



**CONSUMER ANIMOSITY AS AN ANTECEDENT OF
BRAND HATE**

MUHAMMAD TAQI

Ph.D. Thesis

Graduate School

Izmir University of Economics

Izmir

2022

**CONSUMER ANIMOSITY AS AN ANTECEDENT OF
BRAND HATE**

MUHAMMAD TAQI

A Thesis Submitted to
The Graduate School of Izmir University of Economics
Ph.D. Program in Business Administration

Izmir

2022

ABSTRACT

CONSUMER ANIMOSITY AS AN ANTECEDENT OF BRAND HATE

Taqi, Muhammad

Ph.D. Program in Business Administration

Advisor: Prof. Dr. Tuğba TUĞRUL

July, 2022

The current study sets out to find a new antecedent of brand hate and its behavioral consequences. Four dimensions, which make-up consumer animosity, are considered. These dimensions include economic, political, war/military, and people. This study is established on the triangular hate theory, which proposes that brand hate consists of three emotions: anger, disgust, and contempt. An experimental design with four treatment groups is used with a total of 120 participants. Results show that all four consumer animosity dimensions lead to brand hate. In addition, war animosity leads to anger emotion, political animosity leads to contempt emotion, economic animosity leads to anger, contempt, and disgust emotions, and people animosity leads to anger and disgust emotions. Brand hate triggered by consumer animosity dimensions leads to behavioral consequences, including nWOM, complaining, brand avoidance, brand retaliation, and protest behaviors. Consequently, all nine hypotheses were supported.

Keywords: Brand hate, consumer animosity, negative emotions, consumer behavior, negative behavioral outcomes, experimental design.

ÖZET

MARKA NEFRETİNİN ÖNCÜLÜ OLARAK TÜKETİCİ DÜŞMANLIĞI

Taqi, Muhammad

İşletme Doktora Programı

Tez Danışmanı: Prof. Dr. Tuğba TUĞRUL

Temmuz, 2022

Mevcut çalışma, marka nefretinin yeni bir öncülünü ve bunun davranışsal sonuçlarını bulmayı amaçlıyor. Tüketici düşmanlığını oluşturan dört boyut ele alınmaktadır. Bu boyutlar ekonomik, politik, savaş/askeri ve insanları içerir. Bu çalışma, marka nefretinin öfke, iğrenme ve küçümseme olmak üzere üç duygudan oluştuğunu öne süren üçgensel nefret teorisi üzerine kurulmuştur. Toplam 120 katılımcı ile dört deney gruplu bir deneysel tasarım kullanılmıştır. Sonuçlar, tüketici düşmanlığının dört boyutunun da marka nefretine yol açtığını gösteriyor. Yırcı, savaş düşmanlığı öfke duygusuna, siyasi düşmanlık küçümseme duygusuna, ekonomik düşmanlık öfke, hor görme ve iğrenme duygularına, ve insan düşmanlığı ise öfke ve iğrenme duygularına yol açar. Tüketici düşmanlığı boyutları tarafından tetiklenen marka nefreti, olumsuz ağızdan ağıza, şikayet, markadan kaçınma, marka misillemesi ve protesto davranışına yol açar. Sonuç olarak, dokuz hipotezin tamamı desteklenmiştir.

Anahtar Kelimeler: Marka nefreti, tüketici düşmanlığı, olumsuz duygular, tüketici davranışı, olumsuz davranışsal sonuçlar, deneysel tasarım.

I dedicate this dissertation to my family and friends.



ACKNOWLEDGEMENTS

This dissertation is the outcome of my doctoral study at Izmir University of Economics, Turkey. I express my sincere appreciation to numerous persons from whom I benefited throughout my research. I would like to thank my dissertation Supervisor, Professor Dr. Tuğba TUĞRUL, for her great support and continuous guidance throughout the dissertation process. It was a real privilege and an honor for me to share her exceptional knowledge in marketing but also her extraordinary human qualities.

I would also like to thank Prof. Dr. Şükrü ÖZEN, Assoc. Prof. Dr. Aysu GÖÇER, and the rest of the professors whom I have taken courses from for their constant support, availability, and constructive suggestions, which were determinants for the accomplishment of the work presented in this thesis.

A special thanks to my father Mohammad Fakhr and my mother Tabassum Nasir who have always given me the courage and persuasion to achieve my goals, and my siblings Muhammad Moiz, Fakhr e Murshid, Mariam Ahmad, and Faiza Ahmad for their numerous advice, suggestions, and encouragements throughout my life. I also thank Prof. Richard Bagozzi, Assist. Prof. Dr. Athar Rasheed, my friend Mustafa Sultani, and all who have helped me through the Ph.D. process. My old friend and colleague Deniz Urfali deserves special thanks and credit for guiding me throughout my life, education, and career path.

PREFACE

The dissertation lies before you is on “consumer animosity as an antecedent of brand hate,” the foundation of this quantitative inquiry is based on an experimental design study which explores the relationship between consumer animosity dimensions (political, economic, war/military, and people) and brand hate, and the consequences which brand hate leads to. It has been written to accomplish the graduation conditions of the Business Administration doctoral program at the Izmir University of Economics (IEU) Izmir, Turkey.

The IUE research ethics committee approved the project. The research questions were formulated with my supervisor, Prof. Dr. Tuğba TUĞRUL. It was indeed a mammoth task to conduct an extensive study like this, but it has allowed me to respond to the questions posed in the investigation. Fortunately, Prof. Dr. Tuğba TUĞRUL and my thesis committee have regularly answered my questions, encouraged, and goaded me to complete my work.

I would like to thank my supervisor, and members of my thesis review committee for their exceptional direction and backing throughout the whole procedure. I also wish to thank all respondents, who took their time out for me despite their hectic commitments, and I genuinely believe that without their collaboration, I would never have been able to manage this study. My parents Mohammad Fakhr and Tabassum Nasir deserve a special note of thanks and gratitude: as always, their kindness, generosity, and warm-hearted words have served me well at all stages of my life.

I hope you enjoy reading it.

IZMIR

26/07/2022

Muhammad Taqi

TABLE OF CONTENTS

ABSTRACT.....	iii
ÖZET.....	iv
ACKNOWLEDGEMENTS	vi
PREFACE.....	vii
TABLE OF CONTENTS	viii
LIST OF TABLES	x
LIST OF FIGURES	xv
LIST OF ABBREVIATIONS	xvi
CHAPTER 1: INTRODUCTION	1
1.1. Significance of the Study	2
1.2. Structure of the Thesis	3
CHAPTER 2: BRAND HATE PHENOMENON.....	4
2.1. The negative aspect of the consumer-brand relationship.....	4
2.2. Components of Brand Hate.....	5
2.3. Systematic Literature Review on Brand Hate Concept.....	7
2.3.1. Emergent Themes Related to Brand Hate Concept.....	8
2.3.1.1. Self-concept.....	8
2.3.1.2. Anti-branding in Digital Space	9
2.3.1.3. Anti-branding in Digital Space	10
2.4. Antecedents and Consequences of Brand Hate.....	11
2.5. Theories Used in Explaining Brand Hate Phenomenon.....	22
CHAPTER 3: COUNTRY OF ORIGIN AND CONSUMER ANIMOSITY CONCEPTS	27
3.1. Country-of-Origin Concept.....	27
3.2. Consumer Animosity Concept	30
3.3. Consumer Animosity Effects on Brand Hate.....	32
3.3.1. Political Animosity Effects	33
3.3.2. Economic Animosity Effects	35
3.3.3. War Animosity Effects.....	37
3.3.4. People Animosity Effect	39
CHAPTER 4: RESEARCH METHODOLOGY	41
4.1. Experimental Research Design	41

4.2. Sampling and Data Collection	42
4.3. Operationalization of Constructs.....	44
4.3.1. Consumer Animosity	44
4.3.2. Brand Hate	45
4.3.3. Complaining.....	46
4.3.4. Brand Avoidance.....	47
4.3.5. Negative Word-of-Mouth	47
4.3.6. Protest.....	47
4.4. Stimulus materials.....	47
4.5. Procedure.....	49
4.6. Preliminary Research	50
4.7. Validity and Reliability of the Study	53
4.8. Analysis and Results	55
4.8.1. Sample Matching	55
4.8.2. Hypothesis Testing.....	56
CHAPTER 5: DISCUSSION AND CONCLUSION	66
5.1. Discussion	66
5.1.1. Theoretical contributions	67
5.1.2. Managerial Implications.....	69
5.1.3. Future Directions.....	69
REFERENCES.....	71
Appendix A – Pretest and Final Surveys	88
Appendix B – Pretest Results.....	128
Appendix C – Hypotheses Testing.....	133
CURRICULUM VITAE	175
ETHICAL BOARD APPROVAL.....	178

LIST OF TABLES

Table 1. List of databases and number of articles	7
Table 2. Inclusion criteria for brand hate search query	8
Table 3. Theories Used in Explaining Brand Hate Phenomenon.....	26
Table 4. Demographics of sample.....	43
Table 5. Reasons used to create different animosity dimensions (Source: Adapted from Nes, Yelkur, and Silkoset, (2012)).....	48
Table 6. Pretest animosity check results	51
Table 7. Pretest Results	52
Table 8. Cronbach Alpha Scores for scale reliability	54
Table 9. Chi-square analysis results for sample matching tests.....	55
Table 10. Regression analysis of consumer animosity and brand hate.....	57
Table 11. Regression analysis of political animosity and anger	58
Table 12. Regression analysis results of brand hate's impact on consequences	58
Table 13. Regression analysis - Economic animosity and brand hate	60
Table 14. Regression analysis results of brand hate's impact on consequences.	60
Table 15. Regression analysis of political animosity and anger	62
Table 16. Regression analysis results of brand hate's impact on consequences	62
Table 17. Regression analysis of People animosity and emotions of anger and disgust	64
Table 18. Regression analysis results of brand hate’s impact on consequences.....	65
Table 19. Hypotheses results summary.....	65
Table 20. List of articles for brand hate systematic literature review	88
Table 21. Stable Animosity - Test of homogeneity of variance	128
Table 22. Stable animosity - Descriptive	128
Table 23. Stable animosity - ANOVA	128
Table 24. Situational animosity - Test of homogeneity of variances.....	129
Table 25. Situational animosity - Robust tests of equality of means.....	129
Table 26. Situational animosity - Multiple comparisons results.....	130
Table 27. Mood - Test of homogeneity of variances	131
Table 28. Mood - Robust tests of equality of means.....	131
Table 29. Mood - Descriptive	131

Table 30. Realism - Test of homogeneity of variances.....	132
Table 31. Realism - ANOVA.....	132
Table 32. Realism - Descriptive.....	132
Table 33. Chi-square analysis results of gender.....	133
Table 34. Chi-square analysis results of age.....	133
Table 35. Chi-square analysis results of education.....	133
Table 36. Chi-square analysis results of income.....	134
Table 37. Regression analysis assumptions - Correlations.....	135
Table 38. Regression analysis assumptions - Test of normality.....	135
Table 39. Regression analysis assumptions - Residual statistics.....	136
Table 40. Regression analysis assumptions - Coefficients.....	137
Table 41. Hypothesis 1 - Regression analysis model summary.....	138
Table 42. Hypothesis 1 - Regression analysis ANOVA.....	138
Table 43. Hypothesis 1 - Regression analysis coefficients.....	138
Table 44. Regression assumptions - Correlations.....	139
Table 45. Regression assumptions - Tests of normality.....	139
Table 46. Regression assumption - Residuals statistics.....	140
Table 47. Regression assumption - Correlations.....	140
Table 48. Hypothesis 2 – Model summary.....	142
Table 49. Hypothesis 2 - ANOVA.....	142
Table 50. Hypothesis 2 - Coefficients.....	142
Table 51. Hypothesis 3 - regression analysis consequences brand avoidance model summary.....	143
Table 52. Hypothesis 3 - Regression analysis consequences brand avoidance ANOVA.....	143
Table 53. Hypothesis 3 - Regression analysis consequences brand avoidance coefficients.....	143
Table 54. Hypothesis 3 - Regression analysis consequences nWOM model summary.....	144
Table 55. Hypothesis 3 - Regression analysis consequences nWOM ANOVA.....	144
Table 56. Hypothesis 3 - Regression analysis consequences nWOM coefficients..	144
Table 57. Hypothesis 3 - Regression analysis consequences complaining model summary.....	145
Table 58. Hypothesis 3 - Regression analysis consequences complaining ANOVA.....	

.....	145
Table 59. Hypothesis 3 - Regression analysis consequences complaining coefficients	145
.....	145
Table 60. Regression assumptions - Correlations	146
Table 61. Regression assumptions - Tests of normality	147
Table 62. Regression assumptions - Residuals statistics	147
Table 63. Regression assumptions - coefficients	148
Table 64. Hypothesis 4 - Regression analysis model summary.....	149
Table 65. Hypothesis 4 - Regression analysis ANOVA	149
Table 66. Hypothesis 4 - Regression analysis coefficients	149
Table 67. Hypothesis 5 - Regression analysis consequences brand avoidance model summary.....	150
Table 68. Hypothesis 5 - Regression analysis consequences brand avoidance ANOVA	150
Table 69. Hypothesis 5 - Regression analysis consequences brand avoidance coefficients.....	150
Table 70. Hypothesis 5 - Regression analysis consequences brand retaliation model summary.....	151
Table 71. Hypothesis 5 - Regression analysis consequences brand retaliation ANOVA	151
Table 72. Hypothesis 5 - Regression analysis consequences brand retaliation coefficients.....	151
Table 73. Hypothesis 5 - Regression analysis consequences nWOM model summary	152
Table 74. Hypothesis 5 - regression analysis consequences nWOM ANOVA	152
Table 75. Hypothesis 5 - Regression analysis consequences nWOM coefficients..	152
Table 76. Hypothesis 5 - Regression analysis consequences complaining model summary.....	153
Table 77. Hypothesis 5 - Regression analysis consequences complaining ANOVA	153
Table 78. Hypothesis 5 - Regression analysis consequences complaining coefficients	153
Table 79. Hypothesis 5 - Regression analysis consequences protest model summary	154

Table 80. Hypothesis 5 - Regression analysis consequences protest ANOVA	154
Table 81. Hypothesis 5 - Regression analysis consequences protest coefficients ...	154
Table 82. Regression assumptions - Correlations	155
Table 83. Regression assumptions - Tests of normality	155
Table 84. Regression assumptions - Residuals statistics	156
Table 85. Regression assumptions - Coefficients	157
Table 86. Hypothesis 6 -Model summary	158
Table 87. Hypothesis 6 - ANOVA.....	158
Table 88. Hypothesis 6 - Coefficients.....	158
Table 89. Hypothesis 7 - Regression analysis consequences brand avoidance model summary.....	160
Table 90. Hypothesis 7 - Regression analysis consequences brand avoidance ANOVA	160
Table 91. Hypothesis 7 - Regression analysis consequences brand avoidance coefficients.....	160
Table 92. Hypothesis 7 - Regression analysis consequences brand retaliation model summary.....	161
Table 93. Hypothesis 7 - regression analysis consequences brand retaliation ANOVA	161
Table 94. Hypothesis 7 - Regression analysis consequences brand retaliation coefficients.....	161
Table 95. Hypothesis 7 - regression analysis consequences nwom model summary	162
Table 96. Hypothesis 7 - Regression analysis consequences nWOM ANOVA.....	162
Table 97. Hypothesis 7 - Regression analysis consequences nWOM coefficients..	162
Table 98. Hypothesis 7 - Regression analysis consequences complaining model summary.....	163
Table 99. Hypothesis 7 - Regression analysis consequences complaining ANOVA	163
Table 100. Hypothesis 7 - Regression analysis consequences complaining coefficients	163
Table 101. Hypothesis 7 - Regression analysis consequences protests model summary	164
Table 102. Hypothesis 7 - Regression analysis consequences protests ANOVA....	164

Table 103. Hypothesis 7 - Regression analysis consequences protests coefficients	164
Table 104. Regression assumptions - Correlations	165
Table 105. Regression assumptions - Tests of normality	165
Table 106. Regression assumptions - Residual statistics	166
Table 107. Regression assumptions - Coefficients	167
Table 108. Hypothesis 8 – Disgust model summary	168
Table 109. Hypothesis 8 – Disgust ANOVA	168
Table 110. Hypothesis 8 – Disgust coefficients.....	168
Table 111. Hypothesis 8 -Anger model summary	169
Table 112. Hypothesis 8 – Anger ANOVA	169
Table 113. Hypothesis 8 – Anger coefficients.....	169
Table 114. Hypothesis 9 - Regression analysis consequences brand avoidance model summary.....	171
Table 115. Hypothesis 9 - Regression analysis consequences brand avoidance ANOVA	171
Table 116. Hypothesis 9 - Regression analysis consequences brand avoidance coefficients.....	171
Table 117. Hypothesis 9 - Regression analysis consequences brand retaliation model summary.....	172
Table 118. Hypothesis 9 - Regression analysis consequences brand retaliation ANOVA	172
Table 119. Hypothesis 9 - Regression analysis consequences brand retaliation coefficients.....	172
Table 120. Hypothesis 9 - Regression analysis consequences nWOM model summary	173
Table 121. Hypothesis 9 - Regression analysis consequences nWOM ANOVA....	173
Table 122. Hypothesis 9 - Regression analysis consequences nWOM coefficients	173
Table 123. Hypothesis 9 - Regression analysis consequences complaining model summary.....	174
Table 124. Hypothesis 9 - Regression analysis consequences complaining ANOVA	174
Table 125. Hypothesis 9 - Regression analysis consequences complaining coefficients	174

LIST OF FIGURES

Figure 1. Antecedents and Consequences of Brand Bate	11
Figure 2. Conceptual model	40
Figure 3. Linearity test	135
Figure 4. Regression analysis assumption - Homoscedasticity	136
Figure 5. Regression assumptions - Normal P Plot	139
Figure 6. Regression assumptions - Normal P Plot	146
Figure 7. Regression assumptions - Normal P Plot	155
Figure 8. Regression assumptions - Normal P Plot	165



LIST OF ABBREVIATIONS

NWOM: Negative Word-of-Mouth

COO: Country-of-Origin

CSR: Consumer Social Responsibility

TRA: Theory of Reasoned Action

BO: Brand Origin

COM: Country-of-Manufacture

IV: Independent Variable

DV: Dependent Variable

SD: Standard Deviation



CHAPTER 1: INTRODUCTION

One of the main elements which allow consumers to make decisions related to how they feel about a certain brand is the emotions that they attach to it. These emotions help to express how the individual feels (Keltner, 2019). Emotions surely play a vital role in psychology, and along with that concept of emotions has started to build its base in the consumer-brand relationship (Zarantonello et al., 2016; Kucuk, 2016). Scholars in the field of marketing with the focus on consumer-brand relationship and consumer behavior have understood that to study the relationship between a brand and a consumer, it is vital to grasp the understanding of interpersonal interactions and the role of emotions in it (Hegner, Fetscherin and Delzen, 2017; Batra, Ahuvia and Bagozzi, 2012). This interaction between a brand and a consumer has been studied with a great deal of importance from the positive relationship, for example, the concepts of brand love (Batra, Ahuvia and Bagozzi, 2012), brand loyalty (Kato, 2021), positive word of mouth, and attachment (Rajaobelina et al., 2021). These positive emotions represent the positive relationship between the brand and the consumer. Such studies on the positive relationship show a blissful result and encourage the scholars to put a fourth greater number of studies on the emotional connection among the consumer and the brand.

Like the positive relationship, the negative relationship between the consumer and the brand has started to take the attention of scholars focusing on the consumer-brand relationship. In the recent years, the concept of brand hate has been taken into consideration by marketing researchers focusing on the consumer-brand relationship (Hegner, Fetscherin and Delzen, 2017; Zarantonello et al., 2016; Kucuk, 2012; Romani et al., 2016; Zhang, Zhang and Sakulsinlapakorn et al., 2020). Scholars have found numerous antecedents and outcomes of brand hate which shows its complexity and that there is far more to explore about the concept than what has already been studied (Hegner, Fetscherin and Delzen, 2017; Bryson, Atwal and Hultén, 2013; Kucuk, 2010; 2020; Krishnamurthy and Kucuk, 2009). After conducting a systematic review on brand hate, it was found that to date no study has explored consumer animosity as an antecedent of brand hate. Consumer animosity is the negative feelings a consumer develops towards a target nation because of problematic incidents between home and target nation. Consumer animosity comprises of four dimensions economic, political, war/military, and people are considered. This thesis fills in the gap by exploring the relationship between consumer animosity and brand hate, also the

consequences (behavioral outcomes) of brand hate which is developed through consumer animosity. Similarly, a study by Bryson, Atwal and Hultén (2012) found that country-of-origin (COO) could be a potential antecedent of brand hate. The current study looks deeper into the concept of COO which originated from animosity or consumer animosity in the marketing context and puts forth new antecedents of brand hate along with its consequences.

1.1. Significance of the Study

Consumer animosity has been described as a strong negative feeling that an individual consumer develops towards a target country due to many reasons including troublesome events related to military, political, or economic between home and target country (Nes, Yelkur and Silkoset, 2012; Klein, Ettenson and Morris, 1998). Various studies have given importance to the concept of consumer animosity and put forth dimensions such as economic, political, war, and people animosity which influence an individual's emotional state (Antonetti, Manika and Katsikeas, 2019; Maher and Mady, 2010; Ang et al., 2005; Jung et al., 2002). To date, no research has been conducted that looks at the association between consumer animosity and brand hate.

In addition, few studies have examined the impacts of one or two animosity dimensions on emotions such as anger and disgust (Antonetti, Manika and Katsikeas, 2019; Maher and Mady, 2010). Nonetheless, no study has studied the relationship between all dimensions of both consumer animosity and brand hate. However, it is important to understand how the concept of consumer animosity and its dimensions lead individual consumers to develop hate towards brands from the targeted countries. The current study also focuses on the emotional aspects which are developed through consumer animosity and how these emotions lead to various consequences. Furthermore, behavioral effects of brand hate triggered by different dimensions of animosity are examined. Prior studies found that negative emotions caused by animosity lead to negative word-of-mouth, product quality judgment, product avoidance, product ownership, and willingness to buy (Antonetti, Manika and Katsikeas, 2019; Klein, Ettenson and Morris, 1998). To conclude, this study aims to contribute to consumer animosity and brand hate literature.

The results of this study will allow practitioners to understand the reasons behind brands being hated by consumers. This would also allow brands to come up with solutions to keep themselves safe from being the target of hate. Likewise, the study offers an insight into the consumer animosity and brand hate concepts for scholars and

offers future directions for further studies.

1.2. Structure of the Thesis

The current study is divided into five chapters. The first chapter introduces the problem at hand, the significance of the study, the research questions, and the research gap which is aimed to be filled. The second chapter goes over the literature review on brand hate by covering the components, antecedents, consequences, and theories of the brand hate concept. Chapter three goes over the concepts of country-of-origin and consumer animosity. It provides detailed information on the concepts and the connection between the two. It further provides details on the consumer animosity dimensions and how they are associated with the negative emotions of brand hate. A theoretical framework is presented at the end of the chapter along with the hypotheses which are developed through the literature. Chapter four presents the methodology of the study. Here research design, data collection, variables, pre-study, validity and reliability, and the final analysis and results are presented. And lastly, chapter five presents the discussion and conclusion of the study. Here the results are discussed, the conclusion of the study is presented, and future directions are put forth.

The following section explicates the concept of brand hate and its conceptualization. Secondly, the brand hate construct is presented in self-concept, nostalgia, and anti-branding in digital space. Thirdly, a conceptual framework is presented based on the antecedents and consequences of brand hate. Fourthly, brand hate's key theories are discussed. Finally, the conclusion section is presented that includes the research gap to be filled.

CHAPTER 2: BRAND HATE PHENOMENON

2.1. The negative aspect of the consumer-brand relationship

Marketing literature shows that positive traits of consumer-brand relationships have been given a great deal of importance by scholars. Just as practitioners are interested in positive characteristics of consumer-brand relationship knowledge to increase the number of loyal customers; for example, a company would be more interested and give more importance to understanding which products/services consumers are willing to purchase rather than understanding why they would not purchase them (Dalli, Romani and Gistri, 2006). Nonetheless, the adverse characteristics of the consumer-brand relationship have recently started to gain the interest of marketing scholars (Zhang and Laroche, 2020; Kucuk, 2020; Taqi, Gurkaynak and Gencer, 2019; Zarantonello et al., 2016; Krishnamurthy, 2009). Just in the past two years span, the marketing literature has seen a rise in publications related to brand hate and various other negative constructs.

Brand hate as a construct explains the extreme negative emotions of unsatisfied consumers. Negative feelings which consumers develop toward brands can impact their purchase decisions, loyalty toward the brands, and use of the product/service (Bryson, Atwal and Hultén, 2012). Johnson, Onwuegbuzie and Turner (2007) have described the feeling of hatred that consumers might have as strong antagonism towards the brand which might lead to revenge of some sort. Zhang and Laroche (2020, p. 19) described brand hate as “a negative passion encompassing a full spectrum of emotions, which are anger, sadness, and fear.” Zarantonello et al. (2016) theorize brand hate as a pattern of extreme negative emotions that are generated by unacceptable behavior of corporates and due to the violation of expectations, leading to various behavioral outcomes that include complaining, protest, and nWOM, and reduction in ownership. Further, the study conceptualized brand hate into two types of brand hate, the first being “active brand hate” which consists of contempt and disgust, and anger emotions, while the second being “passive brand hate” which consists of fear, disappointment, shame, and dehumanization.

Literature suggests that unsatisfied customers can cause a great deal of damage to a brand (Zarantonello et al., 2016). Angry customers can cause other customers to follow them and to speak/stand against a brand leading to a drop in sales (Hashim and Kasana, 2019). It must be pointed out that brand hate could be misunderstood as brand dislike due to both being negative emotions/feelings toward the brand. Tugrul and Taqi (2018,

p. 2) in their study mention that brand hate is “an extreme form of brand dislike” where brand dislike is described as “the negative judgment expressed by the consumer and/or implied in the choice not to buy” (Dalli, Romani and Gistri, 2006, p. 87). In this case, brand dislike can be considered as an antecedent that leads to brand hate. Marketing literature shows that the brand hate construct is multi-dimensional that consists of immoral emotions of disgust, contempt, and anger emotions (Sternberg, 2003; Zhang and Laroche, 2020); and there are various types of brand hate such as cool hate, simmering hate, burning hate, boiling hate, and hot hate (Fetscherin, 2019). A recent study by Kucuk (2020) presented brand hate as a negative consumer-generated anthropomorphism that is focused on objectifying the brand’s image as evil.

2.2. Components of Brand Hate

Brand hate has been studied as an emotion by various scholars, some have labeled it as a simple emotion, but others view it as a result of various primary emotions. Sternberg (2003) has identified three components (disgust, anger, and contempt) of hate in his triangular hate theory which has been studied further by other scholars in the field of marketing (Zarantonello et al., 2016). The current study uses the triangular hate theory in which three components are considered that brand hate is made of. Furthermore, other emotions have been studied as part of brand hate which are empathy (Romani et al., 2015), sadness, and fear (Zhang and Laroche, 2020).

Disgust

This emotion refers to the desire of attaining physical, emotional, or mental distance from the entity which has caused disgust. Sternberg (2003, p. 306) puts it as “distance is sought from a target individual because that individual arouses repulsion and disgust in the person who experiences hate”. A feeling of love would cause an individual consumer to be attracted to the brand, in contrast, the feeling of disgust causes them to distance away from the brand (Park, Eisingerich and Park, 2013). A study carried out by Fetscherin (2019) found that disgust was one of the main emotional components which leads to brand hate.

Contempt

The emotion is contempt rises as an individual feels devaluation and diminution which could be due to various reasons such as being betrayed by the brand, expectations not being met, or the customer service does not come through (Sternberg, 2003). Contempt causes an individual to see their target entity as someone or something which holds no value or has no feelings (Fetscherin, 2019). Fetscherin (2019) also found that contempt

fuels the hatred within an individual.

Anger

Anger is an emotion that has mostly led an individual to cause some sort of violent action or at least make negative remarks towards the entity with which one is angry. This emotion is expressed as an emotion that compromises passion, and according to Fetscherin (2019, p. 117), in brand hate passion is “referred to the kind of anger that leads one to approach the object of hate with a thirst for vengeance, which can also take the form of brand retaliation or brand revenge”. Sternberg (2003) mentions that anger comes into play to get rid of the object which might have put the individual in danger. Fetscherin (2019) and Zarantonello et al. (2016) consider anger to be one of the antecedents of brand hate. Zang and Laroche (2020) found fury, revulsion, and loathing emotions to be sub-emotions of anger that lead to brand hate. Therefore, brands must keep in mind that they must avoid any sort of practice that might cause an individual consumer to rage anger toward them.

Empathy

Empathy is referred to as the “cognitive and affective responses of an individual to the experience of another” (Romani et al., 2015, p. 662). Romani et al. (2015) found that empathy plays an important role in the evocation of emotions of hate when corporate wrongdoings are observed. Alongside, it was found that empathy plays a significant role in motivating individuals toward anti-brand activism. The study concluded that when the feeling of empathy increases, the hate emotion develops at a higher level in an individual towards a brand.

Sadness

A study conducted by Zhang and Laroche (2020) found sadness to lead to brand hate. They clarify that sadness is a discouraging feeling, that can exist alongside with strong emotions of anger and play a role in brand hate. They state, “sadness might be manifested at a stronger level as hurt or a milder level as pity” (Zhang and Laroche 2020, p. 5). Their study proposes three different emotions of disappointment, displeasure, and disenchantment within sadness that led to brand hate.

Fear

Fear is an emotion that can cause individuals to seek distance and avoid the object which one fears. Zhang and Laroche (2020, p. 5) in their study concluded that fear which they describe as “a state of apprehension and uneasiness” as an emotion is a brand hate’s antecedent. They found three different emotions of fear “fear, threat, and

worry” to lead to brand hate. Therefore, fear is considered one of the antecedents which can lead an individual to hate a brand.

2.3. Systematic Literature Review on Brand Hate Concept

A systematic literature review was carried out to identify, choose, and critically evaluate the research to respond to formulated inquiries (Dewey and Drahota, 2016). In addition, carrying out a literature review enables to accumulation of a large sum of literature available on the given topic namely brand hate (McKibbon, 2006; Tranfield, Denyer and Smart, 2003).

A literature review was conducted by covering several databases which are Web of Science, SCOPUS, Science Direct, JSTOR, EBSCO, Emerald Insight, and Wiley. These databases have been selected as they have been used by prior studies for conducting a literature review (Gumparthy and Patra, 2019; Ramirez, Veloutsou and Morgan-Thomas, 2017; Cengiz and Akdemir-Cengiz, 2016; Das, 2009; Ngai, 2005; Ngai, 2003):

Table 1. List of databases and number of articles

Database	No. of Articles
Web of Science	97
SCOPUS	97
Science Direct	24
JSTOR	3
EBSCO	81
Emerald Insight	104
Wiley	26

The publication timespan was kept as “all years” to attain all published articles on the brand hate concept. "Brand” + “Hate" were used as a descriptor for the search process. Each article was examined by the researcher to exclude the ones that are not relative to the brand hate concept. Several studies in the past have set a procedure for inclusion and exclusion criteria which have conducted a literature review in the field of marketing (Gumparthy and Patra, 2019; Ngai, 2005). But the current study did not set a criterion for exclusion for search queries due to brand hate being a new concept in the area of marketing and having a limited number of research on it. Whereas our inclusion criteria included every option available on the databases. Following are the inclusion criteria for the study:

Inclusion Criteria

Table 2. Inclusion criteria for brand hate search query

Inclusion Criteria	
• Selection pool based on the keyword “Brand” + “Hate”	• All affiliations
• All journals	• All countries
• All document types	• All Languages
• All categories (subjects)	• Master and Ph.D. Dissertations
• All publication years	

A total of 145 articles were found as the result of a database search for the brand hate systematic literature review. Out of the 145 articles, 54 articles were excluded as they did not focus on the brand hate concept, or the paper was intended on some other topic with the either term “brand” or “hate” in it. The list of the final 91 articles is presented in Appendix A.

The following questions are addressed in the literature review:

- What are the emergent themes related to the brand hate concept?
- What are the antecedents and consequences of brand hate?
- Which key theories have been used in explaining brand hate?

2.3.1. Emergent Themes Related to Brand Hate Concept

2.3.1.1. Self-concept

Various studies have investigated self-concept in the brand hate context. Self-concept tends to play an important role as customers like to purchase products that represent their personality. Bryson, Atwal and Hultén (2013) found that self-image and brand users’ image is very important when an individual decides to connect themselves to a brand. The negative stereotypes of a brand’s consumers are referred to as the situation when an individual finds their self-image to be incongruent with that of the brand’s users’ image. Hegner, Fetscherin and Delzen (2017) showed that self- incongruity leads to a negative brand relationship as there is an incongruity between consumers’ self-image and brand image. Additionally, they mentioned that “incongruity between the symbolic meanings of a brand and the consumer’s sense of self could lead to negative emotions toward the brand” (Hegner, Fetscherin and Delzen, 2017, p. 15). The study also points out ideological incompatibility that is rooted in legal, social, or moral corporate wrongdoing to be a factor leading to brand hate.

Platania, Morando and Santisi (2017) suggested that the bigger the gap between a

brand's values of the consumer, and if a brand is the one which has betrayed the expectations of the consumer, the higher the chance of the brand being hated, which is due to the incongruity between the self and brand image. According to Zarantonello et al. (2018), image congruence is one of the antecedents of brand hate, and this takes place as there is incompatibility between the consumer's self-image and brand image. They considered image incongruence to be a "roller coaster" shaped trajectory which is a feeling that "starts neutral, then goes up and finally goes down, once down, the curve flattens" (Zarantonello et al. 2018, p. 554). Moreover, they proposed that there are two different types of image incongruence: "either the company's brand image does not fit the self-image of the consumer, or the self-image of the consumer does not fit the company's brand image" (Zarantonello et al. 2018, p. 556). Consumers might switch to another brand if the incongruency takes place or might never use the brand in the first place as their self-image is incongruent with that of the brand image. As Islam et al. (2019) mentioned that consumers tend to cautiously examine both self-image and product characteristics while deciding to buy a product. Likewise, a study Brand hate: the case of Starbucks in France, where Starbucks was found to be the most hated brand out of the rest, suggested that individuals tend to develop their self-concept by staying away from brands which do not represent their image (Bryson and Atwal, 2019).

2.3.1.2. Anti-branding in Digital Space

Another emergent theme of brand hate is nostalgia. There is no doubt that nostalgic feelings can arouse feelings of anger, disgust, fear, and other negative feelings in an individual's mind, but at the same time nostalgia can eliminate these negative feelings with positive feelings which take one back to the good days. Gineikiene and Diamantopoulos (2017) in their study on "countervailing influences of animosity and nostalgia" found that individuals who once lived in a nation that once controlled their current independent state feel hate towards the products which originate from there. Another study found that types of nostalgia based on relevant past experience performs a vital role in keeping a consumer-brand relationship alive and keeping the loyalty to the brand even if the brand is disliked by an individual consumer (Demirbag-Kaplan, 2015). Nostalgia can cause individuals to set aside their feelings of hate towards a brand, however, it can be a cause for hate as well.

2.3.1.3. Anti-branding in Digital Space

There seem to be lot of shortage in a number of studies that have studied the phenomenon of brand hate in the digital space. Online communities have become powerful vehicles for unsatisfied consumers to express their bad experiences and complain about the brands (Bryson, Atwal and Hultén, 2013). As the internet has reached every nation and almost every household globally, it has given the power to the consumers to speak out their feelings (good or bad) towards brands, and re-brand the brand by giving it (brand) a meaning they wish to through websites, blogs, social media, and other online sources. Kucuk (2010) observed an increase in anti-brand (hate) websites over time as more individuals around the world have gotten access to the world-wide-web. He also proposed that four types of consumer-generated hate efforts are on the internet. They are: 1) Experts, are the ones who only target top-ranked brands; 2) Symbolic Haters, target low-ranked brands; 3) Complainers, who speak against brands that time to time are ranked on top of the list; and lastly 4) Opportunists, aim to speak against brand which is inconsistently ranked at the bottom. Nonetheless, it is the experts which are most dangerous to the brands as their knowledge and understanding of the company and market is very high. Another study by Kucuk (2019) found that most of brand hate websites tend to show corporate social responsibility and product/service failure to be the main factor that leads to brand hate. Literature shows that consumers are inclined to share the negative experience they had more than positive one and such experience is shared through complaining via social media, and other online sources (Curina et al., 2019; Loureiro and Kaufmann, 2018; Bryson, Atwal and Hultén, 2013).

The digital space that is presented to us as consumers throughout the world is a space where one can freely express their feelings, experiences, and emotions towards a brand or anything else. When considering anti-branding communities, there are unsatisfied, and raged consumers who wish to express their feelings and their experiences with others to devalue the brands which have made them feel this anger come together in these communities. Dessart, Veloutsou and Morgan-Thomas (2020) named two factors of negative brand relationships “negative emotional connection and two-way communication” that influence individual consumers to take part in these anti-brand communities. It was also noted that the growth of these communities is based on how the members support it and recommend it to others. Krishnamurthy and Kucuk (2009) investigated the anti-branding on the world wide web. The study found a large sum of

anti-branding websites on the internet which are established to publicize hatred and negative feelings towards specific brands. This act of establishing anti-brand sites is triggered by consumer dissatisfaction. It was also found that the more well-known a brand is the higher the number of hatred sites were established.

Islam et al. (2020) explored the consumers' hatred towards Apps (smartphone applications). This study investigates the reasons which cause app hate, where an app is taken as a brand. According to their results, they found four antecedents for app hate which are symbolic, relationship, moral, and deficit-value avoidance. This is what leads the consumers to conduct nWOM and switch apps.

2.4. Antecedents and Consequences of Brand Hate

Through the intensive literature review, a conceptual model (Figure 1) is put forth. The conceptual model shows the antecedents, which lead to brand hate and the consequences which stem from brand hate.

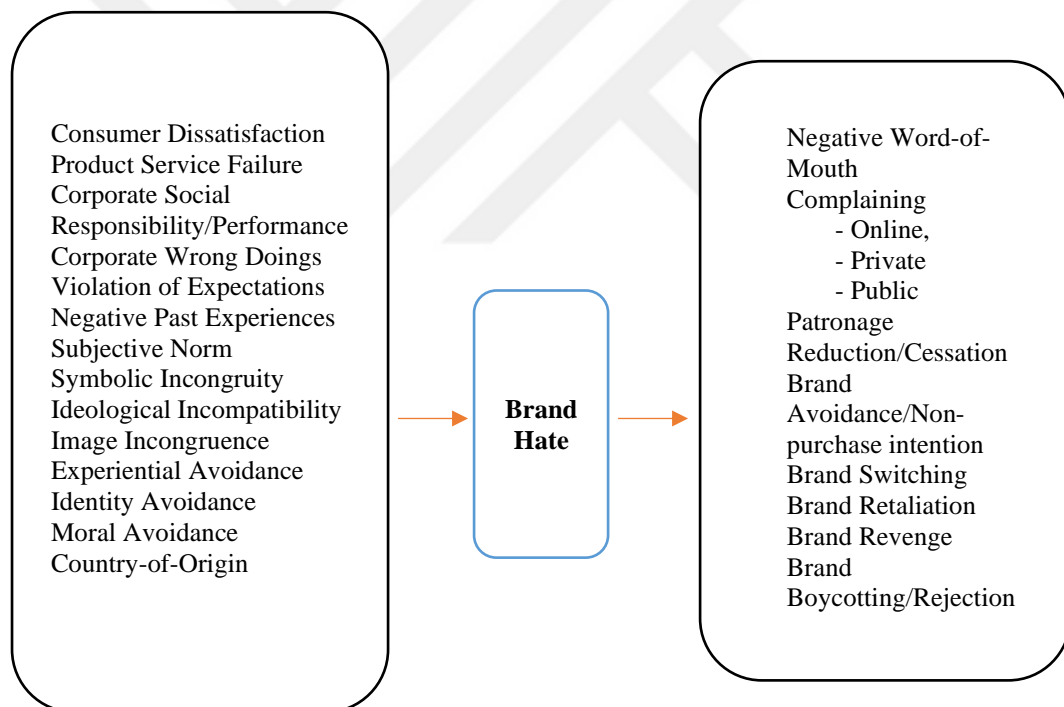


Figure 1. Antecedents and Consequences of Brand Hate

2.4.1. Antecedents

Consumer Dissatisfaction

Consumer dissatisfaction is among the root causes of brand hate as it develops negative emotions when a consumer's satisfaction criteria are not met due to shortcomings in the brand's product or service (Bryson, Atwal and Hultén, 2013). Consumer

dissatisfaction may cause changes in consumer behavior such as brand switching, nWOM, and complaining (Bryson, Atwal and Hultén, 2013). Such negative changes in behavior are caused when a product/service failure is experienced. Lee, Pan and Tsai (2013) in their study found that service failure made the individual consumers feel betrayed which led to the desire for revenge and avoidance. Depending on the extent of the dissatisfaction it can lead the consumers to complain in public against the brand and/or can also lead to long-lasting hate (Fetscherin, 2019).

Product/Service Failures

Product/service failures play an important role as it leads the consumer to complain against the brands which have caused the dissatisfaction (Kucuk, 2018). Consumers purchase the product/service to gain value from it in form of some sort of fulfillment, which is looked upon as consumer satisfaction. Therefore, consumer satisfaction today holds great importance. Product/Service failures cause the consumers to complain against the brand whose product/service caused dissatisfaction (Kucuk, 2018). Bryson, Atwal and Hultén (2013) in their study found that one of the causes which caused brand hate indirectly is that brands had failed to meet satisfaction criteria due to product or service failure. Just as product failures can cause individual consumers to store the experience. Heavy product or service failures can cause individual consumers to develop intense anger and brand hate. Zhang, Zhang and Sakulsinlapakorn (2020) found that consumers who once loved the brand and were faced with brand failure developed negative emotions causing them to retaliate and hate the brand. Hence, as Kucuk (2018) noted, consumers who face a service failure can develop hate which could also lead them to take revenge toward the brand.

Corporate Related Antecedents

Corporate Social Responsibility (CSR) can be understood as “the integration of all company stakeholders, all social beings, and the wellbeing of the natural environment into a company’s business philosophy” (Kucuk, 2018, p. 556), and Corporate Social Performance is described as “the integration of the principles of social responsibility, the processes of social responsiveness and the policies developed to address social issues” (Bryson, Atwal and Hultén, 2013, p.399). Research suggests that when there is a lack of CSR efforts or when corporations tend to carry out activities that are considered socially irresponsible, unethical, and illegal, then consumers tend to show extreme emotions and feel hate towards those corporations (Kucuk, 2010, 2015; Romani et al., 2013). These were due to the association consumers form with the

company. When a company acts in a certain way it impacts consumer attitude toward their products; and the satisfaction/dissatisfaction with the brand (Kucuk, 2019). Several studies have found that consumers develop negative emotions and take attack like actions against the brands only to remind them of their obligations and responsibilities (Kucuk, 2010; Krishnamurthy and Kucuk, 2009; Kucuk, 2008). A study by Robinson (2016a) can be taken as an example of where oil corporations' operations had severely damaged the environment and caused an uproar around the world which led to consumers hating these corporations. Bryson, Atwal and Hultén (2013) in their study point out that successful consumers want the brands which they are associated with to reflect their (consumers) concerns and goals for a better world. Hence, corporate social responsibility and performance hold great importance for the consumers and the brands.

Along with social corporate social responsibility/performance, another antecedent related to corporates directly and that leads the consumers towards hatred is corporate wrongdoings, which refers to corporate behaviors, actions, and policies that were considered immoral by respondents (Zarantonello et al., 2016). Unacceptable organizational behavior is when corporations tend to mislead consumers by marketing the brand's products/services falsely (Hashim and Kasana, 2019). Corporate wrongdoing could be in form of moral misconduct, deceptive communication, or inconsistencies of values by the brand that leads an individual consumer to develop a negative feeling toward the brand (Hegner, Fetscherin and Delzen, 2017). Zarantonello et al., (2016) found corporate wrongdoings to be a predictor of brand hate. Therefore, corporates must observe their behavior in order not to misguide the consumers or develop distance between each other.

Violation of expectations

Violation of expectations can be understood as the “respondents’ negative consumption experiences of the brand’s product, service, or any other consumers’ brand touchpoints (e.g., web site, shop assistants, etc.)” (Zarantonello et al., 2016. p. 19). It has been found that moral violations trigger the emotions of hate (Sternberg, 2003). When an individual has expected a certain outcome from the consumption of a product/service, but the product/service is not able to deliver it, then the violation takes place and the consumer fights back. Violation of expectations causes consumers to “response with a higher level of negative behavior which was defined as “attack-like” and “approach-like” strategies” that are complaining, n-WOM, and protesting

(Zarantonello et al., 2016. p. 22). Consumers who are loyal and love a brand tend to feel higher negativity if not dealt with properly, as they have their mind set on certain expectations and types of services/products due to past experiences, once this expectation is not met and not dealt with care, this love becomes hate due to anger and disappointment (Ma, 2020). All these negative behaviors build hate toward the brand (Zarantonello et al., 2016).

Negative Past Experiences

Literature in psychology explains that an individual's memory retains negative past experiences better than positive ones. Such experiences can be related to dissatisfaction due to service/product failure, bad customer service, and other negative issues (Hegner, Fetscherin and Delzen, 2017). At the time of purchase consumers keep some sort of expectation in their mind, they expect these expectations to be met for them to be satisfied with their purchase. These expectations are compared with the experience after the product/service is consumed, if the expectations are met then it leads to satisfaction, and if not, it leads to dissatisfaction. When a consumer associates a product/service with a certain brand which has caused dissatisfaction, this hate towards a product turns to hate towards a brand and that is due to a negative past experience (Joshi and Yadav, 2020). Joshi and Yadav (2020), and Bryson, Atwal and Hultén (2013) found that negative past experience is one of the antecedents of brand hate.

Subjective Norm

Subjective norm is described as the pressure that society employs on a person. It is based on the individuals' behavior which is accepted by the individual's family, friends, community, and society. One may want to act in a certain way, but they do not do so because it is not acceptable to the others in their surroundings. According to Joshi and Yadav (2020), the subjective norm can easily cause an individual to follow the hatred of others towards a brand and cause them to hate that certain brand because of the beliefs imposed by society. Consequently, the subjective norm can lead to brand hate.

Symbolic Incongruity

Symbolic incongruity occurs when an individual feels low congruity between their ideal-self and their actual self-image of themselves. Hasim and Kasana (2019, p. 231) describe symbolic incongruity as a situation "when a brand does not truly represent itself in accordance with the consumers' image". Consumers want to identify

themselves with brands that possess personality traits that are congruent with their personality (Islam et al., 2019). If an individual finds symbolic incongruity between their personality and the brand, then they tend to avoid that certain brand. Hegner, Fetscherin and Delzen (2017, p. 14) present that a brand reflects symbolic incongruity when “a brand represents an undesired image to the consumer”, and the study found that symbolic incongruity can trigger brand hate. Banerjee and Goel (2020), and Zarantonello et al. (2016) found symbolic incongruity to influence brand hate.

Ideological Incompatibility

Ideological incompatibility in the context of the consumer-brand relationship is described as the actions of companies/brands which do not act according to the perceptions of consumers related to moral, legal, and social issues. Hegner, Fetscherin and Delzen (2017) explained that individual consumers have their principles that are not consistent with the principles of a brand that is carrying out illegal and immoral actions/behaviors and this leads to brand hate. Similarly, Zarantonello et al. (2016) found ideological incompatibility as an antecedent of brand hate. Prior studies found that ideological incompatibility is far from the notion of self-image as it looks at the issues which are far beyond an individual’s beliefs, that focus on the social level, and ethical issues related to the brand (Nenycz-thiel and Romaniuk, 2011; Lee, Motion and Conroy, 2009). The ideological incompatibility can also lead to moral avoidance (Hegner, Fetscherin and Delzen, 2017). Banerjee and Goel (2020) found that if the beliefs of a political party do not fit with the beliefs of the individual voter, then it sparks the brand hate in that individual. Showing that ideological incompatibility can cause brand hate. Hence, such unethical practices lead individuals to boycott the brands, disapprove of them, spread negative words about them, and hate them.

Image Incongruence

Just as symbolic incongruence there is image incongruence which is the existence of incongruence between brand image and consumers’ image (Zarantonello et al., 2018). Research suggests that image incongruence impacts the individual consumer’s brand preference, loyalty towards a brand, and purchase intention. Islam et al. (2019) found that image congruence is a vital part of the food sector, if the individual consumer does not see image congruency between self-image and the brand, then they will not consume/purchase the product. In the motor industry. Story (2020) found an image of a brand to be very important in positing the brand. The brand image reflects how it is placed in the consumer’s mind, if the position is towards the negative side, it can lead

individuals to feel extreme negative feelings towards that specific brand, hence causing brand hate.

Experiential Avoidance

Avoidance in the brand hate context, in general, is patronage reduction/cessation or completely abandoning the brand (Zarantonello et al., 2016). Experiential avoidance has been described as brands' failure to meet or fulfill the expectations of the consumer (Bryson, 2013). Due to the experience with the product/service related to a certain brand motivates an individual to avoid the brand in the future (Lee, Pan and Tsai, 2013). It has been observed that experiential avoidance is an antecedent of brand hate (Platania, Morando and Santisi, 2017; Islam et al., 2019).

Identity Avoidance

An individual's self-identity is an important factor when evaluating a brand, it must be in line with the identity of the brand. Curina et al. (2019) explain that identity avoidance eventuates when the consumer believes that a brand is not what they perceived it to be, identifies the brand with reference groups that they perceive to be negative, start to avoid it, or simply believes that the promises it makes are not symbolically appealing or incorporate negative symbolic meanings to it. Bryson, Atwal and Hultén (2013) refer to identity avoidance as the situation where the brand is not able to fulfill the requirements of an individual consumer's symbolic identity. Hence, identity avoidance takes place when a product/service offered by a brand is symbolically inconsistent with a consumer's self-identity. Benton and Peterka-Benton (2019) found brand's identity can be easily manipulated through the association of hate groups that hatejack the brand which leads other individual consumers to hate the brand as they see that the brand is associated with a certain hate group. Hence, various studies have concluded that identity avoidance leads to brand hate (Islam et al., 2019; Curina et al., 2019; Platania, Morando and Santisi, 2017; Bryson, Atwal and Hultén, 2013).

Moral Avoidance

Moral avoidance relates to the actions and behaviors of the firm, that might be considered unethical, immoral, or unacceptable by the consumers due to the social corporate wrongdoings and lead the consumer to develop negative feelings towards the firm (Curina et al., 2019). Moral avoidance focuses more on the societal and ethical doings of the brand (firm), and less on the self (consumer's identity) (Hegner, Fetscherin and Delzen, 2017). Bryson, Atwal and Hultén (2013) found that moral

avoidance is similar to brand avoidance, where an individual tends to avoid the brand by boycotting it. Nonetheless, consumers tend to dislike or hate brands that are hazardous to the environment and human rights (Curina et al., 2019). Hence, moral avoidance positively influences brand hate (Curina et al., 2019; Platania, Morando and Santisi, 2017; Hegner, Fetscherin and Delzen, 2017; Bryson, Atwal and Hultén, 2013).

Country of Origin (COO)

Zhang (2006, p. 285) described COO as “information about where the product is made”. On the other hand, Schooler (1965) described the COO effect as big corporations’ efforts to promote their home country's image to influence the brand choice decision in the host country. A conceptual study conducted by Bryson, Atwal and Hultén (2013) suggested that country-of-origin is a possible antecedent of brand hate within the luxury brand sector. Nonetheless, they pointed out that “none of our informants expressed negative luxury brand sentiment resulting from the brand’s perceived country of origin” (Bryson, Atwal and Hultén, 2013, p. 396-397). Likewise, it was observed during the interviews that “no animosity toward the country from which the brand originates is an unequivocal antecedent of brand hate” (Bryson, Atwal and Hultén, 2013, p. 396). It was also pointed out that country of origin was not looked upon as a reason for brand hate but rather looked at it as a label that held equivocal meaning to it.

2.4.2. Consequences of Brand Hate

Negative Word-of-Mouth (nWOM)

Consumer’s word-of-mouth is more effective than marketers. Consumers who have faced any sort of difficulty with a brand or its product/service might feel upset and share their negative experiences with others by expressing negative feelings towards the brand. Fetscherin (2019) observed that nWOM takes place both publicly (to a large audience) and privately (family and friends) and that it takes place offline (in person) and online (on social media, blogs, and websites). Zarantonello et al. (2016) discovered that consumers tend to spread more nWOM when the issue is related to corporate wrongdoings in comparison to the taste system (negative brand image) and found it to be an “approach-like” strategy. A study conducted by Curina et al. (2020) found that nWOM tends to play a vital role in services than in products. A Political brand hate study described nWOM as “brand defamation” and labeled it as a result of political brand hate. Brand defamation or nWOM takes place when an individual “voters experience hate phenomenon about political party, they start criticizing the party to

defame the party” (Banerjee and Goel, 2020; p.101). Therefore, the literature points out that negative word-of-mouth is an outcome of brand hate (Curina et al., 2020; Hagner et al., 2017; Zarantonello et al., 2016).

Complaining

When an individual does not attain the perceived expectations from a product/service of a brand or the expectations towards a brand, there tends to be a backlash. This reaction causes adverse feelings that could lead the consumer to complain about the experience towards the brand itself or its products/services. This complaining can be in form of online complaining, offline complaining, private complaining, and public complaining (Fetscherin, 2019; Curina et al., 2019). Zarantonello et al. (2016) found complaining to be one of the main negative behavioral consequences of brand hate. Furthermore, they have also identified complaining as an “approach-like” outcome of brand hate. A study on the food industry by Choi (2016) found service failure can cause loyal customers to turn on the service provider and complain both personally and publicly. Vindictive complaining has also been found as a consequence of brand hate and the grudge and desire for revenge against the brand can stay for a long period if the prior relationship between consumer and brand was strong (Jain and Sharma, 2019).

Online Complaining

With the arrival of the world-wide-web and advanced technological devices, online complaining was born. In the service sector, online complaining is one of the major factors that result from brand hate. Research conducted on the topic of consumer-generated advertisement found that consumers over time have adopted the tools used by marketers and have become marketers themselves of brands that they love or hate (Campbell et al., 2011; Steyn, Wallström and Pitt, 2010; Kaandorp, 2010). In the online complaining context brand hate has been identified as a desire to avoid and take revenge toward the hated brand (Curina et al., 2019). Hegner, Fetscherin and Delzen, (2017) have classified online complaining as an active reaction to brand hate. Such online complaining is done by insertion of online posts on forums, blogs, social media or complain websites. Lopez-Gonzalez and Guerrero-Sole (2014) found that in sports journalism 75 percent of comments made in the online community regarding sports contained hate speech related to sports teams. Another study by Popp, Germelmann and Jung (2016) found that anti-brand communities on

social media not only harm the sports team brands but also the sponsors. Literature shows that consumers are inclined to share the negative experience they had more than a positive one and such experience is shared through complaining via social media, and other online sources (Curina et al., 2019; Loureiro and Kaufmann, 2018; Bryson, Atwal and Hultén, 2013). Online communities have been established which have developed into a strong way for unsatisfied consumers to share their negative experiences and complain about the brands (Bryson, Atwal and Hultén, 2013). Hence, the literature shows that online complaining is an outcome of brand hate (Curina et al., 2019; Hegner, Fetscherin and Delzen, 2017) and is important for companies to follow to investigate the issues faced by upset consumers.

Private complaining

Private complaining refers to a type of complaining when an individual talks negatively of the product/service/brand to friends, family, or other individuals who are close to the consumer (Hegner, Fetscherin and Delzen, 2017). Fetscherin (2019) has labeled such behavior as a type of weak indirect vengeance and that it is a result of simmering hate (disgust and contempt) towards a brand. As private complaining is done privately to individuals close to the complainer, it does not allow the firm to make amends and causes the firm to lose customers without them knowing (Curina et al., 2020). Therefore, private complaining is a result of brand hate (Fetscherin, 2019; Hegner, Fetscherin and Delzen, 2017). Thus, making it important for brands to make sure they ask their customers for feedback.

Public (open)complaining

As the term itself gives it away, public complaining takes place in an open arena to individuals in public. It is publicly communicating negative word-of-mouth. This type of complaining could be done online via social media, web forums, or any anti-brand websites. Fetscherin (2019) describes public complaining as a form of communication for reaching a large audience such as consumer protection groups, government agencies, and the company (brand) itself or as a direct strong vengeance behavior. Fetscherin, in their study, found that if the hate towards a brand is caused due to burning hate (anger, contempt, and disgust) then it leads to public complaining. Consequently, public complaining is an outcome of brand hate (Fetscherin, 2019; Curina et al.,

2019).

Patronage Reduction/Cessation

Problems faced with a product/service of a brand over time can cause consumers to become frustrated. Research has shown that consumers tend to reduce or discontinue the purchase of products/services which have dissatisfied or not met their expectations in the past (Hegner, Fetscherin and Delzen, 2017; Zarantonello et al., 2016). When an individual consumer who builds an emotional bond with a brand feel neglected, then it causes them to lessen their contact with the brand or completely end their relationship (Hegner, Fetscherin and Delzen, 2017). Just as the positive emotions developed a love relationship with the brand, negative emotions can cause the distance between them (Zarantonello et al., 2016). In addition to that, Platania, Morando and Santisi (2017) in their study showed that brand hate not only leads an individual to reject a brand once they have faced issues with them but also the consumer might completely cut off their prior relationship with them.

Brand avoidance/Non-Purchase Intention

Just as patronage reduction/cessation, brand avoidance is a similar consequence of brand hate. As the number of alternatives has increased, brands have become more and more vulnerable to their competitors. Consumers who face issues with their current brand might simply avoid the brand (Hegner, Fetscherin and Delzen, 2017). Curina et al. (2020) found that once an individual consumer has built hate towards a brand it ends in non-purchase intention. Whereas other studies have described it simply as consumers need to fully terminate their relationship with the brand (Zarantonello et al., 2018; Platania, Morando and Santisi, 2017; Zarantonello et al., 2016;). Curina et al. (2020) observed that brand hate in the service market causes non-purchase intention. Hence, research on brand hate shows that non-purchase intention (Curina et al., 2020; Zarantonello et al., 2018; Hegner, Fetscherin and Delzen, 2017) and brand avoidance are consequences of brand hate (Hashim and Kasana, 2019; Jain and Sharma, 2019; Platania, Morando and Santisi, 2017; Hegner, Fetscherin and Delzen, 2017; Zarantonello et al., 2016).

Brand switching

Few studies in the past have used brand switching and brand avoidance as one concept because brand switching can be like brand avoidance to a certain extent as both result in avoiding the brand, thus it can be considered as a separate outcome of brand hate (Hegner, Fetscherin and Delzen, 2017). Brand switching causes the consumer to

switch either to the competitor or to any other alternative. In their study Hegner, Fetscherin and Delzen (2017) discovered that consumers whose relationship with the brand was weaker were more likely to switch. Similarly, Fetscherin et al. (2019) observed that brand hate leads consumers to repel the brand and eventually cut off their relationship entirely. Furthermore, it has been examined that brand hate in service products leads angered consumers to brand switching actions (Curina et al., 2020).

Brand retaliation/retaliation

Brand retaliation has been studied by several researchers in the context of brand hate and is described as a short-term action that the angered consumer gets over a small period (Fetscherin, 2019; Hegner, Fetscherin and Delzen, 2017; Zarantonello et al., 2016). Brand retaliation is explained as when an individual consumer is angered due to a bad experience with the product/service of a brand then they approach that brand with aim of vengeance (Gregoire, Laufer and Tripp, 2010). Customers are capable of more than terminating their relationship with the brand passively or passively complaining against the brand. They can fight back and take any sort of harsh action against the brand. Consumers intend to get even with the brand which has damaged their feelings. As Kahr et al., (2016, p. 27) clarify that getting even with the brand means “to restore equity rather than to harm the brand”. Therefore, it can be concluded that brand hate leads to brand retaliation (Fetscherin, 2019; Hegner, Fetscherin and Delzen, 2017; Zarantonello et al., 2016).

Brand revenge

Another outcome of brand hate that is at the extreme is brand revenge. Brand revenge and retaliation are labeled as two different outcomes in terms of behavior, the effect they have, and rationality. Revenge is understood to be a mindset that is set to bring harm to the brand in the long term. Brand hate was found to “negatively influence strong direct vengeance behaviors (brand revenge)” (Fetscherin, 2017, p. 123). The same study also found that brand hate which is a result of disgust, contempt, and anger leads to brand revenge. Platania, Morando and Santisi (2017) brand hate led to brand revenge which takes form in direct and indirect behaviors. They describe direct behavior as a form of payback at the brand and indirect behavior to be a form of complaining. Research shows that if the hate of a consumer towards a brand is severe, it leads to revenge (Platania, Morando and Santisi, 2017; Fetscherin, 2017; Zarantonello et al., 2016).

Brand Boycotting/Rejection

Boycotting a brand is described as activities or events which are carried out by individuals or groups of people whose intention is to avoid or reject a brand, or even the act of behaviors that demonstrate rejection and to pursue other consumers from buying or avoiding a certain brand's products or a brand (Bryson, Atwal and Hultén, 2013). Brand rejection is defined as "messages or actions of rejection coming from an individual consumer or a group of consumers" (Hu et al., 2018, p. 165). However, Hu et al. (2018) found that if a brand rejection is carried out by brands (corporates) toward consumers, where brands reject a consumer to consume their product, it might increase the preference and value of the brand in consumers eyes. Research suggests that extreme negative emotions or feelings caused due to product failure, corporate's unethical behavior, or ideological incompatibility towards a brand can cause a consumer to protest or boycott the brand (Fetscherin, 2019; Bryson and Atwal, 2018; Platania, Morando and Satisi, 2017; Zarantanello et al., 2016) A recent study by Khanna, Sharma and Tandon (2020) found that a great influence by social media on the boycotting of brands in India which led consumers to hate the boycotted brands. Similarly, the literature shows that protesting (boycotting) is a result of brand hate (Fetscherin, 2019; Zarantanello et al., 2016; Bryson, Atwal and Hultén, 2013).

2.5. Theories Used in Explaining Brand Hate Phenomenon

Researchers have used numerous theories for understanding the concept of brand hate. Table 3 was created through the evaluation of the literature and presents a list of theories that are used in brand hate research. Some have been used more often than others. Review of Brand Hate literature suggests that dis-identification theory, triangular theory of hate, the theory of hate, and self-congruity theory are the most extensively used theories.

Social identity theory is one of the most extensively used theories in the brand hate literature. Social identity theory suggests that an individual's behavior can be changed/alterd by a group (organization) to which they attach themselves to. It was defined as "the perception of oneness with or belongingness to an organization" (Ma, 2020, p. 359). One's social identity is shaped according to the groups they are a member of. Demibag-Kaplan (2015) used social identity theory to explain how an individual may overcome hate due to the nostalgic feelings they might have towards a brand. And in this study, they identified nostalgia as a group (youth) to which an individual might once belonged. Whereas, Popp, Germelmann and Jung (2016) use

social identity theory to explain the emotions of love and hate towards sports teams. A study conducted by Ramirez et al. (2019) used social identity theory to explain brand polarization and its love and hate effects. Research carried out by Ma (2020) on how the emotion of love can change into hate due to the exposure/belonging to a certain group whose members might have faced a similar crisis with a brand. In the study it was found that anger, disappointment sympathy, and attitude are led by the crisis which they defined as “an event or a perception of an event that threatens or violates important value expectancies of stakeholders and stakeholder reactions can seriously impact the organization’s performance and generate negative outcomes” (Ma, 2020, p. 358). Similar study on love and hate proposed a brand hate measurement scale based on social identity theory (Shuv-Ami, 2020). Their study found that “mixed emotions of the love for a sports team (in-group) and hatred toward a rival team (out-group) have a significant impact on fan’s behavior” (Shuv-Ami, 2020, p. 556). They also mentioned that depending on the loyalty of the loved team the hate for the rival team might change. Lastly, Dessart et al. (2020, p. 1769) proposed that once an individual is accepted to a hate community, they tend to show their hatred towards it by speaking ill of the hated brand and through this, they “legitimize their individual-level negativity and ground their community participation”.

The triangular theory of hate is another theory that has been used as frequently as the social identity theory. The theory opposes the idea that hate is a distinct emotion and does not consist of any other emotions, but rather on the contrary it was proposed by Sternberg (2003, p. 306) that hate is a multidimensional construct. He argues that “hate has multiple components that can manifest in different ways and different occasions”. The theory posits that there are three elements of hate: Negation of intimacy (distance) is characterized by repulsion and disgust, passion (anger or fear), and commitment (devaluation and diminution). Triangular theory of hate in brand hate research stream was used to understand predictors and outcomes (Zhang and Laroche, 2020; Platania, Morando and Santisi, 2017), to put forth a hierarchical brand hate model which shows different types of haters and how their relationship with outcomes of hate (Kucuk, 2019; Fetscherin, 2019), their levels of hate, and the personality traits which these haters have (Kucuk, 2019). The current study uses the triangular theory of hate to define the concept of brand hate. Therefore, the current study considers brand hate as a multidimensional construct that consists of the emotions of anger, contempt, and disgust.

Dis-identification theory is another frequently used theories in the brand hate concept. In the context of marketing, it has been studied by Lee, Motion and Conroy (2009, p. 174) who argue that “people may develop their self-concept by dis-identifying with brands that are perceived to be inconsistent with their own image”. In other words, dis-identification relates to the brand whose symbolic image is inconsistent or incongruent with one’s image. An individual consumer might feel hate towards an ignominious brand if they believe that using the brand might negatively influence their social image due to such an abysmal brand value (Sarkar et al., 2019) and this might cause strong dis-identification towards the brand. Studies have shown that dis-identification can cause individual consumers to brand hate if their self-image is not reflected in the image of a brand (Hegner, Fetscherin and Delzen, 2017; Bryson and Atwal, 2013). In the current literature, studies have used the dis-identification theory to determine the antecedents and outcomes (Hegner, Fetscherin and Delzen, 2017), study the impact of embarrassment on brand hate (Sarkar et al., 2019), and show how certain brands cause dis-identification between consumers and them which leads to brand hate (Bryson and Atwal, 2013).

Self-congruity theory posits that a consumer’s behavior towards a brand is determined on the image of the brand (who uses the brand) and the consumer’s self-concept (Sirgy, 1986). A study by Islam et al. (2019) used self-congruity theory to investigate the antecedents of a brand in the food industry. It shed light on a preference for food that is consistent with Muslim consumers’ perspectives. Whereas, Bryson, Atwal and Hultén (2013) used the theory to study the antecedents of brand hate in luxury brands. The theory was used to understand negative stereotypes of a brand’s consumer, and how individual consumers tend to hate a brand whose users belong to a certain group whose image is incongruent with one of the consumers’.

The theory of hate is another theory that has been used by a couple of studies. The theory of hate explains hate is formed through extreme negative emotions. The theory is formed on five concepts of hate (Sternberg, 2003): 1) Hate and love are interconnected; 2) Hate does not imply the absence of love or the opposite of love; 3) Hate has a triangular formation; 4) Hate can originate from stores related to the object of target; 5) Hate is an antecedent of massacres, terrorism, and genocide. According to this theory brand hate can be formed through individual consumers’ direct experiences and indirect experiences, further the theory implies that a weak relationship between consumer and brand leads to brand hate (Hashim and Kasana, 2019). Ahmed and

Hashim (2018) used this theory to study the formation of hate in fast-food consumers and the brand recovery process. Whereas Hashim and Kasana (2019), used this theory to find the antecedents of brand hate in the fast-food industry.

Additionally, several other theories were used such as political consumerism theory which suggests that “ideologically dissatisfied individuals have empowered consumers who enact social change through actions in the marketplace” (Krishnamurthy and Kucuk, 2009); Theory of reasoned action (TRA) which suggests that individual acts depending on their pre-existing attitudes and behaviors. These behaviors are based on what is accepted by the society and others surrounding the individual (Joshi and Yadav, 2020); Exit-voice theory imposes that dissatisfied consumers tend to give their response by complaining to the retailers or service provider (voice response), complaining to their friends or family (private response), or complain to higher authorities (third party response) (Krishnamurthy and Kucuk, 2009); Equity theory explains that brand retaliation takes place to punish or bring harm to brands (Hegner, Fetscherin and Delzen, 2017); Attitude theory in brand hate context describes that “extreme negative affect may trigger the corresponding emotion which might exists simultaneously, yet more transiently and intensely – a period of which we describe as flash hate” (Bryson and Atwal, 2019, p. 177); Theory of Wisdom describes that it is best to reduce the level of hate between two parties instead of directly trying to fix the issue. With the reduced hate towards each other one party would most likely take responsibility and apologize for the situation (Ahmed and Hashim, 2018); Social identity theory used by Ramirez et al. (2019, p. 616) to study brand polarization and brand hate implies that “polarization is the extent to which partisans develop a sense of belonging with other like-minded people while distancing themselves from the supporters of the opposing party, who are viewed as a disliked out-group.” Lastly, the Attribution theory explains that an individual consumer’s reaction is based on the apparent explanation for the failure of the product (Jain and Sharma, 2019).

Table 3. Theories Used in Explaining Brand Hate Phenomenon

Theories	Papers
Political consumerism theory 1,	Krishnamurthy, and Kucuk, (2009)
Exit-voice theory 1,	Krishnamurthy, and Kucuk, (2009)
Theory of hate 25, 34	Ahmed, and Hashim, (2018) Hashim, and Kasana, (2019)
Self-congruity theory 7, 30, 54	Islam et al., (2019) Bryson, and Atwal, (2019) Islam et al., (2020)
Dis-identification theory 18, 31, 41,	Hegner, Fetscherin, and Delzen, (2017) Sarkar et al., (2019) Bryson, and Atwal (2019)
Equity theory 18,	Hegner, Fetscherin, and Delzen, (2017)
The triangular theory of hate 21, 37, 39, 42, 46	Platania, Morando, and Santisi, (2017) Kucuk, (2019) Fetscherin, (2019) Zhang, and Laroche (2020) Platania, Morando, and Santisi, (2020)
Attitude theory 31,	Bryson, and Atwal (2019)
The theory of wisdom 25,	Ahmed, and Hashim, (2018)
Social identity theory 12, 15, 33, 47, 48, 52	Ramírez et al., (2019) Demirbag-kaplan et al., (2015) Popp et al., (2016) Ma, (2020) Shuv-Ami et al., (2020) Dessart et al., (2020)
Attribution theory 35,	Jain, and Sharma, (2019)
Sound effect theory 2,	Steyn et al., (2010)
Brand personality theory 5,	Campbell et al., (2011)
Anti-brand activism theory 13,	Romani et al., (2015)
Construal level theory 23,	Tugrul and Taqi (2018)
Cognitive dissonance theory 27,	Lourerio and Kaufmann (2018)
Legitimacy theory 28,	Hu et al., (2018)
Theory of reasoned action (TRA) 43,	Joshi and Yadav (2020)
Social Cognitive theory 45,	Khanna et al., (2020)
Echoing social movement theory 52,	Dessart et al., (2020)

CHAPTER 3: COUNTRY OF ORIGIN AND CONSUMER ANIMOSITY CONCEPTS

Consumer's decision process while purchasing a product that is originated from a foreign nation holds several key factors. One of the vital factors is of making association with a country which one might think the brand belongs to. According to Maheswaran (1994) the country of a brand/product is considered as a knowledge structure, representation, or stereotype which is used by the consumers to classify a brand/product, and this in turn impacts their evaluation of the brand/product. Within this knowledge lays the positives and negatives which one associates with the nation. Country-of-Origin (COO) is a key concept which allows the consumer to make the connection between the brand/product and the country to which it belongs. In general, it is defined as the perception a consumer has of a brand/product belonging to a country with taking certain cues into consideration as the economy, political structure, production power, and culture. (Roth and Romeo, 1992). Just as there is positive association which encourages the consumer to buy products from a certain nation, there is negative association which pushes the consumers away from purchasing the products of a brand which belongs to a nation. The negative side is studied as the consumer animosity which is defined as "the strong feelings of dislike and enmity based on beliefs arising from the previous or ongoing military, political, or economic actions between nations and peoples that are perceived as hostile, unwarranted, or violating social norms" (Leong et al., 2008. p. 997). Consumer animosity is considered an antecedent of COO which helps the individuals make their purchase decision. Current study investigates the concept of consumer animosity as an antecedent of brand hate as the animosity leads individuals to have negative thoughts towards the country and the brands which are associated with that country.

3.1. Country-of-Origin Concept

Country-of-origin (COO) concept has received significant attention due to its influence on consumer decisions (Saran and Gupta, 2012). Studies on COO allow individual academicians and practitioners to fully understand how an individual consumer perceives brands that are from foreign nations. Roth and Romeo (1992, p. 480) defined COO as "the overall perception [that] consumers form of products from a particular country, based on their prior perceptions of the country's production and marketing strengths and weaknesses," and Ahmed and d'Astous, (1996, p. 98) defined it as "the

country where corporate headquarters of the product or brand is situated, also it can be inferred from the country of assembly or manufacture, and the country of product design". Likewise, just as a COO has its positive side where a brand from a certain country may be considered good due to the country's good image, contrary to that there is a negative side to it as well which is known as the "negative country-of-origin effect" which simply means a brand could be rejected or perceived as bad due to the bad image of the country to where it originally belongs based on various cues (Chu et al., 2010).

Along with the concept of COO, the concept of "brand origin" (BO) has also been established which is defined as "the place, region or country to which the brand is perceived to belong by its target consumers" (Thakor, 1996, p. 27). Brand origin differs from COO in a way that in BO importance is given to the country of origin at the brand level and not a product level (Saran and Gupta, 2012). Another difference is that BO is the perceived country of origin which means in case of lack of information about the origin of the country, one may perceive a different country than the actual country of origin. For example, PlayStation could be perceived as an American brand due to the U.S. being one of the nations with high advancement in the gaming industry, whereas PlayStation is a Japanese brand. Another concept that is associated with COO is country-of-manufacture (COM) which is described as the country where the product is produced (Loureiro and Kaufmann, 2015) and it is perceived by individual consumers as a cue of the quality of the product/brand (Hamzoui-Essoussi, Merunka and Bartikowski, 2011). Both BO and COM are considered two dimensions of COO (Loureiro and Kaufmann, 2015).

There are several explicit cues that individual consumers might give importance to while deciding on purchasing a foreign brand's product or service. For example, an individual's willingness to buy a product from a certain country would be high when the image of the country is a vital cue for the product category (Bandyopadhyay and Banerjee, 2002; Roth and Romeo, 1992). Various studies in the literature show the COO influences consumers' evaluation (Aiello et al., 2009; Carneiro and Faria, 2016; Rot and Diamantopoulos, 2009). Schooler's (1965) study is the first-ever to provide empirical evidence that individual consumers evaluate products that are identical in every respect except for the country-of-origin.

The concept of country-of-origin has been around for a while in the marketing literature (Koshate-Fischer, Diamantopoulos and Oldenkotte, 2012; Papadopoulos and

Heslop, 2012), and there are well over 2500 published studies that have touched upon various parts of COO to date (Aichner, Wilken and Coletti, 2021). Considering the number of publications, it is clear that a product's/brand's country of origin acts as an indicator of quality (Li and Wyer, 1994; Han, 1989) and also influences the perceived risk, value, and the possibility of purchasing the product (Peterson and Jolibert, 1995). COO literature has emphasized the conceptualization of COO (Thakor, 1996; Phau and Prendergast, 2000; Adina, Gabriela and Roxana-Denisa, 2015), the association of product classes to COO (Pecotich and Ward, 2007), the role of COO in formulating individual consumer's perception about foreign brands (Han, 1989), country image (Bandyopadhyay and Banerjee, 2002), brand image differences between eastern and western brands (O'Cass and Lim, 2002), perceived origin of a brand (Thakor and Layack, 2003), the effect of COO on perceived quality (Ahmed and d'Astous, 1996), special product attributes and general product attributes (Parameswaran and Pisharodi, 1994), price information (Bandyopadhyay and Banerjee, 2002), brand name (Thakor and Layack, 2003), local vs foreign brand perception (Zhang and Khare, 2009), advertising (Loureiro and Kaufmann, 2018), and many more factors.

Along with the product category of the brand, consumers tend to evaluate the brand's COO's image via the economic, cultural values, industrialization level, political levels and development, and national symbols (Ahmed and d'Astous, 2007; Papadopoulos and Heslop, 2003; Hooley, Shipley and Krieger, 1988; Wang and Lamb, 1983). Similarly, Lawrence, Marr and Prendergast (1992) mentioned that along with the characteristics of the products/services play an important role in influencing consumers' mindset, there are other variables, such as economy, politics, historical background and relationships, culture, traditions, technological advancement, and industrialization. Knowing these cues which are associated with COO, consumer animosity tends to be the main root of negative COO which leads individuals to develop a certain feeling towards the nation due to individuals' feelings of "antipathy related to previous or ongoing military, or economic events" (Klein, Ettenson and Morris, 1998, p. 90).

When it comes to negative COO, many studies have examined factors that could cause negative COO such as consumer ethnocentrism (Shimp and Sharma, 1987; Huddleston, Good and Stoel, 2001), brand transgression (Aichner, Wilken and Coletti, 2021), country image (Han, 1989), culture factors (Ahmed and d'Astous, 2004), religious affiliations (Sandıkçı and Ekici, 2009), and consumer animosity (Amine,

Chao and Arnold, 2005; Klein, Ettenson and Morris, 1998); up till now no study in the literature exists which covers the negative country-of-origin effect as an antecedent to brand hate. A study on brand hate antecedents in luxury brands by Bryson, Atwal and Hulten (2013) identified the COO as a potential antecedent. Another study that touched on the negative aspect of COO toward the U.S. found that most of the participants showed a negative attitude towards American brands as they try to persuade individuals to purchase goods/services which are not needed, moreover, they found individuals showed negative feelings towards America because of its culture, brands, and media (Fullerton, 2005).

3.2. Consumer Animosity Concept

Consumer animosity being an antecedent of a negative country-of-origin is one of the reasons why individual consumers might have strong negative feelings towards a country where a certain product originates from (Klein, Ettenson and Morris, 1998). Animosity is described as “the strong feelings of dislike and enmity based on beliefs arising from the previous or ongoing military, political, or economic actions between nations and peoples that are perceived as hostile, unwarranted, or violating social norms” (Leong et al., 2008. p. 997). In the context of consumer behavior, Klein, Ettenson and Morris (1998) were the first to explore the consumers’ buying behavior and conflicts between nations where they introduced the concept of “consumer animosity” describing it as “remnants of antipathy relate to previous or ongoing military, political or economic events” (p. 90). Similarly, Riefler and Diamantopoulos (2007), proposed that consumer animosity expresses the hostility that an individual feels towards the country where the product has originated. “Consumers might avoid products [. . .] because the exporting nation has engaged in military, political or economic acts that a consumer finds both grievous and difficult to forgive” (Klein, Ettenson and Morris, 1998, p. 90). To put it in simple words, it is the strong negative (dislike) feelings, emotions, experiences, or memories that one carries that were or are caused by the previous or ongoing issues between the two nations. Research on consumer animosity offers rich literature which testifies to the prevalent negative effects of animosity. Interestingly, such animosity may cause negative outcomes even if the negative feelings towards the nation are at a low level (De Nisco et al., 2016; Klein, 2002).

The literature shows that follow-up studies started to explore it as a multidimensional construct as there are reasons for how and why animosity develops within an individual

consumer (Nes, Yelkur and Silkoset, 2012). Literature has put forth various dimensions of animosity that are war, economic, political, religious, people, and personal animosity, (Nes, Yelkur and Silkoset, 2012; Jung et al., 2002; Riefler and Diamantopoulos, 2007; Nijssen and Douglas, 2004; Klein, Ettenson and Morris, 1998). Nonetheless, three dimensions that every study has in common are war or military, economic, and political. The first holistic explanation of various consumer animosity dimensions has been provided by a study conducted recently by Nes, Yelkur and Silkoset (2012).

Regardless of the substantial accomplishments of researchers in animosity literature, there stands a gap that must be filled. Prior studies have given much importance to the influence of animosity (as a whole) on product quality or purchasing intentions (Heinberg, 2017; Abosag and Farah, 2014; Maher and Mady, 2010; Ettenson and Klein, 2005; Klein, Ettenson and Morris, 1998), and evaluation of brands (Russell and Russell, 2010); whereas recent studies have started to give importance to the emotional aspects (Antonetti, Manika and Katsikeas, 2019; Heinberg, 2017; De Nisco et al., 2016). Nonetheless, even these studies did not focus on multiple emotions but rather studied anger as the main emotion that they assessed as a part of animosity (Abosag and Farah, 2014; Bahaee and Pisani, 2009; Ettenson and Klein, 2005). Few studies have included other emotions such as fear (Antonetti, Manika and Katsikeas, 2019; Harmeling, Magnusson and Singh, 2015), anxiety (Jung et al., 2002), insecurity (Ang et al., 2004), contempt (Antonetti, Manika and Katsikeas, 2019; Maher and Mady, 2010), and disgust (Antonetti, Manika and Katsikeas, 2019).

When it comes to studying emotions as part of consumer animosity, research focuses either on consumer animosity in general, or on one or two of its dimensions (Hofmann et al., 2018; Maher and Mady, 2010; Ettenson and Klein, 2005). Abosag and Farah (2010) have focused on religious animosity alone. Antonetti, Manika and Katsikeas (2019) explored war animosity while studying contempt and disgust as negative emotions that influence consumers' behavior. Other studies focused on war and economic animosity while evaluating anger and/or other emotions (Gineikiene and Diamantopoulos, 2017; Lee, Lee and Li, 2017; Papadopoulos, Banna and Murphy, 2017; Nijssen and Douglas, 2004; Klein, 2002). To date, no study exists which has collectively studied the impacts of the military, political, economic, and people animosities on the negative emotions. Thus, the current study explores the impact of mentioned animosity dimensions on brand hate and the outcomes. In addition,

animosity literature has defined two types of animosity which differentiate based on their sources. These animosity types are stable and situational (Jung et al., 2002; Ang et al., 2004).

Stable animosity results from any negative feelings which arise from past events for instance economic or military ties among nations. Therefore, it is passed from one generation to another as a set of values (Ang et al., 2004). Individuals who possess such values (stable animosity) may not have experienced the event personally that has triggered these emotions (Jung et al., 2002). On the other hand, situational animosity is the result of negative feelings which are associated with a specific situation or episode that one has experienced (Ang et al., 2004). Strong emotions of enmity may arise due to the actual or perceived incitements during a calamity (Jung et al., 2002). An individual may feel situational animosity and stable animosity simultaneously as prior might be triggered by a current event that caused situational animosity.

3.3. Consumer Animosity Effects on Brand Hate

Many studies have analyzed the impact of consumer animosity and consumer preferences/choices; however, marketing literature lacks studies on animosity's effects on consumers' responses towards brands associated with the nation (Russell and Russell, 2010). A study conducted by Russell and Russell (2010) extending the literature on animosity and COO effects, found that animosity does trigger negative feelings in a consumer towards a brand that belongs to a certain nation. Animosity has been considered an antagonistic attitude that consists of negative emotions and opinions toward state out-groups (Jung et al., 2002). According to Brummett et al. (1988) the attitudinal dimension of hostility that one holds towards the target nation consists of negative emotions of anger, contempt, and disgust; these three emotions are considered components of hate. Brand hate construct consists of immoral emotions that are anger, disgust, and contempt (Sternberg, 2003), like the emotions studied in consumer animosity (Antonetti, Manika and Katsikeas, 2019). Brand hate has been conceptualized as an intense kind of dislike (Romani et al. 2012), in line with that animosity literature, also considers "dislike" as an indicator of animosity (Klein, 2002). Dislike in animosity literature is towards the nation, people, products, government, and other aspects of the nation which represent it (Nes, Yelkur and Silkoset, 2012).

Consumer animosity literature provides empirical evidence showing that animosity can have a strong undesirable influence on consumer buying behavior whilst deciding

on buying a certain product or a product of a certain brand that is associated with a certain country (Antonetti, Manika and Katsikeas, 2019; Lee, Lee and Li, 2017; Russell and Russell, 2010; Klein, 1998). The development of bias and negative perspectives toward the brands being evaluated depends on the intensity of the relationship between the brand and the target nation (Russel and Russell, 2010). Furthermore, Klein, Ettenson and Morris's (1998) study also explain the relationship between negative COO and animosity effects. The COO of a brand/product is considered as a knowledge structure, representation, or stereotype which is used by the consumers to classify a brand/product, and this in turn impacts their evaluation of the brand/product (Maheswaran, 1994). When this knowledge comes into play in consumers' minds (Liu and Johnson, 2005), or when there is a lack of information (Maheswaran, 1994), COO-based stereotypes which one has either positive or negative, transfer to the consumers' opinion of brands and products linked to the nation (Russell and Russell, 2010). As it has been proven that consumer animosity is one of the main factors which leads to negative country-of-origin effects (Amine, Chao and Arnold, 2005; Klein, Ettenson and Morris, 1998). Current study proposes that there is a link between consumer animosity towards brands associated country and brand hate. Hence it is hypothesized that:

H1. Consumer animosity leads to brand hate.

3.3.1. Political Animosity Effects

Governmental policies of various nations previously or currently have not been welcomed by individuals globally. Prior studies have found that having differences in political identification could cause animosity among the people of two nations (Fan, 2006; Stepchenkova et al., 2017). Political animosity has caused individual consumers to restrict themselves from purchasing products from target nations (Shimp, Dunn and Klein, 2004; ; Klein, 2002; Klein, Ettenson and Morris, 1998). Nes, Yelkur and Silkoset (2012, p. 762) provided a list of reasons which are related to the political animosity such as "authoritarian government; government regulations and policies, censorship imposed on their people, lack of freedom, oppression; Communist government, undemocratic, political system; human rights violations; women's rights, male-dominated". They also point out that "feelings based on normative and moral evaluations of the use of political power within a foreign country may be animosity background, even when such policies have no direct impact on the sample country" (Nes, Yelkur and Silkoset, 2012, p.762). Showing that one's nation does not simply

have to have any direct conflict with the target country of any sort to develop certain feelings of animosity. Taking on the example of Middle Eastern nations boycotting Danish brands due to a comic showing a caricature of Prophet Muhammad in the Danish press which was insulting to the consumers living in the Middle East (Maher and Mady, 2010) and was allowed by the government to be published. Similarly, Australian consumers' who showed animosity towards France due to the French government testing its nuclear missiles in the North Pacific had stopped purchasing any products of French brands (Ettenson and Klein, 2005). Bahae and Pisani (2009) found that consumers from Iran showed great animosity towards U.S. brands/products due to the hostility shown by the U.S. government towards Iran.

Studies have shown that political animosity can lead individual consumers to develop negative emotions towards the target country (Abraham and Poria, 2020; Kim and Li, 2019; Nes, Yelkur and Silkoset, 2012). Scholars have investigated negative emotions such as guilt, ashamed, remorse (Kim, 2019), and anger (Abraham and Poria, 2020) that can be caused by political animosity. Based on the psychology literature political policy decisions can elicit the emotion of contempt, as it is used in the policies to dehumanize the leaders. Similarly, the supporters of opponent parties are looked down upon as inferior (Brooks, 2019; Lakoff, 1999). The triangular theory of hate by Sternberg (2003) describes the concept as a feeling of devaluation and diminution which can be explained as an individual feeling barely a human or even subhuman. Brooks (2019) points out that the feeling of contempt is felt when one feels that they are being evaluated as lower than others in a hierarchy and respectable status by others. As Nes, Yelkur and Silkoset (2012, p. 762) explained the reasons for political animosity such "lack of freedom, oppression; Communist government, undemocratic, political system; human rights violations; women's rights, male-dominated", these may result in devaluation and diminution making the individuals feel barely a human being as they are being oppressed under the political system. This negative emotion of contempt can damage the opinions of individuals towards the character of the out-group; triggering a perception of the other nation as immoral and corrupted (Fischer and Roseman, 2007; Halperin, 2014; Bar-Tal, 2013). The feeling of contempt leads to negative consequences towards the target country and its brands/products (Antonetti, Manika and Katsikeas, 2019; Fetscherin, 2019; Zarantonello et al., 2016; Bryson, Atwal and Hultén, 2013; Maher and Mady, 2010) such as complaining (Fetscherin, 2019), negative WOM, and brand avoidance (Antonetti, Manika and Katsikeas, 2019).

Therefore, this study proposes that political animosity will cause negative emotion of contempt to be developed in an individual more than other negative emotions of brand hate, and it will lead to negative outcomes of complaining, negative WOM, and avoidance. Hence:

H2: Political Animosity leads to contempt emotion.

H3: Brand hate triggered by political animosity leads to behavioral outcomes of (a) complaining, (b) negative WOM, and (c) brand avoidance.

3.3.2. Economic Animosity Effects

Economic animosity arises when an individual feels that the target nation has influenced their nation's economy in the past or is currently influencing it negatively (Klein, Ettenson and Morris, 1998). Meng-Lewis, Thwaites and Gopalakrishna, (2013, p.1913) defined economic animosity as "the consumers' antipathy toward a foreign nation related to previous or ongoing economic conflicts." Moreover, Riefler and Diamantopoulos (2007, p. 100) described that the economic animosity roots in "trading practices perceived as unfair to the home country, the unreliability of the trading partner and/or the economic power of the foreign country". According to Nes, Yelkur and Silkoset (2012, p. 754) causes of the development of economic animosity in an individual towards the target nation are "poverty, suppression, death due to starvation, no concern for the environment, tourism prices, lawlessness, isolation from the world, low productivity, no infrastructure, illegal immigrants from target nation taking our jobs, and hardship and disaster". When consumers from their home country have the feeling that the target nation is trying to oppress their nation through economic hardship or imposes high prices and tariffs on the imports it causes the individuals to feel animosity toward the target nation (De Nisco et al., 2016) or these economic-based conflicts may even trigger unemployment or loss of business (Lee, Lee and Li, 2017). Whenever the animosity is linked to any sort of economic issue or progress, it is looked upon as economic animosity (Ang et al., 2004; Hoon et al., 1998), this results in a change in buying behavior toward the products/brands of the target nation (Russell and Russell, 2010). Economic animosity causes damage to the brand receptivity and causes consumers to prefer brands from other nations and/or purchase local brands (De Nisco et al., 2016). For example, Chinese consumers would not buy Japanese brands due to the previous economic hardship which Japan had inflicted on China (Klein, Ettenson and Morris, 1998). Leong et al. (2008) found that economic animosity felt by consumers from Indonesia, Malaysia, Singapore, South Korea, and Thailand had

negatively impacted their buying behavior towards products from Japan and USA. Animosity has been considered an antagonistic attitude that consists of negative emotions and opinions toward national out-groups (Jung et al., 2002). According to Brummett et al. (1988) the attitudinal dimension of hostility that one holds towards the target nation consists of negative emotions of anger, contempt, and disgust; these three emotions are considered to lead to hate (Sternberg, 2003). Animosity literature shows that economic animosity leads to negative emotions which trigger negative consequences towards the products/brands associated with the animosity nation (Lee, Lee and Li, 2017; Klein, Ettenson and Morris, 1998). However, the literature has only covered one negative emotion of anger (Lee, Lee and Li, 2017; Nijssen and Douglas, 2003; Klein, 1998; 2002). The psychology literature shows that negative emotions are triggered mainly by a violation of one's moral codes (Sternberg, 2003; McDougall, 2001; Plutchik, 1991; Kemper, 1987). To put it simply, negative emotions of disgust, anger and contempt are activated when one evaluates a moralistic behavior as negative due to the wrong behavior or blames the actor who has performed immoral behavior/action (Papadopoulos and Hayes, 2018; Yoder and Decety, 2018). According to Sternberg's (2003) theory of triangular hate, negative emotions consisting of hate (anger, contempt, and disgust) are the result of a contravention of their freedom and individual or communal rights, and due to this, it might be deemed as a threat to individuals and their liberty. The animosity literature lacks studies on its impact on negative emotions and its connection with brand hate. The current study intends to find the linkage between animosity and brand hate; therefore, it can be assumed that economic animosity as a dimension of animosity will lead to brand hate by triggering one or more negative emotions.

It is hereby proposed that economic animosity will lead to brand hate by triggering negative emotions of anger, contempt, and disgust, and this will lead to one or more of the following negative consequences: brand avoidance, brand retaliation, negative WOM, complaining, and protest. Hence:

H4: Economic Animosity leads to brand hate.

H5: Brand hate triggered by economic animosity leads to behavioral outcomes of (a) brand avoidance, (b) brand retaliation, (c) negative WOM, (d) complaining, and (e) protest.

3.3.3. War Animosity Effects

Consumer animosity may stem from military conflicts with the target country. Consumers may feel animosity towards other nations when their nation had faced military/war conflict in the past or is currently facing any type of military/war conflict with the target nation. This type of animosity is considered military/war animosity (Nes, Yelkur and Silkoset, 2012; Klein, 1998). As war is a disastrous event that could take between nations, one does not have to feel the conflict personally to develop such strong negative feelings towards the offending nation (Ang et al., 2004). The development of animosity due to military issues leads to negative buying behavior towards the brands/products of the targeted nation. Literature shows that war animosity leads to a decline in the propensity to buy products/brands from an animosity-targeted nation (Russell and Russell, 2010; Klein, Ettenson and Morris, 1998). Research on war animosity has explored its impact on consumers' buying behavior related to product quality judgment (Antonetti, Manika and Katsikeas, 2019; Heinberg, 2017; Harmeling, Magnusson and Singh, 2015; Ma et al., 2012; Tian and Pasadeos, 2012; Ettenson and Gabriele Klein, 2005), willingness to buy (Fong et al., 2014; Wang et al., 2013; Ma et al., 2012; Klein, Ettenson and Morris, 1998), purchase intention/likelihood to purchase (Papadopoulos et al., 2017; Tian and Pasadeos, 2012), and product evaluation (Sohail and Opuku, 2016). Other studies have focused on war animosity's behavioral outcomes such as boycott intention (Lee, Lee and Li, 2017; Ettenson and Klein, 2005), negative word-of-mouth, and product avoidance. (Antonetti, Manika and Katsikeas, 2019; Heinberg, 2017; Harmeling, Magnusson and Singh, 2015).

As animosity is considered a hostile approach that consists of negative emotions and opinions toward national out-groups (Jung et al., 2002). Antonetti, Manika and Katsikeas (2019) point out that hostility is related to intense negative emotions such as hate, contempt, and disgust in severe instances of ethnic conflicts, which are frequently related to extended and organized military conflicts. In brand hate literature, anger is considered an extremely negative emotion that is elicited in reaction to a threat, and it is swift in its growth (Sternberg, 2003). According to Rozin (1999) anger is likely to develop in reaction to the violation of one's rights. In the psychology literature, it has been observed that military actions of a nation cause anger in people from the targeted nation whom the action is taken against and others who view the military actions as disturbing and breaking the peace (Blunden and Blunden, 2008). Recently, scholars

have started to give importance to studying the negative emotions which are caused by war animosity (Antonetti, Manika and Katsikeas, 2019; Heinberg, 2017; Ettenson and Klein, 2005; Klein, 1998). However, most of the studies have focused only on anger (Antonetti, Manika and Katsikeas, 2019; Gineikiene and Diamantopoulos 2017; Lee, Lee and Li, 2017; Harmeling, Magnusson and Singh, 2015; Ettenson and Klein, 2005; Klein, 1998; 2002;). Out of twelve studies that focused on the negative emotions all took anger into account and along with that only three studies considered looking into other negative emotions such as fear (Antonetti, Manika and Katsikeas, 2019; Heinberg, 2017; Harmeling, Magnusson and Singh, 2015), contempt and disgust (Antonetti, Manika and Katsikeas, 2019).

Extreme negative emotions caused by any foul play may lead to various consequences. In brand hate literature, emotions of disgust, contempt, and anger will have different outcomes depending on the severity of the emotions felt by the individual consumers (Fetscherin, 2019; Hegner, Fetscherin and Delzen, 2017; Zarantonello et al., 2016). However, based on the model proposed by Fetscherin (2019) these outcomes are limited to complaining, brand retaliation, brand switching, and brand revenge. Whereas, in the animosity literature, Antonetti, Manika and Katsikeas (2019) found that anger, contempt, and disgust lead to negative word-of-mouth, product quality, and product avoidance. Considering these two studies, the negative emotion of anger which is widely the consequence of war animosity leads to product avoidance, brand retaliation, negative word-of-mouth, and complaining. Along with that current study proposes that anger caused by war animosity will lead consumers to protest the products/brands of the targeted country. Tian and Pasadeos (2012) noted that a nation's engagement in the war in the past is most likely to trigger protest behavior in the current time if the memories are awoken. As Peng, Waida and Hu (2012) in their study mentioned that Chinese consumers and supermarkets protested the Japanese products due to the Japanese government's approval of removing the wartime brutalities which they had carried out against China. Another example is Chinese consumers protesting the Japanese government to boycott of their products due to a dispute on Diaoyu Island (Lee, Lee and Li, 2017). Similarly, protest against the French government by people living in Australia, New Zealand, Japan, and others in the region due to the testing of the policy of nuclear testing (Ettenson and Klein, 2005). Nuclear tests are not just a threat to the nations in a specific region but also to the rest of the world and they may cause animosity towards the target nation in consumers from any nation (Ang et al.,

2004).

Therefore, it is proposed that war animosity will trigger anger emotion as part of brand hate and brand hate developed by war animosity will lead to product avoidance, brand retaliation, negative word-of-mouth, complaining, and protest behavior.

H6: War Animosity leads to anger emotion.

H7: Brand hate triggered by war animosity leads to behavioral outcomes (a) brand avoidance, (b) brand retaliation, (c) negative WOM, (d) complaining, and (e) protest.

3.3.4. People Animosity Effect

People animosity is one of the consumer animosities dimensions that has been recently introduced. Nes, Yelkur and Silkoset (2012) were one of the first to introduce animosity developing from reasons related to the people of a country in the marketing literature. People animosity may stem from various reasons related to the mentality, lifestyles, attitude, culture, religion, and other related factors associated with the people from the targeted animosity country. According to Nes, Yelkur and Silkoset (2012, p. 762), people animosity “reflects a strong dislike of the mentality and the perceived hostility of the people from the animosity target”. Long et al. (2008) mentioned that such animosity is generated towards the people of a specific country but not the country itself.

When it comes to the emotions triggered by the actions taken by people of a certain society or a group, psychology literature found that the negative emotions of anger and disgust are most likely to be triggered than any other emotion. Negative emotions of anger and disgust are triggered in reaction to violations of moral norms (Haidt, 2003). Moll et al. (2008) concluded that the emotion of disgust can lead to anger depending on the severity of the situation or it could arise without the anger emotion. A study done by Widyarini (2018) implies that the majority of individuals associate the emotion of disgust with a bad or immoral act carried out by an individual. This suggests that individuals may feel the emotion of disgust due to the wrongful act carried out by the people. The emotion of anger can cause individuals to take direct aggression toward the violator such as insulting, yelling, or hitting them. Whereas disgust emotion causes indirect aggression such as having to talk negatively about the violator or distancing away from them (Curtis and Biran, 2001). Therefore, it is proposed that people animosity will trigger emotions of anger and disgust of brand hate, and the brand hate triggered by people animosity will lead to brand avoidance,

brand retaliation, nWOM, and complaining.

H8: People Animosity leads to disgust and anger emotion.

H9: Brand hate triggered by people animosity leads to behavioral outcomes of (a) brand avoidance, (b) brand retaliation, (c) negative WOM, and (d) complaining.

Following conceptual model has been developed after conducting the literature review and the development of the hypotheses. All the associations which have been theorized are presented in the model.

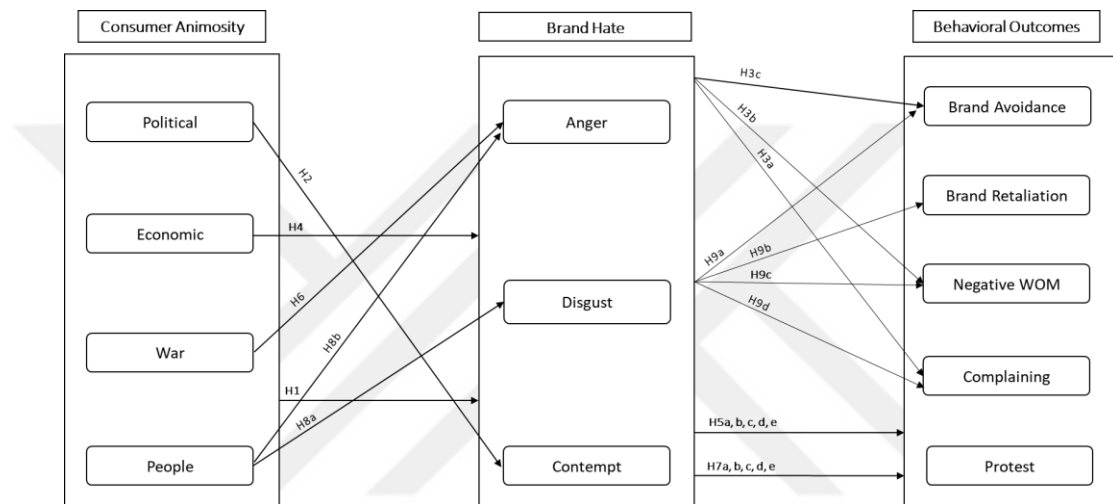


Figure 2. Conceptual model

CHAPTER 4: RESEARCH METHODOLOGY

This chapter presents the study's research design, data collection procedures, stimulus material, operationalization of constructs, pretest, and its results, measurement instruments, validity and reliability, and the results of the main study.

4.1. Experimental Research Design

The purpose of the current study was twofold; one was to find out how different dimensions of consumer animosity led to brand hate emotions, and the second was to investigate the consequences of brand hate caused by different consumer animosity dimensions. Additionally, a study found which emotion(s) were felt more than others based on the animosity dimension. Lastly, the study puts forth the consequences (behavioral outcomes) of consumer animosity and brand hate.

One-way independent samples design also known as the single-factor design is defined as "an experimental design in which a single independent variable is manipulated to observe its influence on a dependent variable" (APA Dictionary of Psychology, 2022). Experimental designs have increased their application in marketing studies (Jungbok, 2016; Maulana, 2020). In experimental design, the researcher manipulates treatments for the different groups of participants and then evaluates group responses to see if there is a difference. The experimental design presents proof on independent variables influence a dependent variable (Neuman, 2013). Therefore, the current study has a one-way independent samples design to investigate the cause-and-effect relationships between consumer animosity and brand hate.

A between-group design with four groups is selected for the current study. Many experiments use a between-group design when the researcher evaluates two or more groups (Keppel and Wickens, 2003; Rosenthal and Rosnow, 1991). This design is suitable for the study because it helps to see which animosity's dimension has a stronger (if any) impact on brand hate and the outcomes.

The current study uses scenarios in obtaining data from participants. It has been emphasized by Xie, Bagozzi and Gronhaug (2015) that scenarios are frequently used by psychologists to manipulate individuals' emotions indirectly due to a great deal of difficulty that takes place when trying to manipulate emotions directly and also the ethical concerns which could arise from it.

4.2. Sampling and Data Collection

Sample Size

The sample size for the study has been obtained through a priori power analysis (Cohen, 1988), it is used to compute the sample size “as a function of the required power level $(1 - \beta)$, the prespecified significance level α , and the population effect size to be detected with probability $1 - \beta$ ” (Faul et al., 2007, p. 176).

To calculate the sample size the significance level α was set to 0.05, power $(1-\beta)$ was set to 0.8, and the number of groups was set to 4. The effect size of 0.40 was used which is defined as a large effect size (Cohen, 1988; Karadağ and Aktaş, 2011). According to the results, the total sample size came out to be 112 (See Appendix C - Figure 1). Thus, a 28-sample size is required for each treatment group for the test. These results are in line with the Karadağ and Aktaş (2011) study. To avoid a Type II error (when results show no difference when there is a difference), larger sample size is considered (Streiner, 1990; Hulley et al., 2001). The current study considered a total sample size of 120 (30 participants per group) which will not only provide a better generalization but as well as give better power to detect differences as it is a better representative of the population (Patel, Doku and Tennakoon, 2003).

Sampling Method

A convenience sampling method was used. Convenience sampling is a nonprobability or nonrandom sampling method where certain members of the population who are easily accessible, are available at a given time or are willing to participate are used for the study (Dörnyei, 2007). The convenience sampling method was applied to the current study as the data was obtained online through posting self-administered surveys on social media networks (LinkedIn, ResearchGate, and Facebook). Participants were randomly assigned to each of the four experimental groups. The assignment was neither based on the personal preferences of the participant nor the researcher (Maulana, 2020). It gives all participants an equivalent chance of being chosen for the treatment groups.

Sample Characteristics

Participants consisted of adult consumers similar to the prior studies (Kruger et al., 2020; Sánchez, Campo and Alvarez, 2018; Russell and Russell, 2010; Klein, Ettenson and Morris, 1998). A total of 120 respondents (30 respondents for each group) were randomly assigned to the four experimental conditions.

Table 4. Demographics of sample

		Frequency	Percentage
Gender	Male	73	60.8
	Female	47	39.2
	Total	120	100
Age	24 and below	8	6.6
	25 – 34	37	30.3
	35 – 44	37	30.3
	45 – 54	22	18.0
	55 and above	16	13.1
	Total	120	100
Annual Household Income (USD)	0 – 15,000	11	9.2
	15,001 – 30,000	19	15.8
	30,001 – 45,000	33	27.5
	45,001 – 60,000	31	25.8
	60,001 or above	26	21.7
	Total	120	100
Education Level	No Schooling Completed	0	0
	Elementary School	0	0
	Higher School Graduate	1	0.8
	Bachelor’s Degree	17	14.2
	Master’s Degree	68	56.7
	Doctorate Degree	34	28.3
	Total	120	100

The total sample consists of 73 male participants and 47 female participants. Participants were between the ages of 21 to 66. The highest number of participants belonged to the 26-30 age group representing 21.1 percent of the sample size, followed by the 31-35 age group which accounted for 18.7 percent, next was the 36-40 age group which accounted for 14.6, and the least participants belonged to 61 or above age group which represented just 1.6 percent of the sample.

33 respondents belonged to 30,001 – 45,000 household income, followed by 31 respondents belonging to the 45,001 – 60,000 group, and the smallest income group was 0 – 15,000 which consisted of 11 participants.

There were no respondents who did not have any schooling done or had only attended

high school. Whereas there was only one respondent who was a high school graduate. Aside from that, master's degree holders accounted for 56.7 percent of the sample, followed by doctorate degree holders at 28.3 percent and bachelor's degree holders represented 14.2 percent. The education levels of individual participants show that majority of them had either bachelor's degrees or higher.

Data Collection Procedure

Data were obtained by conducting a web-based survey using Google Forms. Reasons for using online surveys were that online surveys are more convenient in reaching a diverse population for better generalization and help to save time (Evans and Mathur, 2005; Hogg, 2003). Moreover, online surveys in marketing literature are being used more often today as individual consumers like to express themselves on the internet more openly (Krishnamurthy and Kucuk, 2009). Another issue that had a great impact on selecting online survey was of Covid-19 pandemic which has made reaching participants in person very difficult.

The survey links were shared online on various social media platforms, including ResearchGate, LinkedIn, and Facebook. ResearchGate is known as the professional network for scientists and researchers with over 20 million members today (ResearchGate, 2022). And LinkedIn is the world's largest professional network with over 774 million members (Statista, 2022). Whereas Facebook was selected as it is the biggest social media platform with over 2.8 billion users worldwide as of September 2021 (Statista, 2021).

4.3. Operationalization of Constructs

4.3.1. Consumer Animosity

Study by Leong et al. (2008, p. 997) defined the concept of animosity as “the strong feelings of dislike and enmity based on beliefs arising from the previous or ongoing military, political, or economic actions between nations and peoples that are perceived as hostile, unwarranted, or violating social norms”. Consumer animosity refers to “remnants of antipathy relate to previous or ongoing military, political or economic events” (Klein, Ettenson and Morris, 1998, p. 90). Four consumer animosity dimensions have been proposed by various studies that are war animosity (Harmeling, Magnusson and Singh, 2015; Meng-Lewis, Thwaites and Gopalakrishna, 2013; Klein, Ettenson and Morris, 1998), economic animosity (De Nisco et al., 2017; Riefler and Diamantopoulos, 2007; Nijssen and Douglas, 2004), political animosity (Kim and Li, 2020; Alvarez and Campo, 2014), and people animosity (Nes, Yelkur and Silkoset,

2012; Sánchez, Campo and Alvarez, 2018). Economic animosity arises in an individual when they feel that the target nation has influenced their nation's economy in the past or is currently influencing it negatively (Klein, Ettenson and Morris, 1998). The antipathy may drive by poverty, suppression, death due to starvation, lawlessness, isolation from the world, low productivity, no infrastructure, hardship and disaster, and tourism" (Nes, Yelkur and Silkoset, 2012, p. 754). To measure economic animosity current study adapted a 3-item scale from Nes, Yelkur and Silkoset (2012).

Political animosity is defined as the negative feelings that arise due to the differences in political identification of an individual and the target nation (Witkowski, 2000). These negative emotions may arise due to the internal politics of the target nation such as government regulations and policies, lack of freedom, oppression, human rights violations, and other unjustified practices (Sánchez, Campo and Alvarez, 2018). To measure political animosity a 3-item is adapted from Nes, Yelkur and Silkoset (2012). Military/War animosity is described as negative feelings in an individual toward a target nation because their country faced military/war conflict in the past or is currently facing any type of military/war conflict with the target country (Edwards, Gut and Mavondo, 2007). To measure military/war animosity a 2-item is adapted from Nes, Yelkur and Silkoset (2012).

People animosity refers to a strong dislike of the mentality and of the perceived hostility of the people from the animosity target nation (Sánchez, Campo and Alvarez, 2018). The negative emotions may arise from impressions of immigrants from the animosity country, people being unfriendly, harsh, rude, mean, or cruel towards animals, and not being open to tourists or immigrants from other nations Nes, Yelkur and Silkoset (2012). To measure people animosity a 3-item is adapted from Nes, Yelkur and Silkoset (2012).

4.3.2. Brand Hate

Brand hate is defined as "an intense negative emotional effect towards the brand" (Bryson, Atwal and Hultén, 2012, p. 395). The concept of brand hate argues that an individual consumer can develop hate-like feelings (emotions) towards a brand even with or without having to consume products/services of that brand. According to the theory of triangular hate, hate is a complex emotion that consists of several primary and/or secondary emotions which are anger, contempt, and disgust (Sternberg, 2003). Disgust refers to the desire of attaining physical, emotional, or mental distance from the entity causing the feeling (Alba and Lutz, 2013). In the marketing context, when

an individual feels disgusted with a brand, he/she tends to start distancing away from that brand (Park, Eisingerich and Park, 2013). To measure disgust, a 10-item scale is adapted from Fetscherin (2019).

In psychology literature emotion of contempt communicates that the recipient is inferior, is lower than the agent (Miller, 1997); has not met the agent's standards, and hence is not good enough to be included in the agent's group (Fischer and Roseman, 2007). Sternberg (2003) explains it as a feeling of devaluation and diminution. In the context of brand hate, contempt emotion arises when a consumer feels betrayed by the brand, or his/her expectations were not met, such as the lack of customer service (Zarantonello et al., 2016). To measure contempt, a 10-item scale is adapted from Fetscherin (2019).

Anger is expressed as an antagonistic feeling towards the object/individual that has deliberately caused harm (Berkowitz and Harmon-Jones, 2004). The emotion of anger compromises passion which may be expressed as a feeling of intense anger itself when faced with a threat (Sternberg, 2003). The passion dimension of brand hate is a type of anger that leads a consumer to take vengeance against the object of hate, and at the same time, this can lead him/her to retaliate against the brand or take revenge (Gregoire, Laufer and Tripp, 2010; Funches, Markley and Davis, 2009). The anger scale consisted of 9-items which is adapted from Fetscherin (2019).

The scale was modified grammatically by adding "would" as the respondents were asked to respond to a scenario. Another modification was to change the word "Brand X" in the original brand hate scale to "Brands from Country ABC".

4.3.3. Complaining

Complaining occurs when an individual does not attain the perceived expectations from the target (individual/brand/country), which leads to a driving force to retaliate. This reaction causes negative emotions that could lead the consumer to complain about the experience of the brand itself or its products/services to family, friends, or to larger audiences, such as the government, consumer protection groups, or the brand itself (Fox, 2008; Harmeling, Magnusson and Singh, 2015). To measure complain variable, a 3-item scale is adapted from Thomason, Whelan and Johnson (2012).

Brand retaliation occurs when an individual consumer is angered due to the bad experiences with a brand and thus reacts with an aim of vengeance (Gregoire, Laufer and Tripp, 2010). Customers are capable of more than terminating their relationship with the brand passively or complaining in a passive manner (Bechwati and Morrin,

2003). They can fight back and take any sort of harsh action against the brand (Wetzer, Zeelenberg and Pieters, 2007). To measure the brand retaliation construct, a 5-item scale is adapted from Fetscherin (2019).

4.3.4. Brand Avoidance

When an individual goes through a negative experience with a brand, he/she may intentionally decide to stay away from or reject the brand, which is described as brand avoidance (Lee, Motion and Conroy, 2009). This construct is measured through a 5-item scale adapted from Thomson, Whelan and Johnson (2012).

4.3.5. Negative Word-of-Mouth

Negative Word-of-Mouth (nWOM) is the negative expression of an individual's experiences about a product, service, or brand to others. Consumers usually engage in negative word-of-mouth to inform other consumers about their negative experiences to save them from the same issue faced by them in the past, or to degrade the brand to get back to the brand for the dissatisfaction (Hegner, Fetscherin and Delzen, 2017). N-WOM is measured through a 5-item scale adapted from Hegner, Fetscherin and Delzen (2017).

4.3.6. Protest

Protest refers to the actions taken by a consumer or a group of consumers against the corporate's wrongdoings with the goal of having these harmful acts to be ceased (Grappi, Romani and Bagozzi, 2013). These actions can also be represented as boycotting and other actions against the corporations. To measure the protest construct, a 7-item scale is adapted from Grappi, Romani and Bagozzi (2013).

4.4. Stimulus materials

Scenarios for the study were developed based on the Nes, Yelkur and Silkoset (2012) study which explored the reasons for feeling animosity. For war animosity, terror-related conflicts, and nuclear weapon testing; for economic animosity, trade sanctions and pricing; for political animosity, factors were human rights violations and foreign policies; and for people animosity, mentality and attitude of the people were the factors which led to animosity reasons were used to create different animosity scenarios (see Table 5).

Table 5. Reasons used to create different animosity dimensions (Source: Adapted from Nes, Yelkur and Silkoset, (2012))

Animosity Dimensions	Reasons for feeling animosity
War	Being a nuclear threat through nuclear weapons and testing; Providing no support in the fight against terrorism; occupying other countries in the past
Economic	Nation thinks of themselves as better than others as they believe that they can do everything better than others, have better production, target others for tourism to get their money, and tend not to follow any economic laws.
Political	Nation has an authoritarian type of government that violates human rights, women's rights, foreign policies, and suppresses its people. The nation is also a threat to world peace as it raises political tensions with other nations.
People	People of this nation do not respect people from other nations, they are hostile to foreigners, and are known to be corrupt. People also commit a lot of crimes and have no value for life.

War Animosity Scenario

Your country has always had problematic relations with the ABC country. Terror-related conflicts and nuclear weapon testing has been the major sources of military tensions. Recently, your government officially accused the ABC country of supporting terrorist attacks. ABC country also declares that it is no longer against nuclear plan investments for military purposes. These events have received a public backlash from your country against ABC country.

Economic Animosity Scenario

Your country has always had problematic relations with the ABC country. Trade sanctions and pricing of international trade transactions have been the major sources of economic tensions. Recently, ABC has imposed more restrictive quotas coupled with high tariffs on imported products from your country. Cheap imports of primary products from the ABC country also led to decreased domestic production and gains. These events have received a public backlash from your country against ABC country.

Political Animosity Scenario

Your country has always had problematic relations with the ABC country. Governmental conflicts involving human rights violations and foreign policies have been the major sources of political tensions. Recently, ABC country has given more immunity to its police force which led to increased police brutality towards the public. It has also become more difficult for your country to present itself in the international

governmental organizations as ABC country opposes your nation and by imposing diplomatic sanctions. These events have received a public backlash from your country against ABC country.

People Animosity Scenario

Your country's people have always had problematic relations with the people from ABC country. The mentality and attitude of the people from the ABC country have been major sources of cultural tensions. Recently, increasingly fewer people in ABC country show respect and acceptance of other values, beliefs, and lifestyles. People from the ABC country are also less welcoming to visitors from other countries, including your country. These events have created a public backlash in your country against ABC country.

4.5. Procedure

120 individuals voluntarily participated in the main experiment. Four groups (30 participants each) based on each animosity dimension (political, economic, war, and people) are exposed to a condition (scenario) and are asked to fill out the survey. (Venkatesan, 1966; Jain and Sharma, 2019).

The participants were asked to imagine themselves in the situations and to respond to the questionnaires immediately after reading the materials. Firstly, the questions related to the animosity dimension and general animosity were asked, followed by brand hate's negative emotions (disgust, contempt, and anger). Next, questions related to behavioral outcomes (complaint, brand retaliation, brand avoidance, N-WOM, and protest) were asked. Clear instructions were provided to ensure reliability.

The questionnaires for economic, political, and people animosity included 64 items plus 3 demographic items (age, gender, and education), and for the war animosity questionnaire, there was a total of 65 items. Animosity dimensions: economic 3-items, political 3-items, war – 2 items, and people 3-items are all measured based on Nes, Yelkur and Silkoset (2012). Brand hate's negative emotions: disgust 10-items, contempt 10-items, and anger 9-items are measured based on Fetscherin (2019). Whereas the behavioral outcome scales have been adapted from various studies: complaint 3-items from Fetscherin (2019), brand retaliation 5-items from Thomson et al. (2012), brand avoidance 5-items, and Negative WOM 5-items from Henger, Fetscherin and Delzen (2017), and protest 7-items from Grappi, Romani and Bagozzi (2013). Most of the scales adapted used a 7-point Likert scale, and 3 scales used a 5-point Likert scale. All items were measured on a 7-point Likert scale as most of the

studies have used and it has shown to be far more accurate, easier to use, and can capture a better reflection of a respondent's true evaluation (Finstad, 2010).

4.6. Preliminary Research

Manipulation Checks

Preliminary research was conducted to carry out manipulation and confounding checks. The purpose was to make sure that the scenarios operate as intended and rule out a confounding variable of a stable and situational animosity difference. Furthermore, the pretest verified the experimental treatment effect on participants. An online survey was conducted on ResearchGate, LinkedIn, and Facebook from September 10 to September 27, 2021. A total of 80 respondents (20 participants per group) participated in the pretest.

A momentary mood scale was administered "at the moment, I feel" with options of Sad being 1 and 10 being Happy. It was placed at the beginning of the survey to capture how the participant felt before reading the scenario. Next, one of the animosity dimension scenarios and the related animosity dimension definition were provided. After reading the scenario and the definition, participants were asked to answer the question measuring animosity treatment effectiveness.

Confounding checks

To strengthen the internal validity of the study and to see whether any other variables had an impact on the dependent variables, a confounding variable was identified and measured. A confounding variable or a confounder is a variable that might be related to both the independent and dependent variable or in other words where the confounder is associated both with the cause and the effect (Jenicek and Cleroux 1982). This study focuses on stable animosity rather than situational animosity. The usage of situational animosity in answering the questions of the scenarios can be confounding. Stable animosity refers to any negative feelings which arise from historical events such as economic or military ties between nations. Therefore, it becomes a value that is passed on from one generation to another (Ang et al., 2004). Individuals who possess such values (stable animosity) may not have experienced the event personally that has triggered these emotions (Jung et al., 2002). On the other hand, situational animosity is the result of negative feelings which are associated with a specific situation or episode that one has experienced (Ang et al., 2004). Strong emotions of enmity may arise due to the actual or perceived incitements during a calamity (Jung et al., 2002). Thus, confounding checks for stable and situational animosities was carried out by

asking “The animosity is rising from generally historical background between your country and the country ABC” and “Animosity is based on perceptions of how the country ABC has treated your country.” questions, respectively.

Perceived realism

Perceived Realism is the participant’s assessment of the extent to which the narrative world is reflective of the real world (Gerbner and Gross, 1976). Studies have found that narratives do not only have a great influence on the beliefs and behaviors of individuals but also on their attitudes towards the matter being discussed (Morgan, Movius and Cody, 2009; Slater, Rouner and Long, 2006). Hence, it is important to have perceived realism when it comes to an experiment that is being conducted through a scenario. When an individual participant reads the scenario (narrative), it impacts their beliefs, behaviors, emotions, and attitudes (Cho, Shen and Wilson, 2012), for the study to be carried out as intended. And the last question in the pretest is used to measure the perceived realism of the scenario with the following question “I believe that such things can happen in real life”.

Results

Table 6 shows the extent to which each animosity dimension manipulated was felt by participants on average. Current results are in line with the study of Nes, Yelkur and Silkoset (2012) where they also found Political animosity (5.88) to be the strongest, followed by war animosity (5.75), people animosity (5.28), and economic animosity (4.65) to be the weakest. Political animosity may be felt stronger due to the unacceptable use of power by nations (Nes, Yelkur and Silkoset, 2012), whereas economic animosity may be perceived less due to the temporary concerns and effects (Klein, Ettenson and Morris, 1998).

Table 6. Pretest animosity check results

Animosity	Mean
Political	6.15
Economic	4.60
War	6.00
People	5.30

To check for the differences among the treatment groups (G1p: Political animosity; G2p: Economic animosity; Gp3: Military animosity; G4p: People animosity) and

stable animosity, situational animosity, mood, and realism one-way between-groups analysis of variance was conducted. Firstly, to check whether the assumption of homogeneity of variance was violated or not, the significance value of Levene's test was considered. If the significance value was > 0.05 , an ANOVA table was considered to check the sig. value and if the significance value was < 0.05 , the Robust Tests of Equality of Means table was considered.

Levene's test results presented in Table 21 and 30 respectively (See Appendix B) show that significance values of stable animosity (0.970) and realism (0.497) were greater than 0.05 which means that the assumption of homogeneity of variance was not violated. Therefore, ANOVA table was considered to check for the significance for these variables. The results below (see table 7) for stable animosity ($F_{3,76}=.824$, $p=.485$), Gp1: M = 3.5; SD = 1.64, Gp2: M = 4.05; SD = 1.85, Gp3: M = 3.4; SD = 1.63, Gp4: M = 3.25; SD = 1.71, and realism ($F_{3,76}=.139$, $p=.252$), Gp1: M = 6.35; SD = .74, Gp2: M = 5.6; SD = 1.63, Gp3: M = 6.3; SD = 1.22, Gp4: M = 6.05; SD = 1.43 suggest that the scores among groups do not differ significantly.

Table 7. Pretest Results

	Political	Economic	War	People	F Value	P Value
Stable	M = 3.5; SD = 1.64	M = 4.05; SD = 1.85	M = 3.4; SD = 1.63	M = 3.25; SD = 1.71	$F_{3,76}=.824$	$p=.485$
Situational	M = 3.05; SD = .082	M = 4.80; SD = 2.09	M = 5.85; SD = .99	M = 5.20; SD = 1.54	$F_{3,76}=3.18$	$p=.029$
Mood	M = 7.66; SD = .86	M = 7.10; SD = 2.05	M = 7.9; SD = 1.29	M = 7.5; SD = 1.43	$F_{3,76}=1.112$	$p=.505$
Realism	M = 6.35; SD = .74	M = 5.6; SD = 1.63	M = 6.3; SD = 1.22	M = 6.05; SD = 1.43	$F_{3,76}=.139$	$p=.252$

Levene's test results presented in Table 24 and 27 respectively (See Appendix B) show that significance values of situational animosity (0.009) and mood (0.001) were less than 0.05 which means that the assumption of homogeneity of variance was violated. Hence, Robust Tests of Equality of Means table was looked at instead of ANOVA scores where Welch's significance value for situational animosity 0.039 and mood 0.505 was considered. Results presented above from situational animosity (see table

3) suggest that there is a significance difference ($F_{3,76}=3.18, p=.029$), Gp1: $M = 3.05$; $SD = .082$, Gp2: $M = 4.80$; $SD = 2.09$, Gp3: $M = 5.85$; $SD = .99$, Gp4: $M = 5.20$; $SD = 1.54$. Post-hoc comparisons using the Games Howell test did not show a significance difference between groups. Whereas the results for mood (see table 7) suggest that the scores among the groups do not differ significantly ($p = .505$), Gp1: $M = 7.66$; $SD = .86$, Gp2: $M = 7.10$; $SD = 2.05$, Gp3: $M = 7.9$; $SD = 1.29$, Gp4: $M = 7.5$; $SD = 1.43$.

4.7. Validity and Reliability of the Study

Reliability

The reliability of an instrument used for measurement refers to its stability and consistency (Creswell, 2010). For the current study, equivalence reliability has been taken into consideration as it applies when multiple indicators are used – that is when a construct is measured with multiple specific measures (items). The current study uses multiple items (vary from 2 to 10) for each construct. To verify the equivalence reliability, the Cronbach's alpha coefficient of each measurement scale is calculated (Table 8) (Creswell, 2010). Cronbach's alpha is the most common test applied to check the reliability of a measurement instrument in scientific studies (Cronbach, 1951). As Cortina (1993) described it as “one of the most important and pervasive statistics in research involving test construction and used” (p. 98).

The Cronbach alpha coefficient ranges from 0 to 1. According to Pallant (2001), the Cronbach alpha score above 0.6 represents high reliability and is in the acceptable index (Nunnally and Bernstein, 1994). Any score under 0.6 is deemed to be low and a score ranging between 0.60 and 0.80 are moderate, and any score above 0.8 is considered very good (Cortina, 1993).

Table 8. Cronbach Alpha Scores for scale reliability

Construct	Number of Scale Items	Cronbach's Alpha
Disgust	10	0.935
Contempt	10	0.968
Anger	9	0.971
Brand Hate	29	0.978
Economic Animosity	3	0.922
Political Animosity	3	0.858
War Animosity	2	0.841
People Animosity	3	0.798
General Animosity	2	0.848
Complaint	3	0.910
Brand Retaliation	5	0.954
Brand Avoidance	5	0.980
nWOM	5	0.964
Protest	7	0.979

Results presented in Table 8 show that all the constructs have reliability scores above the acceptable level (Nunnally and Bernstein, 1994; Cortina, 1993). For individual scales, the highest score is $\alpha = 0.980$ for brand avoidance, whereas people animosity scored the lowest $\alpha = 0.798$ out of all 13 individual scales. Brand hate's overall score is 0.978.

Validity

Validity refers to “the approximate truth of an inference” (Shadish, Cook and Campbell, 2002, p. 34). Internal validity in experimental design refers to whether “observed covariation between A (the presumed treatment) and B (the presumed outcome) reflects a causal relationship from A to B as those variables were manipulated or measured” (Shadish, Cook and Campbell, 2002, p. 38). External validity is “the validity of inferences about whether the cause-effect relationship holds over variation in persons, settings, treatment variables, and measurement variables” (Shadish, Cook and Campbell, 2002, p. 38).

To verify the internal validity, manipulation and confounding check were conducted through the pre-test. Manipulation checks were done by asking questions regarding the scenario, whether it can manipulate the individuals' emotions or not. It was found that manipulation does take place as the individuals read the scenario and the scenarios do verify that it has the effect, which was intended, and it can measure what it is supposed

to measure (Neuman, 2013). A confounding check was conducted to establish any association of a third variable that influences both the supposed cause (IV) and the supposed effect (DV) (Neuman, 2013). Confounding variable checks were carried out in the pre-test (see table 7) showing that none of the variables have any significant effects. In addition, respondents were randomly assigned to the treatment groups.

The external validity of a study is taken into consideration to make sure that the causal relationships put forth by the study can be generalized to different measures, times, settings, and people (Steckler and McLeroy, 2008; Shadish, Cook and Campbell, 2002; Campbell and Pritchard, 1990). External validity involves the generalizability of the study; meaning how likely would it be that the observed outcomes of the study would take place outside the study? To strengthen the external validity, heterogeneous and representative sampling, experimental realism, and construct validity have been taken into consideration.

Statistical validity is ensured by carrying out the correct statistical tests to analyze the data (Bickman, 2000). For data analysis linear regression analysis is used to check the changes caused by the independent variable (IV) on the dependent variable (DV). Proper effect size is considered while determining the sample size which is obtained through prior studies (Karadag and Aktas, 2012).

4.8. Analysis and Results

To test the hypotheses of the study linear regression is used.

4.8.1. Sample Matching

Chi-square analyses were conducted for the differences in the demographic variables between experimental groups. Chi-square results (See Tables 36-39 for detailed results) show that the groups were identical with regard to gender, age, education and income factors ($X^2_{\text{Gender}}(2) = 6.010, p = .422$; $X^2_{\text{Age}}(24) = 24.550, p = .431$; $X^2_{\text{Age}}(24) = ; X^2_{\text{Education}}(18) = 26.020, p = .099$; $X^2_{\text{Income}}(24) = 34.983, p = .069$) (See Table 9).

Table 9. Chi-square analysis results for sample matching tests

	Pearson Chi-Square Value	df	Asymp. Sig. (2-sided)
Gender*Experimental Groups	6.010	6	.422*
Age*Experimental Groups	24.550	24	.431*
Education*Experimental Groups	26.020	18	.099*
Income*Experimental Groups	34.983	24	.069*

*There is no significant difference between groups at $\alpha=0.05$.

4.8.2. Hypothesis Testing

Hypothesis 1

H1 predicts that consumer animosity leads to brand hate. To test the effect of consumer animosity on brand hate, a simple linear regression analysis was conducted.

Before conducting the regression analysis, assumptions of linearity, autocorrelation, and heteroskedasticity were checked (See Appendix C).

- A linear relationship between the IV and DV was found linear as the Pearson correlation value is found about 0.3 at correlation coefficient .604 (Appendix C, Figure 4; Table 37).
- Tests of normality were carried out to check whether if the data were normally distributed or not. The results from Kolmogorov-Smirnov were considered as the sample size is over 50, the results show value above $p > 0.05$ at 0.807 for consumer animosity and 0.920 for Brand hate. hence it is assumed that data is normally distributed (Appendix C, Table 38).
- Homoscedasticity was checked to see that residuals have a constant variance. It was checked through residual statistics (Appendix C, Figure 5, Table 39), the residual statistics showed a range of residuals at -3.232 and 1.925 with just 3 plots under -3. The fitted values plot shows a rectangular-shaped plot, it shows that homoscedasticity exists.
- Collinearity statistics were used for checking the multicollinearity of the data. Tolerance was found above $T > .10$ and Variance inflation factor (VIF) found less than 10 (Appendix C, Table 40).

Linear Regression Analysis

The result in Table 10 (see Appendix C, Tables 41-43 for detailed results) shows that consumer animosity toward brands associated with the country leads to brand hate. Consumer animosity significantly impacts brand hate $F(1, 118) = 67.710$, $p < 0.05$, indicating that consumer animosity can play significant role in forming brand hate ($b = .604$, $p < .05$). The current study's results are in line with the results of Antonetti, Manika and Katsikeas (2019) who found that animosity leads to immoral emotions of anger, disgust, and contempt which in our study represent brand hate construct. Furthermore, the $R^2 = .365$ depicts that the model explains 36.5% of the variance in brand hate. Hence, H1 is supported.

Table 10. Regression analysis of consumer animosity and brand hate

Regression	Beta Coefficient	R ²	F	p-value
Consumer Animosity → Brand Hate	.604	.365	67.710	.000

Before conducting the regression analysis for H2 and H3, assumptions of linearity, autocorrelation, and heteroskedasticity were checked (See Appendix C).

Assumption Check

Before conducting the regression analysis, the assumptions for regression analysis were checked which included linearity, normality, homoscedasticity, and multicollinearity.

- A linear relationship between the IV and DV was found linear as the Pearson correlation value is found about 0.3 at correlation coefficient .484 (Appendix C, Figure 6; Table 44).
- Tests of normality were carried out to check whether if the data were normally distributed or not. The results from Shapiro-Wilk were considered as the sample size is below 50, the results show value above $p > 0.05$, hence it is assumed that data is normally distributed (Appendix C, Table 45).
- Homoscedasticity was checked to see that residuals have a constant variance. It was checked through residual statistics (Appendix C, Table 46), the residual statistics showed a range of residuals at -2.242 and 2.087 which is between the accepted range of -3 and 3.
- Collinearity statistics were used for checking the multicollinearity of the data. Tolerance was found above $T > .10$ and Variance inflation factor (VIF) found less than 10 (Appendix C, Table 47).

Hypothesis 2

H2 predicts that political animosity leads to contempt emotion of brand hate. To test H2 a simple linear regression analysis was conducted.

Linear Regression Analysis

The result in Table 11 (see Appendix C, Tables 48-50 for detailed results) shows that political animosity leads to contempt emotion. Political animosity significantly impacts contempt emotion $F(1, 29) = 9.620$, $p < 0.05$, indicating that political animosity can play significant role in forming contempt emotion ($b = .506$, $p < .05$).

The current study's results are in line with the results of Antonetti, Manika and Katsikeas (2019) who found that political animosity leads to immoral emotion of contempt. Furthermore, the $R^2 = .256$ depicts that the model explains 26.5% of the variance in contempt emotion. Hence, H2 is supported.

Table 11. Regression analysis of political animosity and anger

Regression	Beta Coefficient	R ²	F	p-value
Political Animosity → Contempt Emotion	.506	.256	9.620	.004

Hypothesis 3

H3 addresses the negative outcomes of brand hate triggered by political animosity, including complaining, negative WOM and brand avoidance behaviors. To test H3, a series of simple linear regression analyses were conducted.

Table 12 below presents the results of regression analysis between brand hate and the consequences (see Appendix C, Tables 51-59 for detailed results).

Table 12. Regression analysis results of brand hate's impact on consequences

Regression	Beta Coefficient	R ²	F	p-value
BH → Brand Avoidance	.515	.266	10.133	.004
BH → nWOM	.815	.664	55.210	.000
BH → Complaining	.845	.714	69.984	.000

Brand hate triggered by political animosity significantly predicted brand avoidance $F(1, 28) = 10.133$, nWOM $F(1, 28) = 55.210$ and complaining $F(1, 28) = 69.984$, $p < 0.05$. Which indicates that the brand hate can play a significant role in shaping the consequences of brand avoidance ($b = .515$, $p < .05$), nWOM ($b = .815$, $p < .05$), and complaining ($b = .845$, $p < .05$). Moreover, the $R^2 = .266$ depicts that the model explains 26.6% of the variance in brand avoidance, $R^2 = .815$ depicts that the model explains 81.5% of the variance in nWOM, and $R^2 = .714$ depicts that the model explains 71.4% of the variance in complaining. Therefore, H3 is supported as brand hate developed by consumer animosity significantly leads to the hypothesized consequences. The current study's results are similar to the results of Bryson, Atwal and Hultén (2013), Antonetti, Manika and Katsikeas (2019), and Fetscherin (2019)

who have shown that immoral emotions such as anger, contempt, fear, and disgust can lead to negative behavioral outcomes of complaining, negative WOM, and brand avoidance.

Before conducting the regression analysis for H4 and H5, assumptions of linearity, autocorrelation, and heteroskedasticity were checked (See Appendix C).

Assumption Check

Before conducting the regression analysis, the assumptions for regression analysis were checked which included linearity, normality, homoscedasticity, and multicollinearity.

- A linear relationship between the IV and DV was found linear as the Pearson correlation value is found about 0.3 at correlation coefficient .556 (Appendix C, Figure 7; Table 60).
- Tests of normality were carried out to check whether if the data were normally distributed or not. The results from Shapiro-Wilk were considered as the sample size is below 50, the results show value above $p > 0.05$, hence it is assumed that data is normally distributed (Appendix C, Table 61).
- Homoscedasticity was checked to see that residuals have a constant variance. It was checked through residual statistics (Appendix C, Table 62), the residual statistics showed a range of residuals at -2.924 and 1.660 which is between the accepted range of -3 and 3.
- Collinearity statistics were used for checking the multicollinearity of the data. Tolerance was found above $T > .10$ and Variance inflation factor (VIF) found less than 10 (Appendix C, Table 63).

Hypothesis 4

H4 predicts that economic animosity leads to brand hate, a simple linear regression analysis was conducted.

Regression Analysis

Linear regression analysis is conducting after the assumptions are checked. The result in Table 13 (see Appendix C, tables 64-66 for detailed results) shows that economic animosity leads to brand hate $F(1, 28) = 12.558$, $b = .556$, $p < 0.05$. Furthermore, the $R^2 = .310$ depicts that the model explains 31% of the variance in brand hate. Hence, H4 is supported.

Table 13. Regression analysis - Economic animosity and brand hate

Regression	Beta Coefficient	R ²	F	p-value
Economic Animosity → Brand hate	.556	.310	12.558	.001

Hypothesis 5

To test H5 that predicts that brand hate triggered by economic animosity will lead to the following negative consequences: (a) brand avoidance, (b) brand retaliation, (c) negative WOM, (d) complaining, and (e) protest, regression analysis is conducted.

Table 14. Regression analysis results of brand hate's impact on consequences.

Regression	Beta Coefficient	R ²	F	p-value
BH → Brand Avoidance	.706	.499	27.852	.000
BH → Brand Retaliation	.765	.585	39.470	.000
BH → nWOM	.929	.863	176.593	.000
BH → Complaining	.830	.690	62.216	.000
BH → Protest	.843	.711	68.770	.000

The Table 14 (see Appendix C, tables 67-81 for detailed results) above shows the summary of the findings. Brand hate significantly predicted brand avoidance $F(1, 28) = 27.852$, $p < 0.05$, brand retaliation $F(1, 28) = 39.470$, $p < 0.05$, nWOM $F(1, 28) = 176.593$, $p < 0.05$, complaining $F(1, 28) = 62.216$, $p < 0.05$, and protest $F(1, 28) = 68.770$, $p < 0.05$. Which indicates that the brand hate can play a significant role in shaping the consequences of brand avoidance ($b = .706$, $p < .05$), brand retaliation ($b = .765$, $p < .05$), nWOM ($b = .929$, $p < .05$), complaining ($b = .830$, $p < .05$), and protest ($b = .843$, $p < .05$). Moreover, the $R^2 = .499$ depicts that the model explains 49.9% of the variance in brand avoidance, $R^2 = .585$ depicts that the model explains 58.5% of the variance in brand retaliation, $R^2 = .863$ depicts that the model explains 86.3% of the variance in nWOM, $R^2 = .690$ depicts that the model explains 69.0% of the variance in complaining, and $R^2 = .711$ depicts that the model explains 71.1% of the variance in protest. Therefore, H5 is supported.

Literature on consumer animosity has shown that negative emotions of anger, contempt, fear, and disgust triggered by economic animosity led to negative

consequences towards the products/brands associated with the animosity nation (Antonetti, Manika and Katsikeas, 2019; Klein, 1998; 2002). In line with the literature, the results presented reveal that brand hate triggered by economic animosity leads to all the consequences with the highest influence on nWOM, followed by protest, complaining, brand retaliation, and brand avoidance respectively.

Before conducting the regression analysis for H6 and H7, assumptions of linearity, autocorrelation, and heteroskedasticity were checked (See Appendix C).

Assumption Check

Before conducting the regression analysis, the assumptions for regression analysis were checked which included linearity, normality, homoscedasticity, and multicollinearity.

- A linear relationship between the IV and DV was found linear as the Pearson correlation value is found about 0.3 at correlation coefficient .588 (Appendix C, Figure 8; Table 82).
- Tests of normality were carried out to check whether if the data were normally distributed or not. The results from Shapiro-Wilk were considered as the sample size is below 50, the results show value above $p > 0.05$, hence it is assumed that data is normally distributed (Appendix C, Table 83).
- Homoscedasticity was checked to see that residuals have a constant variance. It was checked through residual statistics (Appendix C, Table 84), the residual statistics showed a range of residuals at -2.219 and 1.818 which is between the accepted range of -3 and 3.
- Collinearity statistics were used for checking the multicollinearity of the data. Tolerance was found above $T > .10$ and Variance inflation factor (VIF) found less than 10 (Appendix C, Table 85).

Hypothesis 6

Linear Regression Analysis

The results in Table 15 (see Appendix C, Tables 86-88 for detailed results) show that war animosity leads to anger emotion. War animosity significantly impacts anger emotion $F(1, 28) = 12.838, p < 0.05$, indicating that political animosity can play significant role in forming anger emotion ($b = .561, p < .05$). Furthermore, the $R^2 = .314$ depicts that the model explains 31.4% of the variance in anger emotion. Literature on animosity demonstrated that war animosity is likely to trigger anger emotion which is due to the disastrous events between the nations (Nes, Yelkur and Silkoset, 2012;

Ang et al., 2004). Similarly, the current study found that war animosity significantly triggers anger emotion. Therefore, keeping aligned with the literature, H6 is supported.

Table 15. Regression analysis of political animosity and anger

Regression	Beta Coefficient	R ²	F	p-value
War Animosity → Anger emotion	.561	.314	12.838	.001

Hypothesis 7

To test the H7 which theorizes that brand hate triggered by war animosity leads to behavioral outcomes (a) brand avoidance, (b) brand retaliation, (c) negative WOM, (d) complaining, and (e) protest, series of regression analysis are applied.

Table 16 (see Appendix C, 89-103 for detailed results) shows that brand hate significantly predicted brand avoidance $F(1, 28) = 30.251, p < 0.05$, brand retaliation $F(1, 28) = 27.926, p < 0.05$, nWOM $F(1, 28) = 30.509, p < 0.05$, complaining $F(1, 28) = 53.041, p < 0.05$, and protest $F(1, 28) = 101.055, p < 0.05$. Which indicates that the brand hate can play a significant role in shaping the consequences of brand avoidance ($b = .721, p < .05$), brand retaliation ($b = .707, p < .05$), nWOM ($b = .722, p < .05$), complaining ($b = .809, p < .05$), and protest ($b = .885, p < .05$). These results clearly direct the positive effect of the brand hate. Moreover, the $R^2 = .519$ depicts that the model explains 51.9% of the variance in brand avoidance, $R^2 = .499$ depicts that the model explains 49.9% of the variance in brand retaliation, $R^2 = .521$ depicts that the model explains 52.1% of the variance in nWOM, $R^2 = .654$ depicts that the model explains 65.4% of the variance in complaining, and $R^2 = .783$ depicts that the model explains 78.3% of the variance in protest. Therefore, H7 is supported as brand hate triggered by war animosity leads to all the consequences.

Table 16. Regression analysis results of brand hate's impact on consequences

Regression	Beta Coefficient	R ²	F	p-value
BH → Brand Avoidance	.721	.519	30.251	.000
BH → Brand Retaliation	.707	.499	27.926	.000
BH → nWOM	.722	.521	30.509	.000
BH → Complaining	.809	.654	53.041	.000
BH → Protest	.885	.783	101.055	.000

Anger being an extreme negative emotion leads to extreme consequences (Sternberg, 2003). Based on the literature, anger caused by military/war like events leads to the behavioral consequences of negative WOM, protest, brand avoidance, brand retaliation, and complaining (Zarantonello et al., 2016; Fetscherin, 2019; Hegner, Fetscherin and Delzen, 2017; Antonetti, Manika and Katsikeas, 2019). Established on the findings brand hate triggered by war animosity leads to all the consequences with the highest influence on protest, followed by complaining, nWOM, brand avoidance, and brand retaliation respectively.

Before conducting the regression analysis test H8 and H9, assumptions of linearity, autocorrelation, and heteroskedasticity were checked (See Appendix C).

Assumption Check

Before conducting the regression analysis, the assumptions for regression analysis were checked which included linearity, normality, homoscedasticity, and multicollinearity.

- A linear relationship between the IV and DV was found linear as the Pearson correlation value is found about 0.3 at correlation coefficient .560 (Appendix C, Figure 9; Table 104).
- Tests of normality were carried out to check whether if the data were normally distributed or not. The results from Shapiro-Wilk were considered as the sample size is below 50, the results show value above $p > 0.05$, hence it is assumed that data is normally distributed (Appendix C, Table 105).
- Homoscedasticity was checked to see that residuals have a constant variance. It was checked through residual statistics (Appendix C, Table 106), the residual statistics showed a range of residuals at -1.531 and 2.177 which is between the accepted range of -3 and 3.
- Collinearity statistics were used for checking the multicollinearity of the data. Tolerance was found above $T > .10$ and Variance inflation factor (VIF) found less than 10 (Appendix C, Table 107).

Hypothesis 8

Linear Regression Analysis

The results in Table 17 (see Appendix C, Tables 108-113 for detailed results) show that people animosity leads to anger and disgust emotion. People animosity significantly impacts anger emotion $F(1, 28) = 10.566$, $p < 0.05$ and disgust emotion $F(1, 28) = 12.505$, $p < 0.05$, indicating that people animosity can play significant role

in forming anger emotion ($b = .523, p < .05$) and disgust emotion ($b = .556, p < .05$). Furthermore, the $R^2 = .274$ depicts that the model explains 27.4% of the variance in anger emotion, and the $R^2 = .309$ depicts that the model explains 30.9% of the variance in disgust emotion. Prior research shows that people animosity is most likely to elicit emotions of anger and disgust (Haidt, 2003; Moll et al., 2008). Centered on the outcomes of the current study presented in Table 17, H8 is supported as people animosity does trigger anger and disgust emotions higher than contempt emotion.

Table 17. Regression analysis of People animosity and emotions of anger and disgust

Regression	Beta Coefficient	R ²	F	p-value
People Animosity → Anger emotion	.523	.274	10.566	.003
People Animosity → Disgust emotion	.556	.309	12.505	.001

Hypothesis 9

To test H9 which posits that brand hate triggered by people animosity will lead to the following negative consequences: (a) brand avoidance, (b) brand retaliation, (c) negative WOM, and (d) complaining, regression analysis is conducted.

Table 18 shows that brand hate significantly predicted brand avoidance $F(1, 28) = 57.853, p < 0.05$, brand retaliation $F(1, 28) = 18.304, p < 0.05$, nWOM $F(1, 28) = 79.585, p < 0.05$, and complaining $F(1, 28) = 51.322, p < 0.05$. Which indicates that the brand hate can play a significant role in shaping the consequences of brand avoidance ($b = .821, p < .05$), brand retaliation ($b = .629, p < .05$), nWOM ($b = .860, p < .05$), and complaining ($b = .804, p < .05$). These results clearly direct the positive effect of the brand hate. Moreover, the $R^2 = .662$ depicts that the model explains 66.2% of the variance in brand avoidance, $R^2 = .395$ depicts that the model explains 39.5% of the variance in brand retaliation, $R^2 = .740$ depicts that the model explains 74.0% of the variance in nWOM, and $R^2 = .647$ depicts that the model explains 64.7% of the variance in complaining. (See Appendix C, tables 114-125 for detailed results). Therefore, H9 is supported as brand hate does lead to all hypothesized consequences.

Table 18. Regression analysis results of brand hate's impact on consequences

Regression	Beta Coefficient	R2	F	p-value
BH → Brand Avoidance	.821	.662	57.853	.000
BH → Brand Retaliation	.629	.395	18.304	.000
BH → nWOM	.860	.740	79.585	.000
BH → Complaining	.804	.647	51.322	.000

Prior studies have proven that people animosity may lead to the negative consequences of avoidance, retaliation, nWOM, and complaining (Curtis and Biran, 2001; Widyarini, 2018). Adding on to the prior literature, the current study's results show that brand hate triggered by people animosity leads to all hypothesized consequences with the highest influence on nWOM, followed by brand avoidance, complaining, and brand retaliation respectively.

To sum it up, as shown in Table 19 below, all nine hypotheses were supported.

Table 19. Hypotheses results summary

Hypothesis	Results
H1: Consumer animosity leads to brand hate.	Supported
H2: Political Animosity leads to contempt emotion.	Supported
H3: Brand hate triggered by political animosity leads to behavioral outcomes of (a) complaining, (b) negative WOM, and (c) brand avoidance.	Supported
H4: Economic Animosity leads to brand hate.	Supported
H5: Brand hate triggered by economic animosity leads to behavioral outcomes of (a) brand avoidance, (b) brand retaliation, (c) negative WOM, (d) complaining, and (e) protest.	Supported
H6: War Animosity leads to anger emotion.	Supported
H7: Brand hate triggered by war animosity leads to behavioral outcomes (a) brand avoidance, (b) brand retaliation, (c) negative WOM, (d) complaining, and (e) protest.	Supported
H8: People Animosity leads to disgust and anger emotion.	Supported
H9: Brand hate triggered by people animosity leads to behavioral outcomes of (a) brand avoidance, (b) brand retaliation, (c) negative WOM, and (d) complaining.	Supported

CHAPTER 5: DISCUSSION AND CONCLUSION

This chapter presents the discussion, general overview, theoretical contributions, managerial implications, limitations of the study and conclusion on the findings of the study.

5.1. Discussion

This study puts forth a rich understanding of the relationship between consumer animosity and brand hate. Consumer animosity dimensions of economic, political, war, and people animosity are explored in-depth. It also examines how animosity leads to different emotions that make up the brand hate construct. Moreover, the study investigates behavioral outcomes of brand hate triggered by different dimensions of consumer animosity.

Firstly, a systematic literature review of brand hate consisted of 145 articles was conducted. Out of 145 articles, 54 articles were excluded as they were not relevant to the brand hate construct. These articles were obtained through online databases (web of science, SCOPUS, Science Direct, JSTOR, EBSCO, Emerald Insight, and Wiley) which have been used by prior literature review articles (Gumparathi and Patra, 2019; Ramirez, Veloutsou and Morgan-Thomas, 2017; Cengiz and Akdemir-Cengiz, 2016; Das, 2009; Ngai, 2005; Ngai, 2003). Most of the papers were published recently which clearly shows the rise in the interest of research in brand hate. After a detailed analysis of the research in the literature, it can be said that brand hate consists of several extreme negative emotions one develops mainly due to the dissatisfaction caused by the brand itself directly, or by a failure of its products or services. Taking that into consideration, current study introduces consumer animosity as a new antecedent of brand hate.

Consumer animosity has been studied by several scholars since 1998 when it was first introduced by Klein, Ettenson and Morris who describe it as a strong negative feeling that an individual consumer develops towards a target country due to troublesome events related to military, political, or economic between home and target country (Nes, Yelkur and Silkoset, 2012; Klein, Ettenson and Morris, 1998). Initially, the concept of consumer animosity was studied as a unidimensional construct. The follow-up studies explored the multi-dimensions of the construct as animosity does not develop through only one antecedent (Antonetti, Manika and Katsikeas, 2019; Nes, Yelkur and Silkoset, 2012). Consumer animosity has been studied in relation to product quality or purchasing intentions (Heinberg, 2017; Abosag and Farah, 2014; Maher and Mady, 2010; Ettenson and Klein, 2005; Klein, Ettenson and Morris, 1998),

and evaluation of brands (Russell and Russell, 2010); whereas recent studies have started to give importance to the emotional aspects (Antonetti, Manika and Katsikeas, 2019; Heinberg, 2017; Nisco et al., 2016). The current research can conclude that consumer animosity is a multidimensional construct with a strong positive influence on brand hate. As the results show that all four consumer animosity dimensions lead to brand hate. War animosity leads to the anger emotion, political animosity leads to contempt emotion, economic animosity leads to anger, contempt, and disgust emotions, and people animosity leads to anger and disgust emotions. Brand hate triggered by consumer animosity dimensions leads to all behavioral consequences, including nWOM, complaining, brand avoidance, brand retaliation, and protest.

5.1.1. Theoretical contributions

Contemporarily there are ongoing political, economic, military, and cultural issues throughout the world which have made it difficult for brands around the world to carry out their operations and have cause consumers to go against brands which belong to a certain nation. Current study presents a thorough understanding of the brand hate concept by presenting a systematic literature review and adds to the literature by studying the emotional impact of consumer animosity on brand hate which consists of negative emotions of anger, disgust, and contempt. No studies in the past investigated brand hate, given the opportunity to explore it. Given this opportunity, current study fills the gap and has found a positive significant relationship between consumer animosity and brand hate.

These results are in line with the Antonetti, Manika and Katsikeas (2019) study which investigated war animosity dimension impact on the immoral emotions of anger, disgust, and contempt, nonetheless current study explores consumer animosity in dept by exploring four animosity dimensions and their impact on brand hate's negative emotions. All animosity dimensions have been found to have a positive significant relationship with brand hate or some of its emotional component. Specifically, it was found that Political animosity had a significant relationship with contempt emotion, economic animosity significantly influences brand hate (anger, disgust, and contempt), war animosity significantly impacts anger emotion, and people animosity had significantly influenced emotions of anger and disgust. Moreover, statistical analysis showed that all dimensions of animosity lead to overall brand hate. Current study results are supported by the prior literature and develop further on top of the prior results (Klein, Ettenson and Morris, 1998; Bryson, Atwal and Hultén, 2013; Nes,

Yelkur and Silkoset, 2012; Antonetti, Manika and Katsikeas, 2019; Lee, Lee and Li, 2017; and Fetscherin 2019). Current study is the first to contribute such in-dept impact of consumer animosity on the negative emotions and brand hate.

For the behavioral outcomes, statistical analysis shows that brand hate triggered by consumer animosity leads to nWOM, brand avoidance, brand retaliation, complaining, and protest behaviors and has a strong positive relationship with them. Comparing to study of Harmeling, Magnusson and Singh (2015) who found only three outcomes (product quality judgement, nWOM, and product voidance) of negative emotions developed through animosity beliefs, the current study offers a broader view of the outcomes of negative emotions. Brand hate triggered by political animosity tends to have a higher complaining, and nWOM behavior compared to rest of the consequences. Brand hate triggered by economic animosity is likely to trigger higher nWOM, complaining, and protest behavior. Brand hate triggered by war animosity leads to higher protest and complaining behaviors. Antonetti, Manika and Katsikeas (2019) found that negative emotions (disgust, anger, and contempt) triggered by war animosity led to higher nWOM rather than product avoidance, whereas the results from current study show the contrary. Our study finds product avoidance to have higher impact than nWOM because situation of war is far more extreme and wouldn't just cause individual consumer to talk bad about a product but rather completely avoid or stop buying the products. And lastly, brand hate triggered by people animosity elicits highest nWOM and brand avoidance behavior. Current results are in line with the prior studies in brand hate, consumer animosity and psychology literature in terms of emotional reaction of individuals based on the situation (Fetscherin, 2019; Widyarini, 2018; Hegner, Fetscherin and Delzen, 2017; Zarantonello et al., 2016; Moll et al., 2008; Haidt, 2003; Curtis and Biran, 2001). However, current study puts forth results presenting consumer animosity's connection with brand hate and its consequences which have never been presented before.

Current study used the theory of triangular hate which poses that hate consists of multi components rather than being a single emotion (Sternberg, 2003). Theory puts forth three emotions of anger, contempt, and disgust as components of hate. Moreover, it adds that an individual might feel different emotional components of hate based on the situation and the target of hate and these would end with different consequences. Current study contributes to the literature by adding the consumer animosity as an antecedent of brand hate and by confirming that consumers develop different emotions

depending on the situation they face. For example, war animosity leads to anger emotion, whereas political animosity leads to contempt emotion, economic animosity leads to all three emotions, and people animosity leads to anger and disgust. Similarly, the consequences varied based on the hate emotion developed through different consumer animosity dimensions.

5.1.2. Managerial Implications

The study suggests organizations to understand the importance of consumer animosity resulting in brand hate. The results may help decision makers to understand if their brand is a target of brand hate and the potential consequences of this hatred. Current study found that brand hate developed through consumer animosity has significant relationship with nWOM, brand avoidance, brand retaliation, complaining, and protest behaviors. Thus, brand managers should pay extra consideration to these actions by consumers. For example, nWOM can really damage a brand by losing its current, and future potential customers. Therefore, the study also gives companies an opportunity to come up with solutions that can be developed based on the reasons behind the hatred.

Limitations

Just as any other research, current study had several limitations. Firstly, due to the current situation of pandemic, it had limited the conducting of an experiment face-to-face. Rather the experiment had to be carried out online for data collection. Current study only investigated five behavioral outcomes of brand hate; future studies should consider including more outcomes. Moreover, current study collected data from 120 participants making it 30 participants per treatment group. Future studies should consider collecting larger sample size for a better generalization of the results.

5.1.3. Future Directions

Current study examines the four dimensions of consumer animosity. However, other, new consumer animosity dimensions, such as religious (Abosag and Farah, 2014) and cultural animosity (Sánchez, Campo and Alvarez, 2018) may have a different influence on brand hate. Along with that, there might be other behavioral outcomes such as brand revenge, patronage reduction/cessation, brand switching, boycotting, and brand rejection which might have a higher influence; therefore, future studies can explore these factors. The current study uses an experimental design with a quantitative analysis approach, the future studies with an exploratory approach may provide a more detailed and comprehensive understanding of the relationship between consumer animosity and brand hate.

Future research can also study use different theories such as social identity theory (Ma, 2020) or dis-identification theory (Hegner, Fetscherin and Delzen, 2017) to study the relationship among the two. Also, future studies can look for moderators, such as nationalism, patriotism (Anastasiadou, 2014), and ethnocentrism (Abosag and Farah, 2014) that could play an important role on the relationship between consumer animosity and brand hate.



REFERENCES

- Abosag, I. and Farah, M. (2014) *The influence of religiously motivated consumer boycotts on brand image, loyalty and product judgment*, European Journal of Marketing, Vol. 48(11/12), pp. 2262–2283.
- Abraham, V. and Poria, Y. (2020) *Political identification, animosity, and consequences on tourist attitudes and behaviours*, Current Issues in Tourism, Vol. 23(24), pp. 3093–3110.
- Acevedo, B. P., Aron, A., Fisher, H. E. and Brown, L. L. (2011) *Neural correlates of long-term intense romantic love*, Social Cognitive and Affective Neuroscience, Vol. 7(2), pp. 145–159.
- Adina, C., Gabriela, C. and Roxana-Denisa, S. (2015) *Country-of-Origin Effects on Perceived Brand Positioning*, Procedia Economics and Finance, Vol. 23, pp. 422–427.
- Ahmed, S. A. and d'Astous, A. (2007) *Moderating effect of nationality on country-of-origin perceptions: English-speaking Thailand versus French-speaking Canada*, Journal of Business Research, Vol. 60(3), pp. 240–248.
- Aichner, T., Wilken, R. and Coletti, P. (2021) *Country Image at Risk: Spillover Effects of Product-Harm Crises and the Role of Trust*, Journal of Global Marketing, Vol. 34(2), pp. 73–89.
- Aiello, G., Donvito, R., Godey, B., Pederzoli, D., Wiedmann, K.-P., Hennigs, N., Siebels, A., Chan, P., Tsuchiya, J., Rabino, S., Ivanovna, S. I., Weitz, B., Oh, H. and Singh, R. (2009) *An international perspective on luxury brand and country-of-origin effect*, Journal of Brand Management, Vol. 16(5), pp. 323–337.
- Alba, J.W. and Lutz, R.J. (2013) *Broadening (and narrowing) the scope of brand relationships*, Journal of Consumer Psychology, Vol. 23(2), pp. 265–268.
- Alvarez, M. D. and Campo, S. (2014) *The influence of political conflicts on country image and intention to visit: A study of Israel's image*, Tourism Management, Vol. 40, pp. 70–78.
- Amine, L. S., Chao, M. C. H. and Arnold, M. J. (2005) *Executive Insights: Exploring the Practical Effects of Country of Origin, Animosity, and Price–Quality Issues: Two Case Studies of Taiwan and Acer in China*, Journal of International Marketing, Vol. 13(2), pp. 114–150.
- Anastasiadou, S. D. (2014) *A Structural Equation Model Describes Factors Affecting Greek Students' Consumer Behavior*, Procedia Economics and Finance, Vol. 9, pp. 402–406.

- Ang, S.H., Jung, K., Kau, A.K., Leong, S.M., Pornpitakpan, C. and Tan, S.J. (2004) *Animosity towards economic giants: what the little guys think*, *The Journal of Consumer Marketing*, Vol. 21(2/3), pp. 190-207.
- Antonetti, P., Manika, D. and Katsikeas, C. (2019) *Why consumer animosity reduces product quality perceptions: The role of extreme emotions in international crises*, *International Business Review*, Vol. 28(4), pp. 739–753.
- [APA Dictionary of Psychology]. (2022) *one-way design definition* [APA Dictionary of Psychology Article]. Available at: <https://dictionary.apa.org/one-way-design> (Accessed 12 May 2022)
- Bagozzi, R. P. (1984) *A prospectus for theory construction in marketing*, *Journal of Marketing*, Vol. 48, pp. 11–29.
- Bahae, M. and Pisani, M. J. (2009) *Iranian consumer animosity and US products: A witch's brew or elixir*, *International Business Review*, Vol. 18, pp. 199–210.
- Bandyopadhyay, S. and Banerjee, B. (2003) *A Country-of-Origin Analysis of Foreign Products by Indian Consumers*. *Journal of International Consumer Marketing*, Vol. 15(2), 85–109.
- Banerjee, S. and Goel, P. (2020) *Party brand hate in political market: antecedents and consequences*, *Asian Journal of Political Science*, Vol. 28(2), pp. 97-121.
- Bar-Tal, D. (2013) *Intractable Conflicts: Socio-Psychological Foundations and Dynamics*. Cambridge University Press.
- Batra, R., Ahuvia, A. and Bagozzi, R. P. (2012) *Brand Love*, *Journal of Marketing*, Vol. 76(2), pp. 1–16.
- Bechwati, N. N. and Morrin, M. (2003) *Outraged consumers: Getting even at the expense of getting a good deal*, *Journal of Consumer Psychology*, Vol. 13(4), pp. 440–453.
- Benton, B. and Peterka-Benton, D. (2020) *Hating in plain sight: The hatejacking of brands by extremist groups*, *Public Relations Inquiry*, Vol. 9(1), pp. 7-26.
- Berkowitz, L. and Harmon-Jones, E. (2004) *Toward an Understanding of the Determinants of Anger*. *Emotion*, Vol. 4(2), pp. 107–130.
- Bickman, L. (2000) *Validity and Social Experimentation*. SAGE.
- Blunden, V.C. and Blunden, B., (2008) *The Emotional Construal of War: Anger, Fear, and Other Negative Emotions*, *Peace and Conflict: Journal of Peace Psychology*, Vol. 14, pp. 123–150.
- Brooks, A.C. (2019) *Love your enemies: how decent people can save America from*

the culture of contempt, 1st edition, New York: Harper Collins Publishers.

Brummett, B. H., Maynard, K. E., Babyak, M. A., Haney, T. L., Siegler, I., Helms, M. J. and Barefoot, J. C. (1988) *Measures of hostility as predictors of facial affect during social interaction: Evidence for construct validity*, *Annals of Behavioral Medicine*, Vol. 20(3): pp. 168–173.

Bryson, D. and Atwal, G. (2019) *Brand hate: the case of Starbucks in France* *British Food Journal*, Vol. 121(1), pp. 172–182.

Bryson, D., Atwal, G. and Hultén, P. (2013) *Towards the conceptualization of the antecedents of extreme negative affect towards luxury brands*, *Qualitative Market Research: An International Journal*, Vol. 16(4), pp. 393-405.

Campbell, C., Pitt, L. F., Parent, M. and Berthon, P. (2011) *Tracking Back-Talk in Consumer-Generated Advertising*, *Journal of Advertising Research*, Vol. 51(1), pp. 224–238.

Campbell, J.P. and Pritchard, R.D. (1990) *Handbook of industrial and organizational psychology*. 1st edition. New York: American Psychological Association.

Carneiro, J. and Faria, F. (2016) *Quest for purposefully designed conceptualization of the country-of-origin image construct*, *Journal of Business Research*, Vol. 69(10), pp. 4411–4420.

Cassell, C., Denyer, D. and Tranfield, D. (2006) *Using qualitative research synthesis to build an actionable knowledge base*, *Management Decision*, Vol. 44, pp. 213–227.

Castelló, E. and Mihelj, S. (2018) *Selling and consuming the nation: Understanding consumer nationalism*, *Journal of Consumer Culture*, Vol. 18(4), pp. 558–576.

Cengiz, H. and Akdemir-Cengiz, H. (2016) *Review of Brand Loyalty Literature: 2001 – 2015*, *Journal of Research in Marketing*, Vol. 6(1), pp. 407.

Cho, H., Shen, L. and Wilson, K. (2014) *Perceived Realism: Dimensions and Roles in Narrative Persuasion*, *Communication Research*, Vol. 41(6), pp. 828–851.

Cohen, J. (1988) *Statistical Power Analysis for the Behavioral Sciences*, 2nd Edition. New York: Academic Press.

Cortina, J.M. (1993) *What is coefficient alpha? An examination of theory and applications*, *Journal of Applied Psychology*, Vol. 78(1), pp. 91–104.

Creswell, J.W. (2010) *Educational research - planning, conducting, and evaluating quantitative and qualitative research*. 4th edition. New Jersey: Pearson Merrill Prentice Hall.

Cronbach, L. J. (1951) *Coefficient alpha and the internal structure of tests*,

Psychometrika, Vol. 16(3), pp. 297–334.

Curina, I., Francioni, B., Cioppi, M. and Savelli, E. (2019) *Traits and peculiarities of different brand hate behaviours*, Journal of Strategic Marketing, Vol. 29(3), pp. 1–20.

Curina, I., Francioni, B., Hegner, S. M. and Cioppi, M. (2020) *Brand hate and non-repurchase intention: A service context perspective in a cross-channel setting*, Journal of Retailing and Consumer Services, Vol. 54, pp. 102031.

Curtis V. and Biran A. (2001) *Dirt, disgust, and disease: Is hygiene in our genes?* Perspectives in Biology and Medicine, Vol. 44, pp. 17–31.

Dalli, D., Romani, S. and Gistri, G. (2006) *Brand dislike: representing the negative side of consumer preferences*, in Pechmann, C. and Price, L. (Eds), *Advances in Consumer Research* Vol. 33, Association for Consumer Research, Duluth, MN, pp. 87-95.

Das, K. (2009) *Relationship marketing research (1994-2006)*, Marketing Intelligence and Planning, Vol. 27(3), pp. 326–363.

De Nisco, A., Mainolfi, G., Marino, V. and Napolitano, M. R. (2016) *Effect of economic animosity on consumer ethnocentrism and product-country images. A binational study on the perception of Germany during the Euro crisis*, European Management Journal, Vol. 34(1), pp. 59–68.

De Nisco, A., Papadopoulos, N., Napolitano, M. R. and Mainolfi, G. (2017) *Economic Animosity, Nationalism, and Country Image: “Us Vs. Others” in Times of Crisis*. In D. Vrontis, Y. Weber, and E. Tsoukatos (Eds.), *Global and National Business Theories and Practice: Bridging the Past with the Future* (pp. 2090–2092) 10th Edition, Cyprus, Euromed Press. Available at: https://moam.info/10th-annual-conference-of-the-euromed-academy-of-business_5a1017121723dd7b697d83e3.html (Accessed 14 April 2021)

Dessart, L., Veloutsou, C. and Morgan-Thomas, A. (2020) *Brand negativity: a relational perspective on anti-brand community participation*, European Journal of Marketing, Vol. 54(7), pp. 1761–1785.

Dewey, A. and Drahota, A. (2016) *Introduction to systematic reviews, online learning module Cochrane Training* [online]. Available at: <https://training.cochrane.org/interactivelearning/module-1-introduction-conducting-systematic-reviews> (Accessed: 23 March 2021)

Dörnyei, Z. (2007) *Research methods in applied linguistics*, 1st edition. New York: Oxford University Press.

- Edwards, R., Gut, A.-M. and Mavondo, F. (2007) *Buyer animosity in business-to-business markets: Evidence from the French nuclear tests*, *Industrial Marketing Management*, Vol. 36(4), pp. 483–492.
- Ettenson, R. and Klein, G. J. (2005) *The fallout from French nuclear testing in the South Pacific: A longitudinal study of consumer boycotts*, *International Marketing Review*, Vol. 22, pp. 199–224.
- Evans, J. R. and Mathur, A. (2005) *The value of online surveys*, *Internet Research*, Vol. 15(2), pp. pp. 195–219.
- Fan, Y. (2006) *Branding the nation: What is being branded?* *Journal of Vacation Marketing*, Vol. 12(1), pp. 5–14.
- Faul, F., Erdfelder, E., Lang, A.-G. and Buchner, A. (2007) *G*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences*, *Behavior Research Methods*, Vol. 39(2), pp. 175–191
- Fetscherin, M. (2019) *The five types of brand hate: How they affect consumer behavior*, *Journal of Business Research*, Vol. 101, pp. 116–127.
- Finstad, K. (2010) *Response Interpolation and Scale Sensitivity: Evidence Against 5-Point Scales*, *Journal of Usability Studies*, Vol. 5(3), pp. 104–110.
- Fischer, A. H. and Roseman, R. (2007) *Beat them or ban them: The characteristics and social functions of anger and contempt*, *Journal of Personality and Social Psychology*, Vol. 93, pp. 103–115.
- Fox, G. L. (2008) *Getting good complaining without bad complaining*. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol. 21, pp. 23–40.
- Fullerton, G. (2005) *The service quality–loyalty relationship in retail services: Does commitment matter?* *Journal of Retailing and Consumer Services*, Vol. 12(2), pp. 99–111.
- Funches, V., Markley, M. and Davis, L. (2009) *Reprisal, retribution, and requital: Investigating customer retaliation*, *Journal of Business Research*, Vol. 62(2), pp. 231–238.
- Gerbner, G. and Gross, M. (1976) *Living with television: The violence profile*, *Journal of Communication*, Vol. 26, pp. 172-194.
- Gharbi, D. and Smaoui, F. (2017) *Brand Hate: A Qualitative Study on The Extreme Negative Emotion Toward the Brand*. *10th Annual Conference of the EuroMed-Academy-of-Business*. In *Global and National Business Theories and Practice:*

- Bridging the Past with The Future* (pp. 638–651) 10th edition. Rome. Available at: https://moam.info/10th-annual-conference-of-the-euromed-academy-of-business_5a1017121723dd7b697d83e3.html (Accessed 12 March 2019)
- Gineikiene, J. and Diamantopoulos, A. (2017) *I hate where it comes from but i still buy it: Countervailing influences of animosity and nostalgia*, *Journal of International Business Studies*, Vol. 48(8), pp. 992-1008.
- Grappi, S., Romani, S. and Bagozzi, R. P. (2013) *Consumer response to corporate irresponsible behavior: Moral emotions and virtues*, *Journal of Business Research*, Vol. 66(10), pp. 1814–1821.
- Gregoire, Y., Laufer, D. and Tripp, T.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*, Vol. 38(6), pp. 738-758.
- Gumparthi, V. P., & Patra, S. (2020). *The Phenomenon of Brand Love: A Systematic Literature Review*, *Journal of Relationship Marketing*, Vol. 19(2), 93–132.
- Haidt, J. (2003) *Elevation and The Positive Psychology of Morality*, in Keyes, C and Haidt, J (ed) *Flourishing, Positive psychology and the life well-lived*. Washington, DC, US, American Psychological Association, 2003, pp. 275-289.
- Halperin, E. (2014) *Emotion, emotion regulation, and conflict resolution*, *Emotion Review* Vol. 6, pp. 68–76.
- Hamzaoui-Essoussi, L., Merunka, D. and Bartikowski, B. (2011) *Brand origin and country of manufacture influences on brand equity and the moderating role of brand typicality*, *Journal of Business Research*, Vol. 64(9), pp. 973–978.
- Han, C. M. (1989) *Country Image: Halo or Summary Construct?* *Journal of Marketing Research*, Vol. 26(2), pp. 222–229.
- Harmeling, C. M., Magnusson, P. and Singh, N. (2015) *Beyond anger: A deeper look at consumer animosity*, *Journal of International Business Studies*, Vol. 46(6), pp. 676–693.
- Hashim, S. and Ahmed, S. (2018) *The moderating effect of brand recovery on brand hate and desire for reconciliation: A PLS-MGA approach*, *International Journal of Business and Society*. Vol. 19. pp. 833-850.
- Hashim, S. and Kasana, S. (2019) *Antecedents of brand hate in the fast-food industry*, *Spanish Journal of Marketing - ESIC*, Vol. 23(2), pp. 227–248.
- Hegner, S. M., Fetscherin, M. and Delzen, M. V. (2017) *Determinants and outcomes of brand hate*, *Journal of Product and Brand Management*, Vol. 26(1), pp. 13–25.

- Heinberg, M. (2017) *Outbreaks of animosity against the West in China: Effects on local brand consumption*, International Marketing Review, Vol. 34(4), pp. 514–535.
- Hofmann, W., Brandt, M. J., Wisneski, D. C., Rockenbach, B. and Skitka, L. J. (2018) *Moral Punishment in Everyday Life*. Personality and Social Psychology Bulletin, Vol. 44(12), 1697–1711
- Hogg, A. (2003) *Web efforts energize customer research*, Electric Perspectives, Vol. 28(5), pp. 81-83.
- Hooley, G.J., Shipley, D. and Krieger, N. (1988), *A method for modelling consumer perceptions of country of origin*, International Marketing Review, Vol. 5(3), pp. 67-76.
- Hoon Ang, S., Jung, K., Keng Kau, A., Meng Leong, S., Pornpitakpan, C. and Jiuan Tan, S., (2004) *Animosity towards economic giants: what the little guys think*, Journal of Consumer Marketing, Vol. 21, pp. 190–207
- Hu, M., Qiu, P., Wan, F. and Stillman, T. (2018) *Love or hate, depends on who's saying it: How legitimacy of brand rejection alters brand preferences*, Journal of Business Research, Vol. 90, pp. 164-170.
- Huddleston, P., Good, L. K. and Stoel, L. (2001) *Consumer ethnocentrism, product necessity and Polish consumers' perceptions of quality*, International Journal of Retail and Distribution Management, Vol. 29(5), pp. 236–246.
- Hulley, S.B., Cummings, S.R., Browner, W.S., Grady, D., Hearst, N. and Newman, T.B., (2001) *Designing clinical research: an epidemiologic approach*, Designing clinical research: an epidemiologic approach, Vol. 2(1), pp. 336–336.
- Islam, T., Attiq, S., Hameed, Z., Khokhar, M. N. and Sheikh, Z. (2019) *The impact of self-congruity (symbolic and functional) on the brand hate*, British Food Journal, Vol. 121(1), pp. 71–88.
- Islam, T., Li, J., Ali, A., Xiaobei, L., Sheikh, Z. and Ullah Zafar, A. (2020) *Mapping online App hate: Determinants and consequences*. Telematics and Informatics, Vol. 51, pp. 101401.
- Jain, K. and Sharma, I. (2019) *Negative outcomes of positive brand relationships*, Journal of Consumer Marketing, Vol. 36(7), pp. 986–1002.
- Jenicek, M. and Cleroux, R. (1982) *Epidémiologie: Principes, techniques, applications*, 1st edition. France: Saint-Hyacinthe: Edisem, pp. 454
- Johnson, R. B., Onwuegbuzie, A. J. and Turner, L. A. (2007) *Toward a Definition of Mixed Methods Research*, Journal of Mixed Methods Research, Vol. 1(2), pp. 112–

133.

Joshi, R. and Yadav, R. (2021) *Captivating Brand Hate Using Contemporary Metrics: A Structural Equation Modelling Approach*, *Vision*, Vol. 25(4), pp. 439–447.

Jung, K., Ang, S. H., Leong, S. M., Tan, S. J., Pornpitakpan, C. and Kau, A. K. (2002) *A typology of animosity and its cross-national validation*, *Journal of Cross-Cultural Psychology*, Vol. 33(6), pp. 525–539.

Jungbok, H. (2016) *Multivariate Analysis of Variance in Marketing Research*, *Advances in Management*, Vol. 9(9), pp. 1-5.

Kaandorp, A.C. (2010) *Consumer-generated advertisements: Examining and creating executions for Starbucks and chipotle commercials*, *Tourism-Marketing Performance Metrics and Usefulness Auditing of Destination*, Vol. 10(4), pp. 139-147.

Kähr, A., Nyffenegger, B., Krohmer, H. and Hoyer, W. D. (2016) *When consumers harm your brand – The phenomenon of consumer brand sabotage*, *Journal of Marketing*, Vol. 80(3), pp. 1–66.

Karadağ, Ö. and Aktaş, S. (2012) *Optimal Sample Size Determination for the ANOVA Designs*, *International Journal of Applied Mathematics and Statistics™*, Vol. 25(1), pp. 127–134.

Kato, T. (2021) *Brand loyalty explained by concept recall: Recognizing the significance of the brand concept compared to features*, *Journal of Marketing Analytics*, Vol. 9(3), pp. 185–198.

Keltner, D., Sauter, D., Tracy, J. and Cowen, A. (2019) *Emotional Expression: Advances in Basic Emotion Theory*, *Journal of Nonverbal Behavior*, Vol. 43(2), pp. 133–160.

Kemper, T. D. (1987) *How many emotions are there? Wedding the social and the autonomic components*, *The American Journal of Sociology*, Vol. 93(2), pp. 263-89.

Keppel, G. and Wickens, T. D. (2004) *Design and Analysis: A Researcher's Handbook*. 4th edition. Pearson Prentice Hall.

Khanna, S., Sharma, B. and Tandon, J.K. (2020) *Role of social media on brand boycott intentions in Indian business environment*, *International Journal of Scientific and Technology Research*, Vol. 9(3), pp. 5436-5443.

Kim, J.-H. and Li, J. (2020) *The influence of contemporary negative political relations on ethnic dining choices*, *Journal of Hospitality and Tourism Research*, Vol. 44(4), pp. 644–665.

Klein, J. G. (2002) *Us versus them, or us versus everyone? Delineating consumer*

- aversion to foreign goods*, Journal of International Business Studies, Vol. 33(2), pp. 345–363.
- Klein, J., Ettenson, R. and Morris, M. (1998) *The Animosity Model of Foreign Product Purchase: An Empirical Test in the People's Republic of China*, Journal of Marketing, Vol. 62(1), pp. 89-100.
- Koschate-Fischer, N., Diamantopoulos, A. and Oldenkotte, K. (2012) *Are Consumers Really Willing to Pay More for a Favorable Country Image? A Study of Country-of-Origin Effects on Willingness to Pay*, Journal of International Marketing, Vol. 20(1), pp. 19–41.
- Krishnamurthy, S. and Kucuk, S. U. (2009) *Anti-branding on the internet*, Journal of Business Research, Vol. 62(11), pp. 1119–1126.
- Krüger, T., Lasarov, W., Nibat, I., Mai, R., Trendel, O. and Hoffmann, S. (2020) *Extending the animosity model in times of the COVID-19 pandemic: A cross-national validation of the health animosity scale*, Working paper, pp. 1-7.
- Kucuk, S. U. (2010) *Negative Double Jeopardy revisited: A longitudinal analysis*, Journal of Brand Management, Vol. 18(2), pp. 150–158.
- Kucuk, S. U. (2018) *Macro-level antecedents of consumer brand hate*, Journal of Consumer Marketing, Vol. 35(5), pp. 555–564.
- Kucuk, S. U. (2019) *Consumer Brand Hate: Steam rolling whatever I see*, Psychology and Marketing, Vol. 36(5), pp. 431–443.
- Kucuk, S.U. (2020) *Reverse (brand) anthropomorphism: the case of brand hitlerization*, Journal of Consumer Marketing, Vol. 37(6), pp. 651-659.
- Lakoff, S. (1999) *The Psychology of Contempt*, The Review of Politics, Vol. 61(3), pp. 527-529.
- Lawrence, C., Marr, N.E. and Prendergast, G.P. (1992) *Country-of-origin stereotyping: a case in the New Zealand motor vehicle industry*, European Journal of Marketing, Vol. 26, pp. 37-51.
- Lee, J.-., Pan, S. and Tsai, H. (2013) *Examining perceived betrayal, desire for revenge and avoidance, and the moderating effect of relational benefits*, International Journal of Hospitality Management, Vol. 32(1), pp. 80-90.
- Lee, M. S., Motion, J. and Conroy, D. (2009) *Anti-consumption and brand avoidance*, Journal of Business Research, Vol. 62(2), pp. 169–180.
- Lee, R., Lee, K.T. and Li, J., (2017) *A memory theory perspective of consumer ethnocentrism and animosity*, European Journal of Marketing, Vol. 51, pp. 1266–1285.

- Leong, S. M., Cote, J. A., Ang, S. H., Tan, S. J., Jung, K., Kau, A. K. and Pornpitakpan, C. (2008) *Understanding consumer animosity in an international crisis: nature, antecedents, and consequences*, Journal of International Business Studies, Vol. 39(6), pp. 996–1009.
- Liu, S. and Johnson K. (2005) *The automatic country-of-origin effects on brand judgments*, Journal of Advertising, Vol. 34(1), pp. 87–331.
- Lopez-Gonzales, H. and Guerrero-Sole, F. (2014) *When the medium is on the message: exploring hate in media-reader interactions in Spanish online sports journalism*, Annales-Anali Za Istrske In Mediteranske Studije-Series Historia Et Sociologia, Vol. 24(3), pp. 489–500.
- Loureiro, S.M.C. and Kaufmann, H.R. (2018) *The role of online brand community engagement on positive or negative self-expression word-of-mouth*, Cogent Business and Management, Vol. 5(1), pp. 1-24.
- Loureiro, S.M.C. and Lopes, R. (2015) *Brand self-distance vs brand-self approach: Multiple relationships between consumers and brands*, Advances in Psychology Research, Vol. 106, pp. 65-85.
- Ma, L. (2020) *When love becomes hate: how different consumer-brand relationships interact with crises to influence consumers' reactions*, Corporate Communications, Vol. 25(3), pp. 357-375.
- Maher, A. A. and Mady, S. (2010) *Animosity, subjective norms, and anticipated emotions during an international crisis*, International Marketing Review, Vol. 27, pp. 630–651.
- Maheswaran, D. (1994) *Country of origin as a stereotype: Effects of consumer expertise and attribute strength on product evaluations*, Journal of Consumer Research, Vol. 21, pp. 354–365.
- Matthes, J. M. and Ball, A. D. (2019) *Discriminant validity assessment in marketing research*, International Journal of Market Research, Vol. 61(2), pp. 210–222.
- Maulana N. (2020) *Research Trends in Marketing Science Before COVID-19 Outbreak: A Literature Review*, Management and Marketing. Challenges for the Knowledge Society, Vol.15(1), pp. 514-533.
- McDougall, W. (2001), *An introduction to social psychology*. 14th edition. Kitchener, Ontario: Batoche Books.
- McKibbin, A. (2006) *Systematic reviews and librarians*, Library Trends, Vol. 55(1), pp. 202–215.

- Meng-Lewis, Y., Thwaites, D. and Gopalakrishna P., K., (2013) *Consumers' responses to sponsorship by foreign companies*, European Journal of Marketing, Vol. 47, pp. 1910–1930.
- Miller, W. (1997) *The anatomy of disgust*. Cambridge, MA: Harvard University Press.
- Moll, J., Oliveira-Souza, R. de, Zahn, R. and Grafman, J. (2008) *The cognitive neuroscience of moral emotions*, Moral psychology: The neuroscience of morality: Emotion, brain disorders, and development, Vol. 4, pp. 1–17.
- Morgan, S. E., Movius, L. and Cody, M. J. (2009) *The Power of Narratives: The Effect of Entertainment Television Organ Donation Storylines on the Attitudes, Knowledge, and Behaviors of Donors and Nondonors*, Journal of Communication, Vol. 59(1), pp. 135–151.
- Nenycz-Thiel, M. and Romaniuk, J. (2011) *The nature and incidence of private label rejection*, Australasian Marketing Journal (AMJ), Vol. 19(2), pp. 93–99.
- Nes, E. B., Yelkur, R. and Silkoset, R. (2012) *Exploring the animosity domain and the role of affect in a cross-national context*, International Business Review, Vol. 21(5), pp. 751–765.
- Neuman, W. L. (2013) *Social Research Methods: Pearson New International Edition: Qualitative and Quantitative Approaches*. 7th edition. London: Pearson.
- Ngai, E. (2003) *Internet marketing research (1987-2000): a literature review and classification*, European Journal of Marketing, Vol. 37(1/2), pp. 24–49.
- Ngai, E. (2005) *Customer relationship management research (1992-2002): An academic literature review and classification*, Marketing Intelligence and Planning, Vol. 23(6), pp. 582-605.
- Nijssen, E. J. and Douglas, S. P. (2004) *Examining the animosity model in a country with a high level of foreign trade*, International Journal of Research in Marketing, Vol. 21(1), pp. 23–38.
- Nunnally, J.C. and Bernstein, I.R. (1994) *Psychometric theory*. 3rd edition. McGraw-Hill, New York.
- O’Cass, A. and Lim, K. (2002) *The Influence of Brand Associations on Brand Preference and Purchase Intention*, Journal of International Consumer Marketing, Vol. 14(2–3), 41–71.
- Pallant, J. (2001) *SPSS survival manual - a step by step guide to data analysis using SPSS for windows*. 10th edition. Buckingham: Buckingham Open University Press.
- Papadopoulos, C. and Hayes, B. K. (2018) *What matters when judging intentionality—*

moral content or normative status? Testing the rational scientist model of the side-effect, *Psychonomic Bulletin and Review*, Vol. 25(3), pp. 1170–1177.

Papadopoulos, N. and Heslop, L.A. (2003) *Country equity and product-country images: state-of-the-art in research and implications*, in Jain, S.C. (Ed.), *Handbook of Research in International Marketing*, Edward Elgar, Cheltenham and Northampton, Vol. 21, pp. 402-433.

Papadopoulos, N., Banna, A. E. and Murphy, S. A. (2017) *Old Country Passions: An International Examination of Country Image, Animosity, and Affinity among Ethnic Consumers*, *Journal of International Marketing*, Vol. 25(3), pp. 61–82.

Parameswaran, R. and Pisharodi, R. M. (1994) *Facets of country-of-origin image: An empirical assessment*, *Journal of Advertising*, Vol. 23(1), pp. 43–56.

Park, C., Eisingerich, A. and Park, J. (2013) *Attachment–aversion (AA) model of customer–brand relationships*, *Journal of Consumer Psychology*, Vol. 23, pp. 229–248.

Patel, M. X., Doku, V. and Tennakoon, L. (2003) *Challenges in recruitment of research participants*, *Advances in Psychiatric Treatment*, Vol. 9(3), 229–238.

Pecotich, A. and Ward, S. (2007) *Global branding, country of origin and expertise: An experimental evaluation*, *International Marketing Review*, Vol. 24(3), pp. 271–296.

Peng C., A., Wajda, T.A. and Hu, M.Y., (2012) *Consumer animosity and product choice: might price make a difference?* *Journal of Consumer Marketing* Vol. 29, pp. 494–506.

Peterson, R. A. and Jolibert, A. J. P. (1995) *A Meta-Analysis of Country-Of-Origin Effects* *Journal of International Business Studies*, Vol. 26(4), pp. 883–900.

Phau, I. and Prendergast, G. (2000) *Consuming luxury brands: The relevance of the ‘Rarity Principle,’* *Journal of Brand Management*, Vol. 8(2), pp. 122–138.

Platania, S., Morando, M. and Santisi, G. (2020) *Psychometric properties, measurement invariance, and construct validity of the Italian version of the brand hate short scale (BHS)*, *Sustainability (Switzerland)*, Vol. 12(5), pp. 1-11

Platania, S., Morando, M. and Santisi, G. (2017) *The Phenomenon of Brand Hate: Analysis of Predictors and Outcomes*. *Quality-Access to Success*, Vol. 18, pp. 342–348.

Plutchik, R. (1991) *The emotions*. 1st Revised edition. Lanham, Maryland: University Press of America.

Popp, B., Germelmann, C.C. and Jung, B. (2016) *We love to hate them! Social media-*

based anti-brand communities in professional football, *International Journal of Sports Marketing and Sponsorship*, Vol. 17(4), pp. 349-367.

Rajaobelina, L., Prom Tep, S., Arcand, M. and Ricard, L. (2021) *The relationship of brand attachment and mobile banking service quality with positive word-of-mouth*, *Journal of Product and Brand Management*, Vol. 30(8), pp. 1162–1175.

Ramírez, S. A. O., Veloutsou, C. and Morgan-Thomas, A. (2017) *A Systematic Literature Review of Brand Commitment: Definitions, Perspectives and Dimensions*, *Athens Journal of Business and Economics*, Vol. 3(3), pp. 305–332.

Ramírez, S. A. O., Veloutsou, C. and Morgan-Thomas, A. (2019) *I hate what you love: brand polarization and negativity towards brands as an opportunity for brand management*, *Journal of Product and Brand Management*, Vol. 28(5), pp. 614–632.

ResearchGate. (2022) Information About ResearchGate Platform [online]. Available at : <https://www.researchgate.net/about> (Accessed: 5 August 2021).

Riefler, P. and Diamantopoulos, A. (2007) *Consumer animosity: a literature review and a reconsideration of its measurement*, *International Marketing Review*, Vol. 24(1), pp. 87-119.

Robinson, M. L. (2016a) *Introduction: Why We Love to Hate the Oil Companies. Marketing big oil: brand lessons from the world's largest companies*. 1st edition. New York: Palgrave Pivot.

Robinson, M. L. (2016b) *Big Oil and the Love-Hate Relationship. Marketing big oil: brand lessons from the world's largest companies*. 1st edition. New York: Palgrave Pivot.

Rodrigues, C. and Rodrigues, P. (2017) Antecedents to Brand Hate Among Generation Y: A Consumer Cross-Cultural Study. *10th Annual Conference of the EuroMed-Academy-of-Business. In Global and National Business Theories and Practice: Bridging the Past with The Future (pp. 638–651) Rome*. Available at: https://moam.info/10th-annual-conference-of-the-euromed-academy-of-business_5a1017121723dd7b697d83e3.html (Accessed: 12 January 2021).

Romani, S., Grappi, S., Zarantonello, L. and Bagozzi, R.P. (2015) *The revenge of the consumer How brand moral violations lead to consumer anti-brand activism*, *Journal of Brand Management*, Vol. 22(8), pp. 658-672.

Rosenthal, R. and Rosnow, R. L. (1991) *Essentials of behavioral research: Methods and data analysis*. 2nd edition. New York: McGraw Hill.

Roth, K. P. and Diamantopoulos, A. (2009) *Advancing the country image construct*,

- Journal of Business Research, Vol. 62(7), pp. 726–740.
- Roth, M. S. and Romeo, J. B. (1992) *Matching Product Category and Country Image Perceptions: A Framework for Managing Country-of-Origin Effects*, Journal of International Business Studies, Vol. 23(3), pp. 477–497.
- Rozin, P. (1999) *The process of moralization*, Psychological Science, Vol. 10(3), pp. 218–221.
- Russell, C. A. and Russell, D. W. (2010) *Guilty by stereotypic association: Country animosity and brand prejudice and discrimination*, Marketing Letters, Vol. 21(4), pp. 413–425.
- Sánchez, M., Campo, S. and Alvarez, M. D. (2018) *The effect of animosity on the intention to visit tourist destinations*, Journal of Destination Marketing and Management, Vol. 7, pp. 182–189.
- Sandıkçı, Ö. and Ekici, A. (2009) *Politically motivated brand rejection*, Journal of Business Research, Vol. 62(2), pp. 208–217
- Saran, R. and Gupta, N. (2012) *Country of origin vs. consumer perception: A literature review*, The IUP Journal of Marketing Management : IJMM, Vol. 11(4), pp. 66-75.
- Sarkar, A., Sarkar, J. G., Sreejesh, S., Anusree, M. R. and Rishi, B. (2019) *You are so embarrassing, still, I hate you less! Investigating consumers' brand embarrassment and brand hate*, Journal of Brand Management, Vol. 27(1), pp. 93–107.
- Schooler, R. D. (1965) *Product Bias in the Central American Common Market*, Journal of Marketing Research, Vol. 2(4), pp. 394–397.
- Shadish W. R., Cook T. D. and Campbell D. T. (2002) *Experimental and Quasi-Experimental Designs for Generalized Causal Inference*. 1st edition. Boston, MA: Houghton-Mifflin.
- Sharma, S., Shimp, T.A. and Shin, J. (1995) *Consumer ethnocentrism: A test of antecedents and moderators*, Journal of the Academy of Marketing Science, Vol. 23(1), pp. 26–37.
- Shimp, T. A., Dunn, T. H. and Klein, J. (2004) *Remnants of the U.S. civil war and modern consumer behavior*, Psychology and Marketing, Vol. 21(2): pp. 75–91
- Shimp, T.A. and Sharma, S. (1987) *Consumer Ethnocentrism: Construction and Validation of the CETSCALE*, Journal of Marketing Research, Vol. 24(3), pp. 280–289.
- Shuv-Ami, A., Toder Alon, A., Loureiro, S.M.C. and Kaufmann, H.R. (2020) *A new love-hate scale for sports fans*, International Journal of Sports Marketing and

- Sponsorship, Vol. 21(3), pp. 543-560.
- Slater, M. D., Rouner, D. and Long, M. (2006) *Television Dramas and Support for Controversial Public Policies: Effects and Mechanisms*, Journal of Communication, Vol. 56(2), pp. 235–252.
- Sohail, M. S. and Opoku, R. A. (2016) *Applying the Animosity Model in Foreign Product Purchases: Evidence from an Emerging Nation*, Journal of International Consumer Marketing, Vol. 28(2), pp. 121–134.
- [Statista]. (2021) *Facebook MAU worldwide 2021* [Statista Article]. Available at: <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/>. (Accessed 24 August 2021)
- [Statista]. (2022) *Forecast of the number of LinkedIn users in the World from 2017 to 2025* [Statista Article]. Available at: <https://www.statista.com/forecasts/1147197/linkedin-users-in-the-world> (Accessed 24 August 2021)
- Steckler, A. and McLeroy, K.R. (2008) *The importance of external validity*, American Journal of Public Health, Vol. 98(1), pp. 9–10.
- Stepchenkova, S., Shichkova, E., Kim, M. and Rykhtik, M. I. (2017) *Do strained bilateral relations affect tourists' desire to visit a country that is a target of animosity?* Journal of Travel and Tourism Marketing, Vol. 35, pp. 1–14.
- Sternberg, R. (2003) *A duplex theory of hate: Development and application to terrorism, massacres, and genocide*, Review of General Psychology, Vol. 7, pp. 299–328.
- Steyn, P., Wallström, Å. and Pitt, L. (2010) *Consumer-generated content and source effects in financial services advertising: An experimental study*, Journal of Financial Services Marketing, Vol. 15(1), pp. 49-61.
- Story, J. (2020) *Brands we love to hate: Differences in perceived versus observed driver behaviors*, Journal of Marketing Theory and Practice, 28(3), pp. 242–255.
- Streiner, D.L. (1990) *Sample Size and Power in Psychiatric Research**, Can J Psychiatry, Vol. 35, pp. 616–620.
- Tanner, K. (2018) *Experimental research*, Research Methods, vol. 2, pp. 337–356.
- Taqi, M., Gurkaynak, N. and Gencer, M. (2019) *Marketing concept evolution: a bibliometrics co-occurrence analysis*, Marketing and Management of Innovations, Vol. 2, pp. 185–197.
- Thakor, M. V. (1996) *Brand origin: Conceptualization and review*, Journal of

- Consumer Marketing, Vol. 13(3), pp. 27–42.
- Thakor, M. V. and Lavack, A. M. (2003) *Effect of perceived brand origin associations on consumer perceptions of quality*, Journal of Product and Brand Management, Vol. 12(6), pp. 394–407.
- Thomson, M., Whelan, J. and Johnson, A.R. (2012) *Why brands should fear fearful consumers: How attachment style predicts retaliation*, Journal of Consumer Psychology, Vol. 22(2), pp. 289–298.
- Tian, S., and Pasadeos, Y. (2012) *A Revised Model of Animosity: The Impact of Anti-Japanese Sentiment on Consumer Behavior in China*, Journal of Current Issues and Research in Advertising, Vol. 33(2), pp. 170–191.
- Tranfield, D., Denyer, D. and Smart, P. (2003) *Towards a methodology for developing evidence- informed management knowledge by means of systematic review*, British Journal of Management, Vol. 14(3), pp. 207–222.
- Tugrul, T.O. and Taqi, M. (2018) *Construal level theory approach to mixed emotions of brand hate and brand love*. *Proceedings of the 32nd International Business Information Management Association Conference, IBIMA 2018 - Vision 2020: Sustainable Economic Development and Application of Innovation Management from Regional expansion to Global Growth*. pp. 515. 32nd edition. Spain: IBIMA. Available at: <https://ibima.org/accepted-paper/construal-level-theory-approach-to-mixed-emotions-of-brand-hate-and-brand-love/> (Accessed 5 March 2019)
- Venkatesan, M. (1966) *Experimental Study of Consumer Behavior Conformity and Independence*, Journal of Marketing Research, Vol. 3(4), pp. 384–387.
- Wang, C.K. and Lamb, C.W. (1983) *The Impact of Selected Environmental Forces Upon Consumers' Willingness to Buy Foreign Products*, Journal of the Academy of Marketing Science, Vol.11(2), pp. 71-84
- Wetzer, I., Zeelenberg, M. and Pieters, R. (2007) *Never eat in that restaurant, I did!: Exploring why people engage in negative word-of-mouth communication*, Psychology and Marketing, Vol. 24, pp. 661–680.
- Widyarini, I. (2018) *The role of negative moral emotions (anger and disgust) in ethical decision making*, Asian Association of Indigenous and Cultural Psychology, Vol. 8, pp. 244-250.
- Witkowski, T. (2000) *Effects of animosity toward China on willingness to buy Chinese products*. McClean, G., Kaynak, E. and Aliaga, O. (Eds), *Managing in a Turbulent International Business Environment, The International Management Development*

- Association, Hummelstown, PA. pp. 470-7. Available at: <https://imda-usa.org/past-congress/> (Accessed 18 January 2021)
- Wu, J.M., Qin, U. and Jia, F. (2018) Why do consumers hate brands? A conceptual paper of the determinants of brand hate. *3rd Annual International Scientific Conference of Business Economics, Management and Marketing (ISCOBEMM): Proceedings Of The International Scientific Conference Of Business Economics, Management And Marketing 2018 (ISCOBEMM)*. 3rd edition. Hodonin: ISOBEMM, pp. 232-238. Available at: <https://www.muni.cz/en/events-calendar/3006-international-scientific-conference-of-business-economics-management-and-marketing-iscobemm-2018> (Accessed 25 February 2019)
- Xie, C., Bagozzi, R. and Grønhaug, K. (2015) *The role of moral emotions and individual differences in consumer responses to corporate green and non-green actions*, Journal of the Academy of Marketing Science, Vol. 43, pp. 333–356.
- Yoder, K. J. and Decety, J. (2018) *The neuroscience of morality and social decision-making*, Psychology, Crime and Law, Vol. 24(3), pp. 279–295.
- Zarantonello, L., Romani, S., Grappi, S. and Bagozzi, R. P. (2016) *Brand hate*. Journal of Product and Brand Management, Vol. 25(1), pp. 11–25.
- Zarantonello, L., Romani, S., Grappi, S. and Fetscherin, M. (2018) *Trajectories of brand hate*, Journal of Brand Management, Vol. 25(6), pp. 549–560.
- Zhang, C. and Laroche, M. (2020) *Brand hate: A multidimensional construct*, Journal of Product & Brand Management, Vol. 30(3), pp. 392–414.
- Zhang, Y. (2006) *The Presence of a Separate COO/President and Its Impact on Strategic Change and CEO Dismissal*, Strategic Management Journal, Vol. 27(3), pp. 283–300.
- Zhang, Y. and Khare, A. (2009) *The Impact of Accessible Identities on the Evaluation of Global versus Local Products*, Journal of Consumer Research, Vol. 36(3), pp. 524–537.
- Zhang, Y., Zhang, J. and Sakulsinlapakorn, K. (2020). *Love becomes hate? Or love is blind? Moderating effects of brand love upon consumers' retaliation towards brand failure*, Journal of Product & Brand Management, Vol. 30(3), pp. 415–432.

Appendix A – Pretest and Final Surveys

Table 20. List of articles for brand hate systematic literature review

Year	Title	Authors
2009	Anti-branding on the internet	Krishnamurthy, S; Kucuk, SU Steyn P., Wallström Å., Pitt L.
2010	Consumer-generated content and source effects in financial services advertising: An experimental study	L.
2010	Negative Double Jeopardy revisited: A longitudinal analysis	Kucuk S.U.
2010	CONSUMER-GENERATED ADVERTISEMENTS: EXAMINING AND CREATING EXECUTIONS FOR STARBUCKS AND CHIPOTLE COMMERCIALS	Kaandorp, AC Campbell, C; Pitt, LF; Parent, M; Berthon, P
2011	Tracking Back-Talk in Consumer-Generated Advertising An Analysis of Two Interpretative Approaches	Berthon, P
2013	Examining perceived betrayal, desire for revenge and avoidance, and the moderating effect of relational benefits	Lee, JS; Pan, S; Tsai, H
2013	Towards the conceptualisation of the antecedents of extreme negative affect towards luxury brands	Bryson D., Atwal G., Hultén P.
2014	Introduction: Why We Love to Hate the Oil Companies	Robinson, ML
2014	Big Oil and the Love-Hate Relationship	Robinson, ML
2014	WHEN THE MEDIUM IS ON THE MESSAGE: EXPLORING HATE IN MEDIA-READER INTERACTIONS IN SPANISH ONLINE SPORTS JOURNALISM	Lopez-Gonzalez, H; Guerrero-Sole, F
2015	Brand self-distance vs brand-self approach: Multiple relationships between consumers and brands	Loureiro S.M.C., Lopes R. Demirbag- Kaplan, M; Yildirim, C; Gulden, S; Aktan, D
2015	I love to hate you: Loyalty for disliked brands and the role of nostalgia	Romani, S; Grappi, S;
2015	The revenge of the consumer! How brand moral violations lead to consumer anti-brand activism	Zarantonello, L; Bagozzi, RP Zarantonello, L; Romani, S;
2016	Brand hate	Grappi, S;

		Bagozzi, RP
		Popp, B;
		Germelmann, CC;
2016	We love to hate them! Social media-based anti-brand communities in professional football	Jung, B
2016	Effects of customer relationship quality, customer perceived power, and brand reputation on complaint behaviors	Choi S.-H.
2016	An Investigation Into the Concept of Brand Love and Its Proximal and Distal Covariates	Garg et al.
2017	The evolution of brand management thinking over the last 25 years as recorded in the Journal of Product and Brand Management	Veloutsou, C;
		Guzman, F
		Hegner, SM;
		Fetscherin, M;
2017	Determinants and outcomes of brand hate	van Delzen, M
2017	BRAND HATE: A QUALITATIVE STUDY ON THE EXTREME NEGATIVE EMOTION TOWARD THE BRAND	Gharbi, D;
		Smaoui, F
Table 23 (continued)		
2017	ANTECEDENTS TO BRAND HATE AMONG GENERATION Y: A CONSUMER CROSS-CULTURAL STUDY	Rodrigues, C;
		Rodrigues, P
		Platania, S;
2017	THE PHENOMENON OF BRAND HATE: ANALYSIS OF PREDICTORS AND OUTCOMES	Morando, M;
		Santisi, G
		Gineikiene, J;
2017	I hate where it comes from, but I still buy it: Countervailing influences of animosity and nostalgia	Diamantopoulos, A
2017	I hate that Brand! Assessing the structural components of Brand hate: A proposed research agenda	Graham et al.
2018	Construal Level Theory Approach to Mixed Emotions of Brand Hate and Brand Love	Tugrul, TO; Taqi, M
2018	Macro-level antecedents of consumer brand hate	Kucuk, SU
2018	THE MODERATING EFFECT OF BRAND RECOVERY ON BRAND HATE AND DESIRE FOR RECONCILIATION: A PLS-MGA APPROACH	Ahmed, S;
		Hashim, S
2018	Why do consumers hate brands? A conceptual paper of the determinants of brand hate	Wu, JM; Qin, Y;
		Jia, F
2018	The role of online brand community engagement on positive or negative self-expression word-of-mouth	Loureiro, SMC;
		Kaufmann, HR
2018	Love or hate, depends on who's saying it: How legitimacy of brand rejection alters brand preferences	Hu, M; Qiu, PP;
		Wan, F; Stillma, T
		Zarantonello, L;
2018	Trajectories of brand hate	Romani, S;

2018	Consumer-brand relations: An investigation into the concept of brand hate	Grappi, S; Fetscherin, M Garg et al. Islam, T; Attiq, S; Hameed, Z; Khokhar, MN; Sheikh, Z
2019	The impact of self-congruity (symbolic and functional) on the brand hate: A study based on self-congruity theory	Bryson, D; Atwal, G
2019	Brand hate: the case of Starbucks in France	Fetscherin, M; Guzman, F; Veloutsou, C; Cayolla, RR
2019	Latest research on brand relationships: introduction to the special issue	Ramirez, SAO; Veloutsou, C;
2019	I hate what you love: brand polarization and negativity towards brands as an opportunity for brand management	Morgan-Thomas, A
2019	Antecedents of brand hate in the fast food industry	Hashim S., Kasana S.
2019	Negative outcomes of positive brand relationships	Jain K., Sharma I.
2019	'All you need is brand love': a critical review and comprehensive conceptual framework for brand love	Palusuk, N; Koles, B; Hasan, R
2019	Consumer Brand Hate: Steam rolling whatever I see	Kucuk, SU
2019	The five types of brand hate: How they affect consumer behavior	Fetscherin, M
2019	Traits and peculiarities of different brand hate behaviours	Curina, I; Francioni, B; Cioppi, M; Savelli, E
2020	Hating in plain sight: The hatejacking of brands by extremist groups	Benton, B; Peterka-Benton, D
Table 23 (continued)		
2020	You are so embarrassing, still, I hate you less! Investigating consumers' brand embarrassment and brand hate	Sarkar, A; Sarkar, JG; Sreejesh, S; Anusree, MR; Rishi, B
2020	Brand hate: a multidimensional construct	Zhang, Laroche

2020	Captivating Brand Hate Using Contemporary Metrics: A Structural Equation Modelling Approach	Joshi R., Yadav R. Zhang Y., Zhang J.,
2020	Love becomes hate? or love is blind? Moderating effects of brand love upon consumers' retaliation towards brand failure	Sakulsinlapakorn K. Khanna S.,
2020	Role of social media on brand boycott intentions in indian business environment	Sharma B., Tandon J.K. Platania, S;
2020	Psychometric Properties, Measurement Invariance, and Construct Validity of the Italian Version of the Brand Hate Short Scale (BHS)	Morando, M; Santisi, G
2020	When love becomes hate: how different consumer-brand relationships interact with crises to influence consumers' reactions	Ma, L Shuv-Ami, A; Alon, AT; Loureiro, SMC;
2020	A new love-hate scale for sports fans	Kaufmann, HR Curina, I; Francioni, B;
2020	Brand hate and non-repurchase intention: A service context perspective in a cross-channel setting	Hegner, SM; Cioppi, M
2020	Brands we love to hate: differences in perceived versus observed driver behaviors	Story, J Banerjee, S; Goel, P
2020	Party brand hate in political market: antecedents and consequences	Dessart, L; Veloutsou, C;
2020	Brand negativity: a relational perspective on anti-brand community participation	Morgan-Thomas, A
2020	Reverse (brand) anthropomorphism: the case of brand hitlerization	Kucuk, SU Islam, T; Li, JJ; Ali, A; Liang, XB; Sheikh, Z; Zafar, AU
2020	Mapping online App hate: Determinants and consequences	
2020	Effects of Brand Hate on Brand Equity: The Role of Corporate Social Irresponsibility and Similar Competitor Offer	Husnain et al
2020	Science of Avoidance in Branding	Kazmi et al.
2020	Hatzfeld syndrome: Narcissistic postpurchase state of mind	Aytac and Akin
2020	Towards a new framework for mapping service brand avoidance:	Gilal et al.

	The moderating effect of gender and generation cohorts	
2020	The chopsticks debacle: How brand hate flattened Dolce & Gabbana in China	Atwal et al.
2020	Antecedents of brand hate: Mediating role of customer dissatisfaction and moderating role of narcissism	Ali et al.
2020	Role of brand hate on the relationship of consumer personality traits and brand loyalty	Gupta et al.
2021	Brand Love and Brand Hate: Integrating Emotions into Brand-Related Experiences and Loyalty	Kohli, H.S. et al. Bayarassou, O., Becheur, I. and Valette-Florence, P
2021	"Fight or flight": coping responses to brand hate	
Table 23 (continued)		
2021	I can't stop hating you: an anti-brand-community perspective on apple brand hate	Rodrigues, C., Brandao, A. and Rodrigues, P. Farhat, Z. and Chaney, D
2021	Introducing destination brand hate: an exploratory study	
2021	Exploring Brand Hate and the Association Between Similar Competitor Offer and Brand Equity: A Moderated-Mediation Model	Husnain, M. et al.
2021	Brand hate and retaliation in Muslim consumers: does offensive advertising matter?	Noor et al
2021	Antecedents and Consequences of Brand Hate Among Netizens: Empirical Evidence from Vietnam	Nguyen
2021	Love is not blind: investigating a love-hate transition among luxury fashion brand consumers	Kashif et al.
2021	Antecedents and consequences of brand hate: empirical evidence from the telecommunication industry	Pinto and Brando
2021	The power to voice my hate! Exploring the effect of brand hate and perceived social media power on negative eWOM	Sharma et al.
2021	"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	Itani OS
2021	When a luxury brand bursts: Modelling the social media viral effects of negative stereotypes adoption leading to brand hate	Pantano E
2021	Transmission of negative brand-relevant content on social media	Powell et al
2021	Antecedents of luxury brand hate: A quantitative study	Bryson et al

2021	Developing a theory of brand hate: where are we now?	Kucuk. S
2021	Relating brand anxiety, brand hatred and obsess: Moderating role of age and brand affection	Japutra et al
2021	The Brand Sustainability Obstacle: Viewpoint Incompatibility and Consumer Boycott	Wang et al.
2021	The effect of fake news in marketing halal food: A moderating role of religiosity	Wisker
2021	Brand repulsion: Consumers' boundary work with rejected brands	Dessart and Cova
2021	Managing customers' undesirable responses towards hospitality service brands during service failure: The moderating role of other customer perception	Sarkar et al
2021	Models for brand relationships	Fetscherin et al.



Pretest and Main Survey - Political

Pretest

Dear Respondent,

I am inviting you to participate in research conducted for the academic purposes to investigate the relationship between animosity and consumer perceptions. Included with this letter, there is a short scenario. After reading the scenario, please answer the questions.

The results of this pretest will be used for a PhD dissertation, so the cumulative responses of the sample are important for the results rather than individual ones. Therefore, there is no need to give your name. There is no risk for you in participating and you can be assured that your responses will be confidential.

The survey should take you about 5 minutes to complete. Participation is entirely voluntary. Thank you very much in advance.

Sincerely,

Muhammad Taqi

PhD candidate

Department of Business Administration

Izmir University of Economics

- At the moment, I feel

Sad 1 2 3 4 5 6 7 8 9 10 Happy

Please read the scenario and the definition that will help you to answer the question below.

Your country has always had problematic relations with the ABC country. Governmental conflicts involving human right violations and foreign policies has been the major sources of political tensions. Recently, ABC country has given more immunity to its police force which led to increased police brutality towards the public. It has also become more difficult for your country to present herself in the international governmental organizations as ABC country opposes your nation and by imposing diplomatic sanctions. These events have received a public backlash from your country against the ABC country.

Political animosity refers to negative feelings which arise due to the differences in political identification of an individual and the target nation. These negative emotions may derive from the target nations government policies, political system and corruption.

Please imagine yourself in the above situation and answer the question accordingly.

(1=completely disagree, 2=disagree, 3=somewhat disagree, 4=neither agree nor disagree, 5=somewhat agree, 6=agree, 7=completely agree)

- I feel political animosity towards the ABC country.

Completely Disagree 1 2 3 4 5 6 7 Completely Agree

- The animosity is arising from general historical background between your country and the country ABC.

Completely Disagree 1 2 3 4 5 6 7 Completely Agree

- The animosity is based on perceptions of how the country ABC has treated your country.

Completely Disagree 1 2 3 4 5 6 7 Completely Agree

- I believe that such things can happen in real life.

Completely Disagree 1 2 3 4 5 6 7 Completely Agree



Main Survey

Dear Respondent,

I am inviting you to participate in research conducted for the academic purposes to investigate the relationship between animosity and consumer perceptions. Included with this letter, there is a short scenario. After reading the scenario, please answer the questions.

The results of this pretest will be used for a PhD dissertation, so the cumulative responses of the sample are important for the results rather than individual ones. Therefore, there is no need to give your name. There is no risk for you in participating and you can be assured that your responses will be confidential.

The survey should take you about 15-20 minutes to complete. Participation is entirely voluntary. Thank you very much in advance.

Sincerely,

Muhammad Taqi

PhD candidate

Department of Business Administration

Izmir University of Economics

Please imagine yourself in the following situation and answer the questions accordingly.

Your country has always had problematic relations with the ABC country. Governmental conflicts involving human right violations and foreign policies have been major sources of political tensions. Recently, ABC country has given more immunity to its police force, which led to increased police brutality towards the public. It has also become more difficult for your country to present itself in the international governmental organizations due to opposition from ABC country which imposed diplomatic sanctions. These events have created a public backlash in your country against ABC country.

(1=Completely disagree, 2=Disagree, 3=Somewhat disagree, 4=Neither agree nor disagree, 5=Somewhat agree, 6=Agree, 7=Completely agree)

		1	2	3	4	5	6	7
1	I dislike this country's government policies.							
2	I dislike the political system in this country.							
3	There is too much corruption in this country.							
4	I dislike the ABC country.							
5	I have a negative view of the ABC country.							

Answer the following question regarding how you would feel about brands from the ABC country.

		1	2	3	4	5	6	7
1	I would not feel any compassion toward brands from the ABC country							
2	I think that brands from the ABC country are truly disgusting							
3	I would feel that brands from the ABC country are repugnant to me							
4	I would have no sympathy for brands from the ABC country whatsoever							
5	I would never knowingly associate with brands from the ABC country							
6	I would feel that brands from the ABC country are fundamentally different than me							
7	Brands from the ABC country are really loathsome to me							

8	I do not believe I could meaningfully communicate with people from brands from the ABC country								
9	I would have no empathy for brands from the ABC country								
10	I would be committed to the fight against brands from the ABC country								
11	The public should be informed comprehensively about the danger of brands from the ABC country								
12	We must never waiver in our fight against brands from the ABC country								
13	People need to take an active role in speaking out against brands from ABC country								
14	People need to commit themselves to the fight against brands from the ABC country								
15	The fight against brands from the ABC country is important regardless of the possible costs								
16	We need to educate people of the danger of brands from the ABC country								
17	We have to protect ourselves against brands from the ABC country by every means								
18	I would join a movement that is aimed at fighting against brands from the ABC country								
19	I cannot imagine that brands from the ABC country will ever change its harmful behaviour								
20	Thinking about brands from the ABC country makes me feel insecure								
21	Thinking of brands from the ABC country scares me								
22	I would sometimes find I cannot get the threat of brands from the ABC country off my mind								
23	I would personally feel threatened by brands from the ABC country								
24	I would sometimes feel my heartbeat faster from rage when thinking about brands from the ABC country								
25	Brands from the ABC country presents a clear and present danger to me and to others like me								
26	Brands from the ABC country is truly frightening								
27	When I think of brands from the ABC country, I become very angry								
28	I would feel intense anger when I think of brands from the ABC country								

Answer the following question regarding your behavioral intentions about brands from the ABC country.

		1	2	3	4	5	6	7
1	I would spread negative word of mouth about brands from ABC country							
2	I would denigrate the brands from ABC country to my friends							
3	When my friends were looking for a similar service, I would tell them not to buy from brands from ABC country							
4	I would always tell my friends about my feelings towards the brands from ABC country							
5	I would try to influence a lot of people in not purchasing the brands from ABC country							
6	I would complain to government officials or other regulatory agencies about these brands from ABC country.							
7	I would become involved in organizations or clubs united against the brands from ABC country.							
8	I would complain to law enforcement about the brands from ABC country.							
9	I would not purchase products of brands from ABC country anymore							
10	I would reject services/products of brands from ABC country							
11	I would refrain from buying brands from ABC country's products or using their services							
12	I would avoid buying the brands from ABC country's products/using its services							
13	I would not use products or services of brands from ABC country							
14	I would steal from brands from ABC country							
15	I would break the law in order to get back at brands from ABC country							
16	I would intentionally break or damage things from brands from ABC country							
17	I would intentionally use brands from ABC country's resources wastefully to hurt them							
18	I would threaten employees of brands from ABC country with							

	payback or retribution							
19	I would participate in boycotting the brands from ABC country.							
20	I would blog against the brands from ABC country.							
21	I would participate in picketing the brands from ABC country.							
22	I would participate in actions of resistance against the brands from ABC country.							
23	I would support legal actions against the brands from ABC country.							
24	I would join collective movements against brands from ABC country.							
25	I would complain to brands from ABC country.							

Demographics

1. What is your sex?
 - a) Male
 - b) Female
2. What is your age? _____
3. What is the highest degree or level of school you have completed? If currently enrolled, mark the previous grade or highest degree received.
 - a) No schooling completed
 - b) Elementary school
 - c) High school graduate - high school diploma or the equivalent
 - d) Bachelor's degree
 - e) Master's degree
 - f) Doctorate degree
4. Annual Household Income (USD)
 - a) 0-15,000
 - b) 15,001-30,000
 - c) 30,001-45,0000
 - d) 45,001-60,000
 - e) 60,000 or above

Thank you very much for participating.

Pretest and Main Survey - Economic

Pretest

Dear Respondent,

I am inviting you to participate in research conducted for the academic purposes to investigate the relationship between animosity and consumer perceptions. Included with this letter, there is a short scenario. After reading the scenario, please answer the questions.

The results of this pretest will be used for a PhD dissertation, so the cumulative responses of the sample are important for the results rather than individual ones. Therefore, there is no need to give your name. There is no risk for you in participating and you can be assured that your responses will be confidential.

The survey should take you about 5 minutes to complete. Participation is entirely voluntary. Thank you very much in advance.

Sincerely,

Muhammad Taqi

PhD candidate

Department of Business Administration

Izmir University of Economics

- At the moment, I feel

Sad 1 2 3 4 5 6 7 8 9 10 Happy

Please read the scenario and the definition that will help you to answer the question below.

Your country has always had problematic relations with the ABC country. Trade sanctions and pricing of trade products have been the major sources of economic tensions. Recently, ABC has imposed more restrictive quotas coupled with high tariffs on imported products from your country. Cheap imports of primary products from the ABC country also leads to decreased domestic production and gains. These events have received a public backlash from your country against the ABC country.

Economic animosity refers to the consumers' antipathy toward a foreign nation related to previous or ongoing economic conflicts. The antipathy may drive from the target nation's economic events, such as exploiting the economy of other countries, taking advantage of other countries and having too much economic influence in other countries.

Please imagine yourself in the above situation and answer the question accordingly.

(1=completely disagree, 2=disagree, 3=somewhat disagree, 4=neither agree nor disagree, 5=somewhat agree, 6=agree, 7=completely agree)

- I feel economic animosity towards the ABC country.

Completely Disagree 1 2 3 4 5 6 7 Completely Agree

- The animosity is arising from general historical background between your country and the country ABC.

Completely Disagree 1 2 3 4 5 6 7 Completely Agree

- The animosity is based on perceptions of how the country ABC has treated your country.

Completely Disagree 1 2 3 4 5 6 7 Completely Agree

- I believe that such things can happen in real life.

Completely Disagree 1 2 3 4 5 6 7 Completely Agree



Main Survey

Dear Respondent,

I am inviting you to participate in research conducted for the academic purposes to investigate the relationship between animosity and consumer perceptions. Included with this letter, there is a short scenario. After reading the scenario, please answer the questions.

The results of this pretest will be used for a PhD dissertation, so the cumulative responses of the sample are important for the results rather than individual ones. Therefore, there is no need to give your name. There is no risk for you in participating and you can be assured that your responses will be confidential.

The survey should take you about 15-20 minutes to complete. Participation is entirely voluntary. Thank you very much in advance.

Sincerely,

Muhammad Taqi

PhD candidate

Department of Business Administration

Izmir University of Economics

Please imagine yourself in the following situation and answer the questions accordingly.

Your country has always had problematic relations with the ABC country. Trade sanctions and pricing of trade products have been the major sources of economic tensions. Recently, ABC has increased restrictive quotas and tariffs on products imported from your country. Cheap imports of primary products from ABC country have also decreased your domestic production and profits. These events have created a public backlash in your country against ABC country.

(1=Completely disagree, 2=Disagree, 3=Somewhat disagree, 4=Neither agree nor disagree, 5=Somewhat agree, 6=Agree, 7=Completely agree)

		1	2	3	4	5	6	7
1	ABC country is out to exploit the economy of my country and other countries.							
2	ABC country is taking advantage of my country and other countries.							
3	ABC country has too much economic influence in my country and other countries.							
4	I dislike the ABC country.							
5	I have a negative view of the ABC country.							

Answer the following question regarding how you would feel about brands from the ABC country.

		1	2	3	4	5	6	7
1	I would not feel any compassion toward brands from the ABC country							
2	I think that brands from the ABC country are truly disgusting							
3	I would feel that brands from the ABC country are repugnant to me							
4	I would have no sympathy for brands from the ABC country whatsoever							
5	I would never knowingly associate with brands from the ABC country							
6	I would feel that brands from the ABC country are fundamentally different than me							
7	Brands from the ABC country are really loathsome to me							

8	I do not believe I could meaningfully communicate with people from brands from the ABC country								
9	I would have no empathy for brands from the ABC country								
10	I would be committed to the fight against brands from the ABC country								
11	The public should be informed comprehensively about the danger of brands from the ABC country								
12	We must never waiver in our fight against brands from the ABC country								
13	People need to take an active role in speaking out against brands from ABC country								
14	People need to commit themselves to the fight against brands from the ABC country								
15	The fight against brands from the ABC country is important regardless of the possible costs								
16	We need to educate people of the danger of brands from the ABC country								
17	We have to protect ourselves against brands from the ABC country by every means								
18	I would join a movement that is aimed at fighting against brands from the ABC country								
19	I cannot imagine that brands from the ABC country will ever change its harmful behaviour								
20	Thinking about brands from the ABC country makes me feel insecure								
21	Thinking of brands from the ABC country scares me								
22	I would sometimes find I cannot get the threat of brands from the ABC country off my mind								
23	I would personally feel threatened by brands from the ABC country								
24	I would sometimes feel my heartbeat faster from rage when thinking about brands from the ABC country								
25	Brands from the ABC country presents a clear and present danger to me and to others like me								
26	Brands from the ABC country is truly frightening								
27	When I think of brands from the ABC country, I become very angry								
28	I would feel intense anger when I think of brands from the ABC country								

Answer the following question regarding your behavioral intentions about brands from the ABC country.

		1	2	3	4	5	6	7
1	I would spread negative word of mouth about brands from ABC country							
2	I would denigrate the brands from ABC country to my friends							
3	When my friends were looking for a similar service, I would tell them not to buy from brands from ABC country							
4	I would always tell my friends about my feelings towards the brands from ABC country							
5	I would try to influence a lot of people in not purchasing the brands from ABC country							
6	I would complain to government officials or other regulatory agencies about these brands from ABC country.							
7	I would become involved in organizations or clubs united against the brands from ABC country.							
8	I would complain to law enforcement about the brands from ABC country.							
9	I would not purchase products of brands from ABC country anymore							
10	I would reject services/products of brands from ABC country							
11	I would refrain from buying brands from ABC country's products or using their services							
12	I would avoid buying the brands from ABC country's products/using its services							
13	I would not use products or services of brands from ABC country							
14	I would steal from brands from ABC country							
15	I would break the law in order to get back at brands from ABC country							
16	I would intentionally break or damage things from brands from ABC country							
17	I would intentionally use brands from ABC country's resources wastefully to hurt them							
18	I would threaten employees of brands from ABC country with							

	payback or retribution								
19	I would participate in boycotting the brands from ABC country.								
20	I would blog against the brands from ABC country.								
21	I would participate in picketing the brands from ABC country.								
22	I would participate in actions of resistance against the brands from ABC country.								
23	I would support legal actions against the brands from ABC country.								
24	I would join collective movements against brands from ABC country.								
25	I would complain to brands from ABC country.								

Demographics

4. What is your sex?
 - a) Male
 - b) Female
5. What is your age? _____
6. What is the highest degree or level of school you have completed? If currently enrolled, mark the previous grade or highest degree received.
 - a) No schooling completed
 - b) Elementary school
 - c) High school graduate - high school diploma or the equivalent
 - d) Bachelor's degree
 - e) Master's degree
 - f) Doctorate degree
4. Annual Household Income (USD)
 - a) 0-15,000
 - b) 15,001-30,000
 - c) 30,001-45,0000
 - d) 45,001-60,000
 - e) 60,000 or above

Thank you very much for participating.



Pretest and Main Survey – War/Military

Pretest

Dear Respondent,

I am inviting you to participate in research conducted for the academic purposes to investigate the relationship between animosity and consumer perceptions. Included with this letter, there is a short scenario. After reading the scenario, please answer the questions.

The results of this pretest will be used for a PhD dissertation, so the cumulative responses of the sample are important for the results rather than individual ones. Therefore, there is no need to give your name. There is no risk for you in participating and you can be assured that your responses will be confidential.

The survey should take you about 5 minutes to complete. Participation is entirely voluntary. Thank you very much in advance.

Sincerely,

Muhammad Taqi

PhD candidate

Department of Business Administration

Izmir University of Economics

- At the moment, I feel

Sad 1 2 3 4 5 6 7 8 9 10 Happy

Please read the scenario and the definition that will help you to answer the question below.

Your country has always had problematic relations with the ABC country. Terror-related conflicts and nuclear weapon testing has been the major sources of military tensions. Recently, your government officially accused the ABC country of supporting terrorist attacks. ABC country also declares that it is no longer against investments in nuclear technology for military purposes. These events have created a public backlash in your country against ABC country.

War animosity refers to negative feelings which arise due to one's nation currently facing military/war conflict or has faced such conflicts in the past. These negative feelings may arise towards the target nation due to hostile behavior and disastrous events caused by them.

Please imagine yourself in the above situation and answer the question accordingly.

(1=completely disagree, 2=disagree, 3=somewhat disagree, 4=neither agree nor disagree, 5=somewhat agree, 6=agree, 7=completely agree)

- I feel war animosity towards the ABC country.

Completely Disagree 1 2 3 4 5 6 7 Completely Agree

- The animosity is arising from general historical background between your country and the country ABC.

Completely Disagree 1 2 3 4 5 6 7 Completely Agree

- The animosity is based on perceptions of how the country ABC has treated your country.

Completely Disagree 1 2 3 4 5 6 7 Completely Agree

- I believe that such things can happen in real life.

Completely Disagree 1 2 3 4 5 6 7 Completely Agree



Main Survey

Dear Respondent,

I am inviting you to participate in research conducted for the academic purposes to investigate the relationship between animosity and consumer perceptions. Included with this letter, there is a short scenario. After reading the scenario, please answer the questions.

The results of this pretest will be used for a PhD dissertation, so the cumulative responses of the sample are important for the results rather than individual ones. Therefore, there is no need to give your name. There is no risk for you in participating and you can be assured that your responses will be confidential.

The survey should take you about 15-20 minutes to complete. Participation is entirely voluntary. Thank you very much in advance.

Sincerely,

Muhammad Taqi

PhD candidate

Department of Business Administration

Izmir University of Economics

Please imagine yourself in the following situation and answer the questions accordingly.

Your country has always had problematic relations with the ABC country. Terror-related conflicts and nuclear weapon testing has been the major sources of military tensions. Recently, your government officially accused the ABC country of supporting terrorist attacks. ABC country also declares that it is no longer against investments in nuclear technology for military purposes. These events have created a public backlash in your country against ABC country.

(1=Completely disagree, 2=Disagree, 3=Somewhat disagree, 4=Neither agree nor disagree, 5=Somewhat agree, 6=Agree, 7=Completely agree)

		1	2	3	4	5	6	7
1	I dislike this country's involvement in wars.							
2	I dislike the military operations of this country.							
3	I dislike the ABC country.							
4	I have a negative view of the ABC country.							

Answer the following question regarding how you would feel about brands from the ABC country.

		1	2	3	4	5	6	7
1	I would not feel any compassion toward brands from the ABC country							
2	I think that brands from the ABC country are truly disgusting							
3	I would feel that brands from the ABC country are repugnant to me							
4	I would have no sympathy for brands from the ABC country whatsoever							
5	I would never knowingly associate with brands from the ABC country							
6	I would feel that brands from the ABC country are fundamentally different than me							
7	Brands from the ABC country are really loathsome to me							
8	I do not believe I could meaningfully communicate with people from brands from the ABC country							
9	I would have no empathy for brands from the ABC country							

10	I would be committed to the fight against brands from the ABC country								
11	The public should be informed comprehensively about the danger of brands from the ABC country								
12	We must never waiver in our fight against brands from the ABC country								
13	People need to take an active role in speaking out against brands from ABC country								
14	People need to commit themselves to the fight against brands from the ABC country								
15	The fight against brands from the ABC country is important regardless of the possible costs								
16	We need to educate people of the danger of brands from the ABC country								
17	We have to protect ourselves against brands from the ABC country by every means								
18	I would join a movement that is aimed at fighting against brands from the ABC country								
19	I cannot imagine that brands from the ABC country will ever change its harmful behaviour								
20	Thinking about brands from the ABC country makes me feel insecure								
21	Thinking of brands from the ABC country scares me								
22	I would sometimes find I cannot get the threat of brands from the ABC country off my mind								
23	I would personally feel threatened by brands from the ABC country								
24	I would sometimes feel my heartbeat faster from rage when thinking about brands from the ABC country								
25	Brands from the ABC country presents a clear and present danger to me and to others like me								
26	Brands from the ABC country is truly frightening								
27	When I think of brands from the ABC country, I become very angry								
28	I would feel intense anger when I think of brands from the ABC country								

Answer the following question regarding your behavioral intentions about brands from the ABC country.

		1	2	3	4	5	6	7
1	I would spread negative word of mouth about brands from ABC country							
2	I would denigrate the brands from ABC country to my friends							
3	When my friends were looking for a similar service, I would tell them not to buy from brands from ABC country							
4	I would always tell my friends about my feelings towards the brands from ABC country							
5	I would try to influence a lot of people in not purchasing the brands from ABC country							
6	I would complain to government officials or other regulatory agencies about these brands from ABC country.							
7	I would become involved in organizations or clubs united against the brands from ABC country.							
8	I would complain to law enforcement about the brands from ABC country.							
9	I would not purchase products of brands from ABC country anymore							
10	I would reject services/products of brands from ABC country							
11	I would refrain from buying brands from ABC country's products or using their services							
12	I would avoid buying the brands from ABC country's products/using its services							
13	I would not use products or services of brands from ABC country							
14	I would steal from brands from ABC country							
15	I would break the law in order to get back at brands from ABC country							
16	I would intentionally break or damage things from brands from ABC country							
17	I would intentionally use brands from ABC country's resources wastefully to hurt them							
18	I would threaten employees of brands from ABC country with payback or retribution							
19	I would participate in boycotting the brands from ABC							

	country.								
20	I would blog against the brands from ABC country.								
21	I would participate in picketing the brands from ABC country.								
22	I would participate in actions of resistance against the brands from ABC country.								
23	I would support legal actions against the brands from ABC country.								
24	I would join collective movements against brands from ABC country.								
25	I would complain to brands from ABC country.								

Demographics

7. What is your sex?
 - a) Male
 - b) Female
8. What is your age? _____
9. What is the highest degree or level of school you have completed? If currently enrolled, mark the previous grade or highest degree received.
 - a) No schooling completed
 - b) Elementary school
 - c) High school graduate - high school diploma or the equivalent
 - d) Bachelor's degree
 - e) Master's degree
 - f) Doctorate degree
4. Annual Household Income (USD)
 - a) 0-15,000
 - b) 15,001-30,000
 - c) 30,001-45,0000
 - d) 45,001-60,000
 - e) 60,000 or above

Thank you very much for participating.



Pretest and Main Survey - People

Pretest

Dear Respondent,

I am inviting you to participate in research conducted for the academic purposes to investigate the relationship between animosity and consumer perceptions. Included with this letter, there is a short scenario. After reading the scenario, please answer the questions.

The results of this pretest will be used for a PhD dissertation, so the cumulative responses of the sample are important for the results rather than individual ones. Therefore, there is no need to give your name. There is no risk for you in participating and you can be assured that your responses will be confidential.

The survey should take you about 5 minutes to complete. Participation is entirely voluntary. Thank you very much in advance.

Sincerely,

Muhammad Taqi

PhD candidate

Department of Business Administration

Izmir University of Economics

- At the moment, I feel

Sad 1 2 3 4 5 6 7 8 9 10 Happy

Please read the scenario and the definition that will help you to answer the question below.

Your country's people have always had problematic relations with the people from ABC country. The mentality and attitude of the people from the ABC country have been major sources of cultural tensions. Recently, increasingly fewer people in ABC country show respect and acceptance to other values, beliefs and lifestyles. People from the ABC country are also less welcoming to visitors from other countries, including your country. These events have created a public backlash in your country against the ABC country.

People Animosity refers to strong dislike of the mentality and of the perceived hostility of the people from the animosity target nation. The negative emotions may arise from impressions of immigrants from the animosity country, people being unfriendly, harsh, rude, mean, or their cruelty towards animals, and not being open to tourists or immigrants from other nations.

Please imagine yourself in the above situation and answer the question accordingly.

(1=completely disagree, 2=disagree, 3=somewhat disagree, 4=neither agree nor disagree, 5=somewhat agree, 6=agree, 7=completely agree)

- I feel people animosity towards the ABC country.

Completely Disagree 1 2 3 4 5 6 7 Completely Agree

- The animosity is arising from general historical background between your country and the country ABC.

Completely Disagree 1 2 3 4 5 6 7 Completely Agree

- The animosity is based on perceptions of how the country ABC has treated your country.

Completely Disagree 1 2 3 4 5 6 7 Completely Agree

- I believe that such things can happen in real life.

Completely Disagree 1 2 3 4 5 6 7 Completely Agree



Main Survey

Dear Respondent,

I am inviting you to participate in research conducted for the academic purposes to investigate the relationship between animosity and consumer perceptions. Included with this letter, there is a short scenario. After reading the scenario, please answer the questions.

The results of this pretest will be used for a PhD dissertation, so the cumulative responses of the sample are important for the results rather than individual ones. Therefore, there is no need to give your name. There is no risk for you in participating and you can be assured that your responses will be confidential.

The survey should take you about 15-20 minutes to complete. Participation is entirely voluntary. Thank you very much in advance.

Sincerely,

Muhammad Taqi

PhD candidate

Department of Business Administration

Izmir University of Economics

Please imagine yourself in the following situation and answer the questions accordingly.

Your country’s people have always had problematic relations with the people from ABC country. The mentality and attitude of the people from the ABC country have been major sources of cultural tensions. Recently, increasingly fewer people in ABC country show respect and acceptance to other values, beliefs, and lifestyles. People from the ABC country are also less welcoming to visitors from other countries, including your country. These events have created a public backlash in your country against the ABC country.

(1=Completely disagree, 2=Disagree, 3=Somewhat disagree, 4=Neither agree nor disagree, 5=Somewhat agree, 6=Agree, 7=Completely agree)

		1	2	3	4	5	6	7
1	I don't like the mentality of the people of country ABC							
2	I feel that the people from country ANC are hostile and not open to foreigners							
3	My experiences with people from the country ABC are negative							
4	I dislike the ABC country.							
5	I have a negative view of the ABC country.							

Answer the following question regarding how you would feel about brands from the ABC country.

		1	2	3	4	5	6	7
1	I would not feel any compassion toward brands from the ABC country							
2	I think that brands from the ABC country are truly disgusting							
3	I would feel that brands from the ABC country are repugnant to me							
4	I would have no sympathy for brands from the ABC country whatsoever							
5	I would never knowingly associate with brands from the ABC country							
6	I would feel that brands from the ABC country are fundamentally different than me							
7	Brands from the ABC country are really loathsome to me							

8	I do not believe I could meaningfully communicate with people from brands from the ABC country								
9	I would have no empathy for brands from the ABC country								
10	I would be committed to the fight against brands from the ABC country								
11	The public should be informed comprehensively about the danger of brands from the ABC country								
12	We must never waiver in our fight against brands from the ABC country								
13	People need to take an active role in speaking out against brands from ABC country								
14	People need to commit themselves to the fight against brands from the ABC country								
15	The fight against brands from the ABC country is important regardless of the possible costs								
16	We need to educate people of the danger of brands from the ABC country								
17	We have to protect ourselves against brands from the ABC country by every means								
18	I would join a movement that is aimed at fighting against brands from the ABC country								
19	I cannot imagine that brands from the ABC country will ever change its harmful behaviour								
20	Thinking about brands from the ABC country makes me feel insecure								
21	Thinking of brands from the ABC country scares me								
22	I would sometimes find I cannot get the threat of brands from the ABC country off my mind								
23	I would personally feel threatened by brands from the ABC country								
24	I would sometimes feel my heartbeat faster from rage when thinking about brands from the ABC country								
25	Brands from the ABC country presents a clear and present danger to me and to others like me								
26	Brands from the ABC country is truly frightening								
27	When I think of brands from the ABC country, I become very angry								
28	I would feel intense anger when I think of brands from the ABC country								

Answer the following question regarding your behavioral intentions about brands from the ABC country.

		1	2	3	4	5	6	7
1	I would spread negative word of mouth about brands from ABC country							
2	I would denigrate the brands from ABC country to my friends							
3	When my friends were looking for a similar service, I would tell them not to buy from brands from ABC country							
4	I would always tell my friends about my feelings towards the brands from ABC country							
5	I would try to influence a lot of people in not purchasing the brands from ABC country							
6	I would complain to government officials or other regulatory agencies about these brands from ABC country.							
7	I would become involved in organizations or clubs united against the brands from ABC country.							
8	I would complain to law enforcement about the brands from ABC country.							
9	I would not purchase products of brands from ABC country anymore							
10	I would reject services/products of brands from ABC country							
11	I would refrain from buying brands from ABC country's products or using their services							
12	I would avoid buying the brands from ABC country's products/using its services							
13	I would not use products or services of brands from ABC country							
14	I would steal from brands from ABC country							
15	I would break the law in order to get back at brands from ABC country							
16	I would intentionally break or damage things from brands from ABC country							
17	I would intentionally use brands from ABC country's resources wastefully to hurt them							
18	I would threaten employees of brands from ABC country with							

	payback or retribution							
19	I would participate in boycotting the brands from ABC country.							
20	I would blog against the brands from ABC country.							
21	I would participate in picketing the brands from ABC country.							
22	I would participate in actions of resistance against the brands from ABC country.							
23	I would support legal actions against the brands from ABC country.							
24	I would join collective movements against brands from ABC country.							
25	I would complain to brands from ABC country.							

Demographics

10. What is your sex?

- a) Male
- b) Female

11. What is your age? _____

12. What is the highest degree or level of school you have completed? If currently enrolled, mark the previous grade or highest degree received.

- a) No schooling completed
- b) Elementary school
- c) High school graduate - high school diploma or the equivalent
- d) Bachelor's degree
- e) Master's degree
- f) Doctorate degree

4. Annual Household Income (USD)

- a) 0-15,000
- b) 15,001-30,000
- c) 30,001-45,0000
- d) 45,001-60,000
- e) 60,000 or above

Thank you very much for participating.

Appendix B – Pretest Results

Stable Animosity

Table 21. Stable Animosity - Test of homogeneity of variance

		Test of Homogeneity of Variance			
		Levene			
		Statistic	df1	df2	Sig.
Stable_Animosit y	Based on Mean	.064	3	76	.978
	Based on Median	.022	3	76	.996
	Based on Median and with adjusted df	.022	3	67.423	.996
	Based on trimmed mean	.082	3	76	.970

Table 22. Stable animosity - Descriptive

		Descriptive							
		N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Mini mum	Maximu m
						Lower Bound	Upper Bound		
Politica l		20	3.5000	1.63836	.36635	2.7332	4.2668	1.00	7.00
Econo my		20	4.0500	1.84890	.41343	3.1847	4.9153	1.00	7.00
War		20	3.4000	1.63514	.36563	2.6347	4.1653	1.00	7.00
People		20	3.2500	1.74341	.38984	2.4341	4.0659	1.00	7.00
Total		80	3.5500	1.71294	.19151	3.1688	3.9312	1.00	7.00

Table 23. Stable animosity - ANOVA

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.300	3	2.433	.824	.485
Within Groups	224.500	76	2.954		
Total	231.800	79			

Situational Animosity

Table 24. Situational animosity - Test of homogeneity of variances

		Test of Homogeneity of Variances			
		Levene			
		Statistic	df1	df2	Sig.
Situational_Animos ity	Based on Mean	4.766	3	76	.004
	Based on Median	3.299	3	76	.025
	Based on Median and with adjusted df	3.299	3	49.654	.028
	Based on trimmed mean	4.147	3	76	.009

Table 25. Situational animosity - Robust tests of equality of means

Robust Tests of Equality of Means				
Situational_Animosity				
	Statistic ^a	df1	df2	Sig.
Welch	3.051	3	40.462	.039

a. Asymptotically F distributed.

Table 26. Situational animosity - Multiple comparisons results

Table 6. Multiple Comparisons

Dependent Variable: Situational_Animosity

Games-Howell

(I) Animosities	(J) Animosities	Mean Difference (I-J)	Std. Error	Sig.	95% Confidence Interval	
					Lower Bound	Upper Bound
Political	Economy	1.25000	.50302	.087	-.1345	2.6345
	War	.20000	.28791	.898	-.5746	.9746
	People	.85000	.39119	.155	-.2157	1.9157
Economy	Political	-1.25000	.50302	.087	-2.6345	.1345
	War	-1.05000	.51746	.202	-2.4658	.3658
	People	-.40000	.58129	.901	-1.9678	1.1678
War	Political	-.20000	.28791	.898	-.9746	.5746
	Economy	1.05000	.51746	.202	-.3658	2.4658
	People	.65000	.40959	.400	-.4591	1.7591
People	Political	-.85000	.39119	.155	-1.9157	.2157
	Economy	.40000	.58129	.901	-1.1678	1.9678
	War	-.65000	.40959	.400	-1.7591	.4591

Mood

Table 27. Mood - Test of homogeneity of variances

		Test of Homogeneity of Variances			
		Levene Statistic	df1	df2	Sig.
Mood	Based on Mean	5.718	3	76	.001
	Based on Median	4.954	3	76	.003
	Based on Median and with adjusted df	4.954	3	64.886	.004
	Based on trimmed mean	5.702	3	76	.001

Table 28. Mood - Robust tests of equality of means

Robust Tests of Equality of Means				
	Statistic ^a	df1	df2	Sig.
Welch	.793	3	40.803	.505
Brown-Forsythe	1.112	3	54.105	.352

a. Asymptotically F distributed.

Table 29. Mood - Descriptive

Descriptive								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Political	20	7.6625	.86707	.19388	7.2567	8.0683	5.75	9.25
Economy	20	7.1000	2.04939	.45826	6.1409	8.0591	3.00	10.00
War	20	7.9000	1.29371	.28928	7.2945	8.5055	5.00	10.00
People	20	7.5000	1.23544	.27625	6.9218	8.0782	5.00	10.00
Total	80	7.5406	1.43059	.15994	7.2223	7.8590	3.00	10.00

Realism

Table 30. Realism - Test of homogeneity of variances

		Test of Homogeneity of Variances			
		Levene Statistic	df1	df2	Sig.
Realism	Based on Mean	1.132	3	76	.342
	Based on Median	.522	3	76	.668
	Based on Median and with adjusted df	.522	3	59.249	.668
	Based on trimmed mean	.802	3	76	.497

Table 31. Realism - ANOVA

ANOVA					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.050	3	2.350	1.390	.252
Within Groups	128.500	76	1.691		
Total	135.550	79			

Table 32. Realism - Descriptive

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Political	20	6.3500	.74516	.16662	6.0013	6.6987	5.00	7.00
Economy	20	5.6000	1.63514	.36563	4.8347	6.3653	1.00	7.00
War	20	6.3000	1.21828	.27242	5.7298	6.8702	2.00	7.00
People	20	6.0500	1.43178	.32016	5.3799	6.7201	1.00	7.00
Total	80	6.0750	1.30989	.14645	5.7835	6.3665	1.00	7.00

Appendix C – Hypotheses Testing

Demographic Chi-Square Test

Gender

Table 33. Chi-square analysis results of gender

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.010 ^a	6	.422
Likelihood Ratio	8.264	6	.219
N of Valid Cases	120		

a. 8 cells (57.1%) have expected count less than 5. The minimum expected count is 1.18.

Age

Table 34. Chi-square analysis results of age

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	24.550 ^a	24	.431
Likelihood Ratio	25.959	24	.355
Linear-by-Linear Association	.095	1	.758
N of Valid Cases	120		

a. 29 cells (82.9%) have expected count less than 5. The minimum expected count is .20.

Education

Table 35. Chi-square analysis results of education

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	26.020 ^a	18	.099
Likelihood Ratio	28.119	18	.060
N of Valid Cases	120		

a. 22 cells (78.6%) have expected count less than 5. The minimum expected count is .03.

Income

Table 36. Chi-square analysis results of income

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	34.983 ^a	24	.069
Likelihood Ratio	33.945	24	.086
N of Valid Cases	120		

a. 27 cells (77.1%) have expected count less than 5. The minimum expected count is .28.

Hypothesis 1.

Regression analysis assumptions

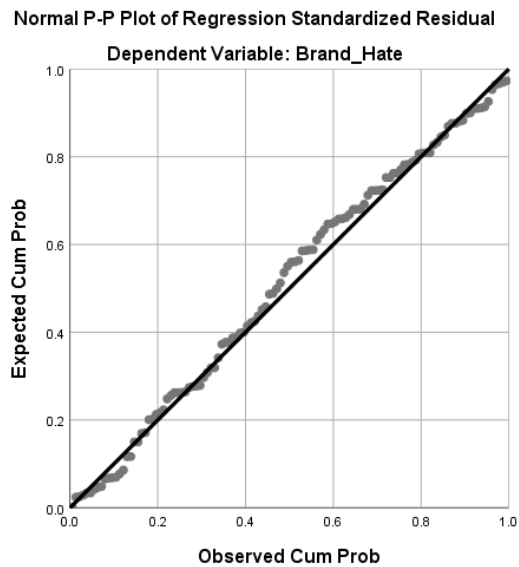


Figure 3. Linearity test

Table 37. Regression analysis assumptions - Correlations

Correlations

		Brand_Hate	Consumer_Ani mosity
Pearson Correlation	Brand_Hate	1.000	.604
	Consumer_Animosity	.604	1.000
Sig. (1-tailed)	Brand_Hate	.	.000
	Consumer_Animosity	.000	.
N	Brand_Hate	120	120
	Consumer_Animosity	120	120

Table 38. Regression analysis assumptions - Test of normality

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Consumer_Animosity	.189	120	.000	.807	120	.000
Brand_Hate	.144	120	.000	.920	120	.000

a. Lilliefors Significance Correction

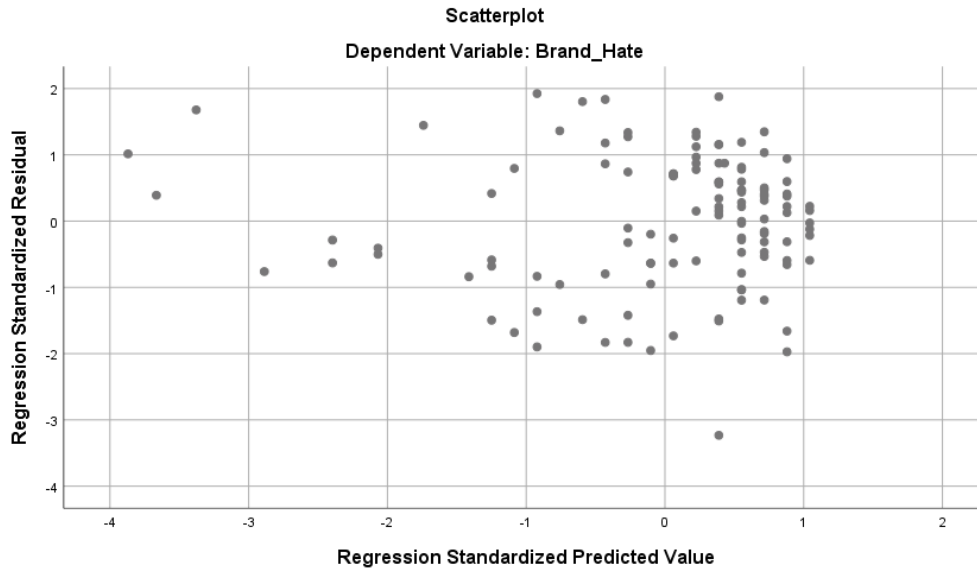


Figure 4. Regression analysis assumption - Homoscedasticity

Table 39. Regression analysis assumptions - Residual statistics

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.0226	5.2460	4.3491	.85955	120
Std. Predicted Value	-3.870	1.043	.000	1.000	120
Standard Error of Predicted Value	.104	.417	.137	.054	120
Adjusted Predicted Value	.8434	5.2580	4.3472	.86982	120
Residual	-3.68287	2.19337	.00000	1.13471	120
Std. Residual	-3.232	1.925	.000	.996	120
Stud. Residual	-3.248	1.940	.001	1.004	120
Deleted Residual	-3.71857	2.22785	.00193	1.15391	120
Stud. Deleted Residual	-3.389	1.963	-.001	1.013	120
Mahal. Distance	.004	14.978	.992	2.316	120
Cook's Distance	.000	.183	.009	.020	120
Centered Leverage Value	.000	.126	.008	.019	120

a. Dependent Variable: Brand_Hate

Table 40. Regression analysis assumptions - Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	.319	.501		.636	.526					
	Consumer_ Animosity	.704	.086	.604	8.229	.000	.604	.604	.604	1.000	1.000

a. Dependent Variable: Brand_Hate

Regression Analysis Test

Table 41. Hypothesis 1 - Regression analysis model summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.604 ^a	.365	.359	1.13950	2.122

a. Predictors: (Constant), Consumer_Animosity

b. Dependent Variable: Brand_Hate

Table 42. Hypothesis 1 - Regression analysis ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	87.920	1	87.920	67.710	.000 ^b
	Residual	153.219	118	1.298		
	Total	241.139	119			

a. Dependent Variable: Brand_Hate

b. Predictors: (Constant), Consumer_Animosity

Table 43. Hypothesis 1 - Regression analysis coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.319	.501		.636	.526
	Consumer_Animosit y	.704	.086	.604	8.229	.000

a. Dependent Variable: Brand_Hate

Political Animosity Regression Assumptions

Regression analysis assumptions

Table 44. Regression assumptions - Correlations

		Brand_Hate	Political
Pearson Correlation	Brand_Hate	1.000	.484
	Political	.484	1.000
Sig. (1-tailed)	Brand_Hate	.	.003
	Political	.003	.
N	Brand_Hate	30	30
	Political	30	30

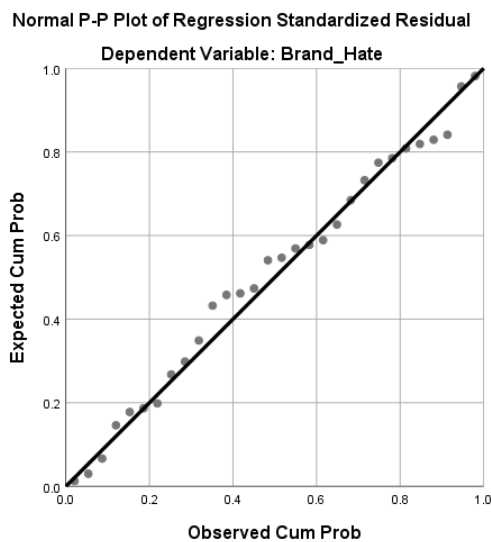


Figure 5. Regression assumptions - Normal P Plot

Table 45. Regression assumptions - Tests of normality

		Kolmogorov-Smirnov ^f			Shapiro-Wilk		
	Political	Statistic	df	Sig.	Statistic	df	Sig.
Brand_Hate	5.67	.260	2	.			
	6.00	.182	6	.200*	.965	6	.857
	6.33	.158	8	.200*	.949	8	.702
	6.67	.261	6	.200*	.921	6	.513

7.00	.323	3	.	.879	3	.321
------	------	---	---	------	---	------

*. This is a lower bound of the true significance.

- a. Brand_Hate is constant when Political = 2.00. It has been omitted.
- b. Brand_Hate is constant when Political = 2.33. It has been omitted.
- c. Brand_Hate is constant when Political = 3.67. It has been omitted.
- d. Brand_Hate is constant when Political = 5.00. It has been omitted.
- e. Brand_Hate is constant when Political = 5.33. It has been omitted.
- f. Lilliefors Significance Correction

Table 46. Regression assumption - Residuals statistics

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	2.6178	4.7747	4.3049	.52451	30
Std. Predicted Value	-3.217	.896	.000	1.000	30
Standard Error of Predicted Value	.177	.602	.228	.103	30
Adjusted Predicted Value	2.1530	4.7990	4.2999	.55683	30
Residual	-2.16245	2.01293	.00000	.94764	30
Std. Residual	-2.242	2.087	.000	.983	30
Stud. Residual	-2.282	2.127	.002	1.017	30
Deleted Residual	-2.24025	2.09133	.00502	1.01973	30
Stud. Deleted Residual	-2.484	2.282	-.002	1.056	30
Mahal. Distance	.005	10.347	.967	2.413	30
Cook's Distance	.000	.298	.041	.073	30
Centered Leverage Value	.000	.357	.033	.083	30

a. Dependent Variable: Brand_Hate

Table 47. Regression assumption - Correlations

Model	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics	
	B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF

1	(Constant)	1.755	.888		1.976	.058					
	Political	.431	.147	.484	2.929	.007	.484	.484	.484	1.000	1.000

a. Dependent Variable: Brand_Hate



Hypothesis 2

Regression Analysis: political animosity and contempt emotion

Table 48. Hypothesis 2 – Model summary

Model Summary ^b									
Model	R	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change	
					F Change	df1	df2		
1	.506 ^a	.256	.229	1.04276	.256	9.620	1	28	.004

a. Predictors: (Constant), Political

b. Dependent Variable: Contempt

Table 49. Hypothesis 2 - ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.461	1	10.461	9.620	.004 ^b
	Residual	30.446	28	1.087		
	Total	40.907	29			

a. Dependent Variable: Contempt

b. Predictors: (Constant), Political

Table 50. Hypothesis 2 - Coefficients

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	2.047	.960		2.13	.042					
	Political	.494	.159	.506	3.10	.004	.506	.506	.506	1.000	1.000

a. Dependent Variable: Contempt

Hypothesis 3.

Regression analysis: Brand hate developed by political animosity leading to consequences

Brand hate and brand avoidance

Table 51. Hypothesis 3 - regression analysis consequences brand avoidance model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.515 ^a	.266	.240	.95758

a. Predictors: (Constant), Brand_Hate

Table 52. Hypothesis 3 - Regression analysis consequences brand avoidance ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9.292	1	9.292	10.133	.004 ^b
	Residual	25.675	28	.917		
	Total	34.967	29			

a. Dependent Variable: Avoidance

b. Predictors: (Constant), Brand_Hate

Table 53. Hypothesis 3 - Regression analysis consequences brand avoidance coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.984	.728		5.471	.000
	Brand_Hate	.523	.164	.515	3.183	.004

a. Dependent Variable: Avoidance

Brand Hate and nWOM

Table 54. Hypothesis 3 - Regression analysis consequences nWOM model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.815 ^a	.664	.651	.70412

a. Predictors: (Constant), Brand_Hate

Table 55. Hypothesis 3 - Regression analysis consequences nWOM ANOVA

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	27.373	1	27.373	55.210	.000 ^b
	Residual	13.882	28	.496		
	Total	41.255	29			

a. Dependent Variable: NWOM

b. Predictors: (Constant), Brand_Hate

Table 56. Hypothesis 3 - Regression analysis consequences nWOM coefficients

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.825	.535		3.409	.002
	Brand_Hate	.897	.121	.815	7.430	.000

a. Dependent Variable: NWOM

Brand Hate and Complaining

Table 57. Hypothesis 3 - Regression analysis consequences complaining model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.845 ^a	.714	.704	.85414

a. Predictors: (Constant), Brand_Hate

Table 58. Hypothesis 3 - Regression analysis consequences complaining ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.058	1	51.058	69.984	.000 ^b
	Residual	20.428	28	.730		
	Total	71.485	29			

a. Dependent Variable: Complain

b. Predictors: (Constant), Brand_Hate

Table 59. Hypothesis 3 - Regression analysis consequences complaining coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.796	.649		-1.226	.230
	Brand_Hate	1.225	.146	.845	8.366	.000

a. Dependent Variable: Complain

Economic animosity regression assumptions

Regression analysis assumptions

Table 60. Regression assumptions - Correlations

		Brand_Hate	Economic_mea n
Pearson Correlation	Brand_Hate	1.000	.556
	Economic_mean	.556	1.000
Sig. (1-tailed)	Brand_Hate	.	.001
	Economic_mean	.001	.
N	Brand_Hate	30	30
	Economic_mean	30	30

Normal P-P Plot of Regression Standardized Residual

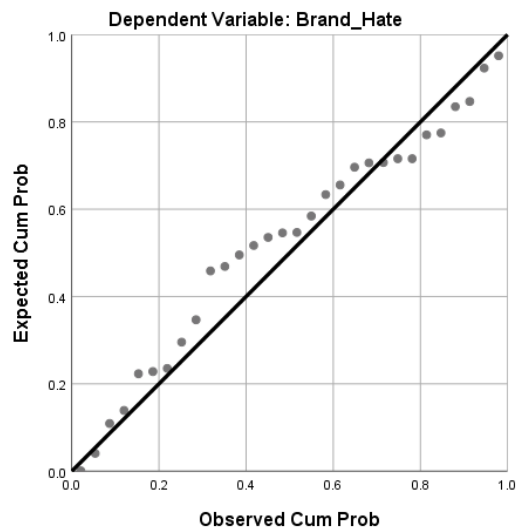


Figure 6. Regression assumptions - Normal P Plot

Table 61. Regression assumptions - Tests of normality

Tests of Normality ^{a,b,d,e}							
	Economic_mea	Kolmogorov-Smirnov ^c			Shapiro-Wilk		
	n	Statistic	df	Sig.	Statistic	df	Sig.
Brand Hate	4.67	.256	4	.	.918	4	.524
	5.33	.219	3	.	.987	3	.780
	5.67	.337	3	.	.855	3	.253
	6.33	.260	2	.			
	6.67	.192	9	.200*	.936	9	.545
	7.00	.306	5	.141	.815	5	.106

*. This is a lower bound of the true significance.

- a. Brand_Hate is constant when Economic_mean = 1.33. It has been omitted.
- b. Brand_Hate is constant when Economic_mean = 3.33. It has been omitted.
- c. Lilliefors Significance Correction
- d. Brand_Hate is constant when Economic_mean = 5.00. It has been omitted.
- e. Brand_Hate is constant when Economic_mean = 6.00. It has been omitted.

Table 62. Regression assumptions - Residuals statistics

Residuals Statistics ^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.3739	5.0691	4.3083	.83064	30
Std. Predicted Value	-3.533	.916	.000	1.000	30
Standard Error of Predicted Value	.232	.860	.305	.117	30
Adjusted Predicted Value	1.1414	5.3393	4.3064	.85775	30
Residual	-4.06911	2.09530	.00000	1.24034	30
Std. Residual	-2.924	1.660	.000	.983	30
Stud. Residual	-3.129	1.714	.000	1.011	30
Deleted Residual	-4.33926	2.23441	.00197	1.31367	30
Stud. Deleted Residual	-4.205	1.779	-.030	1.126	30
Mahal. Distance	.017	12.480	.967	2.281	30
Cook's Distance	.000	.368	.030	.067	30
Centered Leverage Value	.001	.430	.033	.079	30

a. Dependent Variable: Brand_Hate

Table 63. Regression assumptions - coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Beta	Zero-order	Partial	Part	Tolerance
1	(Constant)	.504	1.098		.459	.649					
	Economic _mean	.652	.184	.556	3.544	.001	.556	.556	.556	1.000	1.000

a. Dependent Variable: Brand_Hate

Hypothesis 4

Regression analysis: Economic animosity and brand hate

Table 64. Hypothesis 4 - Regression analysis model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.556 ^a	.310	.285	1.26229

a. Predictors: (Constant), Economic_mean

Table 65. Hypothesis 4 - Regression analysis ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	20.009	1	20.009	12.558	.001 ^b
	Residual	44.615	28	1.593		
	Total	64.624	29			

a. Dependent Variable: Brand_Hate

b. Predictors: (Constant), Economic_mean

Table 66. Hypothesis 4 - Regression analysis coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.504	1.098		.459	.649
	Economic_mean	.652	.184	.556	3.544	.001

a. Dependent Variable: Brand_Hate

Hypothesis 5.

Regression analysis: Brand hate developed by economic animosity leading to consequences

Brand Hate and Brand Avoidance

Table 67. Hypothesis 5 - Regression analysis consequences brand avoidance model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.706 ^a	.499	.481	1.26054

a. Predictors: (Constant), Brand_Hate

Table 68. Hypothesis 5 - Regression analysis consequences brand avoidance ANOVA

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44.257	1	44.257	27.852	.000 ^b
	Residual	44.491	28	1.589		
	Total	88.748	29			

a. Dependent Variable: Avoidance

b. Predictors: (Constant), Brand_Hate

Table 69. Hypothesis 5 - Regression analysis consequences brand avoidance coefficients

Coefficients^a					
Model		Unstandardized Coefficients		Standardized Coefficients	Sig.
		B	Std. Error	Beta	
1	(Constant)	2.055	.714		.008
	Brand_Hate	.828	.157	.706	.000

a. Dependent Variable: Avoidance

Brand hate and brand retaliation

Table 70. Hypothesis 5 - Regression analysis consequences brand retaliation model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.765 ^a	.585	.570	1.28269

a. Predictors: (Constant), Brand_Hate

Table 71. Hypothesis 5 - Regression analysis consequences brand retaliation ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	64.940	1	64.940	39.470	.000 ^b
	Residual	46.068	28	1.645		
	Total	111.008	29			

a. Dependent Variable: Retaliation

b. Predictors: (Constant), Brand_Hate

Table 72. Hypothesis 5 - Regression analysis consequences brand retaliation coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.639	.726		-.880	.387
	Brand_Hate	1.002	.160	.765	6.282	.000

a. Dependent Variable: Retaliation

Brand hate and nWOM

Table 73. Hypothesis 5 - Regression analysis consequences nWOM model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.929 ^a	.863	.858	.71335

a. Predictors: (Constant), Brand_Hate

Table 74. Hypothesis 5 - regression analysis consequences nWOM ANOVA

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	89.864	1	89.864	176.593	.000 ^b
	Residual	14.248	28	.509		
	Total	104.112	29			

a. Dependent Variable: nWOM

b. Predictors: (Constant), Brand_Hate

Table 75. Hypothesis 5 - Regression analysis consequences nWOM coefficients

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.120	.404		-.298	.768
	Brand_Hate	1.179	.089	.929	13.289	.000

a. Dependent Variable: nWOM

Brand hate and complaining

Table 76. Hypothesis 5 - Regression analysis consequences complaining model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.830 ^a	.690	.679	1.05441

a. Predictors: (Constant), Brand_Hate

Table 77. Hypothesis 5 - Regression analysis consequences complaining ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	69.170	1	69.170	62.216	.000 ^b
	Residual	31.130	28	1.112		
	Total	100.300	29			

a. Dependent Variable: Complaining

b. Predictors: (Constant), Brand_Hate

Table 78. Hypothesis 5 - Regression analysis consequences complaining coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.091	.597		-.152	.880
	Brand_Hate	1.035	.131	.830	7.888	.000

a. Dependent Variable: Complaining

Brand Hate and Protest

Table 79. Hypothesis 5 - Regression analysis consequences protest model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 ^a	.711	.700	1.05202

a. Predictors: (Constant), Brand_Hate

Table 80. Hypothesis 5 - Regression analysis consequences protest ANOVA

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	76.111	1	76.111	68.770	.000 ^b
	Residual	30.989	28	1.107		
	Total	107.099	29			

a. Dependent Variable: Protest

b. Predictors: (Constant), Brand_Hate

Table 81. Hypothesis 5 - Regression analysis consequences protest coefficients

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.505	.596		.848	.403
	Brand_Hate	1.085	.131	.843	8.293	.000

a. Dependent Variable: Protest

War animosity regression assumptions

Regression analysis assumptions

Table 82. Regression assumptions - Correlations

		Brand_Hate	war
Pearson Correlation	Brand_Hate	1.000	.588
	war	.588	1.000
Sig. (1-tailed)	Brand_Hate	.	.000
	war	.000	.
N	Brand_Hate	30	30
	war	30	30

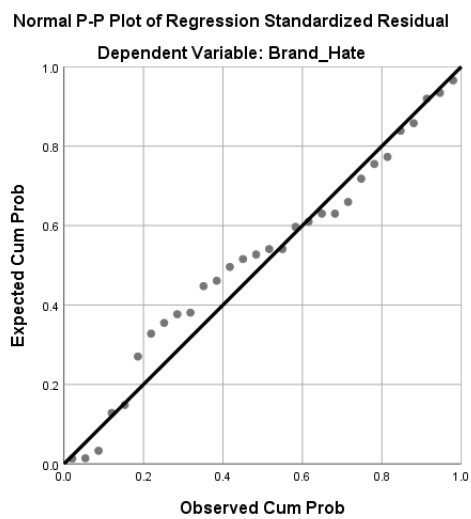


Figure 7. Regression assumptions - Normal P Plot

Table 83. Regression assumptions - Tests of normality

		Tests of Normality ^{a,c,d,e}					
		Kolmogorov-Smirnov ^b			Shapiro-Wilk		
war		Statistic	df	Sig.	Statistic	df	Sig.

Brand_Hate	5.00	.260	2	.			
	5.50	.260	2	.			
	6.25	.	2	.			
	6.50	.304	4	.	.880	4	.341
	6.75	.262	7	.160	.887	7	.260
	7.00	.125	9	.200*	.980	9	.966

*. This is a lower bound of the true significance.

- a. Brand_Hate is constant when war = 3.00. It has been omitted.
- b. Lilliefors Significance Correction
- c. Brand_Hate is constant when war = 5.25. It has been omitted.
- d. Brand_Hate is constant when war = 5.75. It has been omitted.
- e. Brand_Hate is constant when war = 6.00. It has been omitted.

Table 84. Regression assumptions - Residuals statistics

Residuals Statistics ^a						
	Minimum	Maximum	Mean	Std. Deviation	N	
Predicted Value	2.1180	5.4590	4.8952	.74416	30	
Std. Predicted Value	-3.732	.758	.000	1.000	30	
Standard Error of Predicted Value	.191	.747	.250	.102	30	
Adjusted Predicted Value	2.1294	5.4948	4.8939	.75007	30	
Residual	-2.31329	1.89553	.00000	1.02427	30	
Std. Residual	-2.219	1.818	.000	.983	30	
Stud. Residual	-2.292	1.899	.001	1.014	30	
Deleted Residual	-2.46856	2.06831	.00134	1.09011	30	
Stud. Deleted Residual	-2.498	1.998	-.011	1.060	30	
Mahal. Distance	.007	13.928	.967	2.511	30	
Cook's Distance	.000	.176	.032	.052	30	
Centered Leverage Value	.000	.480	.033	.087	30	

a. Dependent Variable: Brand_Hate

Table 85. Regression assumptions - Coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error	Beta			Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.388	1.387		-.280	.782					
	war	.835	.217	.588	3.844	.001	.588	.588	.588	1.000	1.000

a. Dependent Variable: Brand_Hate

Hypothesis 6

Regression analysis for war animosity and anger emotion

Political Animosity

Table 86. Hypothesis 6 -Model summary

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.561 ^a	.314	.290	1.48919	.314	12.838	1	28	.001

a. Predictors: (Constant), war

b. Dependent Variable: Anger

Table 87. Hypothesis 6 - ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.471	1	28.471	12.838	.001 ^b
	Residual	62.096	28	2.218		
	Total	90.566	29			

a. Dependent Variable: Anger

b. Predictors: (Constant), war

Table 88. Hypothesis 6 - Coefficients

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-1.931	1.982		-.974	.338		
	war	1.112	.310	.561	3.583	.001	1.000	1.000

a. Dependent Variable: Anger



Hypothesis 7.

Regression Analysis: Brand hate triggered by war animosity leading to consequences
Brand hate and brand avoidance

Table 89. Hypothesis 7 - Regression analysis consequences brand avoidance model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721 ^a	.519	.502	.99273

a. Predictors: (Constant), Brand_Hate

Table 90. Hypothesis 7 - Regression analysis consequences brand avoidance ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.813	1	29.813	30.251	.000 ^b
	Residual	27.595	28	.986		
	Total	57.408	29			

a. Dependent Variable: Avoidance

b. Predictors: (Constant), Brand_Hate

Table 91. Hypothesis 7 - Regression analysis consequences brand avoidance coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.000	.735		2.719	.011
	Brand_Hate	.801	.146	.721	5.500	.000

a. Dependent Variable: Avoidance

Brand hate and retaliation

Table 92. Hypothesis 7 - Regression analysis consequences brand retaliation model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.707 ^a	.499	.481	1.47907

a. Predictors: (Constant), Brand_Hate

Table 93. Hypothesis 7 - regression analysis consequences brand retaliation ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	61.093	1	61.093	27.926	.000 ^b
	Residual	61.254	28	2.188		
	Total	122.347	29			

a. Dependent Variable: Retaliation

b. Predictors: (Constant), Brand_Hate

Table 94. Hypothesis 7 - Regression analysis consequences brand retaliation coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.679	1.096		-1.532	.137
	Brand_Hate	1.146	.217	.707	5.285	.000

a. Dependent Variable: Retaliation

Brand hate and nwom

Table 95. Hypothesis 7 - regression analysis consequences nwom model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.722 ^a	.521	.504	1.23011

a. Predictors: (Constant), Brand_Hate

Table 96. Hypothesis 7 - Regression analysis consequences nWOM ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	46.166	1	46.166	30.509	.000 ^b
	Residual	42.369	28	1.513		
	Total	88.535	29			

a. Dependent Variable: nWOM

b. Predictors: (Constant), Brand_Hate

Table 97. Hypothesis 7 - Regression analysis consequences nWOM coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.475	.911		.521	.606
	Brand_Hate	.997	.180	.722	5.523	.000

a. Dependent Variable: nWOM

Brand Hate and Complaining

Table 98. Hypothesis 7 - Regression analysis consequences complaining model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.809 ^a	.654	.642	1.07122

a. Predictors: (Constant), Brand_Hate

Table 99. Hypothesis 7 - Regression analysis consequences complaining ANOVA

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	60.866	1	60.866	53.041	.000 ^b
	Residual	32.131	28	1.148		
	Total	92.996	29			

a. Dependent Variable: Complain

b. Predictors: (Constant), Brand_Hate

Table 100. Hypothesis 7 - Regression analysis consequences complaining coefficients

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.946	.794		-1.192	.243
	Brand_Hate	1.144	.157	.809	7.283	.000

a. Dependent Variable: Complain

Brand Hate and Protest

Table 101. Hypothesis 7 - Regression analysis consequences protests model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.885 ^a	.783	.775	.90330

a. Predictors: (Constant), Brand_Hate

Table 102. Hypothesis 7 - Regression analysis consequences protests ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.457	1	82.457	101.055	.000 ^b
	Residual	22.847	28	.816		
	Total	105.303	29			

a. Dependent Variable: Protest

b. Predictors: (Constant), Brand_Hate

Table 103. Hypothesis 7 - Regression analysis consequences protests coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.272	.669		-1.901	.068
	Brand_Hate	1.332	.132	.885	10.053	.000

a. Dependent Variable: Protest

People animosity regression assumptions

Regression analysis assumptions

Table 104. Regression assumptions - Correlations

		Brand_hate	People_mean
Pearson Correlation	Brand_hate	1.000	.560
	People_mean	.560	1.000
Sig. (1-tailed)	Brand_hate	.	.001
	People_mean	.001	.
N	Brand_hate	30	30
	People_mean	30	30

Normal P-P Plot of Regression Standardized Residual

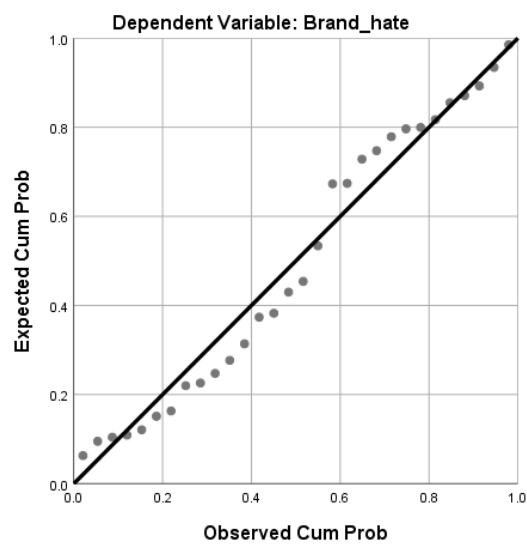


Figure 8. Regression assumptions - Normal P Plot

Table 105. Regression assumptions - Tests of normality

Tests of Normality^{a,b,c,d,g}

	People_mean	Kolmogorov-Smirnov ^e			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Brand_hate	4.67	.397	4	.	.733	4	.026
	5.33	.234	3	.	.978	3	.719
	5.67	.181	3	.	.999	3	.940
	6.00	.215	6	.200*	.916	6	.480
	6.33	.260	2	.			
	6.67	.132	7	.200*	.979	7	.957

*. This is a lower bound of the true significance.

- a. Brand_hate is constant when People_mean = 1.00. It has been omitted.
- b. Brand_hate is constant when People_mean = 2.67. It has been omitted.
- c. Brand_hate is constant when People_mean = 3.00. It has been omitted.
- d. Brand_hate is constant when People_mean = 3.67. It has been omitted.
- e. Lilliefors Significance Correction
- g. Brand_hate is constant when People_mean = 7.00. It has been omitted.

Table 106. Regression assumptions - Residual statistics

Residuals Statistics^a					
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.0315	4.9597	3.9631	.90560	30
Std. Predicted Value	-3.237	1.100	.000	1.000	30
Standard Error of Predicted Value	.251	.858	.330	.125	30
Adjusted Predicted Value	.2835	4.9100	3.9425	.98593	30
Residual	-2.09071	2.97265	.00000	1.34151	30
Std. Residual	-1.531	2.177	.000	.983	30
Stud. Residual	-1.562	2.286	.006	1.019	30
Deleted Residual	-2.17386	3.27547	.02062	1.44795	30
Stud. Deleted Residual	-1.605	2.488	.012	1.042	30
Mahal. Distance	.011	10.480	.967	2.019	30
Cook's Distance	.000	.380	.042	.080	30
Centered Leverage Value	.000	.361	.033	.070	30

a. Dependent Variable: Brand_hate

Table 107. Regression assumptions - Coefficients

		Coefficients ^a										
		Unstandardized Coefficients		Standardized Coefficients			Correlations			Collinearity Statistics		
Model		B	Std. Error	Beta	t	Sig.	Zero-order	Partial	Part	Tolerance	VIF	
1	(Constant)	.377	1.034		.364	.718						
	People_mean	.655	.183	.560	3.572	.001	.560	.560	.560	1.000	1.000	

a. Dependent Variable: Brand_hate

Hypothesis 8.

Regression analysis: People animosity and disgust and anger emotions

Disgust

Table 108. Hypothesis 8 – Disgust model summary

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.556 ^a	.309	.284	1.53204	.309	12.505	1	28	.001

a. Predictors: (Constant), People_mean

b. Dependent Variable: Disgust

Table 109. Hypothesis 8 – Disgust ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	29.351	1	29.351	12.505	.001 ^b
	Residual	65.720	28	2.347		
	Total	95.072	29			

a. Dependent Variable: Disgust

b. Predictors: (Constant), People_mean

Table 110. Hypothesis 8 – Disgust coefficients

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Beta	Zero-order	Partial	Partial	Tolerance
1	(Constant)	.216	1.161		.186	.854					
	People_mean	.727	.206	.556	3.536	.001	.556	.556	.556	1.000	1.000

a. Dependent Variable: Disgust

Anger

Table 111. Hypothesis 8 -Anger model summary

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.523 ^a	.274	.248	1.69899	.274	10.566	1	28	.003

a. Predictors: (Constant), People_mean

b. Dependent Variable: Anger

Table 112. Hypothesis 8 – Anger ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.500	1	30.500	10.566	.003 ^b
	Residual	80.824	28	2.887		
	Total	111.323	29			

a. Dependent Variable: Anger

b. Predictors: (Constant), People_mean

Table 113. Hypothesis 8 – Anger coefficients

Coefficients ^a											
Model		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.	Correlations			Collinearity Statistics	
		B	Std. Error				Zero-order	Partial	Part	Tolerance	VIF
1	(Constant)	-.324	1.287		-.252	.803					
	People_mean	.741	.228	.523	3.251	.003	.523	.523	.523	1.000	1.000

a. Dependent Variable: Anger



Hypothesis 9.

Regression Analysis: Brand hate triggered by people animosity leading to consequences

Brand hate and brand avoidance

Table 114. Hypothesis 9 - Regression analysis consequences brand avoidance model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.821 ^a	.674	.662	1.19080

a. Predictors: (Constant), Brand_hate

Table 115. Hypothesis 9 - Regression analysis consequences brand avoidance ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	82.036	1	82.036	57.853	.000 ^b
	Residual	39.704	28	1.418		
	Total	121.740	29			

a. Dependent Variable: Avoidance

b. Predictors: (Constant), Brand_hate

Table 116. Hypothesis 9 - Regression analysis consequences brand avoidance coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.582	.583		.997	.327
	Brand_hate	1.039	.137	.821	7.606	.000

a. Dependent Variable: Avoidance

Brand hate and brand retaliation

Table 117. Hypothesis 9 - Regression analysis consequences brand retaliation model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.629 ^a	.395	.374	1.53057

a. Predictors: (Constant), Brand_hate

Table 118. Hypothesis 9 - Regression analysis consequences brand retaliation ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	42.880	1	42.880	18.304	.000 ^b
	Residual	65.594	28	2.343		
	Total	108.475	29			

a. Dependent Variable: Retaliation

b. Predictors: (Constant), Brand_hate

Table 119. Hypothesis 9 - Regression analysis consequences brand retaliation coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.431	.750		-.574	.570
	Brand_hate	.751	.176	.629	4.278	.000

a. Dependent Variable: Retaliation

Brand Hate and nWOM

Table 120. Hypothesis 9 - Regression analysis consequences nwom model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.860 ^a	.740	.730	1.00745

a. Predictors: (Constant), Brand_hate

Table 121. Hypothesis 9 - Regression analysis consequences nWOM ANOVA

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	80.776	1	80.776	79.585	.000 ^b
	Residual	28.419	28	1.015		
	Total	109.195	29			

a. Dependent Variable: nWOM

b. Predictors: (Constant), Brand_hate

Table 122. Hypothesis 9 - Regression analysis consequences nWOM coefficients

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.033	.494		-.067	.947
	Brand_hate	1.031	.116	.860	8.921	.000

a. Dependent Variable: nWOM

Brand Hate and Complaining

Table 123. Hypothesis 9 - Regression analysis consequences complaining model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.804 ^a	.647	.634	1.15682

a. Predictors: (Constant), Brand_hate

Table 124. Hypothesis 9 - Regression analysis consequences complaining ANOVA

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	68.681	1	68.681	51.322	.000 ^b
	Residual	37.470	28	1.338		
	Total	106.152	29			

a. Dependent Variable: Complaining

b. Predictors: (Constant), Brand_hate

Table 125. Hypothesis 9 - Regression analysis consequences complaining coefficients

Coefficients^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.179	.567		-.316	.754
	Brand_hate	.951	.133	.804	7.164	.000

a. Dependent Variable: Complaining

CURRICULUM VITAE

MUHAMMAD TAQI

EDUCATION

- PhD in Business (Marketing) from Izmir University of Economics, Izmir, Turkey (2016 – 2022)
- MBA with Thesis from European University of Lefke, North Cyprus (2013- 2016)
- BBA from European University of Lefke, North Cyprus (2009-2013)
- High School Diploma from Canton High School, Canton, MI, USA (2007)

EMPLOYMENT

- Global Marketing Assistant at International Office at European University of Lefke, North Cyprus (Sept 2013 – 2016)
 - Marketing Analysis
 - Finding new markets worldwide
 - Doing analysis on the current markets
 - Finding different ways to target market
 - Designing Advertisement
 - Research on making strategies and executing them
 - Attending Educational Exhibitions
- Research Assistant at European University of Lefke, North Cyprus (April - August 2013)
 - Carrying out research on Marketing strategies
 - Delivering Lab lessons for CIS department for the following courses:
 - Microsoft Office
 - Photoshop
 - MATLAB
 - SPSS
- Internship at Dawood Lawrencepur Limited. Attock, Pakistan (June,2011 – August,2011)
 - Marketing and Sales department.
 - Evaluated DLL current branding techniques.
 - Recommended measures to achieve an excellent brand position.
- Library Assistant at European University of Lefke (2010 - 2013)

RESEARCH AND PUBLICATIONS

Conference Proceedings (ISBN: 978-0-9998551-1-9)

- Construal Level Theory Approach to Mixed Emotions of Brand Hate and Brand Love (2018)

- International Business Information Management Conference (32nd IBIMA)
- Accepted at 28th EBES Conference – Coventry
- Has the Call for Needed Reform in Marketing Been Answered? A Bibliometrics Co-Occurrence Analysis (2018)
- Research is based on “Does Marketing Need Reform” Book compilation of articles written by over 40 well-known scholars in the marketing, 2006.
- It examines whether marketing research has changed since the publication of the book.

LANGUAGES

- English (Fluent) - Hindi (Speaking only - Moderate)
- Urdu (Fluent) - Turkish (Moderate)

Language Proficiency Exams

- IELTS 8.0 BAND out of 9.0 April 2nd, 2016
- TOEFL 94 out of 120 June 26th, 2016

SKILLS

Excellent Communication skills Microsoft Word
 Excellent Presentation Skills Adobe Photoshop
 Good Marketing skills Prezi (for Professional Presentations)
 Teaching Skills SPSS
 Business Management Networking
 Consulting Upgrading CPU's
 Great Leadership Skills Other Computer related skills
 Microsoft Excel formulas (V lookup + financial formulas) Operating systems Microsoft Windows
 95, 98, 2000, ME, XP, Vista, 7, 8, 10

ACTIVITIES AND HONORS

- Founder & President of ENTREPRENEURS CLUB – European University of Lefke, Lefke, TRNC, 2014-2016.
- High Honor - European University of Lefke. Lefke, TRNC, 2014. High Honor Roll Student for getting GPA over 3.5.
- Certificate of High Honors for graduating with first position in Business Department – European University of Lefke. Lefke, TRNC, 2013.
- High Honor - European University of Lefke. Lefke, TRNC, 2013. High Honor Roll Student for getting GPA over 3.5.
- High Honor - European University of Lefke. Lefke, TRNC, 2012. High Honor Roll Student for getting GPA over 3.5.
- High Honor - European University of Lefke. Lefke, TRNC, 2011. High Honor Roll Student for getting GPA over 3.5.

- Certificate of Appreciation – School of Politics, European University of Lefke, Nicosia, TRNC, 2011. Opening Cocktail of the Life Learning Center’s “School of Politics”.
- President of Pakistani Community at the European University of Lefke (2010 – 2011).
- High Honor - European University of Lefke. Lefke, TRNC, 2010. High Honor Roll Student for getting GPA over 3.5.
- Certificate of Congratulations - Michigan Senate, State of Michigan. Canton, Michigan

VOLUNTEER SERVICES

Community service:

- City of Lefke, Gemikonagi Town, TRNC (2015)
 - Volunteered as Staff for English Summer Camp at EUROPEAN UNIVERSITY OF LEFKE (TRNC).
- City of Guzelyurt, Gaziviran Town, TRNC (2014)
 - Designed and organized an event for local elementary school in town of Gaziviran (TRNC).
- City of Canton, Canton, Michigan (2007)
 - I have done community service for the city of canton (USA). I volunteered to participate in community clean up.
- YMFA, Canton, Michigan (2007)
 - I volunteered to help out the needy by passing out food on a food drive in City of Detroit (Michigan-USA) which was hosted by YMFA.

ETHICAL BOARD APPROVAL

SAYI : B.30.2.İEÜ.0.05.05-020-161

22.09.2021

KONU : Etik Kurul Kararı hk.

Sayın Doç. Dr. Tuğba Tuğrul,

“Antecedents and Consequences of Brand Hate” başlıklı projenizin etik uygunluğu konusundaki başvurunuz sonuçlanmıştır.

Etik Kurulumuz 22.09.2021 tarihinde sizin başvurunuzun da içinde bulunduğu bir gündemle toplanmış ve Etik Kurul üyeleri projeleri incelemiştir.

Sonuçta 22.09.2021 tarihinde **“Antecedents and Consequences of Brand Hate”** konulu projenizin etik açıdan uygun olduğuna oy birliğiyle karar verilmiştir.

Gereği için bilgilerinize sunarım.

Saygılarımla,

Prof. Dr. Murat Bengisu

Etik Kurul Başkanı