Science of Avoidance in Branding

Syed Hasnain Alam Kazmi*, Syed Imran Zaman** Junaid Ahmed*** and Mohsin Raza****

Southwest Jiaotong University, Chengdu, China &, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST), Karachi, Pakistan.*

Jinnah University for Women. Karachi, Pakistan.**

Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST), Hyderabad, Pakistan.***

DHA Suffa University, Karachi, Pakistan.****

Abstract: This empirical research has studied on positive aspects of customer-brand relationship on brand love and loyalty and adverse feelings, like brand hate that have been unnoticed in the recent literature of consumer sciences. The purpose of current exploration is to study the antecedents of customer brand hate feelings and consequences that emanates from consumer hate feelings towards the brands. The study is based upon quantitative research design by employing five point Likert scale survey questionnaire as tool to collect the data from 388 random subjects who articulated hate feelings towards specific fast food brands. The partial least square- structural equation modelling has been employed to conclude findings of the research. The empirical discoveries of the study show that, negative word of mouth and brand avoidance are the leading consequences of the brand hate from moral avoidance, experimental avoidance and identity avoidance as its antecedents. The sampling population of the study was limited to the emerging market and data is randomized from customer of fast foods brands. Finally the current research provides the empirical evidences on the theoretical model of brand hate that outlines its antecedents and consequences in the context of emerging markets and brand.

Keywords*: brand hate, brand love, brand avoidance, emerging market, negative word of mouth*

Introduction

The positive emergence of customer brand relationship has always been focus of researchers in marketing literature (Ghani and Tuhin, 2018). The theoretical contribution in the customer brand relationship always aims to produce positive results for both customer and brand (Loureiro, 2013). However, customer brand relationship can be positive in terms of brand awareness, loyalty, trust and association and it can be negative in terms of customer avoidance, spreading negative word of mouth and hatred towards brand (Juric et al., 2015). This customer negative relationship can harm brand's reputation in marketplace (Johnson et al., 2010). The literature has studied negative customer brand relationship in the framework of antecedents of customer negative emotion and its outcomes (Zarantonello et al., 2016). While customer brand hate has been neglected as an object of the research (Hegner et al., 2017). Few researches has attempted to study brand hate and provided its impact on the customer brand relationship (Lee, et al., 2009). It has been found that, brand hate is triggered

by three antecedents' i.e. experiential, identity and moral incongruity and its aftermath can generate brand avoidance, brand retaliation and negative word of mouth (Hegner et al., 2017). The literature has argued that dissatisfied customer is likely to develop the hatred feelings towards the brand (Kucuk, 2018a) in response to product or services failure (Gazzola et. al., 2017). Furthermore, customer's hatred feelings are result of the inconsistency in between moral and identity mismatch with the brand (Hegner et al., 2017). The anticipated customer's actions out of brand hate feelings are brand retaliation and negative word of mouth (Zhang and Laroche, 2017; Heldman and Press, 2018). The customer can retaliate by campaigning against brand's reputation and at the same time spreading negative word of mouth which reach quickly to other customers (Kähr et al., 2016). These outcomes can result into loss of market share and revenue of worth millions of dollars (Kucuk, 2019a). The outcomes of hate arises easily from its antecedents that cause problem for brand in marketplace but gaps in literature on brand hate is apparent that can better the understanding of the brand hate phenomena (Plantania et al., 2017). Furthermore, theoretical foundation of the brand hate has evolved recently and further research is needed on existing brand hate theory that provides explanation to both manager and researchers (Lee et, al. 2009; Zarantonello et, al. 2018). The aim of current research is to provide the empirical evidences of the existing theory of antecedents and outcome of the brand hate (Lee at, al. 2009). The research studies brand hate from three different incongruities caused due to consumer physical encounter with brand (Experimental) inconsistency between consumer self and brand image (Identity) and inconsistency in between moral value (Moral avoidance). The self-congruity theory that defines false congruity and real-ideal image discrepancy is used to as underpinning variable to study cause of brand hate in form of i.e. experiential avoidance, identity avoidance, moral avoidance and it propose study consequences of the brand hate as brand avoidance and negative word of mouth (Klipfel et al., 2014; Kucuk, 2018b). Further based on the Triangular Theory of the Structure of Hate (Sternberg, 2003) current research studies brand avoidance and negative word of mouth as consequences as these consequences are important from managerial perspective (Berndt et al., 2019; Alam, 2015). The current research has two objectives. First advance of the study is the understanding of the manager about the brand hate, its antecedents and consequences in emerging market perspective. Second advance, provide empirical evidence of the current research; third advance, validate the current theoretical model on brand hate and provide a basis for the future theoretical refinement of the brand hate theory (Berndt et, al. 2019). The objective of the current study is to contribute in brand hate by practically and theoretically. The paper is composed by literature review, research methodology, discussion, conclusion and managerial recommendation.

Literature Review

Brand Hate

The brand hate as defined by many marketing scholars is associated with the customer negative experience, feeling and attitude towards the brand (Bryson, Atwal, and Hultén, 2013; Grégoire, Laufer, and Tripp, 2010; Johnson, Matear, and Thompson, 2010). The recent research has defined brand hate as *"Customers detachment from a brand and its associations as a result of customers intense and deeply held negative emotions such as disgust, anger, contempt, devaluation and diminution"* (Kucuk, 2018b). Brand hate is the dynamic force that has potential to affect the customer base and cause millions of dollars of loss to strong brand (Kucuk, 2018a). The literature indicates that, there are different antecedents of the brand hate. The strong among them are related to the perceived failure of product and services, company's misconduct towards society, negative image of brand and unethical activities (Zarantonello et al., 2018; Kucuk, 2016; Alam, 2015). In conclusion, three factors that significantly trigger brand hate feeling are ideological mismatch between brand and the

customer, symbolic inconsistency perceived by customer from promotional campaign and customer's negative experience with the brand (Hegner et al., 2017). Product or services complains is indicated as substantial driver of the customers brand hate. The literature has found the role of corporate social responsibility to be mediating in between complaints and brand hate (Kucuk. 2018b). It is found that, ignored customers' complaint along with the negative experience can trigger customers' hate feeling but company's positive behavior and readiness to address unethical practice quickly can significantly lower customer hate towards the brand (Kucuk, 2019). The literature has segregated the brand hate customers into two groups i.e. "Active Brand Hater" customer, those who holds feeling like irritation, disrespect and hostility and "Passive Brand Hater" customer, those who contains feeling like anxiety, dissatisfaction, disgrace and dehumanization (Zarantonello et al., 2016). The reaction of brand hate customer is distinguished as soft and hard reaction, both reactions have different outcomes but these reactions are equally damaging in nature (Bryson and Atwal, 2018).

Experiential Avoidance

The experiential avoidance arise as result of customer's negative experience-with (or encounter-of) brand's product or services that did not met the customers' expectation and lead to dissatisfaction (Lee et, al. 2009). The literature indicates factors that led to experiential brand avoidance are brand's poor performance, brand's loss of awareness and negative stereotypes of existing brand users and (Bryson et al., 2013). These factors arise within the customer when company is least concern about the unique value preposition and rand offers to customer (Strandvik, Rindell and Wilén, 2013). These factors related to experiential avoidance are likely to contribute in the overall to brand avoidance (Kim, Choo and Yoon, 2013). The literature studied has suggested that, customer's physical efforts to purchase along with poor experience and inconvenience during consumption can results into frustration and negative association with the brand and subsequently leading customer to brand hate (Knittel, Beurer and Berndt 2016). Experimental avoidance can arise when the customer does not get value for the Monterey sacrifices (Lee et al., 2012). The customer can perceive, during consumption, an exaggeration of benefit has boasted by the brand when there is a mismatch between expectation and the actual experience (Tushi, 2014).

H1: Experimental avoidance has a significant effect on brand hate.

Identity Avoidance

The identity avoidance of brand is the perceived incongruence in between brand identity and individual's representational identity desires; it develops when customer finds that brand image is substantially dissimilar from their identity (Lee et al., 2009). The concepts of desired self and misidentifications are predominant through the subject of identity avoidance. The customers prefer to continue their self-concept and identity by avoiding brands which are perceived to be dissimilar (Lee, 2008). Identity avoidance behavior towards brand is expressed by customer within the social group as customers are frequently concerned about the responses from their peers and other members of social groups (Kim et al., 2016). The customer perceive fears not conferring to general and moving norms and it can result in backlash from member of the social group (Cherrier, Black and Lee, 2011). As a result, brands which are incongruent with subculture identity will be consistently in collective avoidance (Charmley, Garry and Ballantine, 2013). The researcher has found the impact of nostalgia on the brand identity and it is found that, nostalgia evokes customer emotion, memory and subsequently to identification of the brand with certain social elements, brand's incongruence with customers' nostalgic memory can raise possible avoidance (Chen, Yeh and Huan, 2014). The research argued that social environment is always unpredictable and unsustainable because identity changes over the period of time. One customer might be more adaptive at first time and after usage of brand same customer can be hater of the same brand (Silveira, Lages and Simoes, 2013).

H2: Identity avoidance has significant effect on the brand hate.

Moral Avoidance

Moral avoidance arises when the "customer's ideological beliefs clash with certain brand values or associations, particularly when the customer is concerned about the negative impact of a brand on society" (Lee et al., 2009). The fulfilment of customer ideological belief by a brand can help to evaluate a brand positively and improve its perception. However, in case of brand's neglect in addressing customer ideological belief, it can lead to hatred feeling towards brand (Roper and Parker, 2013). Moral avoidance is the result of customers' anger against big multinational companies, oligarch's entities and crony capitalistic system due to customer suspicion of being involved in unethical practices (Hempel, 2012; Kazmi and Khalique 2019). The moral avoidance is found to be due to values of customer ethnocentrism which embrace quest of nationalism by consuming local products out of moral obligation and undermining eminence of imported products (Sandikci and Ekici, 2009). Such consumers do not approve the way in which some retailers or brands are selling only imported products rather than selling local products, thus increasing the likelihood of consumers avoiding the brand (Nencyz-Thiel and Romaniuk, 2011). Brand violation, like child labor will evoke the customer learning sense and it will spread negative feelings about the brand. Customer empathy for a social topic significantly moderate customer perception and brand hate (Romani, Grappi and Zarantonello, 2015; Hai and Alam, 2015). In terms of ethical harmony, the emotional quality and observations of consumers regarding the brand will play an important role in the hatred of the brand (Trump, 2014).

H3: Moral avoidance has significant effect on brand hate.

Brand Avoidance

The concept of the brand avoidance was first mentioned in a study which was focused towards the customer dissatisfaction of brands and it was considered as opposite of the brand loyalty (Oliva et al., 1992). Furthermore, brand avoidance is defined as "the incidents in which customers deliberately choose to reject a brand" (Leet et al., 2009). Brand avoidance is the anti-consumption activities where customers have access and ability to buy brands but the customer decides not to buy due to previous experience with the brand (Hogg and Banister, 2001). The three kinds of brand avoidance activities identified in the literature include experiential, identity and moral avoidance trigger brand avoidance through brand hate (Leet et al., 2009). The customer express brand avoidance behavior by using option such as customer advocacy groups that strengthen the collective concern of customers regarding to that particular brand and translate avoidance into hate (Jayasimha, Chaudhary and Chauhan, 2017). The utilization of customer advocacy groups seen in the developed economies has been seen expanding into the developing and under-developing economies (Khan and Lee, 2014). The role of customer advocacy has enhanced through digital media which provides customer a platform to express their anger and avoidance behavior towards the brand and spreading electronic word of mouth (Grégoire et al., 2009).

H4: Brand hate has significant effect on brand avoidance.

H5: Brand hate has significant mediating impact between experimental and brand avoidance.

H6: Brand hate has significant mediating impact between identity and brand avoidance.

H7: Brand hate has significant mediating impact between moral and brand avoidance.

Negative Word of Mouth

Negative word of mouth (NWOM) can be described as a customer's effort to share negative or unfavorable feedback or opinions with friends, family and others about a brand (Balaji, Khong and Chong, 2016). The literature has found that, one of the strong consequences of brand hate is customer actively complaining about the incongruence related non-performance, identity and moral value which are transformed as negative word of mouth that spreads quickly to other potential customers (Kucuk, 2019). It has been also studied that,

negative word of mouth arose from brand hate is harmful for the brand (Chiosa and Anastasiei, 2017). The brand's positive response to NWOM by customer on both off and online media has positive effect on customer opinion and it can turn off brand hate feeling (Kim et al., 2016). Research further shows that directly affected customers are less forgiving and more inclined to engage in NWOM than indirectly effected customers (Casidy and Shin, 2015). The results of experimental study and three laboratory experiments reveal that NWOM evokes more negative customer reactions in social orientated communities than in professional oriented communities (Relling et, al. 2016).

H8: Brand hate has significant effect on the negative word of mouth.

H9: Brand hate has significant mediating impact between experimental avoidance and negative word of mouth.

H10: Brand hate has significant mediating impact between identity avoidance and negative word of mouth.

H11: Brand hate has significant mediating impact between moral avoidance and negative word of mouth.

Methodology

Data Collection

A five-point liker scale questionnaire was employed to collect the data from respondents of the study as used previously by the researcher (Norman, 2010). The respondents of the study were customer of the 18-40 age groups, residents of Karachi and who showed hatred towards the specific fast food brand mentioned in table I. both on-line and off-line methods were used to collect the data (Krosnick, 2018) based on the convenient sampling techniques (Eitkan, Musa and Alkassim, 2015).

Instrument Development

The data collection instruments adopted consists of the 25 items. Four items of the experimental avoidance adopted from three different researches (Lee, Conroy, and Motion, 2009, Hegner and Fetscherin, 2017 and Salvatori, 2007). Similarly, identity avoidance and moral avoidance consist of four items which were adopted from two different researches (Hegner and Fetscherin, 2017; Lee et al., 2009). Brand hate is consists of 5 items adopted from two different researches (Zeki and Romaya, 2008; Salvatori, 2007). The brand avoidance is consist of 4 items (Hegner and Fetscherin, 2017) and negative word of mouth also consists of four different items (Grégoire et al, 2010). In total 555 questionnaire were circulated out of which 388 were included in the final phase of data analysis based on 95% of confidence interval and 5% of margin of error (Saunder, 2011).

Data Analysis Technique

These statistical analysis tests are used in this study to check data ability to predict and test the hypothesis, acceptance or rejection of the developed model, research model's fitness (Mertler and Reinhart, 2016). These statistical analysis tests are performed with help of two different software packages, IBM-Statistical package for social science (IBM-SPSS, 21.0) and SmarPLS 3.0. The Structural Equation Modelling (SEM) is defined as "spontaneous demonstration of the mathematical and statistical tools and computing algorithm which run and test multiple regressions simultaneously" (Byme, 2013). The SEM is of the two types, one is Co-Variance and other is Partial Least Square Structural Equation Modelling (PLS-SEM) (Astrachan, Patel, and Wanzenried, 2014). The current study employs the partial least square structural equation modelling with help of SmartPLS 3.0 software package.

The PLS-SEM is applied in the current research to run the multiple regression test to establish the relationship in between independent and dependent variable (Mertler and Reinhart, 2016) at the same time by diminishing the margin of error and increasing margin of variance (Hair et, al. 2014). The result of variance of independent variable in account of

variance of dependent variable is strengthen with use of PLS- SEM (Sarstedt, Ringle, and Hair, 2014).

Results

Demographic Respondents

Table 1, shows the respondent profile. The majority of respondents fall into the age group of 18-25 with 45.6%. Majority of respondents are belonging to male group with 56.7%. In addition, 26.3% respondents rated McDonald as most hated brand.

Table 1: Sample demographics.

Age	Frequency	Percentage
18-25	177	45.6
26-35	144	37.1
36-40	67	17.3
Gender	*Frequency*	*Percentage*
Male	220	56.7
Female	168	43.3
Fats Food Brand	*Frequency*	*Percentage*
McDonald	102	26.3
Burger King	81	20.9
Subway	67	17.3
Hardee's	70	18
Oh My Grill	68	17.5

Measurement Validity and Reliability of Data

The validity and reliability measurement tests were applied to ensure the data collection instrument's ability of measuring the concepts established in the research model and internal consistency of items of instrument (Carmines and Zeller, 1979). The Cronbach alpha and composite reliability tests were employed to check the internal consistency of the items. The average variance extracted was used to check the validity of the instrument that it is measuring the used concepts (Valentini and Damásio, 2016). The all of the values of reliability measurement (Cronbach Alpha and composite reliability) meet the minimum values of 0.70 and all the values of validity measurement (average variance extracted) meet the minimum criteria of 0.60 (Peterson and Kim, 2013). It can be inferred that, the items of the data collection instruments possess internal consistency as per the values of Cronbach alpha and composite reliability and validity of the research model concepts. To ensure that each construct is different from the other construct within the theoretical model, the discriminant validity test is applied with help of Fornell-Locker Criterion (Hair et, al. 2011) that ensure each of construct represent unique phenomena of interest (Henseler, Ringle, Sarstedt, 2015). The minimum accepted value of Fornell-Locker Criterion is 0.70 (Hamid, Sami and Sidek, 2017) that has been met by all variables and it can be inferred that each variable represents unique phenomena.

Table 2: Measurement Validity and Reliability

Variables	Cronbach's Alpha	Composite Reliability	Average Variance Extracted	Fornell-Locker Criterion
Brand Avoidance	0.921	0.944	0.810	0.900
Brand Hate	0.852	0.893	0.631	0.794
Experimental Avoidance	0.891	0.925	0.757	0.870
Identity Avoidance	0.855	0.897	0.689	0.830

Moral Avoidance	0.831	0.888	0.667	0.817
Negative Word of Mouth	0.876	0.913	0.723	0.850

It was, therefore, concluded that the data has achieved the level of measurement validity and reliability as required.

Outer Loading
The outer loading indices are calculated for measurement of validity of outer model and determining the number of items which can be retained or eliminated from the scale that adds no variance (Hair et al., 2016). The PLS-SEM computes outer loading based on the amount of variance each items can explain in variable. The minimum accepted value for the outer loading is above 0.60 for each item (Chin, 2010). The result shows that each of items in the scale has met the minimum accepted value of 0.60 attached in appendix 01.

Model Fit
The model fit indices are calculated to check the ability of theoretical model to conform to set of observation (Hooper, Coughlan and Mullen, 2008). The SmartPLS 3.0 offers to compute model fit indices mentioned in table-III. The standardized squared root means residual (SRMR) value is calculated for ensuring model fit in PLS-SEM and its value should be below than 0.08 (Hu and Bentler, 1999). Conversely, current value of SRMR is above than 0.08 and it is inferred that model fit is not achieved through SRMR value. The other model fit criteria is Exact Model fit criteria through value of D_ULS and D_G. The difference in estimated and saturated model of both D_ULS and D_G value should be above 0.05 (Dijkstra and Henseler, 2015). The result shows that, goodness of fit is achieved through exact model fit criteria. The NFI value should be above 0.90 but it is mainly used for co-variance based SEM and it can be ignored here (Henseler et al., 2014).

Table 3: Model Fit

Model Fit Indices	Saturated Model	Estimated Model
SRMR	0.108	
d_ULS	3.772	4.100
d_G	2.179	2.231
Chi-Square	3,869.010	
RMS Theta	0.218	

The various model fit indices as computed using the SmartPLS 3.0 was computed mentioned in the above table indicates that, data has achieved goodness of fit in the model.

Explanation of Variance: R Square
The amount of the variance each independent variable contributes in the explanation of the dependent variable is shown through R-Square (Nagelkerke, 1991). In PLS literature, R-Square value of 0.67 is said to be strong, 0.33 is said to be moderate and 0.19 is considered to be weak (Chin, 1998). The value of R-Square are shown in the table-IV indicates that brand hate and brand avoidance has strong explanation of variance while negative word of mouth is having moderate.

Table 4: Explanation of Variance

Variables	R Square	R Square Adjusted	Magnitude
Brand Avoidance	0.735	0.734	Strong
Brand Hate	0.791	0.790	Strong
Negative Word of Mouth	0.141	0.139	Moderate

Size of Effect: F-Square

The F-square calculates size effect of impact of each independent variable on the dependent variable through R-Square and it helps to gauge the quantitative occurrence of impact (Chin, 1998). The range of values of the F-Square as per literature are 0.35 considered to be strong effect size, 0.15 considered to be moderate effect size and 0.02 considered to be the poor size of effect (Cohen, 1988). The table-V shows the F-Square Value.
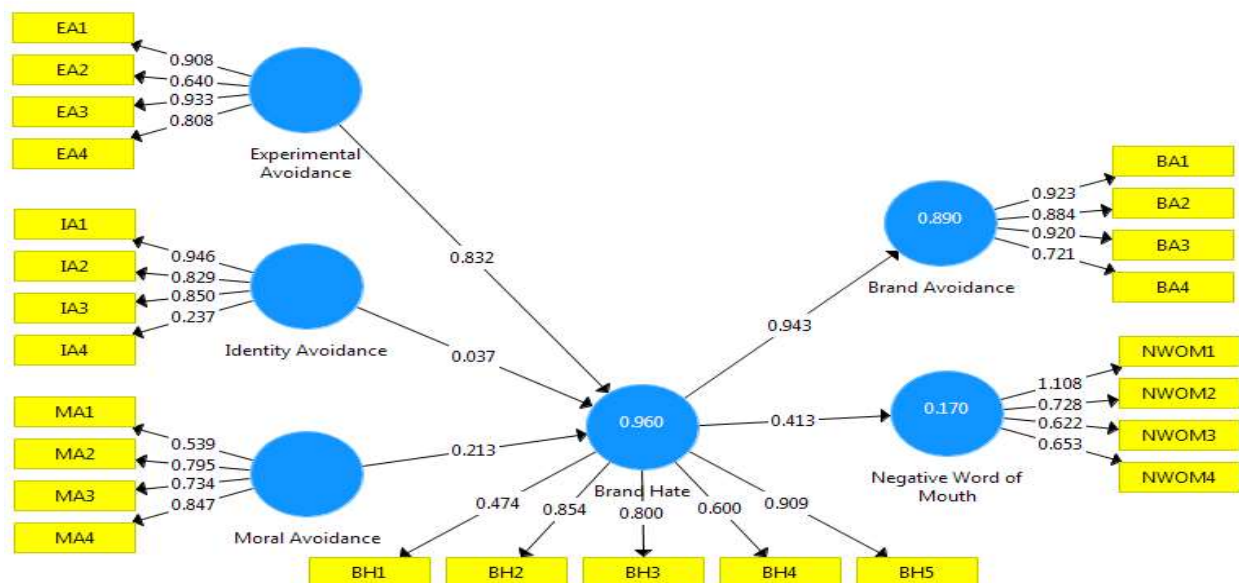
Table-5: F-Square test

	Brand Avoidance	*Brand Hate*	*Experimental Avoidance*	*Identity Avoidance*	*Moral Avoidance*	*Negative Word of Mouth*
Brand Avoidance						
Brand Hate	2.773					0.165
Experimental Avoidance		2.032				
Identity Avoidance		0.013				
Moral Avoidance		0.146				

The above table indicates that, size of effect of brand hate brand avoidance is stronger (2.773) while size of effect of brand hate on the word of mouth is moderate (0.165). While, size of effect of experimental avoidance on the brand hate is stronger (2.032), size of effect of identity avoidance on brand hate is poor (0.013) and size of effect of moral avoidance on brand hate is moderate (0.1146). In conclusion, conceptual mode explain appropriate size of effect.

Graphical Structural Model

The figure-1 shows conceptual model in the structural equation modelling. The models illustrate the relationship among the variable of the study. According to the figure, Brand Hate is mediating the relationship in between experimental avoidance; identify avoidance and moral avoidance as independent variables and brand avoid and negative word of mouth as dependent variables.

Figure 1: Structural Equation Model

PLS-Structural Equation Model Results

The partial least square-structural equation modelling (PLS-SEM) is applied to conclude findings of the current study by testing hypothesis. To achieve this purpose, bootstrapping procedure is applied by generating 2000 sub-samples of the data (Hair, Ringle and Sarstedt, 2011).

Brand hate

The current research attempted to investigate the possible antecedents and consequences of perceived customer brand hate in fast food brand. The current research theorized and developed hypothesis that, customer perceived brand hate can be due to experimental, moral and identity avoidance of the brand (Lee, Motion and Conroy, 2009). The results of current study proved developed hypothesis and it is inferred that, these three are prominent reasons of the customer's perceived brand hate. Experimental avoidance which is caused by customer's perceived inconsistency of function with the brand's promise being made (Kim, Choo and Yoon, 2013). The results has shown that, Experiential Avoidance has positive and significant impact on the Brand Hate (B=0.747 and P=0.000). The results indicates that, experimental avoidance is stronger and pertinent reason of causing brand hate as its impact as independent variable will increase 74.7% of customer's perceived brand hate towards fast food brand. The results of current study have found to be consistent with the previous studies and literature (Strandvik, Rindell and Wilén, 2013). Therefore, it is necessary for managers to understand importance of brand's function and consistency with promise being made to customer (Tushi, 2014). Identity avoidance is perceived brand's failure to meet individual's representational identity desires (Lee, 2008). The result shows that, Identity Avoidance has positive and significant impact on the Brand Hate (B=0.058 and P=0.033). The results indicate its impact as independent variable on brand hate is 5.8% as independent variable which is lower than impact of moral and experimental avoidance. The results of current study are consistent with the previous studies and literature (Kim et, al. 2016). So, managers should develop and enhance the understanding to make brand's offered value consistent with customer representational identity desire (Chen, Yeh and Huan, 2014). Moral Avoidance is customer's perceived incongruity with brand value (Romani et, al. 2015). The results shows that moral avoidance has positive and significant impact on the Brand Hate (B=0.210 and P=0.000). The results indicates that, moral avoidance is also a pertinent reason of instigating brand hate as it can increase brand hate towards fast food brand by 21.0% as independent variable. The results of current study are consistent with the previous studies and literature (Romani, Grappi and Zarantonello, 2015). So, managers should understand and design the aspect of brand's value by considering general ethical standards of country, culture and personal value of targeted customers (Trump, 2014).

Brand Avoidance

One of the objectives of the current study was to understand the possible quantitative outcome of brand avoidance from brand hate and it has been found positive and significant relationship in between brand hate and brand avoidance (B=0.857 and P=0.000). The indicated that, customer's perceived brand hate can significantly and positively increase the brand avoidance by 85.7%. It can be inferred that, one of the outcome of the perceived brand hate will be the customers starting avoiding the particular brand (Khan and Lee, 2014). The results have found to be consistent with previous literature (Jayasimha, Chaudhary and Chauhan, 2017; S. H. A. Kazmi et, al. 2016) and it is theorized that, by developing the perceived brand hate, company will definitely loose customer as it is defined as opposite to brand loyalty (Leet et, al. 2009). The research has investigated and tested the mediating impact of brand hate in between experimental avoidance, moral avoidance and identity avoidance and brand avoidance. The results has found brand hate is significantly and positively mediating relationship between brand avoidance and experimental avoidance

(B=0.640 T=26.464 and P=0.000), moral avoidance (B=0.180 T=5.888 P=0.000) and identity avoidance (B=0.050 T=2.123 P=0.034) and brand avoidance. The results of the data analysis indicates that, the mediating effect of brand hate between experimental and brand avoidance is higher and stronger by 64% than the other followed by moral avoidance by 18% and identity avoidance by 5% and the mediating impact of brand hate between identity and brand avoidance is higher than impact of identity avoidance on brand hate.

Negative Word of Mouth

The last objective of current research study was to investigate the quantitative relationship of brand hate on negative word of mouth and the impact of brand hate and negative word of mouth has been found significant (B=0.376 and P=0.000). The result from the data analysis shows that, customer's perceived brand hate has significant and positive impact on the negative word of mouth by 37.6%. It is predicted that, outcome of the perceived brand hate will be the customers spreading negative opinion regarding to brand (Chiosa and Anastasiei, 2017). The results have found to be consistent with previous literature (Relling et, al. 2016) and it is hypothesized that, customer by developing the perceived brand hate will be involved in spreading negative news and opinion regarding to brand which will affect overall customer of brand (Balaji, Khong and Chong, 2016). The research has investigated and tested the mediating impact of brand hate between experimental avoidance, moral avoidance and identity avoidance and negative word of mouth. The results shows that brand hate also mediates relationship between negative word of mouth and experimental avoidance (B=0.281 T=8.525 and P=0.000), moral avoidance (B=0.022 T=2.013 P=0.044) and identity avoidance (B=0.079 T=4.858 P=0.000). The results of the data analysis indicates that, mediating impact of brand hate between experimental and brand avoidance is higher and stronger 28.1% than the other followed by moral avoidance by 7.9% and identity avoidance by 2.2%.

Table 6: Structural Equation Model

Hypothesis	B-Value	T-Value	P-Values	Decision
H1: Brand Hate -> Brand Avoidance	0.857	80.800	0.000	Accepted
H2: Brand Hate -> Negative Word of Mouth	0.376	9.079	0.000	Accepted
H3: Experimental Avoidance -> Brand Hate	0.747	31.097	0.000	Accepted
H4: Identity Avoidance -> Brand Hate	0.058	2.137	0.033	Accepted
H5: Moral Avoidance -> Brand Hate	0.210	5.784	0.000	Accepted
H6: Experimental Avoidance -> Brand Avoidance	0.640	26.464	0.000	Accepted
H7: Experimental Avoidance -> Negative Word of Mouth	0.281	8.525	0.000	Accepted
H8: Identity Avoidance -> Brand Avoidance	0.050	2.123	0.034	Accepted
H9: Identity Avoidance -> Negative Word of Mouth	0.022	2.013	0.044	Accepted
H10: Moral Avoidance -> Brand Avoidance	0.180	5.888	0.000	Accepted
H11: Moral Avoidance -> Negative Word of Mouth	0.079	4.858	0.000	Accepted

The above tables summarize the findings of the current study from partial least square, structural equation modelling (PLS-SEM). It is concluded that, all of the hypothesis of the current study have been accepted. The study has found the positive and significant impact of the experimental avoidance, identity avoidance and moral avoidance on brand hate while, results also shows the positive and significant impact of the brand hate on the brand avoidance and negative word of mouth. The results indicate that, brand hate significantly mediate relationship in between the independent variable (experimental, identity and moral avoidance) and dependent variable (Negative word of mouth and brand avoidance).

Conclusion, Recommendations, and Limitations

The objective of current research study was to investigate the antecedent and consequences behind the customer's anti-consumption behaviour in form of the brand hate (Bryson and Atwal, 2018). The current research developed a conceptual model and it studied experimental, identity and moral avoidance as antecedents of brand hate and theorizing brand hate as mediating variable to study consequences as negative word of mouth and brand avoidance (Chiosa and Anastasiei, 2017; Jayasimha, Chaudhary and Chauhan, 2017). The marketing researchers have long been focusing on the consumption behaviour of customers and they have completely neglected the anti-consumption aspect of customer behaviour. These research studies offers valuable insight and contribute in the literature of customer's anti-consumption behaviour. The research concludes that, customer's anti-consumption behaviour is an important and emerging dilemma in the customer behaviour, which has potential to impact brand in the market. Customer who do not perceived the promised value out of brand are increasingly engaging anti-consumption activities and consequently they generate a feeling of hatred towards the specific brand in the market. Therefore, it is highly necessary for marketing practitioner advance their understanding of customer behaviour in relation to brand hate. The customer mostly develops the brand hate due to incongruence between brand's promised function and actual function, inconsistency between customer's moral value with brand and inconsistency between customers self-value and to that of brand's value. It was found that, when customer finds that, brand is functioning inconsistently with promised than behaviour is instantly transformed towards hatred as compare to the moral and identity inconsistencies. It was further found that brand hate developed from these inconsistencies i.e. experimental, moral and identity lead to the negative word of mouth and brand avoidance that both combined can create a lot of problem for brand and damages its worth in market. The samples of current study was limited to the emerging market Karachi city of Pakistan and for generalization of the findings of current study, research can be carried out by taking samples from other urban centres of Pakistan and across cultures. The study was also limited to the five fast food brands so there is need to understand the customer perceived hate behaviour in other brands of other industries like apparel, airline and smartphones etc. The brand hate can also be studies along with the other model of brand management like brand equity model to advance understanding of the customer behaviour.

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Appendix 1: Outer loading

Items	Outer Loading
BA1	0.910
BA2	0.908
BA3	0.933
BA4	0.846
BH1	0.613
BH2	0.864
BH3	0.880
BH4	0.682
BH5	0.889
EA1	0.930
EA2	0.739
EA3	0.927
EA4	0.871
IA1	0.919
IA2	0.868
IA3	0.866
IA4	0.638
MA1	0.844
MA2	0.844
MA3	0.692
MA4	0.874
NWOM1	0.884
NWOM2	0.818
NWOM3	0.861
NWOM4	0.838