

How Anti-Brand Activism Generated From Negative Online Word of Mouth on Customer-Run Communities: The Moderating Role of Physical Discomfort

Ngoc Bich Do

School of International Business and Marketing, University of Economics
Hochiminh City
bichdn@ueh.edu.vn

Nguyen Thanh Truc

School of International Business and Marketing, University of Economics
Hochiminh City
trucnguyen.31201021972@st.ueh.edu.vn

Nguyen Trinh Quynh Nhu

School of International Business and Marketing, University of Economics
Hochiminh City
nhunguyen.31201020743@st.ueh.edu.vn

La My Phung

School of International Business and Marketing, University of Economics
Hochiminh City
phungla.31201020792@st.ueh.edu.vn

Nguyen Ngoc Yen Nhi

School of International Business and Marketing, University of Economics
Hochiminh City
nhinguyen.31201021428@st.ueh.edu.vn

ABSTRACT

The rising power of social media is undeniable in brands' health and consumers' confidence. This study explores the influence of negative online word of mouth on brand hate and anti-brand activism behavior. Additionally, psychological discomfort is treated as a moderator to examine the influence on the relationships mentioned above. A quantitative study is adopted. Using data collected from 300 respondents, this paper reveals the following results. First, negative online word-of-mouth on consumer-run

social platforms does influence brand hate, which turns to anti-brand activism behavior as a consequence. Interestingly, psychological discomfort moderates the relationship between brand hate and brand anti-brand activism, which is unclear in the prior studies. Examining these relationships enriches the current brand's literature and highlights the significant impacts of negative online word of mouth, especially on consumer-run platforms. Brands need to fasten their response speed towards negative information to prevent spillover. They should avoid silent responses to any crisis since consumers might be in discomfort states, which enriches the anti-brand actions.

Keywords: negative online word-of-mouth, brand hate, anti-brand activism, psychological discomfort, consumer behavior.

1. INTRODUCTION

The power of peers' opinions is undeniable. Customers are eager to refer to other consumers' experiences and reviews to reduce possible risks for consumption [1]. With the proliferation of the internet and social media, users' experiences can spread widely and uncontrollably, called online word-of-mouth (O-WOM). Information can influence brands' health in both positive and negative manners.

O-WOM shapes existing and potential consumers' perceptions by providing consumption information that contributes to the overall brand image [2]. Exposure to positive information leads to higher trust [3] and lower perceived risk in consumption; hence, the brand image also receives better construction [4]. According to research conducted by Chelliah [5] and Lin [6], online word-of-mouth (O-WOM) can have a considerable beneficial influence on brand loyalty and purchase intention. Furthermore, positive online reviews and comments from other consumers influence younger generations and their purchasing behavior [7]. Consumers encounter multiple messages by marketers designed to attract attention and change behavior; word of mouth is considered an essential informational reference. Word of mouth helps attract clients, which is vital for the long-term economic success of the company. It is firmly believed that negative information is more attractive, diagnostic, and helpful than positive or neutral information [8]. Customers will likely seek these peers' opinions to form their evaluation [9]. Therefore, understanding negative WOM impacts on consumers and the public is critical for business, which is the first motive to conduct this research.

Regarding literature motives, researchers conducted a literature review to explore two gaps. First, the existing literature emphasizes the substantial effects of negative online word of mouth (NOW) on brand reputation, consumer behavior, customer brand choice, and purchase plans [10]–[12]. However, more research must be conducted on the relationship between negative online word of mouth and anti-brand activism. Paper off Hai Ninh Nguyen [13] investigated anti-brand actions such as negative online word of mouth, online public complaints, and online boycotts due to customers' feelings of

betrayal in the online shopping context. Following their suggestions, further explicit study is required to explore the subtleties of the above relationship and its more significant consequences, notably in virtual circumstances. This research gap highlights the importance of understanding the drivers of anti-brand activism and developing effective strategies to mitigate the impact of negative OWOM. Second, Arruda Filho and Barcelos' [14] paper recommends further study to examine more contextual and personal related variables better to understand the impacts of negative OWOM towards its consequences. Previous studies have shown that PD can lead to negative consumer attitudes and behaviors toward brands [15], but the moderating effect of PD on anti-brand activism remains unclear. Addressing these research gaps will provide valuable insights into overlooked factors influencing the link between negative word of mouth and anti-brand activism, thereby informing more effective brand management strategies.

Taken together, the present study investigates the interaction between consumers and companies, focusing on negative online WOM behavior. Precisely, this research targets the relationship between negative OWOM, anti-brand activism, and psychological discomfort under the signposting of SOR theory.

The theoretical basis of the research is expanded on in the following sections. The paper describes the study methodology and measurement techniques after describing the connections between the constructs and hypotheses. Based on the study's results and limitations, the current article examines pertinent applications and possible future research paths.

2. LITERATURE REVIEW

2.1 Theoretical Signposting

The S-O-R model is an ideal choice for our study for three reasons. First, it has proven effective in analyzing and explaining complex consumer behaviors across different contexts, including sustainable consumption, waste-sorting behavior, virtual reality tourism, and engagement with online brand communities. Second, it enables researchers to explore the possibility of consumers detached from a brand and their overt behaviors of anti-brand activism. Third, the original conceptualization of SOR incorporates the affective aspect of internal states; according to Mehrabian and Russell [16], this stimulation triggers internal processes within the organism, preparing it to generate the final responses. The constructed research model allows us to capture negative emotions such as anger or hatred. Based on the S-O-R signpost, the research model will be developed and fully explained in the following section.

2.2 Negative Online Word-of-Mouth

The extent to which consumers distribute unsuitable information or talk poorly about brands is called "negative word of mouth" [17]. When customers experience dissatisfaction with product quality, service performance, or other failures [18], they

lead to the sharing of these adverse experiences both in digital and physical realms. That is the origin of negative online word of mouth. As discussed by Azemi [19] and Rouliez [20], negative word of mouth is the outcome of brand hate and customer-perceived betrayal [21]. Tibert Verhagen, A Auta Verhagen, and Frans Feldberg [22] posit that negative consumption experiences evoke emotions such as indignation and disappointment in the service provider, precipitating the public sharing of such grievances online, thereby influencing consumer behavior negatively [23], which prompts people to share these unpleasant encounters online publicly, or negative O-WOM may have an adverse impact on consumer behavior [24]. Furthermore, Zarantonello [25] conducted an empirical investigation into the nature of brand hate, its precursors, and consequent behaviors, suggesting these include acts of complaint, NWOM, protest, and reduced patronage. Consequently, this research prioritizes 'Negative Online Word of Mouth' as a precursor to 'Brand Hate' in the proposed model.

2.3 Brand Hate (BH)

Brand hate is a psychological condition in which customers develop strong negative feelings and detachment from companies with poor performance [26]. Those effects lead to harmful and painful consumer experiences on both individual and social levels [27], [28]. To elaborate, brand hate bifurcates into active brand hate - encompassing emotions like anger, contempt, and disgust - and passive brand hate - involving feelings such as fear, disappointment, shame, and dehumanization [29]. Zarantonello [25] empirically evaluated the nature of the phenomenon of brand hate, its antecedents, and its outcomes. According to these authors, brand hate stems from an amalgamation of factors: prior negative consumer experiences, negative online word of mouth, ideological dissonance, and symbolic disparity. This nexus of factors precipitate specific adverse behavioral responses, notably (a) anti-brand activism, (b) protest, and (c) brand retaliation. The findings highlight that brands associated with companies deficient in social responsibility and accumulating consumer grievances are more prone to widespread animosity [30]. Therefore, in the proposed model, 'Brand Hate' is posited as a sequential construct, emerging consequent to 'Negative Online Word of Mouth' and 'Anti-brand Activism'.

2.4 Anti-Brand Activism (ABA)

Anti-brand activism is customer behaviors negatively responding to brands. These behaviors include culture jamming, active resistance, brand disapproval, and brand boycotting [31]. Such behaviors are often rooted in customers' hostile perceptions and emotional responses toward corporations and their brands [32]. Predominantly, the impetus for anti-brand activism derives from two core motivations: intense feelings of animosity towards the brand and objection to corporate misconduct or behavior perceived as incompatible with personal or societal values [33], [34]. The anti-brand activism, both online and offline, seriously affects the value and reputation of the brand [35]. The ramifications of anti-brand activism, whether online or offline, significantly impinge on a brand's value and reputation.

A critical exacerbator of these negative sentiments towards brands is the involvement of consumers' ethical and moral considerations, potentially fueling a desire to undermine or eradicate the brand [31]. Furthermore, the emotional dissolution or failure of self-relevant relationships can significantly negatively impact a person's self-definition and well-being (e.g., shame, embarrassment, insecurity). It may predict anti-brand actions [36]. Different levels of negative emotion involve various degrees of willingness and interest on the part of consumers to translate their feelings into negative behavior, ranging from increasing or reducing complaints patronage [25], [37] to improving protesting or joining anti-brand communities [38], [39]. In light of these insights, our research posits 'Anti-brand Activism' as the concluding variable in the model, emerging as a consequence of "Brand Hate".

2.5 Psychological Discomfort (PD)

Psychological discomfort is a term used to explain a subjective experience accompanied by unpleasant feelings of depression and anxiety [40]. Earlier studies [41]–[43] indicate that attitudinal ambivalence positively correlates with psychological discomfort. Both objective and subjective ambivalence involve a mixed assessment of information, encompassing both positive and negative aspects, leading to tension, contradiction, and conflict, consequently resulting in psychological discomfort.

Research indicates that bivalent informativeness significantly enhances ambivalence, which is positively associated with psychological discomfort [41]. Consequently, bivalent information leads to attitudinal ambivalence, entailing stress, conflict, and tension, all linked to psychological discomfort. According to [44], attitude ambivalence significantly contributes to the emergence of psychological discomfort, which affects consumers' behavioral outcomes. Furthermore, psychological discomfort directly impacts consumers' negative evaluations of conflicting reviews [45]. There is a consensus among scholars that psychological discomfort represents an adverse affective reaction to specific situational perceptions, such as unmet consumer expectations, potentially leading to various negative consumer behaviors [46], including brand hate and anti-brand activism. Therefore, in our model, the research team has designated 'psychological discomfort' as the moderating variable between "Brand Hate' and 'Anti-brand Activism".

2.6 Hypotheses Development

Figure 1 shows the constructed hypotheses in this study; further explanation will be elaborated in the following sections.

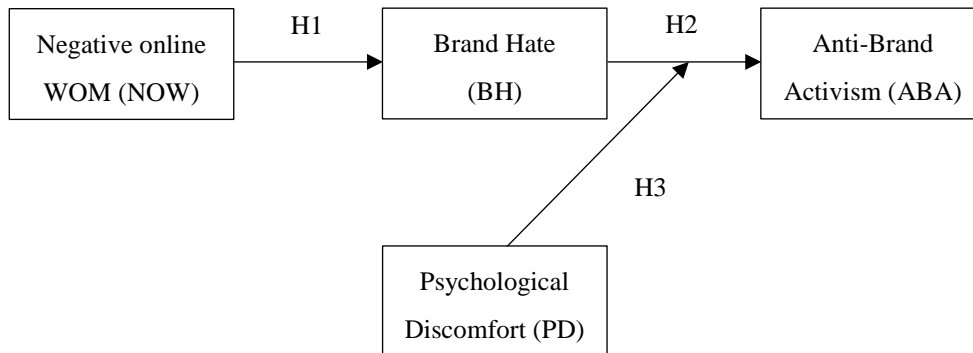


Figure 1. Research model (Source: Authors' desk research)

2.7 The Influence of Negative Online Word-of-Mouth on Brand Hate

Negative OWOM consists of disclosed individual negative experiences and opinions about goods, services, and organizations that are present as statements distributed on various social networking sites, forums, and other online platforms [14]. The negative experience is directly linked to negative online and offline WOM distribution [47]. The branding literature suggests that consumers may engage in negative word-of-mouth about a brand following adverse associations with its consumption [48]. Such behaviors may stem from low-satisfaction experiences [14] or be influenced by spillover effects from negative news. Specifically, Aschemann-Witzel's study [49] indicates that consumers can form affective associations based on the comments they encounter during the purchasing process, with unfavorably toned comments more likely to alter readers' perceptions and emotions towards negative associations.

The spectrum of negative emotions experienced by consumers is diverse. In psychological terms, encountering unacceptable and painful experiences can predispose consumers towards states of brand hate [50]. Extensive research has shown that consumers perceiving themselves as victims of consistent brand or service failures are prone to rapidly evolve into active online detractors [51], subsequently manifesting intense feelings of hate [52], [53]. According to Ayeh [54], online word-of-mouth spreads rapidly and is deemed more credible, partly due to the 'homophily' effect, where online participants share similar characteristics or beliefs. Consequently, an increase in the consumption of negative OWOM by consumers is likely to escalate adverse and hateful emotions. Accordingly, the following hypothesis is proposed:

H1: *Negative online WOM (NOW) positively impacts brand hate (BH).*

2.8 The Influence of Brand Hate on Anti-Brand Activism (ABA)

Brand hate (BH) is commonly interpreted as intense or extreme negative emotions and impulsive responses [30] towards products, services, and organizations. It leads to several outcomes which deconstructed branding efforts. The increasing number of brand hate websites or Facebook groups exemplifies this consumer empowerment [55], [56]. Kucuk [48] found that "brand hate sites, directly and indirectly, impact consumers' perceptions of the targeted brand's identity and image and purchase decisions." Additionally, research by Romani, Grappi, and Dalli [57] indicates that negative brand-related emotions can precipitate consumer behaviors such as complaining, brand switching, and negative word-of-mouth. The most severe manifestations of brand hate may include boycotts and brand revenge, potentially resulting in substantial financial losses for the brand [58].

While anti-brand activism is consumers' responses to the brand, including culture jamming, active resistance, brand disapproval, and brand boycotting [31], it was found that consumers' highly negative emotions and corporate wrongdoings or incompatible behaviors are two main motivations of anti-brand activism [33], [34]. Furthermore, consumer empowerment can set a higher impact on others on anti-brand websites [59], leading to brand hate and further outcomes. Researchers anticipate that brand hatred will cause more activities and stronger emotions. Then, feelings of hate emotions directly stimulate anti-brand activism. Consequently, the second hypothesis of this study seeks to examine the influence of brand hate on anti-brand activism behavior as follows.

H2: Brand hate (BH) positively impacts anti-brand activism (ABA).

2.9 The Moderating Role of Psychological Discomfort (PD)

Researchers have conceptualized psychological discomfort as an individual's negative feelings of unease, anxiety, sadness, and discomfort [42]. The nexus between psychological discomfort and consumer behavior is evident in consumer psychology. Consumers' attitude, ambivalence, and discomfort positively influence their behavior related to brand hate through contradictory and conflicting information about a product, service, or firm [60]. The authors propose that consumer ambivalence and discomfort, stemming from contradictory information, heighten criticism and negative perceptions towards brands, subsequently elevating anti-brand activism. Such ambivalence, coupled with psychological discomfort, is often associated with feelings of disgust, contempt, and anger. This emotional response, triggered by negative information, intensifies brand hate and anti-brand activism, simultaneously diminishing loyalty and behavioral intentions [41]. Consequently, the intensification of negative emotions related to brand hate directly spurs anti-brand activism. This observation leads to the formulation of the following hypothesis:

H3: Psychological discomfort (PD) moderates the relationship between brand hate (BH) and anti-brand activism (ABA)

3. RESEARCH METHODOLOGY

3.1 Research Design

The study employs quantitative research to investigate the proposed hypothesis in the research model. There are three parts to the questionnaire. Part 1 focuses on collecting demographic data; part 2 consists of questions to determine whether respondents are exposed to NOW, and part 3 asks 5-level Likert scale questions. It has been stated that the 5-level Likert scale is suitable for self-managed surveys and online survey interviews [61]. Researchers Hair [62] emphasize the effectiveness of the Likert scale while acknowledging that there is no definitive rule regarding the number of scale levels to be used. A larger scale might make it harder for respondents to make decisions and add more fluctuation to the data. Hence, keeping the number of levels to 5 is typically advised. This study eliminates complexity, maintains consistency, and minimizes the possibility of skewed results by using a 5-level scale.

The items used to assess the constructs were based on previous research collected and presented in Table 1.

Table 1. Observed variables using measurement of research concepts

No.	Research Conception	Source
1	<p>ANTI-BRAND ACTIVISM (ABA)</p> <p>ABA1: I joined the boycott of brand X after seeing negative information about it on social media.</p> <p>ABA2: I've blogged about negative information against brand X.</p> <p>ABA3: I've engaged in brand vandalism on social media (e.g., preventing online shoppers from buying products from the brand).</p> <p>ABA4: I've joined online movements or communities about being against brand X.</p> <p>ABA5: I've joined social groups about going against brand X.</p> <p>ABA1: I joined the boycott of brand X after seeing negative information about it on social media.</p>	[31]
2	<p>BRAND HATE (BH)</p> <p>BH1: I am angry with this Brand when receiving negative information from the social media community.</p> <p>BH2: I am annoyed with Brand X when exposed to negative information from social media every day.</p> <p>BH3: I hate Brand X when they don't share my values and beliefs.</p> <p>BH4: I got mad at Brand X when I heard their fake claims on social media.</p>	[63]

No.	Research Conception	Source
2	BRAND HATE (BH) BH5: My mood got heavier when I heard fake statements from social media about Brand X.	[63]
3	NEGATIVE ONLINE WORD OF MOUTH (WOM) (WOM) WOM1: When I hear negative word of mouth on social media from people who matter to me about brand X, I feel frustrated. WOM2: When I hear negative word of mouth on social media from my friends about brand X, I feel angry. WOM3: When I hear negative word of mouth on social media from people who know me about brand X, I feel hate. WOM4: After hearing negative word of mouth on social media from the online community about brand X, people I know who advise me not to use products or services from that brand. WOM5: After hearing negative word-of-mouth on social media from the online community about brand X, my friend told me about his feelings of wanting to go against brand X.	[63]
4	PSYCHOLOGICAL DISCOMFORT (PD) PD1: After reading conflicting/negative information about the brand on social media, I felt angry. PD2: After reading conflicting/negative information about the brand on social media, I found an error. PD3: After reading conflicting/negative information about brands on social media, I need to criticize myself.	[44]

3.2 Sampling

According to Cooper & Schindler [64], the investigation was conducted using a practical non-probability sampling technique because it saves time and money. With regression analysis, research from [65] has given the formula for the minimum sample size is $n \geq 8m + 50$. From the research model in the article, there is only one independent variable, so the minimum sample size defined here is 58. According to Hair [66], the minimum sample size for a study must be more significant than five times the number of observed variables. However, the ideal sample size should be in the ratio of 10:1 to 15:1. With a ratio of 10:1 to 15:1, the minimum sample size of the study was 190 and 285, respectively. This research has 337 respondents, which is larger than the minimum sample sizes defined according to prior suggestions.

3.3 Pilot Test

A pilot test through two steps was carried out as follows [67]

Step 1: Pretest

Subjects selected to participate in the pretest were about 15 people (a small group of subjects); they were chosen as representative faces for all subjects. The research team carried out the survey transfer as the group survey would do for the survey subjects in the target sample by going online (sending the link to survey them). There were some modifications regarding translation and wording in the questionnaire after the pretest.

Step 2: Pilot Test

The process of doing the team's pilot test is similar to how the team did the pretest but with a slightly larger number. Then, the statistics, analysis, verification, and regression, and the results obtained from the Pilot Test showed some minor problems but not significant ones. Therefore, the group conducted a survey on a large scale with a sample size of 300 people.

3.4 Data Collection

Online surveys were conducted using Google Forms, targeting active social media users on platforms such as Facebook, Instagram, Twitter, and TikTok who had observed or participated in brand hate events in the past year. The study focused on individuals aged 18 to 25 involved in online consumer-run communities and exposed to negative Online Word of Mouth (OWOM). Eligible participants, those with negative experiences or symbolic incongruities with brands, were selectively invited to participate. Before data collection, participants were assured of the study's academic nature and the confidentiality of their identities. They were also encouraged to respond honestly and openly, emphasizing that there were no right or wrong answers. A total of 337 responses were collected between January and February 2023 to explore the relationship between anti-brand activism and negative WOM in online brand communities. Specific screening criteria were applied to align responses with the study's goals. After removing 37 invalid responses, the research team had 300 viable responses for statistical analysis. Data analysis was conducted using SmartPLS 4.0 for descriptive and inferential statistical assessments.

3.5 Data Analysis

This research employs multivariate analysis through Structural Equation Modeling (SEM) for data analysis. SEM is famous for its ability to assess both direct and indirect effects and their magnitudes. For data processing, SMARTPLS 4.0 is utilized as the statistical software to evaluate validity and reliability, crucial elements in research instrumentation [68]. Reliability testing, aiming to ascertain the consistent measurement capability of

the instrument, is conducted [69]. SmartPLS is adapted explicitly for hypothesis testing. Figure 2 delineates the data analysis process.

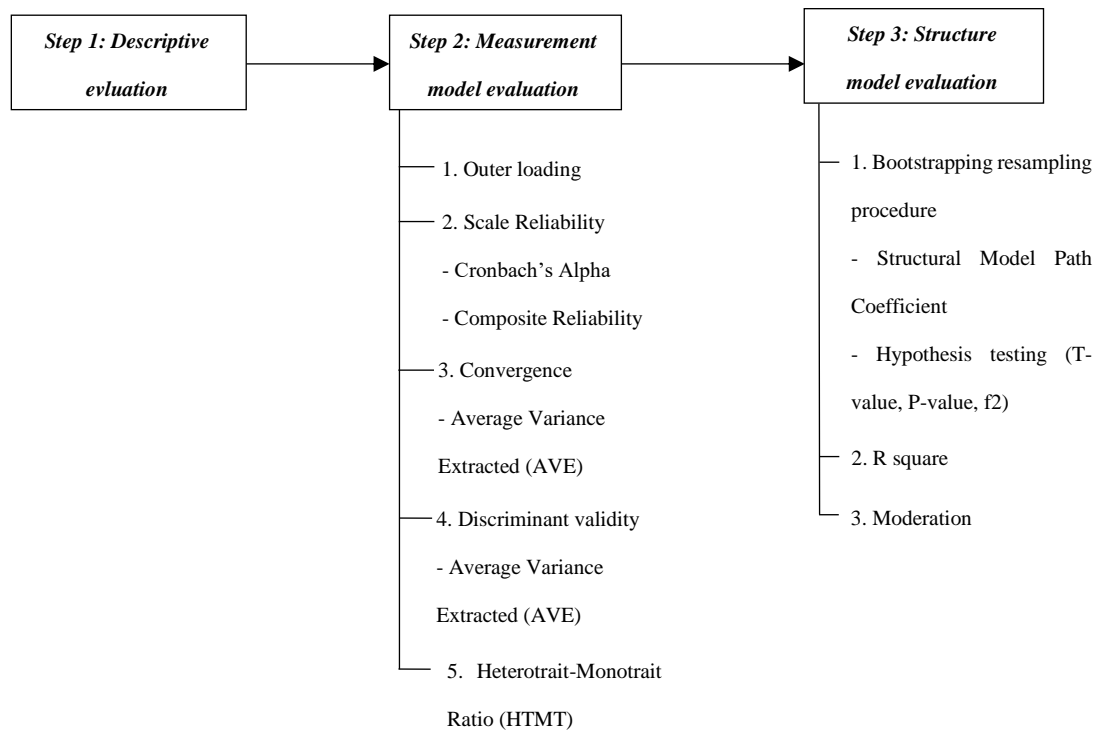


Figure 2. Flowchart of the data analysis process

4. RESEARCH RESULTS

4.1 Descriptive Results

Most respondents reported being 18 to 25 years of age (accounting for 89%), 6.3% were over 25, and 4.7% were under 18. More than half (59.3%) were male and 40.6% were female. More than three out of four respondents (88.6%) were undergraduates, while 9% were workers and 2.4% were unemployed. We surveyed the income of the respondents; the highest result was 3-5 million, accounting for 44%, not much difference was less than 3 million (35%), and finally, over 5 million (21%). All participants are from Vietnam (100%).

Table 2. Socio-demographic profile of survey respondents

Variable	Scale	Frequency	Percentage
Age	Under 18 years	14	4.7%
	18-25 years	267	89%
	Over 25 years	19	6.3%
Gender	Male	122	40.6%
	Female	178	59.3%
Job Status	Undergraduate	266	88.6%
	Worker	27	9%
	Unemployed	7	2.4%
Income	Less than 3 million VND/ month	105	35%
	3-5 million VND/ month	132	44%
	More than 5 million VND/ month	63	21%

4.2 Research Results of Measurement Items

Outer Loading indicates the degree of association between the observed and latent parent variables. Hair et al. [70] believe that the outer loading coefficient needs to be greater than or equal to 0.708 observed variables, that is, quality. Outer Loading > 0.7 [70] (Table 3)

Authors evaluate the scale's reliability on SMARTPLS through two main indicators: Cronbach's Alpha > 0.7 [71]. Composite Reliability (CR): CR > 0.7 [70], [72] (Table 3)

To evaluate the convergence on SMARTPLS, authors will rely on the average variance extracted index AVE (Average Variance Extracted). Hock & Ringle [73] suggests that a scale achieves convergence if the AVE is 0.5 or higher. (Table 3)

Table 3. Measurement properties: Outer Loading & Cronbach

Construct and measurement item	Outer Loadings	Cronbach's Alpha	CR	AVE
Anti-Brand Activism (ABA) [70]		0.933	0.947	0.750
ABA1	0.838			
ABA2	0.807			
ABA3	0.874			
ABA4	0.892			
ABA5	0.914			
ABA6	0.869			
Brand Hate (BH) [71]		0.884	0.915	0.683
BH1	0.856			
BH2	0.842			
BH3	0.866			
BH4	0.771			
BH5	0.794			
Negative online word of mouth (WOM) [71], [72]		0.869	0.905	0.656
WOM1	0.780			
WOM2	0.812			
WOM3	0.860			
WOM4	0.795			
WOM5	0.800			
Psychological Discomfort (PD) [59]		0.814	0.888	0.726
PD2	0.828			
PD3	0.856			
PD4	0.872			

The study determined that the measuring constructs would be more accurate and valid if one item were deleted: PD1, all with outer loading values < 0.70 . The remaining 19 items have convergent validity and reliability, with outer loadings greater than 0.70 and $AVE > 0.50$.

4.3 Discriminant Validity

According to Hair et al. [66], $AVE > 0.50$ indicates adequate convergent validity. Authors can infer that convergent validity has been established because the AVE values for the constructs exceeded the minimum requirement of 0.50. After that, the discriminant validity was investigated [66]. The research team looked at the correlations between latent variables and discovered that discriminant validity exists for all constructs because all square roots of AVE values are higher than the correlations. (See Table 4).

Square Root AVE $>$ Correlation between latent variables [66][74]

In addition, the HTMT method was also employed to support discriminant validity [66]. $HTMT \leq 0.9$ [66][74] giving additional evidence for the measurement model's discriminant validity. The correlation relationships between BH and ABA (0.749); WOM with ABA and BH (0.706, 0.766); PD with ABA, BH and NOW (0.714, 0.682, 0.689) all satisfy the condition that it is less than 0.9.

Table 4. Discriminant validity

	ABA	BH	ONW	PD
ABA				
BH	0.749			
ONW	0.706	0.766		
PD	0.714	0.682	0.689	
PD*BH	0.138	0.111	0.038	0.139

4.4 Structure Model Evaluation (SEM)

Hair [75] proposed evaluating structural models for collinearity effects among each set of predictor variables with the lowest Variance Inflation Factors (VIF) value is 1.000, and the highest is 4.819, all of which are less than 5, showing no multicollinearity.

The path coefficients and p-values are summarized in Table 5, where $p < 0.05$ indicates a significant effect between the structures. We can see that WOM has a positive effect on BH, and BH has a positive effect on ABA ($p < 0.05$).

As a result, H1 and H2 are supported. According to H3, each PD has a beneficial effect on ABA ($P < 0.05$) [76]. Using Cohen's measure of the effect, known as the f^2 [77].

The analysis also shows the significant impact of WOM on BH, and BH on ABA due to the $f^2 = 0.886$, $0.381 > 0.35$ (Table 6). The analysis also shows the extremely small impact of PD*BH on ABA due to the $f^2 = 0.049$ (Table 5).

*Moderation analysis

P-value of the relationship between BH and PD equal to $0.000 < 0.05$ shows that PD*BH has an impact on ABA. Regression coefficient Original Sample (O) = $0.124 > 0$ shows that PD*BH has a positive effect on ABA, the higher the PD*BH, the higher the ABA.

Table 5 below summarizes the p-value showing which significant censored relationships affect ABA ($p > 0.05$). Thus, PD*BH ABA is supported.

Table 5. Structural Model Results and Collectivist orientation Moderation Result Result

Hypothesis	Path Coefficient	T-value	f^2	P-value	Validation
H1	0.685	20.778	0.886	0.000	Supported
H2	0.520	11.549	0.381	0.000	Supported
H3	0.124	5.140	0.049	0.000	Supported

Additionally, as shown in Table 6 and compared to Cohen [78], the R^2 values for ABA = 0.573, BH = 0.470, all exceeded the 0.26 threshold [78]. The variance of customer BH and PD can explain 57.3% of ABA . ABA can explain 47.0% of BH.

Table 6. R Square

	R Square	R Square Adjusted
ABA	0.573	0.569
BH	0.470	0.468

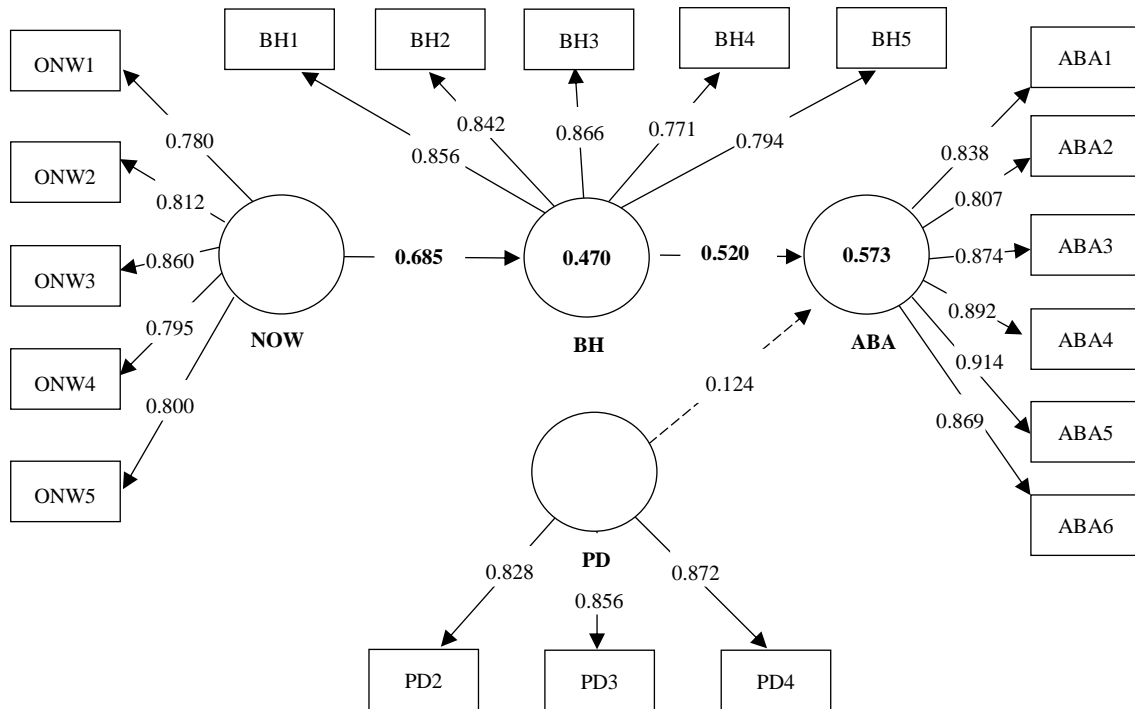


Figure 3. Results from SmartPLS

5. CONCLUSIONS, DISCUSSION AND FURTHER RESEARCH

5.1 Conclusions and Discussions

This research captures three main findings regarding the relationship between customers and brands.

Firstly, hypothesis 1 was accepted that negative online WOM does impact consumers' brand hate. The adverse feedback and reviews on social media platforms have a profound impact on the emotional state of users. According to [79] in the SAGE journal, consumers using the internet for more than 10 hours a week are likely to spread negative WOM online through various ways. Thus, information on social media platforms, including

Facebook, Instagram, and TikTok enable its effortless accessibility to other users, thereby significantly influencing the emergence of negative emotions. In addition, according to [80], negative electronic WOM can significantly affect consumers' relationships with brands, i.e. brand love and brand hate, which is similar to the research group's study.

Furthermore, some prior studies emphasize the adverse direction of this relationship. Papers of Cioppi [81] and Curina [82] show the influence of brand hate on spreading negative WOM in an online context. Based on these findings, negative online WOM might alter the consumption emotions towards the brand; when negative online reviews increase will lead to more brand hate and vice versa. Hence, brands should tackle the negative online WOM in a timely manner to eliminate the direct impact of hate outcomes.

Regarding hypothesis 2, the result shows that brand hate positively influences anti-brand activism. Consumers can induce anti-brand behavior through negative brand perceptions rather than ignoring them. They are enraged and want to retaliate against the brand. According to Amélia Brandão and Paolo Popoli [83], consumers' primary motivation for joining anti-brand movements is to contribute to developing contemporary consumerism's new meanings and values. Subsequently, consumers manifest their discontent through negative activism and actively interacting with brands that they perceive as ideologically objectionable. This anti-brand activism encompasses various levels of behavioral engagement. Brand boycotts [84], negative blogs, protests, sabotage, and joining anti-brand communities are some actions that consumers engage in [85], [86]. Such actions can take direct forms, such as boycotting and tarnishing the brand, as well as indirect forms, such as participating in anti-brand communities.

Finally, in this study, the authors dig deeper into the influence of psychological discomfort on the formation of brand resistance. The most crucial findings indicated that psychological discomfort moderates the relationship between brand hate and anti-brand activism. When consumers experience dissatisfaction with a brand and harbor negative emotions, it can escalate into feelings of hatred and subsequently drive them to engage in further anti-brand actions. Users hold psychological discomfort based on their past experience, affective attitude toward outsiders [87], or when they are unsure and uncertain about things, stimuli, and brands [42]. Negative online WOM might cause confusion and contradiction in others' mindsets and perceptions, which leverage psychological

discomfort. Then, it later motivated changes [87] and choice disclosure [42]. Those are examples of anti-brand activism.

5.2 Contributions

From a theoretical standpoint, this research delves into the concept of brand hatred within the Stimulus-Organism-Response (SOR) theoretical framework. Firstly, it enhances the generalizability of the SOR theory by examining the negative association between customers and brands [88]. Secondly, it strengthens and complements the limited literature on psychological discomfort and its positive correlation with the causal link between brand aversion and anti-brand activism. This contribution is of utmost importance as previous studies primarily focused on psychological discomfort as a precursor to brand attitudes and outcomes without exploring its moderating effect. It calls for further investigations to elucidate the potency of this variable, thus laying the groundwork for future research in this area of study.

From a practical standpoint, negative online WOM significantly influences brand hatred and anti-brand activities. Taken from this study, managers can better understand the relationship between brands and customers with more multi-dimensional perspectives, primarily through negative aspects, to prepare, navigate, and manage negative information promptly. For example, managers must screen widely on both offline and online channels to avoid spillover scandals and false rumors on social networks, which cause customers to lose trust or doubt the brand. The spread of anti-brand information in virtual platforms might quickly generate, worsen, or avoid anti-brand behavior. Second, consumer discomfort also plays a considerable role, adversely affecting brand and customer relationships. To prevent future adverse brand outcomes and address any potential discomfort during consumer journeys, it is crucial to thoroughly investigate consumers' sentiments. This will help them improve brand outcomes.

5.3 Further Research

This paper, like any other study, acknowledges certain limitations. Firstly, it is essential to note that this study does not encompass all aspects of brand hate. Future research should explore different levels of brand hate to determine the extent to which negative online word-of-mouth can proliferate. Secondly, this study focuses primarily on social media; future investigations are recommended to expand to other platforms or communities to gain a more comprehensive understanding of the dynamics at play. Lastly,

there is a need to clarify further and elucidate how unpleasant psychology impacts the brand-consumer relationship and how this may vary depending on situational factors.

5. ACKNOWLEDGEMENT

This research is funded by University of Economics Ho Chi Minh City, Vietnam (UEH) under grant number 2023-07-12-1745.

6. REFERENCES

- [1] H. Xia *et al.*, “Smart recommendation for Tourist Hotels based on Multidimensional Information: A deep neural network model,” *Enterprise Information Systems*, vol. 17, no. 4, Aug. 2021.
- [2] N. A. Brabo, A. I. Karif, S. D. Lestari, and A. Sriyanto, “The effect of Brand Page Commitment, Brand Awareness, electronic word of mouth and brand image on purchase intention of Xiaomi Smartphone on social media in Indonesia,” *12th GLOBAL CONFERENCE ON BUSINESS AND SOCIAL SCIENCES*, vol. 12, no. 1, pp. 121–121, Oct. 2021.
- [3] R. Zhang and T. T. Tran, “Helping e-commerce consumers make good purchase decisions: A user reviews-based approach,” *E-Technologies: Innovation in an Open World*, pp. 1–11, 2009.
- [4] A. Siano, A. Vollero, and M. Palazzo, “Exploring the role of online consumer empowerment in reputation building: Research questions and hypotheses,” *Journal of Brand Management*, vol. 19, no. 1, pp. 57–71, Sep. 2011.
- [5] A. A. Chelliah, N. Nawaz, and V. Gajenderan, “User-generated content and its impact on brand attitude and purchase intentions,” *Impact of Artificial Intelligence, and the Fourth Industrial Revolution on Business Success*, pp. 421–432, Jul. 2022.
- [6] C.-L. Lin, S.-H. Lee, and D.-J. Horng, “The effects of online reviews on purchasing intention: The moderating role of need for cognition,” *Social Behavior and Personality: an international journal*, vol. 39, no. 1, pp. 71–81, Feb. 2011.
- [7] L. Dessart, C. Veloutsou, and A. Morgan-Thomas, “Consumer engagement in online brand communities: A Social Media Perspective,” *Journal of Product & Brand Management*, vol. 24, no. 1, pp. 28–42, Mar. 2015.
- [8] K. A. Herr and P. R. Mobily, “Complexities of pain assessment in the elderly clinical considerations,” *Journal of Gerontological Nursing*, vol. 17, no. 4, pp. 12–19, Apr. 1991.
- [9] C. Park and T. M. Lee, “Information direction, website reputation and Ewom Effect: A moderating role of product type,” *Journal of Business Research*, vol. 62, no. 1, pp. 61–67, Jan. 2009.

- [10] Y. Yoon, Z. Gürhan-Canli, and N. Schwarz, “The effect of Corporate Social Responsibility (CSR) activities on companies with bad reputations,” *Journal of Consumer Psychology*, vol. 16, no. 4, pp. 377–390, Jan. 2006.
- [11] A. Khare, L. I. Labrecque, and A. K. Asare, “The assimilative and contrastive effects of word-of-mouth volume: An Experimental Examination of online consumer ratings,” *Journal of Retailing*, vol. 87, no. 1, pp. 111–126, Mar. 2011.
- [12] M. Khammash and G. H. Griffiths, “‘arrivederci ciao.com, Buongiorno bing.com’—electronic word-of-mouth (ewom), antecedences and consequences,” *International Journal of Information Management*, vol. 31, no. 1, pp. 82–87, Feb. 2011.
- [13] H. Ninh Nguyen and T. Binh Nguyen, “Sense of online betrayal, Brand Hate, and outrage customers’ anti-brand activism,” *Innovative Marketing*, vol. 17, no. 4, pp. 75–87, Nov. 2021.
- [14] E. J. Arruda Filho and A. de Barcelos, “Negative online word-of-mouth: Consumers’ retaliation in the Digital World,” *Journal of Global Marketing*, vol. 34, no. 1, pp. 19–37, Jun. 2020.
- [15] R. V. Kozinets, “The field behind the screen: Using Netnography for marketing research in online communities,” *Journal of Marketing Research*, vol. 39, no. 1, pp. 61–72, Feb. 2002.
- [16] “Mehrabian, Albert and James A. Russell, a measure of arousal seeking tendency,” *Environment and Behavior*, vol. 5, no. 3, pp. 367–368, Sep. 1973.
- [17] C. Bonifield and C. Cole, “Affective responses to service failure: Anger, regret, and retaliatory versus conciliatory responses,” *Marketing Letters*, vol. 18, no. 1–2, pp. 85–99, Oct. 2006.
- [18] M. M. Lastner, J. A. Folse, S. M. Mangus, and P. Fennell, “The road to recovery: Overcoming service failures through positive emotions,” *Journal of Business Research*, vol. 69, no. 10, pp. 4278–4286, Oct. 2016.
- [19] Y. Azemi, W. Ozuem, and K. E. Howell, “The effects of online negative word-of-mouth on dissatisfied customers: A frustration–aggression perspective,” *Psychology & Marketing*, vol. 37, no. 4, pp. 564–577, Jan. 2020.
- [20] P. Rouliez, D. Tojib, and Y. Tsarenko, “The influence of online review exposure on reviewers’ intensity level of negative word of mouth,” *Journal of Hospitality & Tourism Research*, vol. 43, no. 5, pp. 712–733, Apr. 2019.
- [21] T. M. Tan, M. S. Balaji, E.-L. Oikarinen, S. Alatalo, and J. Salo, “Recover from a service failure: The differential effects of brand betrayal and brand disappointment on an exclusive brand offering,” *Journal of Business Research*, vol. 123, pp. 126–139, Feb. 2021.

- [22] T. Verhagen, A. Nauta, and F. Feldberg, “Negative online word-of-mouth: Behavioral indicator or emotional release?,” *Computers in Human Behavior*, vol. 29, no. 4, pp. 1430–1440, Jul. 2013.
- [23] M. Zeelenberg and R. Pieters, “Beyond valence in customer dissatisfaction,” *Journal of Business Research*, vol. 57, no. 4, pp. 445–455, Apr. 2004.
- [24] J. Yang and E. (Shirley) Mai, “Experiential goods with network externalities effects: An empirical study of online rating system,” *Journal of Business Research*, vol. 63, no. 9–10, pp. 1050–1057, Sep. 2010.
- [25] L. Zarantonello, S. Romani, S. Grappi, and R. P. Bagozzi, “Brand hate,” *Journal of Product & Brand Management*, vol. 25, no. 1, pp. 11–25, Mar. 2016.
- [26] S. U. Kucuk, “Macro-level antecedents of Consumer Brand Hate,” *Journal of Consumer Marketing*, vol. 35, no. 5, pp. 555–564, Nov. 2018.
- [27] M. A. Khan and M. S. W. Lee, “Prepurchase determinants of brand avoidance: The moderating role of country-of-origin familiarity,” *Journal of Global Marketing*, vol. 27, no. 5, pp. 329–343, Sep. 2014.
- [28] S. U. Kucuk, “What is brand hate?,” *Brand Hate*, pp. 17–36, 2016.
- [29] C. Zhang and M. Laroche, “Brand hate: A multidimensional construct,” *Journal of Product & Brand Management*, vol. 30, no. 3, pp. 392–414, Apr. 2020.
- [30] S. U. Kucuk, “Consumer brand hate: Steam rolling whatever I see,” *Psychology & Marketing*, vol. 36, no. 5, pp. 431–443, Dec. 2018.
- [31] S. Romani, S. Grappi, L. Zarantonello, and R. P. Bagozzi, “The revenge of the consumer! how brand moral violations lead to consumer anti-brand activism,” *Journal of Brand Management*, vol. 22, no. 8, pp. 658–672, Oct. 2015.
- [32] R. Iyer and J. A. Muncy, “Purpose and object of anti-consumption,” *Journal of Business Research*, vol. 62, no. 2, pp. 160–168, Feb. 2009.
- [33] L. Dessart, C. Veloutsou, and A. Morgan-Thomas, “Brand negativity: A relational perspective on anti-brand community participation,” *European Journal of Marketing*, vol. 54, no. 7, pp. 1761–1785, Jun. 2020.
- [34] I. Baghi and V. Gabrielli, “The role of betrayal in the response to value and Performance Brand Crisis,” *Marketing Letters*, vol. 32, no. 2, pp. 203–217, Jan. 2021.
- [35] Rodrigues, A. Brandão, and P. Rodrigues, “I can’t stop hating you: An anti-brand-community perspective on Apple Brand Hate,” *Journal of Product & Brand Management*, vol. 30, no. 8, pp. 1115–1133, Nov. 2020.
- [36] A. R. Johnson, M. Matear, and M. Thomson, “A coal in the heart: Self-relevance as a post-exit predictor of consumer anti-brand actions,” *Journal of Consumer Research*, vol. 38, no. 1, pp. 108–125, Jun. 2011.

- [37] M. Winchester, J. Romaniuk, and S. Bogomolova, "Positive and negative brand beliefs and brand defection/uptake," *European Journal of Marketing*, vol. 42, no. 5/6, pp. 553–570, May 2008.
- [38] S. Kristal, C. Baumgarth, and J. Henseler, "'brand play' versus 'Brand attack': The subversion of brand meaning in non-collaborative co-creation by professional artists and consumer activists," *Journal of Product & Brand Management*, vol. 27, no. 3, pp. 334–347, May 2018.
- [39] L. Dessart and B. Cova, "Brand repulsion: Consumers' boundary work with rejected brands," *European Journal of Marketing*, vol. 55, no. 4, pp. 1285–1311, Jan. 2021
- [40] A. Mushtaq and M. Sirajudeen, "A study on the relationship between loneliness and psychological distress among adults," *International Journal of Scientific and Research Publications (IJSRP)*, vol. 11, no. 4, pp. 137–148, Apr. 2021.
- [41] H. Wang, R. Batra, and Z. Chen, "The moderating role of dialecticism in consumer responses to product information," *Journal of Consumer Psychology*, vol. 26, no. 3, pp. 381–394, Nov. 2015.
- [42] J. Pang, H. T. Keh, X. Li, and D. Maheswaran, "'every coin has two sides': The effects of dialectical thinking and attitudinal ambivalence on psychological discomfort and consumer choice," *Journal of Consumer Psychology*, vol. 27, no. 2, pp. 218–230, Oct. 2016.
- [43] F. Boukamcha, "The impact of attitudinal ambivalence on Information Processing and resistance to anti-smoking persuasion," *Journal of Indian Business Research*, vol. 9, no. 1, pp. 2–19, Mar. 2017.
- [44] N. Akhtar, J. Sun, M. N. Akhtar, and J. Chen, "How attitude ambivalence from conflicting online hotel reviews affects consumers' behavioural responses: The moderating role of Dialecticism☆," *Journal of Hospitality and Tourism Management*, vol. 41, pp. 28–40, Dec. 2019.
- [45] Y. Hwang, S. Choi, and A. S. Mattila, "The role of dialecticism and reviewer expertise in consumer responses to mixed reviews," *International Journal of Hospitality Management*, vol. 69, pp. 49–55, Jan. 2018.
- [46] D. Bryson, G. Atwal, and P. Hultén, "Towards the conceptualisation of the antecedents of extreme negative affect towards luxury brands," *Qualitative Market Research: An International Journal*, vol. 16, no. 4, pp. 393–405, Aug. 2013.
- [47] B. Amezcua and C. Quintanilla, "When ewom becomes cynical," *International Journal of Consumer Studies*, vol. 40, no. 3, pp. 290–298, Apr. 2016.
- [48] S. U. Kucuk, "Negative double jeopardy: The role of anti-brand sites on the internet," *Journal of Brand Management*, vol. 15, no. 3, pp. 209–222, Jun. 2007.
- [49] J. Aschemann-Witzel, A. Giménez, and G. Ares, "Suboptimal Food, careless store? consumer's associations with stores selling foods with imperfections to counter

- food waste in the context of an emerging retail market,” *Journal of Cleaner Production*, vol. 262, p. 121252, Jul. 2020.
- [50] R. Aziz and Z. Rahman, “Brand hate: A literature review and future research agenda,” *European Journal of Marketing*, vol. 56, no. 7, pp. 2014–2051, Jul. 2022.
- [51] N. Donthu, S. Kumar, N. Pandey, N. Pandey, and A. Mishra, “Mapping the electronic word-of-mouth (ewom) research: A systematic review and Bibliometric analysis,” *Journal of Business Research*, vol. 135, pp. 758–773, Oct. 2021.
- [52] S. Molinillo, A. Japutra, B. Nguyen, and C.-H. S. Chen, “Responsible brands vs active brands? an examination of Brand Personality on Brand Awareness, Brand Trust, and Brand Loyalty,” *Marketing Intelligence & Planning*, vol. 35, no. 2, pp. 166–179, Apr. 2017.
- [53] A. Japutra, Y. Ekinci, and L. Simkin, “Positive and negative behaviours resulting from Brand Attachment,” *European Journal of Marketing*, vol. 52, no. 5/6, pp. 1185–1202, Feb. 2018.
- [54] J. K. Ayeh, N. Au, and R. Law, ““do we believe in TripAdvisor?’ examining credibility perceptions and online travelers’ attitude toward using user-generated content,” *Journal of Travel Research*, vol. 52, no. 4, pp. 437–452, Feb. 2013.
- [55] S. Krishnamurthy and S. U. Kucuk, “Anti-branding on the internet,” *Journal of Business Research*, vol. 62, no. 11, pp. 1119–1126, Nov. 2009.
- [56] S. U. Kucuk, “A semiotic analysis of consumer-generated antibranding,” *Marketing Theory*, vol. 15, no. 2, pp. 243–264, Jul. 2014.
- [57] S. Romani, S. Grappi, and D. Dalli, “Emotions that drive consumers away from brands: Measuring negative emotions toward brands and their behavioral effects,” *International Journal of Research in Marketing*, vol. 29, no. 1, pp. 55–67, Mar. 2012.
- [58] M. Fetscherin, “The five types of brand hate: How they affect consumer behavior,” *Journal of Business Research*, vol. 101, pp. 116–127, Aug. 2019.
- [59] S. Umit Kucuk and S. Krishnamurthy, “An analysis of consumer power on the internet,” *Technovation*, vol. 27, no. 1–2, pp. 47–56, Jan. 2007.
- [60] W. Ahmad and J. Sun, “Consumer distrust of Online Hotel Reviews Survey,” *PsycTESTS Dataset*, 2018.
- [61] S.-O. Leung, “A comparison of psychometric properties and normality in 4-, 5-, 6-, and 11-point Likert Scales,” *Journal of Social Service Research*, vol. 37, no. 4, pp. 412–421, Jul. 2011.
- [62] *Multivariate Data Analysis*, 8th edition: Joseph F Hair | Barry J. Babin | Rolph E. Anderson | William C. Black: 9789353501358: Amazon.com: Books, <https://www.amazon.com/Multivariate-Analysis-Joseph-Anderson-William/dp/9353501350> (accessed Jun. 2, 2024).

- [63] F. Jabeen, P. Kaur, S. Talwar, S. Malodia, and A. Dhir, "I love you, but you let me down! how hate and retaliation damage customer-brand relationship," *Technological Forecasting and Social Change*, vol. 174, p. 121183, Jan. 2022.
- [64] "ROP Volume 60 issue 4 cover and Front Matter," *The Review of Politics*, vol. 60, no. 4, 1998.
- [65] S. B. Green, "How many subjects does it take to do a regression analysis," *Multivariate Behavioral Research*, vol. 26, no. 3, pp. 499–510, Jul. 1991.
- [66] J. F. Hair Jr, M. Sarstedt, L. Hopkins, and V. G. Kuppelwieser, "Partial least squares structural equation modeling (PLS-SEM)," *European Business Review*, vol. 26, no. 2, pp. 106–121, Mar. 2014.
- [67] P. B. Bullen, "How to pretest and pilot A survey questionnaire," tools4dev, <https://tools4dev.org/resources/how-to-pretest-and-pilot-a-survey-questionnaire/> (accessed Jun. 2, 2024).
- [68] T. Rajic, I. Nikolic, and I. Milosevic, "The antecedents of smes' customer loyalty: Examining the role of service quality, Satisfaction and Trust," *Industrija*, vol. 44, no. 3, pp. 97–116, 2016.
- [69] H. Umar, *Metode Riset Bisnis: Panduan Mahasiswa Untuk Melaksanakan Riset Dilengkapi Contoh Proposal Dan Hasil Riset Bidang Manajemen Dan Akuntansi*. Jakarta: Gramedia Pustaka Utama, 2002.
- [70] *Partial least squares structural equation modeling (PLS-SEM) applications in economics and Finance*, Dec. 2021.
- [71] R. F. DeVellis, *Scale Development: Theory and Applications*. Sage Publications, 1991.
- [72] R. P. Bagozzi, "Alternative perspectives in philosophy of mind and their relationship to structural equation models in psychology," *Psychological Inquiry*, vol. 22, no. 2, pp. 88–99, Apr. 2011.
- [73] M. Hock and C. M. Ringle, "Local strategic networks in the software industry: An empirical analysis of the value continuum," *International Journal of Knowledge Management Studies*, vol. 4, no. 2, p. 132, 2010.
- [74] C. Fornell and D. F. Larcker, "Evaluating structural equation models with unobservable variables and measurement error," *Journal of Marketing Research*, vol. 18, no. 1, p. 39, Feb. 1981.
- [75] Hair J.F. *Multivariate Data Analysis (7th Edition)*. Prentice Hall. 2010
- [76] G.D. Garson. *Partial Least Squares: Regression and Structural Equation Models in Statistical Associates Blue Book Series*. Statistical Associates Publishing Statistical Associates Blue Book Series (2016). Available at: https://www.smartpls.com/resources/ebook_on_pls-sem.pdf

- [77] Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences* (2nd ed.). Hillsdale, NJ Lawrence Erlbaum Associates, publishers. - references - scientific research publishing, <https://www.scirp.org/reference/ReferencesPapers?ReferenceID=2041144> (accessed Jun. 2, 2024).
- [78] L. Cohen, A. Frazzini, and C. Malloy, *Hiring cheerleaders: Board appointments of “independent” directors*, Aug. 2008.
- [79] R. Joshi and R. Yadav, “Brand desire: Scale development and empirical examination,” *Journal of Asia-Pacific Business*, vol. 21, no. 3, pp. 169–184, Jul. 2020.
- [80] J. Yang and J. Mundel, “Effects of brand feedback to negative ewom on Brand Love/hate: An expectancy violation approach,” *Journal of Product & Brand Management*, vol. 31, no. 2, pp. 279–292, Jun. 2021.
- [81] M. Cioppi, I. Curina, B. Francioni, S. M. Hegner, and E. Savelli, “Brand hate and non-repurchase intention: The mediator role of word-of-mouth: An abstract,” *Enlightened Marketing in Challenging Times*, pp. 311–312, 2020.
- [82] I. Curina, B. Francioni, S. M. Hegner, and M. Cioppi, “Brand hate and non-repurchase intention: A service context perspective in a cross-channel setting,” *Journal of Retailing and Consumer Services*, vol. 54, p. 102031, May 2020.
- [83] A. Brandão and P. Popoli, “‘I’m hatin’ it’! negative consumer–brand relationships in online anti-brand Communities,” *European Journal of Marketing*, vol. 56, no. 2, pp. 622–650, Jan. 2022.
- [84] S. Mukherjee and N. Althuizen, “Brand activism: Does courting controversy help or hurt a brand?,” *International Journal of Research in Marketing*, vol. 37, no. 4, pp. 772–788, Dec. 2020.
- [85] J. Vredenburg, S. Kapitan, A. Spry, and J. A. Kemper, “Brands taking a stand: Authentic Brand Activism or woke washing?,” *Journal of Public Policy & Marketing*, vol. 39, no. 4, pp. 444–460, Aug. 2020.
- [86] A. Rahimah, H. P. Dang, T. T. Nguyen, J. M.-S. Cheng, and A. Kusumawati, “The subsequent effects of negative emotions: From brand hate to anti-brand consumption behavior under moderating mechanisms,” *Journal of Product & Brand Management*, vol. 32, no. 4, pp. 618–631, Dec. 2022.
- [87] G. Séré de Lanauze and B. Siadou-Martin, “Dissonant cognitions: From psychological discomfort to motivation to change,” *Journal of Consumer Marketing*, vol. 36, no. 5, pp. 565–581, Aug. 2019.
- [88] N. A. Anaza *et al.*, “Customer-brand disidentification: Conceptualization, scale development and validation,” *Journal of Business Research*, vol. 133, pp. 116–131, Sep. 2021.

