Int J Ethics Soc 2026; 8(1): 36- 48

10.22034/ijethics.407.1

INTERNATIONAL JOURNAL OF Ethics & Society

Meta-Synthesis Article

Ethical Dimensions of Reducing Brand Hatred:
A DEMATEL Approach in the Iranian Home Appliance Industry

Azadeh Zahiri[1], Ali Pirzad[2*], Seyed Najmedin Mousavi[3]

1. Ph.D. Student of Business Management, Department of Management, Yasuj Branch, Islamic Azad University, Yasuj, Iran
2. Department of Management, Yasuj Branch, Islamic Azad University, Yasuj, Iran.
3. Department of Business Management, Faculty of Management and Economics, University of Lorestan, Lorestan, Iran.

Corresponding Author: Ali Pirzad, Department of Management, Yasuj Branch, Islamic Azad University, Yasuj, Iran. E-mail: ali.prizad@iau.ac.ir

Received 01 Nov 2025 **Accepted** 26 Nov 2025 **Online Published** 19 May 2026

Abstract

Introduction: Brand hatred, as an intense form of negative consumer emotion, poses serious ethical and managerial challenges for companies. Beyond economic consequences, brand hatred often arises from unmet ethical responsibilities, such as failure in fairness, transparency, social responsibility, and environmental considerations. Addressing these issues is crucial to fostering trust and sustaining long-term consumer-brand relationships.

Material and Methods: This research employed a meta-synthesis of 91 relevant studies from the Scopus database and integrated expert insights from 23 industry leaders. Using the DEMATEL technique, the study developed a conceptual model to identify causal and dependent factors influencing the reduction of brand hatred in the Iranian home appliance sector.

Results: Ten key factors were identified, clustered into three main dimensions: customer relationship management (e.g., communication quality, complaint handling, after-sales service), extra-organizational ethics (e.g., social responsibility, environmental approach), and internal process management (e.g., timely delivery, fair price-quality proportion, innovation). Among them, ethical considerations such as social responsibility, environmental accountability, and fairness in pricing were found to be highly influential drivers of reducing brand hatred.

Conclusion: The study demonstrates that ethical responsibility is not peripheral but central to reducing brand hatred. Managers in the home appliance industry can mitigate negative consumer sentiments by prioritizing ethical principles alongside operational excellence. This ethical orientation fosters positive consumer experiences, strengthens brand trust, and enhances sustainable brand-consumer relationships.

Keywords: *Ethical dimension, Brand Aversion, Home Appliance Industry*

How to Cite: Zahiri A, Pirzad A, Mousavi S.N. Ethical Dimensions of Reducing Brand Hatred: A DEMATEL Approach in the Iranian Home Appliance Industry, Int J Ethics Soc. 2026; 8(1): 36-48. doi: 10.22034/ijethics.407.1

INTRODUCTION

In recent decades, the relationship between consumers and brands has evolved from transactional exchanges to more human-like, emotional connections [1]. These interactions are not solely commercial; they increasingly carry ethical weight, as consumers expect fairness, transparency, and responsibility from brands [2, 3].

When brands fail to meet these ethical expectations-by neglecting product quality, disregarding social responsibilities, or engaging in misleading communication-negative emotions such as anger, contempt, and disgust can emerge, eventually leading to brand hatred [4, 5].

Although research shows that negative emotions often outweigh positive ones in shaping

Copyright © 2026 Zahiri A. et al. This is an open-access article distributed under the terms of the Creative Commons Attribution License(http://creativecommons.org/licenses/by/4.0), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

consumer behavior [6], the marketing literature has primarily focused on positive brand associations, such as loyalty and attachment, while overlooking the ethical roots of negative brand perceptions [7, 8]. Yet, consumer hatred of brands is not simply a reaction to technical failures-it often reflects a perceived violation of moral and ethical norms. Studies highlight that unfair pricing, environmental irresponsibility, social discrimination, or disrespect toward customers play a significant role in intensifying brand hatred [9, 10].

In the Iranian home appliance industry, this issue becomes even more critical. Domestic brands are frequently compared with global competitors such as Samsung and LG, and when they fail to meet expectations in terms of quality or service, dissatisfaction may escalate into resentment and hatred. For instance, product design flaws or poor after-sales service not only represent managerial shortcomings but also ethical breaches, as they reflect a lack of accountability toward consumers [10, 11].

Despite the importance of this phenomenon, there is still a lack of a comprehensive conceptual model that integrates ethical dimensions into the reduction of brand hatred. Previous studies often examined isolated factors—such as complaint management, product innovation, or consumer experience-but rarely analyzed how these factors interact within a systemic ethical framework [12, 13]. To address this gap, the present study adopts a meta-synthesis approach to identify the key drivers of reducing brand hatred, and applies the DEMATEL technique to map their interrelationships.

This research aims to demonstrate that ethical practices-such as transparent communication, fair price-quality balance, corporate social responsibility, and environmental accountability-are central to reducing brand hatred. By developing a conceptual model rooted in ethical principles, this study contributes to both academic literature and managerial practice, providing actionable insights for the Iranian home appliance industry to improve consumer trust, enhance loyalty, and minimize negative brand perceptions.

MATERIAL AND METHODS

This study adopts an applied and exploratory approach, combining a systematic meta-synthesis with the DEMATEL technique to develop a conceptual model for reducing brand hatred in the Iranian home appliance industry.

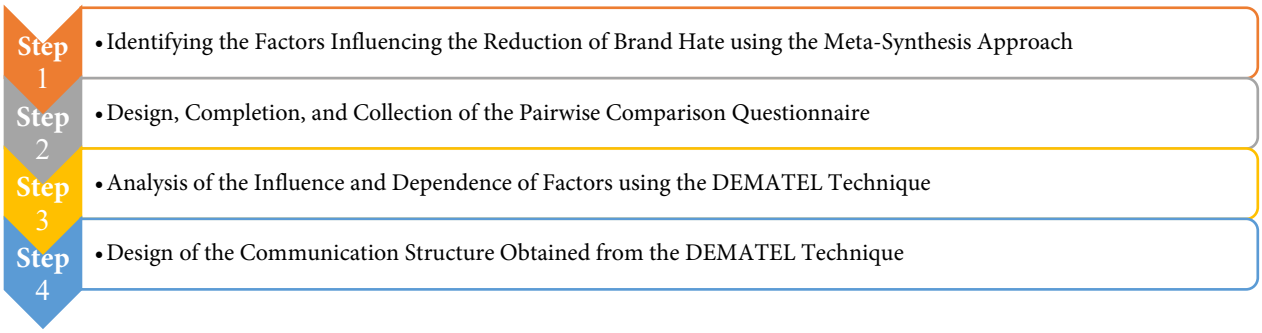

Figure 1: Research steps

In the first phase, a meta-synthesis was conducted using the Scopus database. Keywords such as "brand hate," "brand hatred," "brand avoidance," and "anti-brand" were applied, yielding 488 articles, of which 91 were selected after applying inclusion criteria. In line with the ethical orientation of this research, special attention was given to studies that addressed moral dimensions

such as fairness in pricing, complaint handling, corporate social responsibility, and environmental sustainability. This ensured that ethical perspectives were systematically embedded in the review process [9-11].

In the second phase, expert insights were gathered to refine and contextualize the identified factors. Twenty-three experts from the Iranian home appliance industry-including CEOs and senior managers-were selected through snowball sampling. Selection criteria included not only professional experience but also familiarity with ethical considerations in brand management, such as responsible communication, transparency, and consumer rights.

In the third step the DEMATEL (Decision-Making Trial and Evaluation Laboratory) technique was applied to analyze the interrelationships among the identified factors. DEMATEL enabled the classification of factors into causal and dependent categories, highlighting the ethical drivers of brand hatred reduction, such as corporate social responsibility, environmental accountability, and fairness in consumer-brand interactions. This methodological integration allowed for the construction of a conceptual model that systematically links ethical practices to the mitigation of brand hatred.

In the fourth step, design of the communication structure obtained from the DEMATEL Technique. The DEMATEL analysis has provided valuable insights into the complex relationships and interdependencies among the factors influencing the reduction of brand hate. The next step is to design the communication structure based on the insights gained from the DEMATEL analysis.

RESULTS

This section examines the results of implementing the steps carried out in the research methodology section. Initially, the stages of executing the meta-synthesis approach are reviewed and analyzed.

Step One: Formulating the Research Question

In this section, the main research question is defined and formulated to establish the scope and boundaries of the search in scientific databases and relevant sources. In this study, keywords related to brand hatred are examined. The main question of this research is to identify and explain the factors influencing the reduction of brand hatred in the home appliance industry. The primary goal of this research is to better understand the factors affecting the reduction of brand hatred and ultimately attract customers and their loyalty towards domestically produced household products. Therefore, in the process of searching for resources, keywords such as ("brand hate" or "brand hatred" or "hate for brand" or "hatred for brand" or "consumer boycott" or "customer boycott" or "disliked brand" or "brand rejection" or "anti-brand" or "brand avoidance") and similar phrases should be considered.

Step Two: Systematic Literature Review

In this section, the findings from the systematic literature review are comprehensively examined and analyzed. The systematic review process is a crucial step in any research effort, as it allows for a thorough exploration of the existing body of knowledge and facilitates the identification of gaps, trends, and potential areas for further investigation. In this research, after consulting experts in this field, the Scopus database was used for appropriate searching among the studies conducted in this area, as it covers the largest volume of articles and texts produced in the research field and has more than 80% overlap with other information sources.

Step Three: Selection of Appropriate Reports

Within the framework of this research, which focuses on customers' intention to change brand names, a detailed analysis of keywords and search in the reputable Scopus database has been conducted. The keywords and phrases identified

in the previous stage, such as ("brand hate" or "brand hatred" or "hate for brand" or "hatred for brand" or "consumer boycott" or "customer boycott" or "disliked brand" or "brand rejection" or "anti-brand" or "brand avoidance"), were systematically searched in the Scopus database.

The search results obtained from the Scopus database form a foundation upon which subsequent stages of the research were built. To ensure the relevance and timeliness of the literature review, several filters were applied to the search results. Initially, a filter related to the publication year of the article was implemented, focusing on articles published between 2010 and 2024, thus capturing the most recent and up-to-date research in this field.

Additionally, another filter was applied to consider articles written in the published language of the article, and articles in English were segregated in this section. This is because English is the dominant language of academic publications in this field. It should be noted that while this filter may have eliminated some potentially relevant studies published in other languages, it ensures a more manageable scope for the review process and facilitates a more comprehensive understanding of the existing literature.

Furthermore, a filter related to the type of text was applied, specifically targeting articles as the desired format. This filter excluded other types of publications, such as books, book chapters, article abstracts, and similar items, to maintain a focused and coherent approach to the literature review.

Using these systematic filters, the research team was able to compile a relevant and high-quality collection of articles that directly address the research topic of reducing brand hatred in the home appliance industry. This precise approach not only ensured the comprehensiveness of the literature review but also established a solid foundation for subsequent stages of research, including data collection, analysis, and the development of practical recommendations and insights.

Based on the information collected in this section and the desired output received from the systematic search in the Scopus database, it is possible to conduct diverse and rich analyses. One of these analyses is examining the trend of article publications in the field of study over recent years, which can indicate the level of attention and importance of this topic in scientific circles. This review is shown in Figure 2.

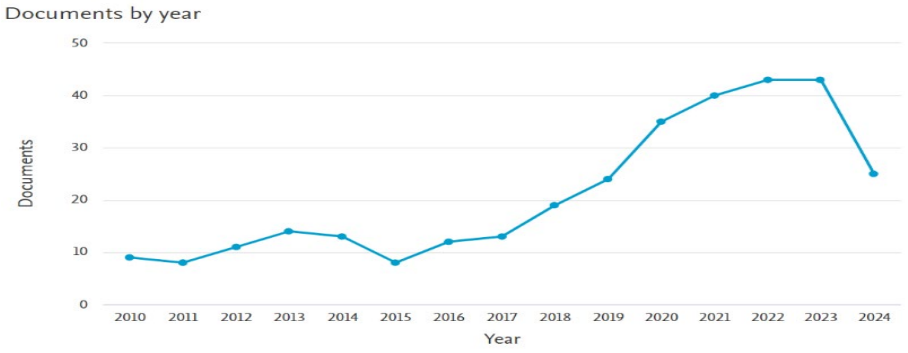

Figure 2: The frequency of the number of articles

Figure 3 shows the five journals that have published the most articles on the topic of brand hate during the time period of 2010 to 2024. This figure clearly illustrates which of the reputable journals worldwide have focused the most on the subject of brand hate and have published various

findings and insights related to it during this time period.

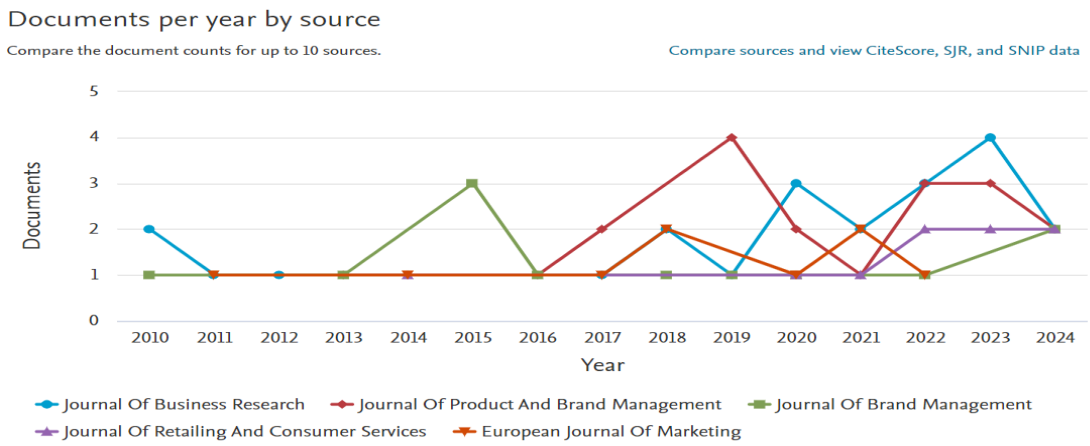

Figure 3: Journals with the Most Research on Brand Hate

Articles published in the specialized field of brand hate play a very important role in improving a brand's performance and its success in the competitive market. Brand hate is considered a critical concept for various brands and organizations because the lack of attention to the factors influencing brand aversion can have undesirable consequences for the organization and various brands. Therefore, research and articles in this field have gradually become one of the main pillars of marketing strategies and company management. Articles submitted in the specialized field of brand hate have been used in various specialized fields, as the scope of application of this area of knowledge was very broad in many academic fields. Figure 4 shows this distribution.

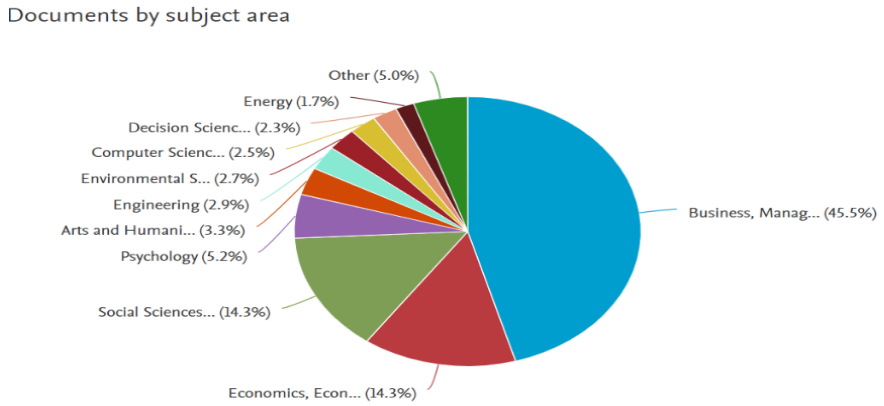

Figure 4: Different Subjects and Academic Fields Used in Brand Hate

Figure 5 shows the relationship between the keywords using an intertwined cluster map. This figure was extracted using the VOSViewer software, which is an advanced network analysis tool for displaying scientific maps. This output shows the number of co-occurrence clusters

between keywords (which keywords have been repeated together) as well as the highest frequency of keywords. To use the VOSViewer software, an RIS (Reference Interchange Format) output file containing keyword information was first obtained from the Scopus website, which is one of the world's authoritative scientific information databases. Then this file was imported and processed in the VOSViewer software.

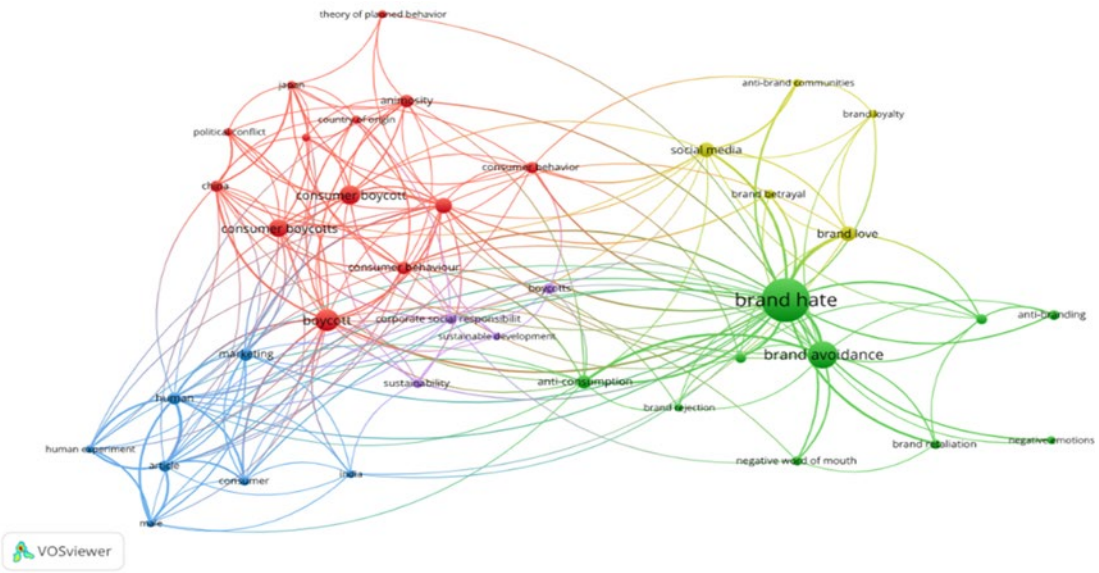

Figure 5: Relationship between Keywords in Brand Hate Concepts

Step 4: Extracting Information from the Texts

By following the path of selecting the research background data in this section, initially 488 articles were found by searching for the keywords ("brand hate" or "brand aversion" or "brand dislike" or "consumer boycott" or "customer boycott" or "disliked brand" or "brand rejection" or "anti-brand" or "brand avoidance") in the Scopus database. Considering filters such as English language, the number of articles from 2010 to 2024, and articles published in journals, 317 articles remained. Figure 6 shows the path of selecting the final articles in the field of brand hate.

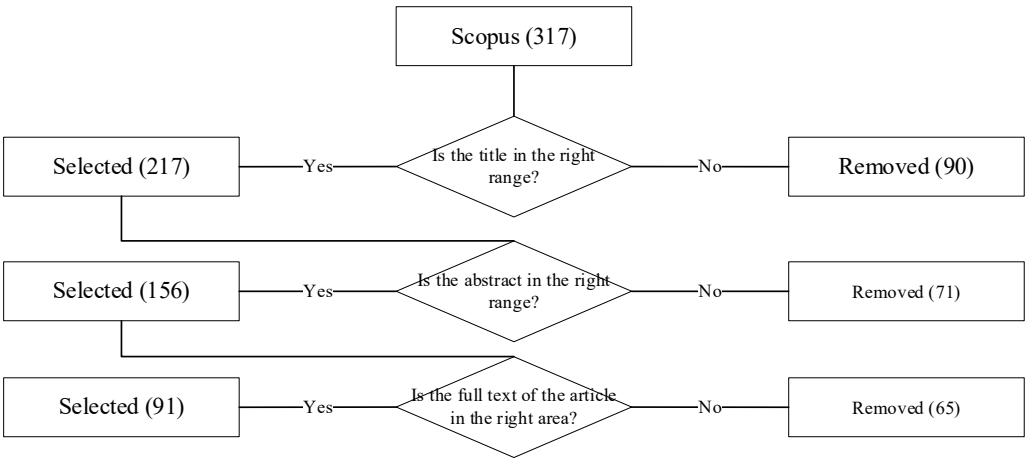

Figure 6: The process of reviewing articles and selecting the best articles

Fifth step: Analysis and synthesis of qualitative findings

Based on the review of studies in this section, the factors influencing the reduction of brand hatred have been carefully examined. First, various indicators and factors were identified from multiple studies. This process involved collecting and analyzing articles, books, and reliable scientific sources that have examined customer behavior and the factors affecting the reduction of brand hatred.

Subsequently, these indicators and factors were combined and compared to identify common patterns and the most important influential factors. This stage was carried out using the meta-synthesis technique, which is a systematic method for combining the results of various qualitative studies. The meta-synthesis technique allows researchers to reach reliable and accurate conclusions through a thorough and comprehensive examination of the available data. By combining and analyzing the identified indicators and factors, three general dimensions were identified in the area of reducing brand hatred by customers. These three dimensions are recognized as the most important categories and main themes in this field, each of which includes a set of related factors and indicators. These dimensions comprehensively cover all aspects that affect customer loyalty and prevent brand hatred.

The results of these investigations and analyses are shown in Table 1.

Table 1: Indicators, factors, and dimensions influencing the reduction of brand hatred

Dimension	Factors	Description	Index	Reference
customer relation management	Communication quality	Quality of Communication: Refers to establishing proper communication and interactions between the home appliance industry and its customers to identify their expectations and needs.	Establishing communications with customers	5, 14
			Identifying customer needs	
			Receiving feedback from customers about offered products	
	Answering complaints	Responsiveness to Complaints: Refers to the responsiveness of various brands to customer complaints and objections regarding the products and services offered in the shortest possible time.	Establishing an appropriate system for responding to customer complaints	1, 15
			Addressing complaints in the shortest possible time	
			Properly responding to customers regarding raised complaints	
			Informing customers about the follow-up on their complaints	
	After-Sales Service	After-Sales Service: Refers to the provision of appropriate services to customers after the sale of the product, addressing questions, potential defects in the product, and more.	Responding to customers regarding the use of the product	16, 17
			Rectifying potential product defects in the shortest possible time	
			Easy access to experts through convenient communication channels	

Extra-organizational management	Environmental Approach	Environmental Approach: Refers to minimizing the environmental damage caused by the activities of various brands in providing products and services to customers.	Considering environmental issues by home appliance industry managers	9, 18
			Raising staff awareness about the importance of environmental issues	
			Minimizing environmental waste damage	
	Social Responsibility	Social Responsibility: Refers to engaging in humanitarian activities and services by various brands towards individuals in a community.	Paying attention to community issues and problems	5, 19
			No racial or gender discrimination in the workplace	
			Considering human rights such as child labor and their welfare	
Management of the organization's internal processes	Delivery on Time	Timely Delivery: Refers to delivering products to customers promptly and within the promised and determined time.	Minimizing delays in delivering offered products	10
			Matching promised delivery time to customers with actual time	
			Coordinating with the inventory unit to control stock and avoid delivery delays	
			Proper planning in production, order receiving, and dispatch to customers	
	Up-to-date Product	Up-to-date Products: Refers to offering products that align with the latest technologies and the needs and expectations of customers.	Continuously identifying customer needs	11
			Being aware of competitors' activities regarding the latest market products	
			Using advanced technologies in innovating market-offered products	
			Utilizing employees' ideas for innovation in offering new and innovative products	
	Proportion of Price and Quality	Price-Quality Proportion: Refers to the appropriateness and fairness of the prices of products and services offered by a brand in relation to their quality.	Considering product quality in final pricing	20
			Ensuring fairness in final product pricing	
			Considering tangible product quality criteria in pricing	
Marketing Strategies	Customer Experience	Customer Experience: Refers to the positive and negative experiences of customers regarding their past purchases of a brand's products and services.	Customers' active perception of home appliance brands	21, 22
			Customers' past experience with previous purchases of a brand's products	

			Customers' attitude towards the popularity or unpopularity of a brand in home appliances	
	Word Of Mouth	Word of Mouth: Refers to verbal advertising by customers about the products and services offered by a brand within the community.	Positive perception of various home appliance brands in the community	12, 23
			Positive word-of-mouth advertising by customers about different brands in the community	
			Expanding the popularity of home appliance brands nationwide	

According to Table 1, after reviewing and analyzing the meta-synthesis conducted in this section, a total of 3 dimensions, 10 factors, and 33 indicators were identified. These identified indicators, factors, and dimensions are variables that help reduce customers' brand hatred. Considering these factors, companies will be able to better plan in this area.

Step 6: Quality Control

To examine quality control (model reliability), the kappa index was used. In this way, another expert who was specialized in the field of customer management and behavior analysis, without knowing the way the codes and concepts created by the researcher were integrated, proceeded to identify the factors. Then, the groups presented by the researcher were compared with the groups presented by this expert. As can be seen in Table 2, the researcher created 10 groups and the other expert created 11 groups, of which 9 groups are common. These results indicate a significant agreement between the two data sets. According to the calculations, the kappa index value was calculated as 0.76, which is at the level of valid agreement, and consequently, the reliability of the model is confirmed.

The kappa index is a statistical measure used to assess the degree of agreement between two or more independent raters in the classification of data. The value of this index can range from -1 (complete inverse agreement) to 1 (complete agreement). In the present research, the value of 0.76 indicates a very good agreement between the two raters.

The review and comparison process were carried out in such a way that each of the raters first independently analyzed the data and identified the groups. After completing the work, the results of the two raters were compared to determine the level of agreement or disagreement between them. This comparison not only helps to confirm the reliability of the model, but also indicates that the method used by the researcher has scientific validity and reliability.

Table 2: Comparison of the results obtained from the expert and the researcher

	Researcher's opinion			
		Yes	No	The sum of the first coder
expert opinion	Yes	A=8	B=2	10
	No	C=3	D=0	3
	The sum of the Second coder	11	1	N=13

$$\text{Observed agreements} = \frac{A+B}{N} = \frac{9+1}{12} = 0.83$$

$$\text{Chance agreements} = \frac{A+B}{N} \times \frac{A+C}{N} \times \frac{C+D}{N} \times \frac{B+D}{N} = \frac{10}{12} \times \frac{11}{12} \times \frac{2}{12} \times \frac{1}{12} = 0.01$$

$$\textit{kappa index} = \frac{\text{Chance agreements} - \text{Observed agreements}}{1 - \text{Chance agreements}} = \frac{0.83 - 0.01}{0.99} = 0.82$$

Based on the results obtained, it can be concluded that the analyzed model has appropriate stability and consistency and can be used as a reliable tool in similar studies. This level of reliability gives companies and researchers the assurance that they can trust the results of this model and use it for planning and decision-making. Consequently, the use of the kappa index in this research, as one of the valid and standard methods for evaluating reliability, has confirmed that the presented model has appropriate scientific and practical robustness.

After identifying the factors affecting brand hate reduction, the importance of each factor was measured using the DEMATEL technique. For this purpose and by going through the various stages of the DEMATEL technique, the position of each factor in terms of influence and dependence on each other was first examined and analyzed.

Based on the identified relationships from the final T matrix, the relationship between the factors identified in the research can be plotted. Accordingly, using the mental modeler software, the relationship map between the factors can be plotted as shown in Figure 7.

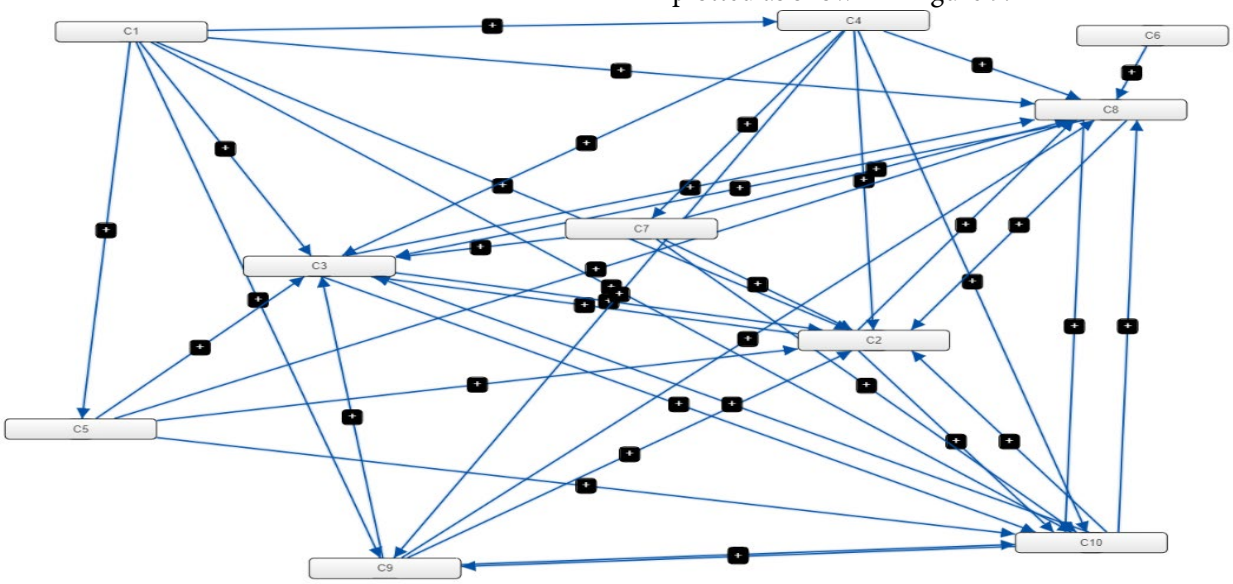

Figure 7: Relationship between the factors of the model based on the T matrix in the DEMATEL method.

DISCUSSION

The findings of this study provide new insights into the ethical foundations of reducing brand hatred in the Iranian home appliance industry. The meta-synthesis and DEMATEL analysis revealed three main dimensions-customer relationship management, extra-organizational ethics, and internal process management-within which ten key factors interact to mitigate brand hatred. Among these, ethical considerations such as fair price-quality proportion, corporate social responsibility, environmental accountability, and transparency in communication emerged as highly influential drivers.

These results reinforce prior studies highlighting the central role of ethics in consumer-brand

relationships. For example, a study [10] emphasized that neglecting customer needs, social responsibility, and ethical principles intensifies brand hatred in the fashion industry. Similarly, another study [9] demonstrated that corporate social irresponsibility leads to brand hate and negative consumer behaviors. Our findings align with these studies, showing that in the home appliance sector, socially responsible actions and environmental initiatives are not peripheral but fundamental to reducing negative consumer sentiments.

The importance of communication quality, complaint handling, and after-sales service also underscores the ethical dimension of respecting consumer rights. Prior research has often treated these elements as operational necessities [24], but our results suggest that consumers interpret them as moral obligations. Failure to address complaints or provide transparent information is perceived as a violation of trust and fairness, which resonates with researchers' [4] argument that brand hatred often stems from feelings of betrayal.

Moreover, the DEMATEL analysis highlighted the systemic interdependencies among factors. For instance, innovation and up-to-date products were found to drive positive consumer experiences, which in turn influence word of mouth and loyalty. From an ethical perspective, this indicates that innovation is not only a strategic choice but also a responsibility toward consumers, ensuring that they receive fair value in line with global standards [25].

Compared to studies focusing mainly on the antecedents of brand hatred [5, 12], this research contributes a broader ethical model by showing how fairness in pricing, transparency in communication, and environmental sustainability interact with managerial practices to reduce hatred. By integrating ethical principles into brand management strategies, companies can transform negative consumer emotions into opportunities for rebuilding trust and strengthening long-term relationships.

Finally, this study adds to the literature by positioning ethical responsibility as a systemic driver of consumer perceptions rather than a supplementary practice. Consistent with previous studies [11], who called for a deeper investigation of solutions to brand hatred, our findings demonstrate that ethical engagement-through social responsibility initiatives, sustainable practices, and fair treatment of consumers-is a key pathway to mitigating hatred. In this sense, ethics and branding are inseparable: reducing brand hatred is not merely a managerial challenge but an ethical imperative.

CONCLUSION

This study set out to explore the ethical dimensions of reducing brand hatred in the Iranian home appliance industry. By integrating a meta-synthesis of previous research with expert insights analyzed through the DEMATEL technique, we identified ten interrelated factors across three dimensions: customer relationship management, extra-organizational ethics, and internal process management. Among these, ethical considerations-including fairness in pricing, complaint responsiveness, social responsibility, and environmental accountability-emerged as the most influential drivers of mitigating brand hatred.

The findings highlighted that consumers interpret managerial practices not merely as technical functions but as moral obligations. Timely delivery, transparent communication, and after-sales service are perceived as reflections of fairness and respect, while innovation and product updates demonstrate responsibility toward consumer expectations. These results confirm that neglecting ethical responsibilities leads to consumer resentment and hatred, echoing prior studies that emphasize the ethical roots of brand aversion [9, 10].

From a practical perspective, managers in the home appliance industry should recognize that reducing brand hatred requires more than operational efficiency. It demands embedding ethical principles into all aspects of brand management-ensuring fairness in price–quality balance, engaging in social and environmental responsibility, and fostering transparent communication with customers. Such an ethical orientation strengthens consumer trust, encourages positive word of mouth, and builds resilience against brand hatred.

Theoretically, this study contributes to the literature by framing brand hatred reduction as an ethical imperative rather than a purely managerial concern. By offering a systemic model of ethical drivers, it extends prior research that mainly examined isolated antecedents of brand hatred.

Despite these contributions, this research faces certain limitations. The findings are context-specific to the Iranian home appliance industry and rely on expert opinions, which may introduce subjectivity. Future studies could apply the proposed model across different industries and cultural settings, or validate it through quantitative approaches with consumer-level data.

In conclusion, the study affirms that addressing brand hatred is inseparable from ethical responsibility. By embedding fairness, transparency, and accountability into their practices, brands can transform negative consumer sentiments into opportunities for rebuilding trust and fostering long-term, positive consumer relationships.

ETHICAL CONSIDERATIONS

Ethical issues (such as plagiarism, conscious satisfaction, misleading, making and or forging data, publishing or sending to two places, redundancy and etc.) have been fully considered by the writers.

CONFLICT OF INTEREST

The authors declare that there is no conflict of interests.

FUNDING DECLARATION

This research did not receive any grant from funding agencies in the public, commercial, or non-profit sectors.

REFERENCES

1. Fetscherin M. The five types of brand hate: How they affect consumer behavior. Journal of Business Research, 2019;101: 116-127. https://psycnet.apa.org/doi/10.1016/j.jbusres.2019.04.017
2. Mohammadian M, Afjei S A A, Amiri M, Kari M. Brand ethical personality model in Iran's consumer products market. Int. J. Ethics Soc 2023; 4(4): 7-14. http://dx.doi.org/10.52547/ijethics.4.4.2
3. Velady B, Esfidani M R, Hasangholipor Yasori T. The model of ethical variables affecting branding. Int. J. Ethics Soc 2023; 5 (2): 356-40. http://dx.doi.org/10.22034/ijethics.5.2.51
4. Fournier S, Alvarez C. Relating badly to brands. Journal of Consumer Psychology, 2013; 23(2): 253-264. https://psycnet.apa.org/doi/10.1016/j.jcps.2013.01.004
5. Kucuk S U. What is brand hate? In Brand hate (pp. 23-48): Springer. 2019.
6. Sun X. Decision bias: Consumer behavior influenced by bias. Journal of Education, Humanities and Social Sciences. 2023; 23: 527-531. https://doi.org/10.54097/ehss.v23i.13111
7. Dada M. Impact of brand association, brand image & brand loyalty on brand equity. Journal of Marketing Strategies. 2021; 3: 29-43. https://doi.org/10.52633/jms.v3i1.33
8. Pantano E. When a luxury brand bursts: Modelling the social media viral effects of negative stereotypes adoption leading to brand hate. Journal of Business Research, 2021; 123: 117-125. https://doi.org/10.1016/j.jbusres.2020.09.049
9. Roozbahani E, Salehzadeh R, Mirmehdi S M. Evaluating the effects of corporate social irresponsibility on brand hate and its behavioural outcomes. International Journal of Business Governance and Ethics, 2022; 16(2): 158-175. https://doi.org/10.1504/IJBGE.2022.121919
10. Abbas A, Shar A H, Junejo M A. Why brands fail? antecedents and consequences of brand hate. a study of fashion industry in Pakistan. Journal of Managerial Sciences, 2023;17(1): 1-26.
11. Aziz R, Rahman Z. Brand hate: a literature review and future research agenda. European Journal of Marketing, 2022; 56(7): 2014–2051. https://doi.org/10.1108/EJM-03-2021-0189
12. Pinto O, Brandão A. Antecedents and consequences of brand hate: empirical evidence from the telecommunication industry. European Journal of Management and Business Economics, 2021; 30(1): 18-35. https://doi.org/10.1108/EJMBE-04-2020-0084
13. Yadav A, Chakrabarti S. Brand hate: A systematic literature review and future research agenda. International Journal of Consumer Studies. 2022; 46: 1992-2019. https://doi.org/10.1111/ijcs.12772

14. Nguyen H N. Antecedents and consequences of brand hate among netizens: empirical evidence from Vietnam. The Journal of Asian Finance, Economics and Business, 2021; 8(7): 579-589. https://doi.org/10.13106/jafeb.2021.vol8.no7.0579
15. Attiq S, Hamid A B A, Shah H J, Khokhar M N, Shahzad A. Impact of brand hate on consumer well-being for technology products through the lens of stimulus organism response approach. Frontiers in Psychology, 2022; 13: 946362. https://doi.org/10.3389/fpsyg.2022.946362
16. Abid R, Khattak A. Brand avoidance motivators stimulate to brand equity in the mediating role of brand hate: A case of smartphone industry of Pakistan. Journal of Accounting and Marketing, 2017; 6(3): 250. https://doi.org/10.4172/2168-9601.1000250
17. Costa J, Azevedo A. Beyond brand hate: are you willing to forgive a negative experience with your smartphone mobile communications' brand? Corporate Reputation Review, 2022; 26(3): 1-14. https://doi.org/10.1057/s41299-022-00139-7
18. Santos S, Gonçalves HM, Teles M. Social media engagement and real-time marketing: using net-effects and set-theoretic approaches to understand audience and content-related effects. Psychol. Mark. 2023; 40: 497–515. https://doi.org/10.1002/mar.21756
19. Curina I, Francioni B, Cioppi M, Savelli E. Traits and peculiarities of different brand hate behaviours. Journal of Strategic Marketing, 2021; 29(3): 227-246. http://dx.doi.org/10.1080/0965254X.2019.1676293
20. Ali S, Attiq S, Talib N. Antecedents of brand hate: mediating role of customer dissatisfaction and moderating role of narcissism. Pakistan Journal of Commerce and Social Sciences (PJCSS), 2020;14(3): 603-628.
21. Roy S K, Sharma A, Bose S, Singh G. Consumer-brand relationship: A brand hate perspective. Journal of Business Research, 2022; 144: 1293-1304. https://psycnet.apa.org/doi/10.1016/j.jbusres.2022.02.065
22. Gois A M, Moura L R C, Gonçalves Filho C, Chinelato F B. Hate towards brands of educational institutions: she hates for ideology, and he hates for previous experiences. Journal of Applied Research in Higher Education, 2023; 15(2): 303-323. https://doi.org/10.1108/JARHE-04-2021-0158
23. Chiosa A R, Anastasiei B. Negative word-of-mouth: Exploring the impact of adverse messages on consumers' reactions on Facebook. Review of Economic and Business Studies, 2017; 10(2): 157-173.
24. Durugbo C M. After-sales services and aftermarket support: a systematic review, theory and future research directions. International Journal of Production Research, 2020; 58(6): 1857-1892. https://doi.org/10.1080/00207543.2019.1693655
25. Panigrahi S, Azizan N A B, Shamsi I R A. Product innovation, customer satisfaction, and brand loyalty of using smartphones among university students: PLS–SEM approach. Indian Journal of Marketing, 2021; 51(1): 8-25. https://doi.org/10.17010/ijom/2021/v51/i1/156931