially with the rise of digitalization, there is hardly any brand that is safe from negative criticism (Cooper et al., 2019). In this regard, social media platforms have given a constant platform to consumers to express their shopping experiences, emotions, and future decisions, which is directly affecting the buying intentions and actions of other consumers (Filieri et al., 2021; Khalid & Qadeer 2017, 2021). Among these negative emotions, the expression of hate has become very common nowadays. A great number of anti-branding websites and Facebook pages where hate content is shared in the form of self-created subvertisements, logos, pictures, and negative content have become a great concern for brands. *Brand hate* refers to "consumer detachment and aversion from a brand and its value system as a result of constantly happening brand injustices that lead to intense and deeply held negative consumer emotions" (Kucuk, 2019a, p. 29).

Consumer behavior researchers have paid relevant attention to negative emotions, especially extreme negative emotions such as brand hate (Yadav & Chakrabarti, 2022). Existing research has investigated brand hate with different antecedents falling into product related (e.g., Hegner et al., 2017), company related (e.g., Attiq et al., 2023), and individual consumer-related factors (e.g., Kucuk, 2019b). However, there are situations where 'other' has betrayed consumers, and as a result, they hate their decision. This 'other' can also point to a brand that has less informed, cheated, or down-graded a customer in a state of need, which refers to brand betrayal. These customers are the ones with whom the betraying brand had a strong relationship until the brand chose to engage in a moral violation (Reimann et al., 2018). Despite the studies on brand hate, there is still a limited understanding of this extreme negative emotion occurring due to brand betrayal. Further, little is known whether the magnitude of brand hate will be the same or different in the case of different forms of betrayal.

Betrayal can be any one of *two forms*: performance-based betrayal or value-based betrayal. The former deals with a brand's cheating concerning product-related factors, whereas the latter is associated with a brand's ethical deception (Baghi & Gabrielli, 2021). Scholars have found differences in the emotional and behavioral consequences of these two forms of betrayal. For instance, Pullig et al. (2006) found stronger emotional arousal due to a brand's ethical transgression rather than functional default. Similarly, more vengeful behaviors are associated with a brand's violation on moral grounds (Rasouli et al., 2022). Baghi and Gabrielli (2021) also found a stronger effect of a value-based crisis than of a performance-based crisis. However, the literature on negative consumer-brand relationships lacks an adequate understanding of brand betrayal's effect on brand hate and subsequent consumer responses. Moreover, there is also less understanding of the effect of performance versus value-based betrayal in influencing subsequent consumer responses.

Against this background, the current study aims to examine the effect of brand betrayal on brand hate and consumer behaviors. It specifically focuses on understanding the phenomenon of performance versus value-based brand betrayal in affecting emotional and behavioral responses. Previous investigations have found an association between brand betrayal and brand hate with negative consumer behaviors such as negative word-of-mouth, revenge, brand switching, and third-party complaining (Sameeni et al., 2022; Zarantonello et al., 2018). Drawing from the equity theory (Adam, 1963), the study argues that consumers have invested resources (e.g., monetary expenses, effort, and time) in building their relationship with the brand. As a result of brand betrayal and brand hate, consumers compare their inputs invested and outputs received from the brand and react with vindictive complaining. This is because they desire to get an answer from the betraying brand to restore equity. Further drawing from self-verification theory (Swann, 2011), it is argued that consumers try to restore their 'self' by boycotting the hated brand that was once dear to them, yet that brand chose to betray anyway. The conceptual model is presented in Figure 1.

This study contributes by responding to multiple calls to investigate the consequences of brand betrayal (Sameeni et al., 2022; Tan et al., 2019) and brand hate (Aziz & Rahman, 2022; Yadav & Chakrabarti, 2022). From the managerial viewpoint, the findings are useful for managers to understand the crucial role of negative affective states in influencing consumer behaviors. The study guides managers to analyze their communication in transgressing situations, track consumers with hate feelings, and develop relevant response strategies to mitigate the negative effect.

Literature Review and Hypotheses

Brand Betrayal

Brand betrayal is a mental state evoked when a brand with which consumers had previously established a strong self-brand connection engages in moral violation, thus breaking the consumer-brand bond (Reimann et al., 2018). This concept has originated from psychology in the form of 'interpersonal betrayal,' where a close other intentionally harms you (Rachman, 2010). It is crucial to note that for betrayal, one held a previously established strong relationship. In the consumption context, *brand betrayal* refers to a morality-based deception whereby brands deceive, mislead, or cheat their customers, hence tearing the mutual trust (Rotte et al., 2006; Wiggin & Yalch, 2015). Betrayed customers are those who earlier supported the brand strongly, felt happy about its purchase (Sheeraz et al., 2020; Khurram et al., 2018), and publicly talked about it (Parmentier & Fischer, 2015; Sameeni & Qadeer, 2015) until they were deceived by the brand. This suggests that consumers enjoyed a strong prior bond with the brand. In case of a betrayal encounter with such a brand, consumers indulge in obsessive thoughts about the transgression.

Brand betrayal can be of any form, i.e., a performance-based betrayal or a value-based betrayal (Baghi & Gabrielli, 2021). Performance-based betrayal is associated with issues related to the products offered by the brand. It can be harmful or defective products, late shipments, inaccurate bills, or abusive behavior from the customer hotline center. These issues affect consumers' expectations of a brand's functional performance (Dutta & Pullig, 2011; Sheeraz et al., 2018). Value-based betrayal is not related directly to a product's functional issue. Rather it involves ethical concerns regarding the brand's communicated values, e.g., Nike's child labor issue. These issues directly link with consumers' expectations of a brand's psychological and symbolic values. A performance or value-based betrayal is a starting point of consumers' mental escalation toward negative affective states and unfavorable behaviors toward the brand.

Brand Hate

Brand hate is naturally associated with intense negative emotions due to the brand's constant poor performance and pain inflicted on the consumers (Kucuk, 2019a). This concept has originated from psychology in the form of 'interpersonal hate,' where the target is considered an enemy and evokes one's desire to destroy it completely (Sternberg, 2003). Scholars have identified brand hate as a multi-dimensional construct with different forms and levels (Fetscherin, 2019; Hegner et al., 2017). Zhang and Laroche (2020) differentiated brand hate from interpersonal hate by identifying it as a second-order construct comprising three first-order emotions, i.e., anger, sadness, and fear. Anger represents a reflective emotion arising due to the blockage of goals by some external sources (Gelbrich, 2010). This emotion is visible in incongruent events where consumers desire to change the unwanted outcomes by altering the other's environment or behavior through aggression. The attribution of blame is towards the 'other' for the undesirable event (Weiner, 1985). Sadness is a distressed and broken feeling causing inconvenience to consumers (Aaker et al., 2004). Especially an offensive act by sincere brands puts consumers in a very sad state as those brands are close to heart. *Fear* refers to worried and threatened feelings from someone appearing as your enemy in the situation (Hille et al., 2015). This feeling is further increased when you feel helpless to act against the enemy, which is very likely in consumer-brand relationships due to differences in size and power. The major source of brand hate is poor experiences and fresh critical incidents that put consumers in an intense negative affective state.

Direct Effects of Brand Betrayal

Literature has found a significant association of

brand betrayal with negative emotions such as anger (Leonidou et al., 2018). Betrayal can easily evoke aggressive feelings by eroding consumer-brand trust. Betrayal can initiate causal inferences in the consumer's mind by putting him/her in a state of rumination where he/she keeps thinking about the negative transgression and its future implications (Tan et al., 2021). It can also cause consumers to regret their previous relationship-building efforts on the brand; had they decided differently, their current condition could have been better (Sameeni et al., 2022). Like interpersonal betrayal, where a partner's disloyalty leads to anger and frustration, in the consumption context, such infidelity is associated with a sense of psychological loss (Reimann et al., 2018). This is because brands are also considered trustworthy partners and friends. Any act of cheating by a brand will have a strong negative effect on consumer emotions and attitudes (Ma, 2018). The loyal customer who felt brand betrayal due to the brand's misleading or cheating often becomes its worst enemy.

Literature found that any negative information about the brand's functional characteristic more strongly affects consumer satisfaction and loyalty, whereas any negative information about the brand's ethical or moral characteristic influences the arousal of negative consumer emotions and moral judgment (Pullig et al., 2006). Baghi and Gabrielli (2021) found that consumers with high self-brand connections will experience a low sense of betrayal in performance-related crises. Whereas for the value-based crisis, these consumers will experience a greater sense of betrayal and subsequently more severe reactions (Baghi & Gabrielli, 2021). Based on the above discussion, we argue that brand betrayal puts consumers in a state of dejection and shock. Thus an intense emotional state of brand hate is evoked. We further argue that since betrayal occurs only when one previously holds a strong self-brand connection, therefore, consumers are more likely to react strongly if their values are hurt as compared to a product's performance issue. The following hypotheses are tested:

Hypothesis 1a: *Brand betrayal is positively associated with brand hate.*

Hypothesis 1b: *The relationship between brand betrayal and brand hate is stronger for value-based betrayal than it is for performance-based betrayal.*

Perceived betrayal triggers undesirable behaviors such as reduced brand loyalty, negative word-of-mouth, and demand for compensation (Grégoire & Fisher, 2008). It puts consumers into a state of self-castigation where they blame themselves for devoting efforts to a brand that chose to betray them (Reimann et al., 2018). Negative emotions (such as regret) are associated with multiple unfavorable consumer behaviors like vindictive complaining, vindictive negative word-of-mouth, and brand avoidance (Sameeni et al., 2022). The psychology literature indicates that betrayal acts are extremely difficult to forget and forgive (Finkel et al., 2002) and associates it with greater punitive actions. Similarly, in consumer-brand relationships, betrayal occurs when consumers believe that the brand has taken undue advantage of them (e.g., disclosed confidential information, broke promises, cheated, or let down in a time of need).

Since betrayal relies on violating normative standards, involving extreme negative cognitions and disconfirmation of expectations, consumers who undergo betrayal will choose to adopt retaliatory behaviors (Rasouli et al., 2022). Therefore, based on equity theory (Adam, 1963), it is contended that betrayed consumers will likely invest energy to restore fairness through vindictive complaining. This behavior will even be greater for those who suffered value-based betrayal. It is because a desecration of trust on ethical grounds is more hurtful and difficult to forget than a performance-based deception (You & He, 2023). The following hypotheses are stated:

Hypothesis 2a: *Brand betrayal is positively associated with vindictive complaining.*

Hypothesis 2b: *The relationship between brand betrayal and vindictive complaining is stronger for value-based betrayal than it is for performance-based betrayal.*

Consumers evaluate the brand's behavior, based on which they assess whether or not it is egregious, and then boycott the brand (Klein et al., 2004). As a result of any corporation's wrongdoing, consumers will be angry, frustrated, and betrayed and thus take different punishing actions against the brand (Duman & Özgen, 2018). There are many aggressive boycotts (e.g., the D&G boycott on chopstick debacle being the most recent one, Atwal et al., 2020) that indicate aggressive consumer reactions based on the company's betrayal acts. Betrayal is a key motivational force behind such boycotts, where customers try to restore fairness by shifting the brand's behaviors in a more favorable direction (Su et al., 2022). Whether it is a product failure or an inappropriate action, it will lead to serious effects on consumers' future purchase decisions (John et al., 2022).

Concerning differences in performance versus value-based betrayal, previous investigations have associated different reactions to different types of brand crises. These reactions also differ for consumers with varying levels of self-brand connection (Trump, 2014). Refusing to repeat purchases or brand switching to an alternative brand is usually the first consumer response to express disapproval of a brand's moral violation (Baghi & Gabrielli, 2019). Based self-verification theory (Swann, 2011), it is stated that consumers will boycott the betraying brand to support their 'self'. This means even a high self-brand connection is not able to shield the brand if it commits something against consumer values. Based on the above discussion, the following hypotheses are established:

Hypothesis 3a: *Brand betrayal is positively associated with consumer boycotts.*

Hypothesis 3b: *The relationship between brand betrayal and consumer boycott is stronger for value-based betrayal than it is for performance-based betrayal.*

Direct Effects of Brand Hate

The literature categorizes brand hate to be an extreme form of consumer dissatisfaction (Carroll & Ahuvia, 2006), and dissatisfaction is associated with consumer complaining (Istanbulluoglu et al., 2017). Grégoire et al. (2010) found that consumers respond more aggressively to negative emotions rather than quietly exiting the relationship. This is because they desire to hold the brand accountable for negative emotions felt by consumers. In brand hate literature, scholars found the effect of hate on the 'voice responses' of consumers that include public & private complaining and negative word of mouth (Abbasi et al., 2023; Zarantonello et al., 2018). Hate triggers people to follow an approach strategy toward the hated object (Sternberg, 2003) by raising their voices. This voice is also influenced by the self-conscious emotions of guilt and shame provoked during negative consumer-brand encounters (Sarkar et al., 2019). Some consumers believe that complaining to a brand will not give any favorable results, so they opt for complaining to outside institutions such as governmental or consumer agencies (Sharma et al., 2022). Based on equity theory (Adam, 1963), it is argued that since brand hate is an extremely negative emotion, it will push consumers to vindictively complain to the brand by giving its representatives a hard time and making someone from the brand pay for the poor customer experience. Vindictive complaining is conceptually different from 'complaining.' It focuses more on causing inconvenience and retaliation toward the brand's employees (Grégoire & Fisher, 2008). This behavior also reflects elevated or fresh hate and the consumer's incapacity to let go of the hateful feeling (Sarkar et al., 2021). Based on the above

discussion, the following hypothesis is formulated:

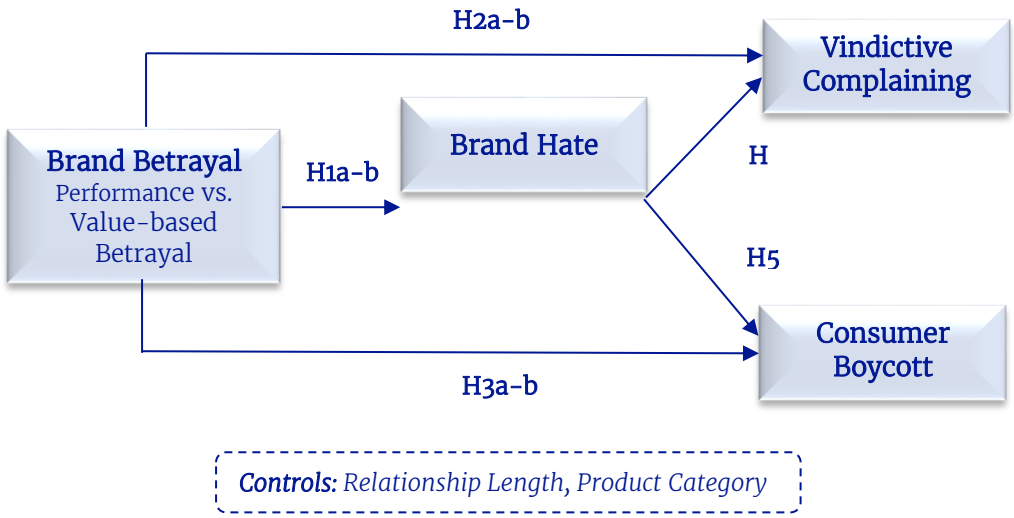
Hypothesis 4: *Brand hate is positively associated with vindictive complaining.*

Boycotting is one of the major sources of consumers' expression of dissatisfaction and negative emotions associated with the brand (Shaw et al., 2006). Consumers use boycott behavior to exhibit their feelings of unhappiness, outrage, dislike, and similar (Lindenmeier et al., 2012). Another stronger emotion associated with consumer boycott behavior is anger (Lai & Aritejo, 2010). There are different motives behind a boycott; some are rational motives (such as the brand's functional incompetency), while some as psychological motives (such as self-realization or self-expression). With increased consumer awareness of sensitive issues, the effect of psychological motives is more visible in consumer boycotts. We argue that in the case of brand hate, the deeply held negative emotions will indulge consumers in cutting off all ties with the brand via boycott. Due to digitalization, the anti-brand communities on social media have become a widespread source of consumers' expression of hateful emotions and boycotts (Kucuk, 2019a). Instead, these online communities are used as an active means of calling for further protests and boycotts. Based on the self-verification theory (Swann, 2011), we contend that brand hate is very likely to push consumers to adopt boycott behavior. The target is to address the brand's inappropriate behavior and achieve certain objectives, such as affirming positive self-views and forcing the brand to change its existing policy, decision, or behavior (Klein et al., 2004). The following hypothesis is tested:

Hypothesis 5: *Brand hate is positively associated with consumer boycotts.*

Figure 1

Conceptual Framework



Research Methodology

The current study employed a quantitative research technique. It was a descriptive and formal study involving hypothesis testing. The aim was to quantitatively uncover the consequential effects of brand betrayal on brand hate and unfavorable consumer behaviors. Using a survey research strategy, the data was collected online from the consumer market of the United Kingdom. For the data collection purpose, an

online research platform 'Prolific' was used to recruit study participants. It was a cross-sectional study as data was collected at one point in time. The unit of analysis was individual consumers who responded to a self-administered questionnaire in a natural setting with minimal researcher interference.

Sample and Procedure

Initially, pilot testing (n = 25) was conducted to check the constructs' reliability and point out any potential issues in the survey instrument. For the actual survey, the representative sample was taken online, and 408 filled responses were obtained. Out of these, 17 were dropped as they did not fulfill the criteria, i.e., filled too rapidly or were out of research scope. Finally, a sample of 391 usable responses was obtained. These responses represented two groups, i.e., one who faced brand betrayal due to performance-based reasons (204 responses) and the other with value-based reasons (187 responses). Both samples had similar characteristics in terms of the respondents' age, gender, education, and relationship duration, allowing us to draw inferential comparisons between them (Table 1). The sample size (n = 391) was adequate, i.e., more than five times the number of items studied (Bentler & Chou, 1987) and above the acceptable range of 5:1 (the sample-to-item ratio, Gorsuch,1983).

Before starting the survey, participants were provided with a description of brand betrayal and brand hate: "Brand betrayal is consumers' learning that the brand with which he/she has established a strong bond has cheated on him/her by breaking basic relationship norms." For brand hate, Kucuk's (2019a) description was used; It refers to "intense negative emotions felt by consumers towards a brand that has performed poorly and gave consumers' very bad and painful experiences." Then there was the screening question; 'Have you ever felt betrayed (cheated/misled/miscommunicated) by any of your favorite brands with which you had a strong bond and hated it after betrayal?'. Those who responded with 'yes' continued further. Next, participants were provided with a description of performance versus value-based brand betrayal, followed by a question asking them which type of betrayal they had suffered.

At the start of the survey, the respondents reported the name of the brand that betrayed them. Approximately one hundred and thirteen brands from different product categories were mentioned by the respondents. The most prominent brands mentioned were Amazon, Nestle, and Apple. Since these are very high-valued brands hence, this study validates Kucuk's (2010) 'negative double jeopardy (NDJ)' conceptualization which states that the higher the brand's value, the more hate and anti-branding will be targeted at it.

Next, participants responded to the items corresponding to brand betrayal, followed by the items of brand hate. Further, the respondents were provided with items for the dependent variables, i.e., vindictive complaining and consumer boycott. In the end, there were demographic questions and one control item measuring the length of the consumer-brand relationship.

Measures

This study used the established measures for operationalizing the variables. For brand betrayal, three items from Grégoire and Fisher (2008) were used. For brand hate, Zhang and Laroche's (2020) nine-item scale was used. These nine items represent the three sub-emotions (i.e., anger, sadness & fear) of brand hate. Vindictive complaining was measured from Grégoire and Fisher's (2008) three items scale. And finally, the consumer boycott was measured by using three items adapted from Klein et al. (2004) and Muhammad et al. (2019). All the items were measured on seven points Likert scale, with one representing 'Strongly Disagree' and 7

representing 'Strong Agree.' The list of all items for the four constructs, corresponding scales, and Alpha values is provided in Appendix 1.

Data Analysis

The following Table 1 sheds light on the sample characteristics of study respondents for two groups, i.e., one betrayed on performance relates issues and the other betrayed on ethical grounds.

Table 1

Sample(s) Characteristics

Demographic information	BB_{PB} (n = 204)		BB_{VB} (n = 187)	
	Frequency	%	Frequency	%
Gender				
Female	111	54.41	91	48.66
Male	93	45.59	96	51.34
Age (Years)				
18-28	57	27.94	49	26.20
29-39	63	30.88	58	31.01
40-50	48	23.52	51	27.27
> 50	36	17.66	29	15.52
Education				
Undergraduate	109	53.44	97	51.87
Postgraduate	95	46.56	90	48.13
Relationship duration (with a brand)				
> 1 year	35	17.15	37	19.78
1-3 years	53	25.98	61	32.62
4-7 years	51	25.01	39	20.85
Eight years & above	65	31.86	50	26.75

Note: BB_{PB} = Performance-based Brand Betrayal, BB_{vB} = Value-based Brand Betrayal

Measurement Model Assessment

For the statistical analysis, a two-step process was used, as suggested by Anderson and Gerbing (1988). First of all, the measurement model was assessed, followed by the assessment of the proposed research model. The factor analysis generated scores representing a good fit of the data to the research model (χ^2 (97) = 286.093, χ^2/df = 2.949, SRMR = 0.046, RMSEA = 0.054, GFI = 0.901, AGFI = 0.934, CFI = 0.962; TLI = 0.971, RFI = 0.934, NFI = 0.946) (Hu & Bentler, 1999). Next, validities (convergent and discriminant validity) were checked to further assess the quality of the measurement model. For convergent validity, the factor loadings, composite reliability, and average variance extracted were measured (Table 2). The findings indicate all factor loading ranges between 0.741-0.809 (standard threshold = 0.70 & above, Hair et al., 2017). The composite reliability (CR) values ranged between 0.791-0.804 (standard threshold = 0.70 & above). The average variance extract (AVE) values ranged from 0.62-0.69 (standard threshold = > 0.50). For discriminant validity, the square roots of AVE values should be greater than the correlation of constructs in the model (Fornell & Larcker, 1981). This requirement was fulfilled and exhibited in Table 3; hence discriminant validity was attained.

Further, common method bias was tested using Harman's single factor test, which was conducted via exploratory factor analysis without rotation. It yielded five factors. Out of these, the

first accounted for 28.281 percent of the total variance, and the second accounted for 18.993 percent of the total variance. Combining these factors, a variance value less than the threshold value of 50.0 was achieved. This indicates that the data do not suffer from any issues related to common method bias (Podsakoff et al., 2003).

Table 2

Convergent Validity

Construct	Items	λ	CR	AVE
Brand Betrayal	3	0.771-0.804	0.805	0.627
Brand Hate	9	0.741-0.800	0.785	0.674
Vindictive Complaining	3	0.762-0.809	0.801	0.690
Consumer Boycott	4	0.793-0.808	0.799	0.683

Note: λ = Factor loading

Table 3

Discriminant validity

Fornell-Larcker criterion				
	BB	BH	VC	CB
Brand Betrayal	**0.792**			
Brand Hate	0.302	**0.821**		
Vindictive Complaining	0.217	0.319	**0.831**	
Consumer Boycott	0.410	0.174	-0.016	**0.826**

Hypotheses Results

The overall model fit was tested by using multi-group analysis in Structure Equation Modeling (SEM). The findings depict a good model fit with: χ^2 (195) = 581.782, χ^2/df = 2.983, SRMR = 0.070, RMSEA = 0.054, GFI = 0.918, AGFI = 0.913, CFI = 0.924; TLI = 0.954, RFI = 0.937, and NFI = 0.981.

To test the hypotheses, we performed a multigroup analysis in AMOS for pooled, performance-based brand betrayal and value-based brand betrayal samples. In the pooled sample, brand betrayal positively affects brand hate (β_{Pooled} = 0.285, p < 0.001). Moreover, brand betrayal is significantly associated with brand hate for both forms of betrayal, i.e., performance-based betrayal ($\beta_{Performance\text{-}based}$ = 0.127, p < 0.05) and value-based betrayal ($\beta_{Value\text{-}based}$ = 0.324, p < 0.05). The magnitude of the effects depicts that this effect is stronger for value-based brand betrayal than it is for performance-based betrayal, so hypotheses 1a and 1b are supported. Next, the effect of brand betrayal on vindictive complaining is tested. For pooled sample, this effect is statistically significant (β_{Pooled} = 0.426, p < 0.001). Similarly, this positive association is also significant for performance-based ($\beta_{Performance\text{-}based}$ = 0.226, p < 0.05) and value-based brand betrayal ($\beta_{Value\text{-}based}$ = 0.410, p < 0.05). It is noticeable that the magnitude of effects is greater for value-based brand betrayal than it is for performance-based betrayal. Therefore, hypotheses 2a and 2b are supported. Next, the direct effect of brand betrayal on consumer boycott is tested, and results show a significant association for pooled sample (β_{Pooled} = 0.316, p < 0.001). Moreover, the association of brand betrayal and consumer boycott is also significantly positive for performance-based ($\beta_{Performance\text{-}based}$ = 0.279, p < 0.001) and value-based brand betrayal ($\beta_{Value\text{-}based}$ = 0.386, p < 0.001). The beta values show that the magnitude of effects is greater for value-based

brand betrayal than for performance-based betrayal. Hence, hypotheses 3a and 3b are also supported.

Next, the effect of brand hate on vindictive complaining is tested. The results show a significant positive relationship between both (β_{Pooled} = 0.191, $p < 0.05$). Thus, hypothesis 4 is supported. Finally, the effect of brand hate on consumer boycotts is tested, which gave a significant positive association of the hate-boycott relationship (β_{Pooled} = 0.297, $p < 0.001$), supporting hypothesis 5. All the hypotheses' results are presented in Table 4.

Table 4

Multigroup analysis

Hypotheses	Relationship	Brand Betrayal			Finding
		$\beta_{Pooled\ sample}$	$\beta_{Performance-based}$	$\beta_{Value-based}$	
H1(a-b)	Brand Betrayal ⇢ Brand Hate	0.285***	0.127**	0.324**	Supported
H2(a-b)	Brand Betrayal ⇢ Vindictive Complaining	0.426***	0.226**	0.410**	Supported
H3 (a-b)	Brand Betrayal ⇢ Consumer Boycott	0.316***	0.279***	0.386***	Supported
H4	Brand Hate ⇢ Vindictive Complaining	0.191**	-	-	Supported
H5	Brand Hate ⇢ Consumer Boycott	0.297***	-	-	Supported

*Notes. ***p < 0.001, **p < 0.05*

Discussion

The findings provide five important results. First is the empirical confirmation of the effect of brand betrayal on brand hate, and the effect is greater for value-based versus performance-based betrayal. The findings are in line with previous literature, which states that brand betrayal is associated with negative emotional arousal where consumers regret their previous relationship-building efforts on the brand (Sameeni et al., 2022). The second result is the significant association of brand betrayal with vindictive complaining, which is stronger for value-based betrayal than it is for performance-based betrayal. The finding substantiates the previous work, which found a link between perceived betrayal and retaliatory behaviors (Grégoire & Fisher, 2008). It further extends You, and He's (2023) work stating that consumers are more hurt and aggressive for a morality-based deception than for functional issues. The third finding states the significant association of brand betrayal with consumer boycott, which is greater for value-based (vs. performance-based) betrayal. This substantiates the previous literature, which states that purchase refusal is one of the main responses to negative consumer experiences (Baghi & Gabrielli, 2019). And a situation where a firm is involved in an ethical dilemma, a boycott is usually instigated to support 'self' and to alter the company's behavior (Klien et al., 2004). Forth finding is the empirical significance of the effect of brand hate on vindictive complaining. The existing studies found a positive effect of brand hate on direct complaining and third-party complaining (Fetscherin et al., 2019; Hegner et al., 2017). In the same way, this research also found that as a result of brand hate, a consumer would be so fierce that he or she will choose to vindictively complain to the brand to make it answerable for its actions. Finally, the fifth result is the significant association of brand hate with consumer boycotts. This finding validates the

previous literature on brand hate that find the link between negative emotions of anger & outrage with consumer boycott behavior (Lindenmeier et al., 2012). Also, Kucuk (2019b) found that with the rise of digital media, expression of hate is becoming very common, and a great surge in individual, as well as expressive boycotts, have been observed on social media (e.g., Atwal et al., 2020).

This study contributes to the literature in the following ways. First, it adds to the brand betrayal literature (Reimann et al., 2018; Sameeni et al., 2022) by establishing its effect for two different forms, i.e., performance versus value-based betrayal. Second, it empirically demonstrates that the effect of brand betrayal is stronger for value-based betrayal than it is for performance-based. Third, it adds to the brand hate literature (Aziz & Rahman, 2022;_Kucuk, 2019a; Yadav & Chakrabarti, 2022) by investigating consumers who have been deceived by their best brand. These findings also support the 'amplification' effect of prior consumer-brand bonding that turns love into hate feelings (Grégoire & Fisher, 2008; Jabeen et al., 2022) in transgression. In this regard, the concept of betrayal explains the psychological mechanism underlying the 'love-becomes-hate' effect. This effect emerged when close customers perceived a violation of relationship norms in the form of brand betrayal. Our model reveals that a value (versus performance) related betrayal is associated with greater intensity of brand hate. We used the recently established brand hate construct by Zhang and Laroche (2020), thereby improving the construct's validity. In addition, the study also shed light on brand betrayal and hate's effect on behaviors aimed at restoring equity (i.e., vindictive complaining) versus maintaining stable self-views (i.e., consumer boycott). Overall this study contributes to negative consumer-brand relationship literature, especially concerning extremely negative states of brand betrayal and hate.

Implications

The study has important implications for practitioners of brand strategy and communication. Managers should formulate effective customer relationship management processes that enable them to identify consumers undergoing brand betrayal and hate. They should keep a close watch on all of the brand's social media platforms to detect such consumers exhibiting their negative brand experiences and emotions. Especially the consumer comments and communication should be scanned to identify if they have been offended by any value-based or performance-based reasons by the brand. Secondly, the complaint handling and complaint management system should be very smooth. Digitalization has enabled the entire complaint procedure to be very transparent; everyone can see who is complaining to whom and how brands are handling such complaints (Kucuk, 2019a). Subsequently, after the transgression, managers should adopt efficient response strategies. For instance, offering return policies, warranties, or alternative purchase benefits. In situations where these offers are not doable, managers should properly communicate with the customers to clear their stance and decrease the effects of negative consumer experiences. If handled well, a consumer undergoing betrayal and hate feelings will be less likely to adopt aggressive behaviors.

Limitations and Future Directions

The current study has some limitations that set the ground for future research directions. First, Grégoire et al. (2009) and Kucuk (2010) found that for perceived betrayal, the consumer avoidance behavior increased while revenge behavior decreased with time. This indicates that time has an impact. Therefore, future studies should incorporate the longitudinal method to understand the consequences of brand betrayal and hate. Second, the literature found a significant effect of product/brand

characteristics affecting consumer responses (Choi et al., 2020). Therefore, future research should test the model with product versus services or hedonic versus utilitarian product/brand differences. Third, the expression of love or hate is culturally embedded (Fetscherin, 2019). Future research could examine the difference in consequences of betrayal and hate in different cultures, such as collectivist versus individualistic cultures. Finally, this study did not investigate the effect of relevant response strategies (e.g., conversational versus defensive, Javornik et al., 2020; Johnen & Schnittka, 2019) in transgressions. Therefore, future studies should address how such strategies can best address negative consumer emotions and behaviors.

Conclusion

The current study investigates two extremely negative consumer-brand relationship states, i.e., brand betrayal and brand hate, in affecting unfavorable consumer behaviors. Data has been collected from 391 UK-based respondents recruited online from a popular data collection platform named Prolific. The findings revealed that brand betrayal is associated with brand hate, vindictive complaining, and consumer boycott. These relationship effects are found to be stronger for value-based brand betrayal than for performance-based betrayal. The findings also demonstrate a significant positive association of brand hate with vindictive complaining and consumer boycotts. In the wake of rising negativity against brands, the current study provides useful information to scholars and practitioners in understanding the effects of negative consumer-brand relationships so that relevant response strategies can be devised.

References

Aaker, J., Fournier, S., & Brasel, S. A. (2004). When good brands do bad. *Journal of Consumer Research*, *31*(1), 1-16. https://doi.org/10.1086/383419

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/10.1108/APJBA-06-2021-0246

Adams, J. S. (1963). Towards an understanding of inequity. *Journal of Abnormal and Social Psychology,* *67*(5), 422-436. https://doi.org/10.1037/h0040968

Anderson, J. C., & Gerbing, D. W. (1988). Structural equation modeling in practice: A review and recommended two-step approach. *Psychological Bulletin*, *103*, 11–23. https://0084-6570/02/0201-0027$14.00

Attiq, S., Hasni, M. J. S., Zhang, C. (2023). Antecedents and consequences of brand hate: A study of Pakistan's telecommunication industry. *Journal of Consumer Marketing*, *40*(1), 1-14. https://doi.org/10.1108/JCM-04-2021-4615

Atwal, G., Bryson, D., & Kaiser, M. (2020). The chopsticks debacle: How brand hate flattened Dolce & Gabbana in China. *Journal of Business Strategy,* *43*(1), 37-43. https://doi.org/10.1108/JBS-07-2020-0160

Aziz, R., & Rehman, Z. (2022). Brand hate: A literature review and future research agenda. *European Journal of Marketing,* *56*(7), 2014-2051. https://doi.org/10.1108/EJM-03-2021-0189

Baghi I., & Gabrielli, V. (2021). The role of betrayal in the response to value and performance brand crisis. *Marketing Letters*, *32*, 203-217. https://doi.org/10.1007/s11002-021-09559-7

Baghi, I., & Gabrielli, V. (2019). The role of crisis typology and cultural belongingness in shaping consumers' negative responses towards a faulty brand. *The Journal of Product and Brand Management,* *28*(5), 53-70. https://doi.org/10.1108/JPBM-03-2018-1806

Bentler, P. M., & Chou, C.P. (1987). Practical issues in structural modeling. *Sociological*

Methods & Research, 16(1), 78-117. https://doi.org/10.1177/0049124187016001O

Carroll, B., & Ahuvia, A. C. (2006). Some antecedents and outcomes of brand love. *Marketing Letters, 17*(2), 79-90. https://doi.org/10.1007/s11002-006-4219-2

Choi, J., Madhavaram, S. R., & Park, H. Y. (2020). The role of hedonic and utilitarian motives on the effectiveness of partitioned pricing. *Journal of Retailing, 96*(2), 251-265. https://doi.org/10.1016/j.jretai.2019.10.003

Cooper, T., Stavros, C., & Dobele, A. R. (2019). Domains of influence: Exploring negative sentiment in social media. *Journal of Product & Brand Management, 28*(5), 684-699. https://doi.org/10.1108/JPBM-03-2018-1820

Duman, S., & Özgen, Ö. (2018). Willingness to punish and reward brands associated to a political ideology (BAPI). *Journal of Business Research, 86*(2), 468-478. https://doi.org/10.1016/j.jbusres.2017.05.026

Dutta, S., & Pullig, C. (2011). Effectiveness of corporate responses to brand crises: The role of crisis type and response strategies. *Journal of Business Research, 64*(12), 1281-1287. https://doi.org/10.1016/j.jbusres.2011.01.013

Fetscherin, M., & Sampedro, A. (2019). Brand forgiveness. *Journal of Product and Brand Management, 28*(5), 633-652. https://doi.org/10.1108/JPBM-04-2018-1845

Filieri, R., Lin, Z., Pino, G., Alguezaui, S., & Inversini, A. (2021). The role of visual cues in eWOM on consumers' behavioral intention and decisions. *Journal of Business Research*, *13*(5), 663-675. https://doi.org/10.1016/j.jbusres.2021.06.055

Finkel, E. J., Rusbult, C. E., Kumashiro, M., & Hannon, P. A. (2002). Dealing with betrayal in close relationships: Does commitment promote forgiveness? *Journal of Personality and Social Psychology*, *82*(6), 956-974. https://doi.org/10.1037/0022-3514.82.6.956

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, *18*(1), 39–50. https://doi.org/10.1177/002224378101800104

Gelbrich, K. (2010). Anger, frustrations and helplessness after a service failure: Coping strategies and effective informational support. *Journal of the Academy of Marketing Science, 38*(5), 567-585. https://doi.org/10.1007/s11747-009-0169-6

Gorsuch, R. L. (1983). *Factor analysis* (2nd ed.), Erlbaum, Hillsdale, NJ.

Grégoire, Y., & Fisher, R. J. (2008). Customer betrayal and retaliation: When your best customers become your worst enemies. *Journal of the Academy of Marketing Science*, *36*(2), 247-261. https://doi.org/10.1007/s11747-007-0054-0

Grégoire, Y., Laufer, D., & Tripp, T. (2010). A comprehensive model of customer direct and indirect revenge: Understanding the effects of perceived greed and customer power. *Journal of the Academy of Marketing Science*, *38*, 738-758. https://doi.org/10.1007/s11747-009-0186-5

Grégoire, Y., Tripp, T. M., & Legoux, R. (2009). When customer love turns into lasting hate: The effects of relationship strength and time on customer revenge and avoidance. *Journal of Marketing, 73*(6), 18-32. https://doi.org/10.1509/jmkg.73.6.18

Hair Jr, J. F., Babin, B. J., & Krey, N. (2017). Covariance-based structural equation modeling in the Journal of Advertising: Review and recommendations. *Journal of Advertising*, *46*(1), 163–177. https://doi.org/10.1080/00913367.2017.1281777

Hegner, S. M., Fetscherin, M., & Delzen, M. V. (2017). Determinants and outcomes of brand hate. *Journal of Product & Brand Management, 26*(1), 13-25. https://doi.org/10.1108/JPBM-01-2016-1070

Hille, P., Walsh, G., & Cleveland, M. (2015). Consumer fear of online identity theft: Scale development and validation. *Journal of*

Interactive Marketing, *30*(May), 1-19. https://doi.org/10.1016/j.intmar.2014.10.001

Hu, L. T., & Bentler, P. M. (1999). Cutoff criteria for fit indexes in covariance structure analysis: Conventional criteria versus new alternatives. *Structural Equation Modeling: A Multidisciplinary Journal*, *6*(1), 1–55. https://doi.org/10.1080/10705519909540118

Istanbulluoglu, D., Leek, S., & Szmigin, I. T. (2017). Beyond exit and voice: Developing an integrated taxonomy of consumer complaining behavior. *European Journal of Marketing*, *51*(5/6), 1109-1128. https://doi.org/10.1108/EJM-04-2016-0204

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 & Change*, *174*, 121183. https://doi.org/10.1016/j.techfore.2021.121183

Javornik, A., Filieri, R., & Gumann, R. (2020). "Don't forget that others are watching, too!" the effect of conversational human voice and reply length on observers' perceptions of complaint handling in social media. *Journal of Interactive Marketing*, *50*(May), 100-119. https://doi.org/10.1016/j.intmar.2020.02.002

John, A., Ahmad, N., Shahzadi, G., Qadeer, F., & Khalid, A. (2022). Corporate social responsibility and repurchase intentions: The parallel mediation of consumer satisfaction and consumer trust. *Pakistan Journal of Commerce and Social Science.* 16(4), 604-621. http://hdl.handle.net/10419/268837

Johnen, M., & Schnittka, O. (2019). When pushing back is good: The effectiveness of brand responses to social media complaints. *Journal of the Academy of Marketing Science*, *47*, 858-878. https://doi.org/10.1007/s11747-019-00661-x

Khalid, A, & Qadeer, F. (2021). Curbing the materialism-loneliness-happiness trap by two conscious interventions: a double randomized experiment. *Journal of ISOSS*, 7(2), 125-143.

Khalid, A, and Qadeer, F. (2017). *Rising Consumer Materialism: A Threat to Sustainable Happiness*. Oxford, UK: Taylor and Francis.

Khurram, M., Qadeer, F., & Sheeraz, M. (2018). The role of brand recall, brand recognition and price consciousness in understanding actual purchase. *Journal of Research in Social Sciences*, 6(1), 219-241. https://ssrn.com/abstract=3215875

Klein, J. G., Smith, N. C., & John, A. (2004). Why we boycott: Consumer motivations for boycott participation. *Journal of Marketing*, *68*(3), 92-109. https://doi.org/10.1509/jmkg.68.3.92.34770

Kucuk, S. U. (2010). Negative double jeopardy revisited: A longitudinal analysis. *Journal of Brand Management*, *18*(2), 150-158. https://doi.org/10.1057/bm.2010.27

Kucuk, S. U. (2019a). *Brand hate: Navigating consumer negativity in the digital world.* Palgrave Macmillan.

Kucuk, S. U. (2019b). Consumer brand hate: Steam rolling whatever I see. *Psychology & Marketing*, *36*(5), 1-13. https://doi.org/10.1002/mar.21175

Lai, M., & Aritejo, B. A. (2010). Anti-consumption and consumer resistance: A conceptual overview. Paper presented at the *ICAR/NCARE Symposium*, Marseilles, June 25-26.

Leonidou, L. C., Aykol, B., Hadjimarcou, J., & Palihawadana, D. (2018). Betrayal in buyer-seller relationships: Exploring its causes, symptoms, forms, effects, and therapies. *Psychology & Marketing*, *35*(5), 341-356. https://doi.org/10.1177/1069031X19834936

Lindenmeier, J., Schleer, C., & Pricl, D. (2012). Consumer outrage: Emotional reactions to unethical corporate behavior. *Journal of Business Research*, *65*(9), 1364-1373. https://doi.org/10.1016/j.jbusres.2011.09.022

Ma, L. (2018). How to turn your friends into enemies: Causes and outcomes of customers' sense of betrayal in crisis communication. *Public Relations Review*, *44*(3),

374-384. https://doi.org/10.1016/j.pubrev.2018.04.009

Mohsen, K., Saeed, S., Raza, A., Omar, S., & Muffatto, M. (2021). Does using latest technologies impact new venture innovation? A contingency-based view of institutional environments. *Journal of Small Business Management, 59*(4), 852-886. https://doi.org/10.1111/jsbm.12534

Muhamad, N., Khamarudin, M., & Fauzi, W. I. M. (2019). The role of religious motivation in an international consumer boycott. *British Food Journal, 121*(1), 199-217. https://doi.org/10.1108/BFJ-02-2018-0118

Podsakoff, P. M., MacKenzie, S. B., Lee, J.-Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*, *88*(5), 879-903. https://psycnet.apa.org/buy/2003-08045-010

Pullig, C., Netemeyer, R. G., & Biswas, A. (2006). Attitude basis, certainty, and challenge alignment: A case of negative brand publicity. *Journal of the Academy of Marketing Science, 34*(4), 528–542. https://doi.org/10.1177/0092070306287128

Rachman, S. (2010). Betrayal: A psychological analysis. *Behavior Research and Therapy, 48*(4), 304-311. https://doi.org/10.1016/j.brat.2009.12.002

Rasouli, N., Rasoolimanesh, S. M., Rahmani, A. K., Momayez, A., & Torabi, M. A. (2022). Effects of customer forgiveness on brand betrayal and brand hate in restaurant service failures: Does apology letter matter? *Journal of Hospitality Marketing & Management, 31*(6), 662-687. https://doi.org/10.1080/19368623.2022.2043800

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

Rotte, K., Chandrashekaran, M., Tax, S. S., & Grewal, R. D. (2006). Forgiven but not forgotten: Covert uncertainty in overt responses and the paradox of defection-despite-trust. *Journal of Consumer Psychology, 16*(3), 283-294. https://doi.org/10.1207/s15327663jcp1603_10

Sameeni, M. S. & Qadeer, F. (2015). Consumer intentions to perform difficult behaviors-Role of brand-self connection, prominence and relationship length. *Pakistan Journal of Commerce and Social Science, 9*(3), 719-741. https://ssrn.com/abstract=2721608

Sameeni, M. S., Ahmad, A., & Filieri, R. (2022). Brand betrayal, post-purchase regret and consumer responses to hedonic versus utilitarian products: The moderating role of betrayal discovery mode. *Journal of Business Research, 141*, 137-150. https://doi.org/10.1016/j.jbusres.2021.12.019

Sarkar, A., Sarkar, J. G., Sreejesh, S., Anusree, M. R., & Rishi, B. (2019). You are so embarrassing, still, I hate you less! Investigating consumers' brand embarrassment and brand hate. *Journal of Brand Management, 27*, 93-107. https://doi.org/10.1057/s41262-019-00164-8

Sarkar, A., Sarkar, J.G., & Sreejesh, S. (2021). Managing customers' undesirable responses towards hospitality service brands during service failure: The moderating role of other customer perception. *International Journal of Hospitality Management, 94*. https://doi.org/10.1016/j.ijhm.2021.102873

Sharma, I., Jain, K., & Gupta, R. (2022). 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, 16*(4), 652-675. https://doi.org/10.1108/JABS-10-2020-0423

Shaw, D., Newholm, T., & Dickinson, R. (2006). Consumption as voting: An exploration of consumer empowerment. *European Journal of Marketing*, *40* (9/10), 1049-1067. https://doi.org/10.1108/03090560610681005

Sheeraz, M., Qadeer, F., Khan, K. I. & Mahmood, S. (2020). What I am, what I want to be: The role of brand experience in the relationship of self-congruence facets and orientation toward happiness. *Journal of Business & Economics*, 12 (1), 43-61.

Sheeraz, M., Qadeer, F., Masood, M. & Hameed, I. (2018). Self-congruence facets and emotional brand attachment: The role of product involvement and product type. *Pakistan Journal of Commerce and Social Science.* 12(2), 598-616.

Sternberg, R. J. (2003). A duplex theory of hate: Development and application to terrorism, massacres, and genocide. *Review of General Psychology*, 7(3), pp. 299-328. https://doi.org/10.1037/1089-2680.7.3.299

Su, L., Jia, B., & Huang, Y. (2022). How do destination negative events trigger tourists' perceived betrayal and boycott? The moderating role of relationship quality. *Tourism Management*, *92*(October), 104536. https://doi.org/10.1016/j.tourman.2022.104536

Swann, W. B., Jr. (2011). Self-verification theory. In P. Van Lang, A. Kruglanski, & E. T. Higgins (Eds.), *Handbook of Theories of Social Psychology*, 23-42. Thousand Oaks, CA: Sage.

Tan, T. M., Balaji, M. S., Oikarinen, E., 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*(February), 126-139. https://doi.org/10.1016/j.jbusres.2020.09.056

Tan, T. M., Salo, J., & Aspara, J. (2019). When a brand betrayed me: How brand betrayal increases consumer self-disclosure for future personalized offerings. In *NA - Advances in Consumer Research* Volume 47, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN: Association for Consumer Research, (Pp 866-867). https://www.acrwebsite.org/volumes/2549657/volumes/v47/NA-47

Trump, R. K. (2014). Connected consumers' responses to negative brand actions: The roles of transgression self-relevance and domain. *Journal of Business Research*, *67*(9), 1824-1830. https://doi.org/10.1016/j.jbusres.2013.12.007

Weiner, B. (1985). An attributional theory of achievement motivation and emotion. *Psychological Review*, *92*(4), 548-573.

Wiggin, K. L., & Yalch, R. F. (2015). Whose fault is it? Effects of relational self-views and outcome counterfactuals on self-serving attribution biases following brand policy changes. *Journal of Consumer Psychology*, *25*(3), 459-472. https://doi.org/10.1016/j.jcps.2015.02.004

Yadav, A., & Chakrabarti, S. (2022). Brand hate: A systematic literature review and future research agenda. *International Journal of Consumer Studies*, *46*(5), 1992-2019. https://doi.org/10.1111/ijcs.12772

You, Y., & He, Y. (2023). How brands drive electronic word-of-mouth in an interactive marketing environment: An overview and future research directions. In Wang, C. L. (eds). *The Palgrave Handbook of Interactive Marketing.* Palgrave Macmillan, Cham.

Zarantonello, L., Romani, S., Grappi, S., & Fetscherin, M. (2018). Trajectories of Brand hate. *Journal of Brand Management*, *25*(6), 549-560. https://doi.org/10.1057/s41262-018-0105-5

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

Appendix 1. Constructs Items and Alpha Values

Brand Betrayal (Grégoire et al., 2009; *Alpha = 0.800)*

I felt betrayed by this brand.
I felt that this brand broke a fundamental promise to me.
I felt that this brand let me down in a moment of need.

Brand Hate (Zhang & Laroche, 2020; Alpha = 0.791)

I feel furious at this brand.
I have a feeling of repulsion at this brand.
I have a feeling of loathing at this brand.
I feel disappointed when I think about this brand.
I feel displeased when I think about this brand.
I feel disenchanted when I think about this brand.
I feel fear when I think about this brand.
I feel threatened when I think about this brand.
I feel worried when I think about this brand.

Vindictive Complaining (Grégoire & Fisher, 2008; *Alpha = 0.804)*

I complained the brand to give the representative(s) a hard time.
I complained the brand to be unpleasant with the representative(s) of the brand.
I complained the brand to make someone from the brand pay for its poor performance.

Consumer Boycott (Klein et al., 2004; Muhammad et al., 2019, Alpha = 0.702)

I plan to boycott this brand.
I will feel guilty if I buy products of this brand.
I will feel better about myself if I boycott this brand.