

MAPPING THE EVOLUTION OF BRAND HATE: A COMPREHENSIVE BIBLIOMETRIC ANALYSIS

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ABSTRACT

*Given the recent rise in both academic and practical interest in understanding the phenomenon of brand hate, there is a pressing need to consolidate and synthesize the relevant literature. This study provides a comprehensive bibliometric analysis of brand hate, addressing the significant expansion of research in this domain over more than a decade. Based on Scopus and Web of Science databases and Bibliometrix software, we analyzed 88 articles published between 2010 and May 2024. Our analysis reveals a robust annual growth rate of 17.88%, with notable contributions from key journals such as the *Journal of Product and Brand Management* and emerging journals such as the *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior*. The social structure of the research highlights extensive international collaboration, with significant contributions from institutions across Europe, Asia, and North America. Conceptually, this study identifies key antecedents of brand hate (negative past experiences, symbolic incongruity, and ideological incompatibility) and behavioral outcomes (negative word of mouth, brand avoidance, and brand retaliation). The thematic evolution of brand hate research is mapped across four distinct periods, illustrating a progression from foundational concepts to more nuanced and complex issues, including the role of social media, anti-brand communities and artificial intelligence. This study not only delineates the current landscape of brand hate research but also offers valuable insights for future research directions, emphasizing the importance of interdisciplinary approaches and the integration of advanced analytical tools such as artificial intelligence. Understanding the dynamics of brand hate is crucial for marketers and brand managers to develop strategies to mitigate its impact and enhance brand resilience.*

INTRODUCTION

The groundbreaking contributions of Aaker and Biel (1993) and Fournier (1998) marked a profound paradigm shift in marketing research and practice. This shift transitioned the discipline from a transactional perspective to a relationship-based approach. According to this new paradigm, consumers engage with brands as if they were human beings, allowing them to share emotions and feelings.

Consumer-brand relationships predominantly emphasize positive aspects, often overlooking negative facets (Aziz & Rahman, 2022). Kucuk (2019a, p. 4) suggests that the lack of research on negative consumption emotions is partly due to inherent human tendencies, including those of researchers, to downplay negative emotions. However, consumers gained a platform to truthfully express their authentic and sometimes darker emotions and behaviors with the emergence of the internet and its consequential features—such as anonymity, non-face-to-face communication, and market democratization (Kucuk, 2020). This pivotal juncture has prompted

scholars to focus on exploring negative consumer-brand relationships, specifically delving into the most extreme manifestation: brand hate.

In the early exploration of this domain, Grégoire et al. (2009) implicitly conceptualized brand hate. Their work demonstrated that consumer emotions towards brands can shift dramatically from love to hate, leading to brand avoidance and consumer revenge. Similarly, Krishnamurthy and Kucuk (2009) introduced the concept of “Negative Double Jeopardy,” which indicates that brands attracting more lovers also attract more haters involved in anti-branding activism. As a result, scholars began to explore the adverse dimensions of consumer-brand relationships more deeply, recognizing the need to balance the predominantly positive focus of earlier research. Thus began the systematic investigation of brand hate with the seminal work of Kucuk (2010).

Conceptually, Brand hate can be simplified as the most negative emotion that consumers can feel towards a brand (Bryson *et al.*, 2013). In a more advanced conceptualization, aligned with the triangular theory of hate (Sternberg & Sternberg, 2008), brand hate is “*Consumer detachment and aversion from a brand and its value systems as a result of constantly happening brand injustices that leads to intense and deeply held negative consumer emotions; A compound of emotions of disgust, contempt and anger leading to formation of seven types of brand hatred*” (Kucuk, 2019a, p. 28).

Brand hate is harmful to businesses. It leads to various negative reactions towards, such as brand avoidance (Hegner et al., 2017), brand retaliation (Noor et al., 2022) brand switch (Fetscherin, 2019), negative word-of-mouth (Costa & Azevedo, 2023) and brand boycott (Nguyen & Nguyen, 2021). Marketers have already recognized the damage of brand hate, specifically with the multiplication of anti-brand communities in the digital sphere (Itani, 2021; Krishnamurthy & Kucuk, 2009; Rodrigues *et al.*, 2021; Roy et al., 2022). Additionally, multiple cases illustrated the damage of brand hate in today’s market. For instance, Thecustomer.net (2021) found that big brands such as Sony, Uber, KFC, Apple, Microsoft and many others are the most hated brands around the globe based on consumers' tweets. Moreover, scholars have shown increasing interest in investigating brand hate. As Yadav and Chakrabarti (2022, p. 2), noted “*Brand hate literature has witnessed an exponential growth in the last couple of years... almost 60% of the articles selected for this review were published in just the last two and half years (Jan 2019–June 2021)*”.

Given the noteworthy expansion in brand hate literature spanning over a decade, a pressing need exists to consolidate and synthesize the relevant literature. Consequently, the central aim of this article is to undertake an exhaustive and in-depth bibliometric study of this rapidly evolving domain. This study addresses the existing research gap by comprehensively analyzing brand hate research's productivity, social, and conceptual structures. To do so, we aim to answer the following questions:

What are the main trends in the productivity structure of brand hate research, including the number of publications, main sources, annual growth, and authors' productivity?

How is the social structure of brand hate research characterized in terms of countries, universities, and collaboration networks?

What are the key themes and conceptual trends in brand hate research, and how have they evolved?

By answering these questions, this article contributes to brand hate literature by consolidating existing knowledge and identifying underexplored areas. Second, it identifies key publications, influential authors, and major collaborative networks, revealing gaps in research coverage. Finally, by mapping key themes and conceptual trends, the study provides a roadmap

for future research and suggests new directions for exploration. Furthermore, understanding these dynamics is also crucial for marketers and brand managers to develop strategies to eliminate/mitigate brand hate and enhance brand resilience and recovery.

Following the introductory section, the subsequent part will outline the research methodology, including a detailed description of the selected databases and the bibliometric analysis methods employed. Subsequently, the results garnered from our study will take center stage, encompassing the productivity structure, social structure, and conceptual structure within the brand hate literature domain. Following this, we will present a comprehensive conclusion and discussion, accompanied by an exploration of the contributions made by the study and an acknowledgment of its inherent limitations.

METHODOLOGY

Hart (1998) states that the literature review is fundamental to any comprehensive research endeavor. It establishes a robust foundation for the research by systematically evaluating and synthesizing existing scholarly work on the topic. This process helps to identify research gaps in the current body of knowledge and aids in framing the research within the broader academic context. By examining previous studies, researchers can pinpoint important variables, methodologies, and theoretical frameworks relevant to their study. A thorough literature review also provides insights into the historical development and current trends in the research area, enabling researchers to position their work within the ongoing debates and advancements. This meticulous synthesis of prior research ensures that the new study contributes meaningfully to the field, avoids redundancy, and builds upon the accumulated knowledge, thereby advancing scholarly understanding and innovation.

In evaluating the literature, distinct yet complementary approaches are employed: bibliometric analysis, systematic reviews, meta-analysis, and scoping reviews. Bibliometric analysis employs quantitative techniques to analyze patterns in scientific literature, focusing on citation metrics, publication counts, and network visualizations to assess research impact, collaboration, and trends (Aria & Cuccurullo, 2017). This method leverages large datasets from bibliographic databases such as Scopus and Web of Science to provide a macro-level view of scientific activity, identifying influential works and emerging research areas. For example, Egan and Aron (2022) used this method to conduct an ego-centric bibliometric analysis of H. Keith Hunt's contributions, elucidating his influence on the consumer behavior field. Their study demonstrates how bibliometric approaches can uncover scholarly impact and the interconnectedness of researchers within a particular domain.

In contrast, systematic reviews adopt a rigorous qualitative approach to synthesizing research evidence on a specific question by following predefined protocols for study selection, data extraction, and critical appraisal (Assoud & Berbou, 2023). This method minimizes bias by providing a comprehensive and transparent summary of existing research, often incorporating meta-analytic techniques to aggregate findings across studies. Meta-analysis, as exemplified by Wright and Larsen (1993) and Curtis *et al.* (2011), quantitatively synthesizes results from multiple studies to draw more generalizable conclusions, particularly useful for evaluating the overall effect size across studies. Another form of review is the scoping review, designed to map the extent, range, and nature of research activities, especially in emerging or complex fields where the literature is diverse regarding methods and topics. Scoping reviews, such as the one conducted by Nowak *et al.* (2023) on service failure-recovery literature, provide a broad overview of the

available research, helping to identify key concepts, gaps, and future research directions without focusing on the statistical synthesis of study results as meta-analyses do.

Using bibliometric analysis to study the phenomenon of brand hate offers a novel and distinctive approach compared to previous systematic reviews. Traditional systematic reviews, such as those by Yadav and Chakrabarti (2022), Aziz and Rahman (2022) and Assoud and Berbou (2023), qualitatively compile and synthesize research findings through predefined protocols, providing comprehensive overviews of existing literature and identifying gaps for future research within the brand hate landscape. However, a bibliometric study uses quantitative techniques to analyze the structural and dynamic aspects of the scientific literature on brand hate. This method enables the visualization of research trends, the identification of influential works, authors, and institutions, and mapping intellectual networks within the field (Aria & Cuccurullo, 2017). By leveraging citation analysis, co-authorship patterns, and keyword co-occurrences, a bibliometric approach offers insights into the evolution and dissemination of brand hate research that other types of reviews may overlook. This quantitative perspective complements the qualitative insights from previous systematic reviews (Mushtaq et al., 2024) and highlights the broader impact and interconnectedness of research contributions, thus providing a more comprehensive understanding of the field's development.

Data gathering from Scopus and Web of Science

In the current bibliometric study on brand hate, we selected Scopus and Web of Sciences databases due to their extensive and comprehensive coverage of scientific literature. For instance, Scopus indexes over 33 million records, including articles from more than 15,000 peer-reviewed journals across various disciplines such as Social Sciences, Business, and economics (Vieira & Gomes, 2009). Additionally, Scopus offers a broader scope of coverage, indexing 59% of journals and 63% of articles, compared to Web of Science's 35% of journals and 40% of articles (Echchakoui, 2020). This extensive coverage ensures a more comprehensive collection of relevant literature, enhancing the robustness of our analysis. Furthermore, Scopus is noted for its superior journal selection (Goodman, 2007), which is crucial for accessing high-quality and impactful studies pertinent to our research. The specific query used was:

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( KEY ( brand AND hate ) OR KEY ( brand AND hate ) ) AND ( LIMIT-TO ( SUBJAREA , "BUSI" ) OR LIMIT-TO ( SUBJAREA , "SOCI" ) OR LIMIT-TO ( SUBJAREA , "ECON" ) OR LIMIT-TO ( SUBJAREA , "COMP" ) OR LIMIT-TO ( SUBJAREA , "PSYC" ) OR LIMIT-TO ( SUBJAREA , "DECI" ) OR LIMIT-TO ( SUBJAREA , "ARTS" ) ) AND ( LIMIT-TO ( DOCTYPE , "ar" ) ) AND ( LIMIT-TO ( PUBSTAGE , "final" ) ) AND ( LIMIT-TO ( LANGUAGE , "English" ) ) AND ( LIMIT-TO ( SRCTYPE , "j" ) ) .
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This query ensured that only articles specifically dedicated to the topic of brand hate were included, covering various subject areas such as Business, Sociology, Economics, Computer Science, Psychology, Decision Sciences, and Arts. It focused on articles in English, published in journals, and in their final publication stage, ensuring the inclusion of high-quality and relevant literature. Finally, no time span was specified.

It is worth highlighting that a similar query was executed in the Web of Science Database, where the number of articles was 86. Therefore, we decided to use the Scopus database since it covers 88 articles, including those indexed in Web of Science. This overlap is common in bibliometric studies as both Scopus and Web of Science are extensive databases that cover a wide

range of scientific disciplines and journals. Utilizing both ensures a broader and more comprehensive literature search, but also means there will be some redundancy in the articles retrieved from each database. By combining data from both sources, the study ensured the inclusion of all relevant literature, ultimately enhancing the robustness of the analysis.

Data preprocessing and cleaning

Data Preprocessing and cleaning were critical steps to ensure the accuracy and reliability of the bibliometric analysis (Aria and Cuccurullo, 2017). After retrieving the articles, a rigorous preprocessing phase was undertaken. This included the deduplication of records to remove any duplicate entries resulting from the overlap between Scopus and Web of Science. Following this, an inclusion verification process was conducted, where each article was manually reviewed to confirm its relevance to the topic of brand hate. Only articles that met the predefined criteria were retained for analysis. Additionally, normalization of data was performed, standardizing author names, journal titles, and keywords to ensure consistency across the dataset. This meticulous preprocessing ensured that the final dataset was both accurate and comprehensive, providing a solid foundation for the subsequent bibliometric analysis.

Data Analysis via Bibliometrix

The analysis was conducted using the Bibliometrix package under the R programming language, which provided robust tools for importing, analyzing, and visualizing bibliometric data (Aria and Cuccurullo, 2017). This method enables a quantitative assessment of the research's evolution, dissemination, and impact on brand hate, offering a unique and original perspective that complements the qualitative insights from previous systematic reviews. In this study, we employed Biblioshiny, an innovative web-based application that integrates seamlessly with the Bibliometrix R package, offering an intuitive interface for conducting comprehensive bibliometric analysis. Introduced by Aria and Cuccurullo (2017), Biblioshiny leverages the robust functionalities of Bibliometrix, allowing users to perform sophisticated analyses such as co-citation, bibliographic coupling, and thematic mapping without requiring advanced programming skills. This tool facilitates the exploration and visualization of scientific literature, making bibliometric techniques more accessible to researchers across various disciplines. The application's user-friendly design and powerful analytical capabilities significantly enhance the ability to systematically map and interpret research trends and intellectual structures within a field (Aria and Cuccurullo, 2017)

Results

The results of this bibliometric study on brand hate are organized into three main sections: productivity structure, social structure, and conceptual structure. This organization permits a comprehensive examination of the field from different angles, providing insights into the trends, collaborations, and thematic developments in brand hate research.

PRODUCTIVITY STRUCTURE

To begin with, we examine the productivity structure of brand hate research, focusing on key metrics such as the number of publications, main sources, annual growth rate, and authors' productivity and impact.

Main Information of Brand Hate Research

Table 1 presents an overview of bibliometric data concerning publications on brand hate indexed in the Scopus and Web of Sciences databases from 2010 to May 2024. This period shows

that brand hate topic started to gain scholars' attention in 2010. The analysis covers 88 articles distributed across 54 journals, reflecting the interdisciplinary interest in brand hate. The annual growth rate for these publications is 17.88%, indicating a robust increase in research output over the studied period. This growth underscores brand hate's escalating academic and practical relevance in contemporary business and social environments.

Table 1
Main information of Brand Hate publications
in Scopus and Web of Sciences databases

Description	Results
Timespan	2010- May 2024
Journals	54
Articles	88
Annual Growth Rate (%)	17.88
Document Average Age	2.91
Average citations per doc	25.31
References	6070
Keywords Plus (ID)	76
Author's Keywords (DE)	289
Authors	208
Authors of single-authored docs	5
Single-authored docs	8
Co-Authors per Doc	3.08
International co-authorships (%)	45.45

Key metrics, such as the average citations per document, stand at 25.31, highlighting these articles' significant impact and recognition within the scholarly community. The average age of the documents is relatively low at 2.91 years, suggesting that the field is active and continuously developing with new insights. The total number of references cited in these articles is 6070, which points to extensive research foundations and interactions within related literature.

This study involves 208 authors, with only five authors having single-authored documents, indicating a strong preference for collaborative research, evidenced further by an average of 3.08 co-authors per document. International collaborations constitute 45.45% of the total, illustrating brand hate research's global scope and relevance. This extensive collaboration could be driven by brand hate's complex, multifaceted nature, requiring diverse perspectives and expertise. The richness of the research is also reflected in the variety of keywords used, with 289 author's keywords and 76 Keywords Plus, indicating a dynamic and expanding scope of investigation into brand hate phenomena.

Annual Scientific Production

Table 2 provides a comprehensive view of the annual scientific production on the topic of brand hate from 2010 to 2024. Over these 15 years, 88 articles were published, cumulatively garnering 2,227 citations, indicating sustained academic interest in this subject. The distribution

of publications and citations over the years is uneven, with several years showing zero articles published and others, notably from 2019 to 2022, showing a marked increase in productivity. This pattern suggests that the field may have experienced phases of heightened research activity, possibly driven by emerging trends or shifts in theoretical or practical perspectives within the study of brand hate.

Table 2
Annual Scientific Production

Year	Articles	Total Citation	Total Citation mean	Citable Years
2010	1	44	44	15
2011	0	0	0	0
2012	0	0	0	0
2013	1	107	107	12
2014	0	0	0	0
2015	1	122	122	10
2016	0	0	0	0
2017	3	382	127.33	8
2018	4	203	50.75	7
2019	7	485	69.29	6
2020	12	302	25.17	5
2021	13	263	20.23	4
2022	19	257	13.53	3
2023	17	59	3.47	2
2024	10	3	0.3	1
Total	88	2227	-	-

The results also reveal interesting patterns in the publication trends of brand hate research, with some notable anomalies. For example, the years 2011, 2012, 2014, and 2016 show no published articles, possibly due to shifts in research priorities or the focus on other topics in consumer behavior. In contrast, the period from 2017 to 2021 shows a significant increase in publications, particularly in 2017, which coincides with the release of S. Umit Kucuk's (2016) influential book, *"Brand Hate: Navigating Consumer Negativity in the Digital World."* This book likely spurred a wave of research, bringing the topic of brand hate into sharper academic focus, especially in the digital context. Additionally, the publication of a study by a consumer platform at the end of 2021, titled *"The Most Hated Brands in Every Country"*, partially explains the continued increase in research activity post-2021, as it brought widespread attention to brand hate phenomena on a global scale (Thecustomer.net, 2021). These trends highlight the dynamic nature of brand hate research, where key publications, consumer studies, and evolving digital contexts have driven scholarly interest, reflected in the rise and fall of publication and citation numbers.

The citation impact of articles varies significantly throughout the period, with earlier articles, particularly those from 2013 and 2015, receiving an impressively high number of citations per article, indicating their substantial influence and relevance within the field. In contrast, articles from recent years, specifically from 2023 onwards, show a drastic decline in citation impact. This

trend might be influenced by the recency of the publications, which have had less time to accumulate citations and possibly points to a saturation in the field or a pivot towards new, yet-to-be-established sub-themes within the broader topic of brand hate.

Additionally, the decline in average citations per article in recent years could reflect a broader dissemination of research efforts across more specific or niche topics, resulting in a wider but less concentrated citation impact. The 'Citable Years' indicating the number of years each set of publications has had to accrue citations, highlights this trend. It shows that although the number of publications has increased recently, their relative citation impact has not kept pace. This aspect of the data may suggest a need for a strategic refocus within the research community toward areas of the topic that are both innovative and more directly impactful.

Most Relevant Sources

This study's most relevant sources are those that have published more than two articles. This threshold ensures that the journals included have a recurring role in disseminating research on this subject rather than those that may have only occasionally published articles on brand hate. By setting this minimum, we focus on sources that contribute consistently to the field, providing a clearer view of the main academic channels through which brand hate research is communicated. Table 3 summaries our findings.

Table 3
Most Relevant Sources

Sources	Articles	H index	TC	PY	Zone
<i>Journal of Business Research</i>	9	5	195	2019	Zone 1
<i>Journal of Product and Brand Management</i>	9	8	632	2017	Zone 1
<i>Journal of Brand Management</i>	5	5	315	2010	Zone 1
<i>Journal of Consumer Marketing</i>	5	4	133	2018	Zone 1
<i>European Journal of Marketing</i>	2	2	58	2021	Zone 1
<i>Frontiers in Psychology</i>	2	2	16	2021	Zone 2
<i>Journal of Business Strategy</i>	2	1	11	2022	Zone 2
<i>Journal of Islamic Marketing</i>	2	2	61	2020	Zone 2
<i>Journal of Marketing Management</i>	2	1	98	2019	Zone 2
<i>Journal of Retailing and Consumer Services</i>	2	1	69	2020	Zone 2
<i>Psychology and Marketing</i>	2	1	66	2019	Zone 2
<i>Qualitative Market Research</i>	2	2	109	2013	Zone 2
<i>Scientific Annals of Economics and Business</i>	2	1	4	2022	Zone 2
<i>Sustainability (Switzerland)</i>	2	2	19	2020	Zone 2

Notes: Total Citations (TC); Publication year start (PY); Zone (Clustering using Bradford's law).

Our findings also outline the journals central to brand hate research, categorized by impact and relevance as per Bradford's Law into Zones 1 and 2. Aria and Cuccurullo (2017) explain that Bradford's Law is a bibliometric principle describing articles' distribution across journals within a specific field. It posits that journals can be divided into three zones of diminishing productivity: a

small core of journals that publish the majority of relevant articles (Zone 1), a larger group of journals with moderate output (Zone 2), and a broad set of journals contributing minimally to the overall literature (Zone 3). This pattern indicates that most research on a given topic is concentrated in a few key sources. As one moves away from these core journals, the number of articles per journal decreases even as the number of journals increases. This insight is particularly useful for understanding the concentration of academic research and guiding literature review strategies and library collections.

Our results uncover the significant concentration of brand hate research within a select journal aligned with Bradford's Law. This zoning effectively delineates the most impactful journals (Zone 1) from those that, while still contributing valuable insights, have a more moderate output (Zone 2). Zone 1 journals, such as the "Journal of Product and Brand Management" and "Journal of Business Research," have a high volume of articles and boast substantial total citations and h-indexes, underscoring their pivotal role in the field. The "Journal of Product and Brand Management" stands out with the highest h-index of 8 and an impressive 632 total citations, indicating its central role in shaping the discourse around brand hate. These Zone 1 journals are foundational, housing seminal works that have broadly influenced subsequent research and discussions within the academic community.

The publication start year offers insights into the temporal dynamics of journal contributions. For example, "*Journal of Brand Management*" starting its contributions in 2010, is one of the earliest significant contributors, setting the stage for ongoing discourse in this area. More recent entries like "European Journal of Marketing" and "Journal of Business Strategy" from 2021 and 2022 illustrate the evolving nature of brand hate research, introducing fresh perspectives and new theoretical advancements into the field.

In addition, we have captured some emerging journals in the brand hate literature that have started to publish related works. For instance, *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior* has published several significant articles related to brand hate. Notably, Madadi *et al.* (2021) presented a comprehensive brand love/hate, illustrating the duality and interplay between these strong consumer emotions. Gumparthy *et al.* (2021) conducted a turning point analysis of brand love trajectories, which indirectly sheds light on how shifts in brand love can lead to or coexist with brand hate. Karani (2021) explored the concept of forgiving a loved brand after a transgression, an essential aspect of understanding how consumers might transition from hate to reconciliation. Lastly, Nowak *et al.* (2023) conducted a scoping review mapping the service failure-recovery literature, highlighting brand hate as a critical outcome of service failures.

In summary, the strategic categorization into zones according to Bradford's Law and the analysis of publication years and citation metrics provide a comprehensive overview of the landscape of brand hate research. This categorization helps identify not only where significant research is concentrated but also how it has evolved and expanded over time, reflecting both the depth and the dynamism of the field.

Most Productive and Impactful Authors

To systematically identify the key contributors in the field of brand hate, we aggregated and analyzed bibliometric data from several distinct yet related segments: "Most Relevant Authors," "Authors' Production Over Time," and "Authors' Local Impact." This data was gathered and processed using the Bibliometrix software, known for its robust analytical capabilities.

Our selection criteria were stringent: only authors who had published more than two articles, garnered at least 20 total citations, and held an h-index greater than two were included in

our analysis. This approach enabled us to construct a comprehensive list of most productive and impactful authors (Table 4), effectively integrates both quantitative impact metrics and qualitative insights. Each author's active periods and impacts are detailed, clearly depicting their contributions to the field. This methodical compilation highlights the significant figures in brand hate research. It offers a deeper insight into the evolution of this research area and the scholars who have played pivotal roles in its development.

Table 4 illuminates the scholarly landscape of brand hate research by identifying the most productive authors in the field. A closer examination reveals that authors such as BRANDÃO A and KUCUK SU are among the most prolific, with BRANDÃO A leading with six published articles since 2021 and KUCUK SU closely following with five articles since 2010. These figures highlight their consistent output and ability to engage the academic community, as reflected in their substantial total citations—119 and 190, respectively. This productivity indicates an ongoing engagement with the evolving discussions in brand hate research, showcasing that these authors are frequent contributors and key figures in shaping the discourse within this domain.

Regarding impact, the h-index and total citations measure the depth and breadth of an author's influence in the field. FETSCHERIN M stands out with an h-index of 3 and an impressive 417 total citations from just four articles, indicating his work is prolific, highly influential, and foundational to the field. Similarly, VELOUTSOU C, despite having fewer articles, demonstrates significant scholarly impact with a total of 238 citations, underscoring the high relevance and utility of her research to other academics and practitioners. These metrics suggest that while some authors may not be the most prolific regarding article count, their work profoundly affects how brand hate is understood and studied, contributing valuable insights that drive the field forward.

Historiograph of Authors

After analyzing the most productive and impactful authors, examining the historiograph of key contributors to brand hate literature is insightful. A historiograph provides a chronological visualization of significant authors' contributions, illustrating the development and progression of the field over time. Figure 1 highlights pivotal moments and influential works that have shaped the trajectory of brand hate research.

The historiograph of authors (Figure 1) provides a comprehensive visualization of the chronological development and influential contributions in the field of brand hate research. The diagram highlights key publications and their interconnections, revealing scholarly work's progression and cumulative nature in this domain. The early foundational works, such as Kucuk's (2010) publication, laid the groundwork for subsequent studies by introducing critical frameworks and theoretical insights. Bryson *et al.* (2013) work marks another pivotal point, significantly influencing later research through its innovative contributions. Romani *et al.* (2015) publication further expanded the theoretical landscape, demonstrating the evolving understanding of brand hate and its implications.

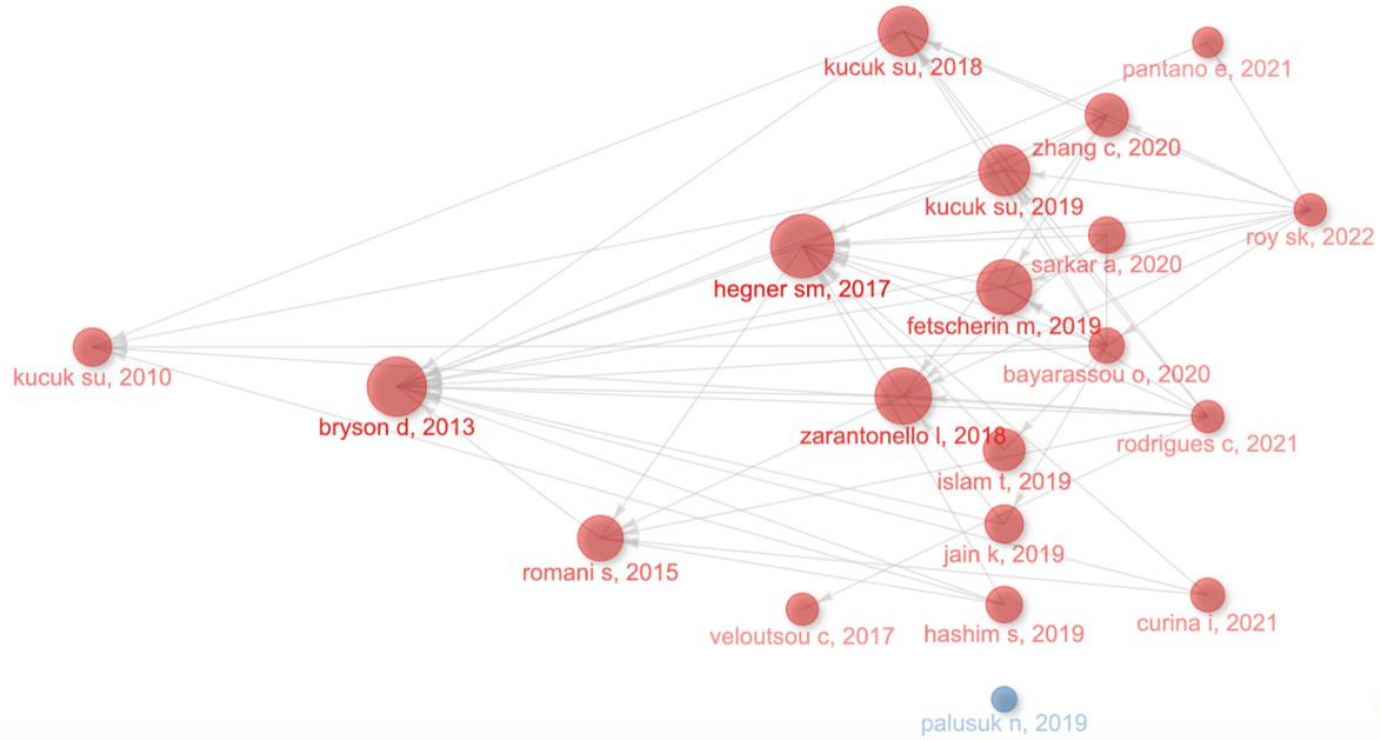
Table 4
Most Productive and Impactful Authors

Author	H Index	TC	(N)	Production Over Time	Notes
Fetscherin, M.	3	417	4	2017: 202 TC; 2018: 108 TC; 2019: 105 TC; 2023: 2 TC	Extensive citations, high impact
Hegner, SM	2	270	2	2017: 270 TC	Significant contributions in a short span
Veloutsou, C.	2	238	3	2017: 160 TC; 2019: 78 TC	Consistent production with a substantial impact
Grappi, S.	2	230	2	2015: 230 TC	High-impact research with foundational studies
Romani, S.	2	230	2	2015: 230 TC	Pivotal contributions in brand hate research
Zarantonello, L.	2	230	2	2015: 230 TC	Notable for impactful research on brand hate
Kucuk, S.U.	4	190	5	2010 : 44 TC; 2018: 59 TC; 2019: 66 TC; 2020: 19 TC; 2022: 2 TC	Prolific and influential over a decade
Brandão, A.	4	119	6	2021: 79 TC; 2022: 36 TC; 2023: 4 TC	Recent contributions with rapid influence
Atwal, G.	2	118	3	2013: 107 TC; 2022: 11 TC	Longstanding contributions with varying impact
Bryson, D.	2	118	2	2013: 118 TC	Early contributions with lasting impact
Cioppi, M.	2	93	2	2020: 93 TC	Notable impact in recent years
Curina, I.	2	93	2	2020: 93 TC	Significant recent contributions
Francioni, B.	2	93	2	2020: 93 TC	Important studies with growing citations
Attiq, S.	3	85	4	2019: 68 TC; 2020: 9 TC; 2022: 5 TC; 2023: 3 TC	Steadily contributing significant work

Zhang C.	3	80	3	2020: 80 TC	Emerging as a key contributor in recent years
Khokhar, M.N.	2	73	2	2019: 73 TC	Notable for significant citations per article
Iain, K.	3	65	4	2019: 65 TC	Consistent relevance and impact in research
Sharma, I.	3	65	4	2019: 65 TC	Similar trajectory to Jain K in impact
Sarkar, A.	2	54	2	2020: 54 TC	Recent contributions with notable impact
Sarkar, J.G.	2	54	2	2020: 54 TC	Growing influence in brand hate research
Kaufmann, H.R.	2	43	2	2018: 43 TC	Consistent contributions since 2018
Loureiro, S.M.C.	2	43	2	2018: 43 TC	Solid contributions with increasing citations
Popoli, P.	2	38	3	2022: 38 TC	Rapid influence growth in recent years
Platania, S.	2	35	3	2017: 35 TC	Steady contributions with a focus on brand hate
Hashim, S.	2	35	2	2018: 35 TC	Significant work with steady citation growth
Morando, M.	2	33	2	2017: 33 TC	Important early contributions
Santisi, G.	2	33	2	2017: 33 TC	Steady impact since 2017 in brand hate research
Yadav, R.	2	21	2	2021: 21 TC	Emerging author with notable recent impact

Notes: Total Citation (TC); Number of articles (N)

Figure 1
Historiograph of Authors



The historiograph also illustrates the growth and diversification of the field over time, with notable contributions from authors such as Hegner *et al.* (2017) and Zarantonello *et al.* (2018), who significantly advanced the discourse on brand hate. Fetscherin's (2019) publication stands out as a recent high-impact work, indicating ongoing theoretical refinement and empirical exploration. Emerging scholars like Zhang and Laroche (2020), Sarkar *et al.* (2020), and Roy *et al.* (2022) represent the latest developments and thematic expansions within the field. The dense network of citations connecting these works underscores brand hate research's interconnected and collaborative nature, highlighting how contemporary studies build upon and extend the foundational knowledge established by earlier contributions. This visualization maps the intellectual trajectory of brand hate research and underscores the dynamic and cumulative advancement of knowledge within this important area of marketing scholarship.

SOCIAL STRUCTURE

With a clear understanding of the productivity trends, we now focus on the social structure of brand hate research, identifying key contributors and the extent of international collaboration. We will present the most relevant affiliations, the most productive countries, and the countries' collaboration world map.

Most Relevant Affiliations

Table 5 offers a compelling look at the dynamism in brand hate research, highlighting how longstanding and emerging academic institutions are contributing to the discourse.

Notably, universities like the University of Glasgow and the University of Porto exemplify the established contributors that have steadily increased their research output over the years. Their growth reflects a deepening commitment and expertise in brand hate studies, with Glasgow peaking in 2024 after consistent growth since 2017. On the other hand, institutions such as Amity University and the University of Urbino are relative newcomers who have rapidly escalated their research contributions quickly. These institutions made significant contributions only in the last few years leading up to 2024, indicating a dynamic shift where new entrants quickly become key players in shaping the research landscape.

Geographically, our results show a diverse range of institutions across continents actively engaged in brand hate research, illustrating the global relevance of the topic. The University of Glasgow in the UK and the University of Porto in Portugal signify the strong European interest in this area. At the same time, COMSATS University Islamabad in Pakistan and Amity University in India represent significant contributions from Asia. This geographic variance underscores the universal nature of brand hate as a subject of academic inquiry and suggests varied cultural and market contexts in which these studies are embedded. Each region's unique socio-economic backdrop may influence the thematic and methodological approaches to brand hate, enriching the global understanding of how brands navigate negative consumer perceptions across different cultural landscapes.

Most Productive Countries

Table 6 reveals significant contributions from various countries to brand hate research, each demonstrating unique strengths in the global academic landscape.

First, India has the highest author appearances, indicating an active and collaborative research community deeply engaged in brand hate studies. This metric reflects India's expansive

involvement and substantial role within the international research community. Second, The USA dominates in the number of corresponding authors, underscoring its central role in spearheading research initiatives and shaping the discourse in brand hate studies. This score indicates a leadership position in coordinating and advancing research projects. Third, the United Kingdom holds the highest total citations, highlighting the significant global impact and the high relevance of its research outputs. This conclusion points to the authoritative and influential nature of the UK’s contributions to the field. Finally, Germany has the highest average citations per article, suggesting that although its total research output is the smallest, the contributions are highly influential and pivotal within the brand hate research domain. This outcome emphasizes the quality and substantial impact of German research.

Table 5
Most Relevant Affiliations

Affiliation	Total Articles	Dynamic Production Overview
University of Glasgow	6	A steady increase from 2017, peaking in 2024, with consistently high production from 2019.
Comsats University Islamabad	5	Initial publications in 2019, a notable rise in 2021, maintaining high output through 2024.
Institute of Management Technology Ghaziabad	5	Initiated contributions in 2020, rapidly achieving and maintaining high output by 2024.
University of Porto	7	Started slow, escalating quickly in 2022 and peaking by 2023 with sustained output.
Universiti Malaysia Sarawak	4	Consistent output from 2018, maintaining four articles annually from 2019.
Rennes School of Business	4	It began with significant contributions in 2019, with a stable increase to four articles by 2024.
Sukkur Iba University	4	Active from 2020, consistently maintained four articles annually through 2024.
University of Catania	4	Started contributing in 2020, ramping up to steady production by 2024.
Amity University	4	Began contributions in 2021 and quickly ramped up to consistent production by 2024.
University of Urbino	4	All contributions made from 2021 through 2024 show focused effort in recent years.
University of Professional Studies	4	Initiated active research output in 2022, maintaining it through 2024.
University of Minho	4	Late contributions begin in 2023 and will double by 2024.

Table 6
Most Productive Countries

Country	Author Appearances	Corresponding Authors	Total Citations (TC)	Average Citations per Article
USA	23	12	295	24.6
United Kingdom	13	6	349	58.2
Italy	23	6	262	43.7
India	38	9	138	15.3
Germany	5	2	214	107
Pakistan	37	7	73	10.4
Portugal	23	6	58	9.7
France	22	8	273	34.1
Malaysia	8	4	64	16
China	8	3	85	28.3

Countries' Collaboration World Map

The Country Collaboration World Map (Figure 2) illustrates the global distribution and interconnectedness of research efforts on brand hate, showcasing the extent of international collaboration among scholars. The darker shades represent countries with higher levels of collaborative activity, with the United States, India, and Italy standing out as prominent contributors. The map also highlights significant collaborative lines between these countries and others, such as the strong academic ties between India and Canada, Italy and Portugal, and the United States and several countries, including France, Germany, and the United Kingdom. These connections emphasize the cross-border nature of brand hate research and the diverse geographical perspectives contributing to the field.

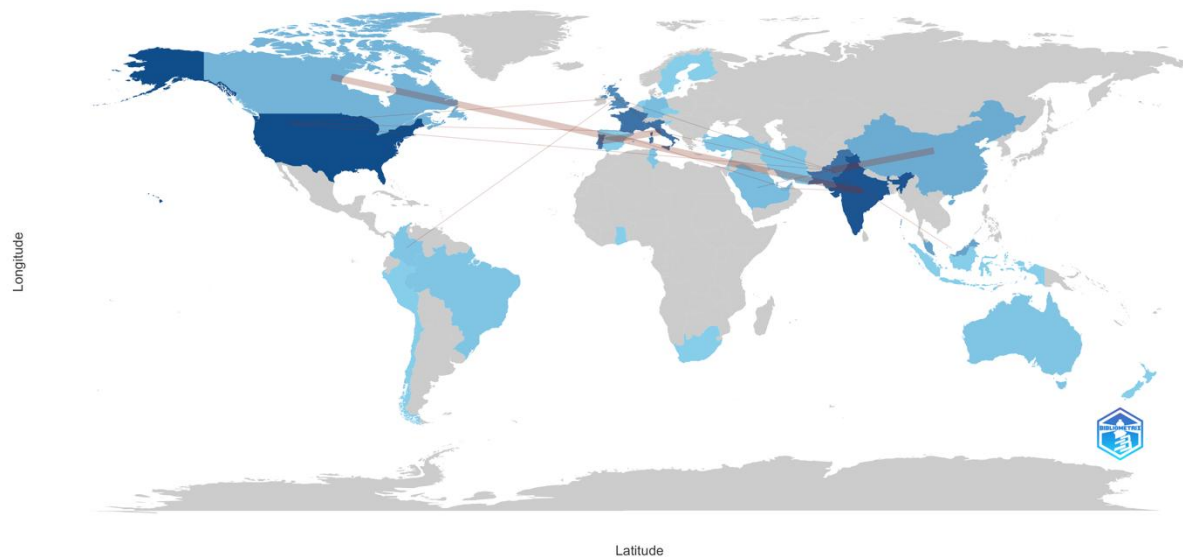
The results provide insight into specific country pairs and the frequency of their joint research endeavors. Notably, India shows a high frequency of collaborations with Canada, reflecting a robust bilateral academic exchange. Similarly, Italy's multiple collaborations with Portugal and the United Kingdom underline the strong European research network. The frequent collaborations between Pakistan and countries such as China, Saudi Arabia, and the United Kingdom highlight Pakistan's significant role in the global research community. This comprehensive visualization underscores the importance of international cooperation in advancing the understanding of brand hate, fostering a rich exchange of ideas and methodologies across different cultural and academic contexts.

Conceptual Structure

Having mapped the productivity and social dimensions of brand hate research, we examine the conceptual structure, shedding light on the field's thematic developments and intellectual foundations. We focused on authors' keywords rather than Keywords Plus for the conceptual structure, as they more accurately reflect their research's core content and themes (Aria and Cuccurullo, 2017). Since our initial query was centered on "brand hate," we excluded this term from the keyword list to avoid redundancy and ensure a more nuanced analysis. To enhance the

reliability of our results, we supplemented our keyword list with a predefined dictionary that included related terms such as "avoidance" and "brand avoidance." This approach allowed us to capture a broader and more detailed picture of the conceptual structure and emerging trends in brand hate research.

Figure 2
Countries' Collaboration World Map



Reference Publication Year Spectroscopy

The Reference Publication Year Spectroscopy (RPYS) analysis of brand hate research underscores its interdisciplinary nature, drawing from various foundational theories and studies across various fields. As presented in Figure 3, RPYS reveals a substantial increase in citations from the late 1990s onwards, indicating a growing academic interest and the development of this field. Significant peaks in the red line, representing deviations from the five-year median, highlight key years where influential works were published, shaping the trajectory of brand hate research.

Among the seminal works that have significantly influenced brand hate research is "The Elementary Forms of the Religious Life" by Durkheim (1912), which provides foundational insights into collective emotions and societal behaviors. Another pivotal reference is "Exit, Voice, and Loyalty" by Albert O Hirschman (1970), which explores consumer responses to dissatisfaction, a concept directly applicable to understanding brand hate. "Human Emotions" by Izard (1977) has also been instrumental in examining the emotional underpinnings of consumer behavior, contributing to the theoretical framework of brand hate. The work of Sirgy (1986) on self-congruity and ideal congruity offers valuable perspectives on how personal and brand identities intersect, influencing consumer emotions and behaviors. Additionally, "A Duplex Theory of Hate" by Sternberg and Sternberg (2008) provides a comprehensive model for understanding the complex nature of hate, including its application to consumer-brand relationships. These interdisciplinary references illustrate the diverse intellectual roots of brand hate research, highlighting its evolution and the broad spectrum of theories that inform this dynamic field.

Figure 3
Reference Publication Year Spectroscopy

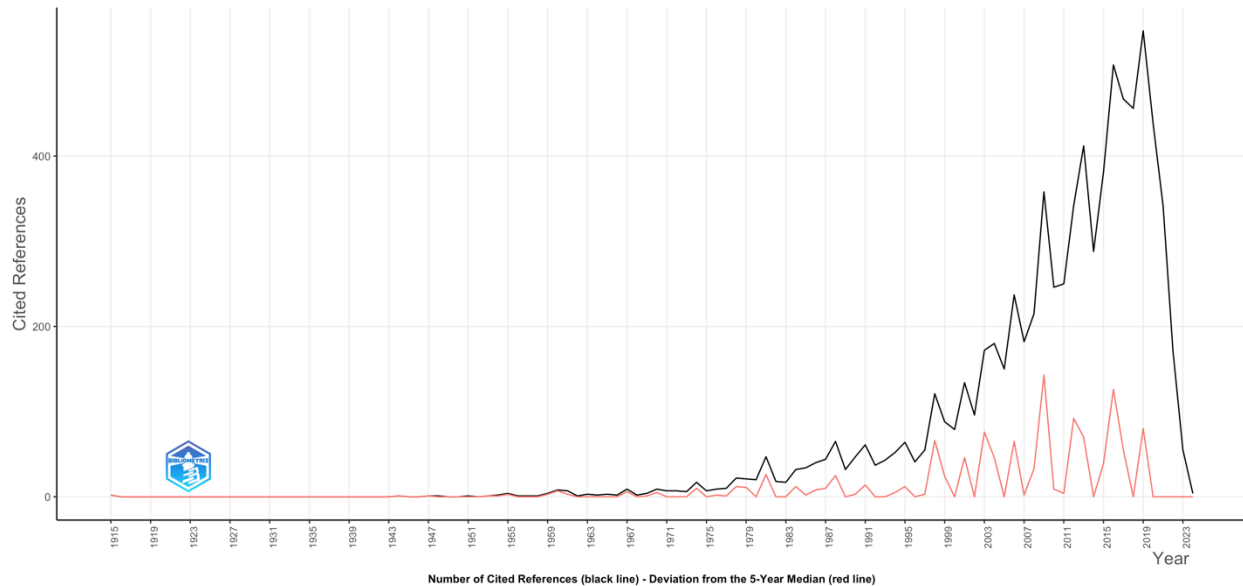


Figure 3 highlights significant growth in cited references over time, particularly from the early 2000s to the present day. This trend indicates an expanding scholarly engagement with the topic, reflecting its increasing relevance in contemporary marketing and consumer behavior research. The notable spikes in the graph correspond to the publication of influential works, illustrating how key studies have catalyzed further research and discussion. The cumulative increase in cited references underscores the deepening complexity and richness of brand hate as a research topic, driven by interdisciplinary contributions and the continuous exploration of new dimensions within this field.

Word Cloud

Moving from the RPYS analysis, which provides insights into the theoretical foundations of brand hate research, we now use a word cloud to focus on the most recurrent keywords within the brand hate literature.

Figure 4 shows that negative past experience (11 occurrences) is a significant antecedent of brand hate, followed by symbolic incongruity (6 occurrences) and ideological incompatibility (8 occurrences). These factors underscore the importance of both personal experiences and ideological alignment in fostering negative feelings towards brands.

Behavioral outcomes of brand hate, as illustrated in the word cloud, are led by negative word of mouth (19 occurrences), followed by complaining (8 occurrences), brand avoidance (14 occurrences), and brand switching (4 occurrences). More organized forms of resistance, such as brand boycott (7 occurrences), brand retaliation (7 occurrences), and brand revenge (4 occurrences), indicate the depth of consumer animosity towards brands. These outcomes highlight how consumers express their negative emotions and the potential consequences for brands.

Other notable concepts in the brand hate literature include the role of social media (7 occurrences), anti-branding efforts (6 occurrences), and the emotional dimensions of consumer-

brand relationships (13 occurrences). Social media and anti-brand communities (5 occurrences) facilitate the spread of brand hate, while concepts like consumer emotions (5 occurrences) and brand anthropomorphism (4 occurrences) underscore the complex emotional responses involved. The presence of luxury brands (5 occurrences) and political brand hate (4 occurrences) further illustrates the diverse contexts in which brand hate occurs.

Figure 4
Word Cloud



Co-occurrence Network Analysis

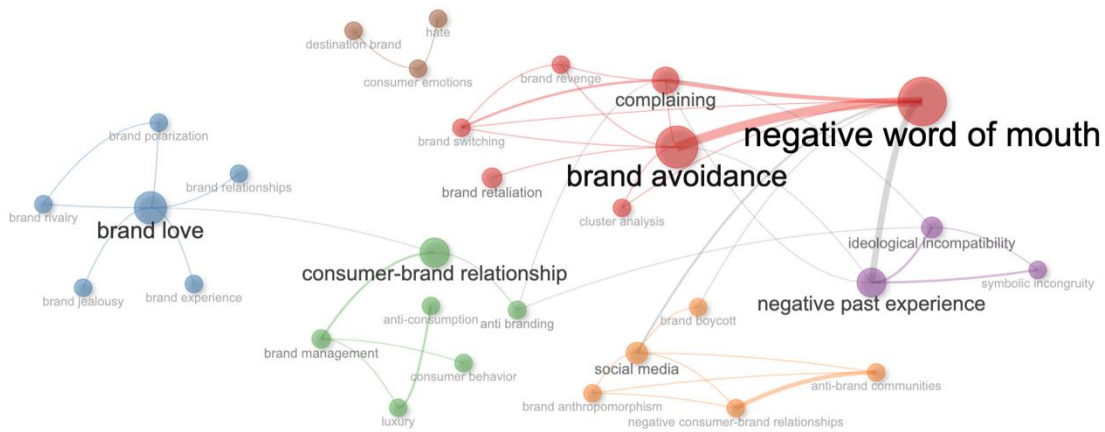
While the word cloud offers a snapshot of the most frequent and significant terms within the brand hate literature, it is essential to delve deeper into how these terms interrelate and form broader thematic clusters. We employed a co-occurrence network analysis to achieve a more comprehensive understanding of the conceptual landscape. This method allows us to visualize the relationships between different keywords and uncover the underlying structure of the research domain. By examining these connections, we can identify key themes and their interdependencies, providing richer insights into the dynamics of brand hate.

The co-occurrence network analysis (Figure 5), utilizing the Louvain clustering algorithm, provides a nuanced understanding of the conceptual structure within the brand hate literature. The network reveals several distinct clusters, each representing key themes and their interconnections.

The primary (red cluster) centers around behavioral outcomes such as negative word of mouth, brand avoidance, and complaining, underscoring these as critical responses to brand hate. This cluster also includes more severe reactions like brand retaliation, brand switching, and brand revenge, indicating the extensive impact of brand hate on consumer behavior. Another significant cluster (purple cluster) focuses on the antecedents of brand hate, particularly negative past experiences, symbolic incongruity, and ideological incompatibility. These findings suggest that personal negative experiences (functional) and misalignments between brand and consumer values

(identitarian) are pivotal in fostering brand hate. Additionally, the analysis highlights the role of social media and anti-brand communities in propagating brand hate, as evidenced by the orange cluster encompassing keywords like social media, anti-brand communities, and brand anthropomorphism. This cluster suggests digital platforms amplify negative perceptions and facilitate collective consumer resistance. Furthermore, an interesting juxtaposition is observed with the blue cluster dedicated to positive brand relationships, including brand love and related emotions such as rivalry and jealousy, it illustrates consumers' complex emotional landscape in their interactions with brands. Lastly, the green cluster revolves around consumer-brand relationships, brand management, and consumer behavior, reflecting broader themes in brand hate literature.

Figure 5
Co-Occurrence Network Analysis



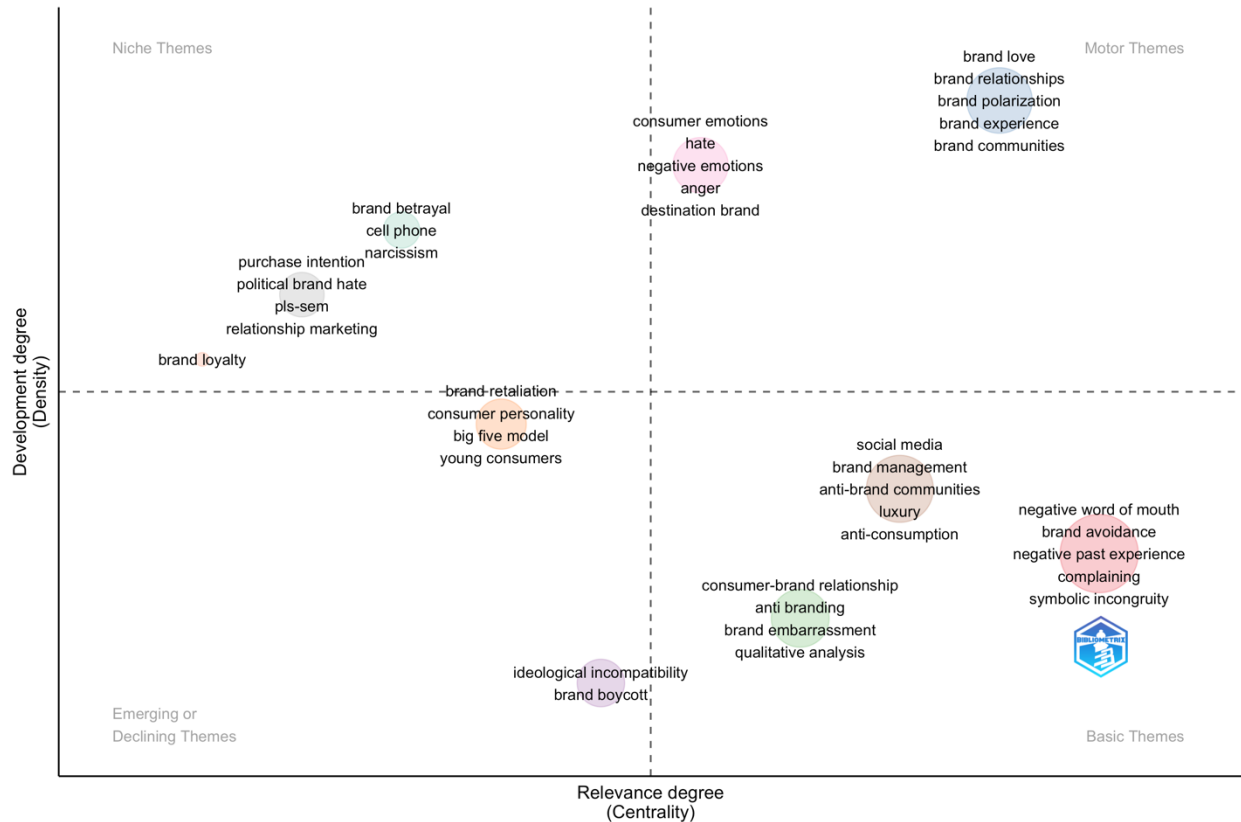
Overall, the co-occurrence network provides a comprehensive map of the brand hate research landscape, identifying key focus areas and interrelated themes essential for guiding future research and practical strategies in brand management.

Thematic Analysis

To further refine our understanding, we utilized a thematic map (Figure 6) to categorize the identified keywords into four quadrants based on their centrality (importance to the field) and density (development within the field).

Motor Themes (High Centrality, High Density): These are well-developed and essential themes driving the research field. In our analysis, keywords like brand love, brand relationships, and brand experience fall into this quadrant, highlighting their critical role in understanding positive and negative consumer-brand relationships. These themes are extensively studied and form the backbone of current research, indicating their central importance and high level of development. These themes are pivotal and well-developed, forming the core of current research. They are extensively cited and form the basis for much of the existing literature on brand perceptions. They are constructs that help in understanding both brand hate and brand love.

Figure 6
Thematic Analysis Map



Niche Themes (Low Centrality, High Density): These are specialized topics with high development but limited influence. Keywords such as brand betrayal, political brand hate, and relationship marketing are part of this quadrant. These are highly specific and developed themes that provide depth to the field, although they do not have as broad an impact as motor themes. These themes are crucial for understanding specific aspects of brand hate and its nuanced applications. While highly specialized and deeply explored, these themes have a more limited scope in terms of their broader influence. They contribute significant depth to specific sub-areas within the field. These themes often incorporate specific methods (e.g., PLS-SEM) and theoretical models (e.g., Big Five personality traits) to explore brand hate in different contexts.

Emerging or Declining Themes (Low Centrality, Low Density): This quadrant includes themes that are either new to the research field or are losing relevance. Keywords such as ideological incompatibility, brand boycott, and brand retaliation are examples here. These themes are not yet fully developed but represent areas with potential for future research exploration. They highlight emerging trends and concepts that might become more central as the field evolves. These themes represent nascent or potentially declining areas of research. They offer avenues for future exploration and may gain prominence as new trends and issues emerge. These areas often include specific populations (e.g., young consumers) and study contexts (e.g., luxury brands, destination brands).

Basic Themes (High Centrality, Low Density): Fundamental topics that are influential but less developed. Consumer-brand relationships, negative word of mouth, brand avoidance, and negative past experiences are situated in this quadrant. These themes are central to understanding brand hate but require further exploration to grasp their implications fully. They serve as the foundational elements upon which more specialized themes build. These fundamental themes are central to understanding the broader landscape of brand hate but are less developed. They form the essential groundwork that supports more specialized and advanced research topics. They are crucial for understanding the core mechanisms and effects of brand hate..

Thematic Evolution

To enhance our understanding of brand hate research's conceptual structure and trends, we analyzed the thematic evolution over four-time slices: 2017, 2019, 2021, and 2023. This approach allows us to observe how the focus areas have developed and shifted, highlighting emerging themes and declining interests.

Brand Hate Research Between 2014 and 2017. During this period (2014-2017), the research on brand hate established its foundational themes, as shown in Figure 7. The focus was primarily on fundamental and general topics such as brand management, brand avoidance, and consumer behavior, which were identified as motor themes (high centrality and high density). These studies were crucial in setting the groundwork for understanding brand hate's basic mechanisms and effects. Basic themes included brand relationships, indicating the early stages of exploring how negative perceptions of brands interact with broader consumer-brand dynamics.

Brand Hate Research Between 2017 and 2019. In the second period (2017-2019), the thematic map (Figure 8) shows a shift and expansion of research focus. For instance, brand retaliation and consumer personality are coined as motor themes (high centrality and density), which indicate their significant role in driving research during this period. On the other hand, Complaining and negative past experiences: These themes are well-developed but have a more specialized focus, contributing depth to specific areas within brand hate research. Basic themes such as negative word of mouth are central to understanding the broader landscape of brand hate but are less developed in this period. Lastly, Other Notable Themes compound Consumer-brand relationships, brand love, and brand management. These themes remain important, reflecting ongoing interest in consumer and brand dynamics, including positive and negative perceptions.

Brand Hate Research Between 2021 and 2024. In the most recent period (2021-2024), the thematic map indicates a sophisticated understanding of brand hate with diverse themes. Motors themes include social media, anti-brand communities, negative consumer-brand relationships, brand anthropomorphism, and consumer behavior. These themes are pivotal and well-developed, reflecting the significant role of digital platforms and complex emotional and social dynamics in brand hate. Political brand hate appears as a niche theme that is highly specialized and represents a focused area of study with limited broader influence. Some basic themes, such as negative word of mouth and past experiences, continue to show. These fundamental themes remain central to understanding brand hate but require further exploration. Finally, emerging or declining themes comprise Brand love, betrayal, retaliation, symbolic incongruity, ideological incompatibility, and brand boycott. These themes highlight ongoing interest in various negative and positive aspects of consumer-brand relationships and the broader socio-political context.

Figure 7
Thematic Map (2014-2017)

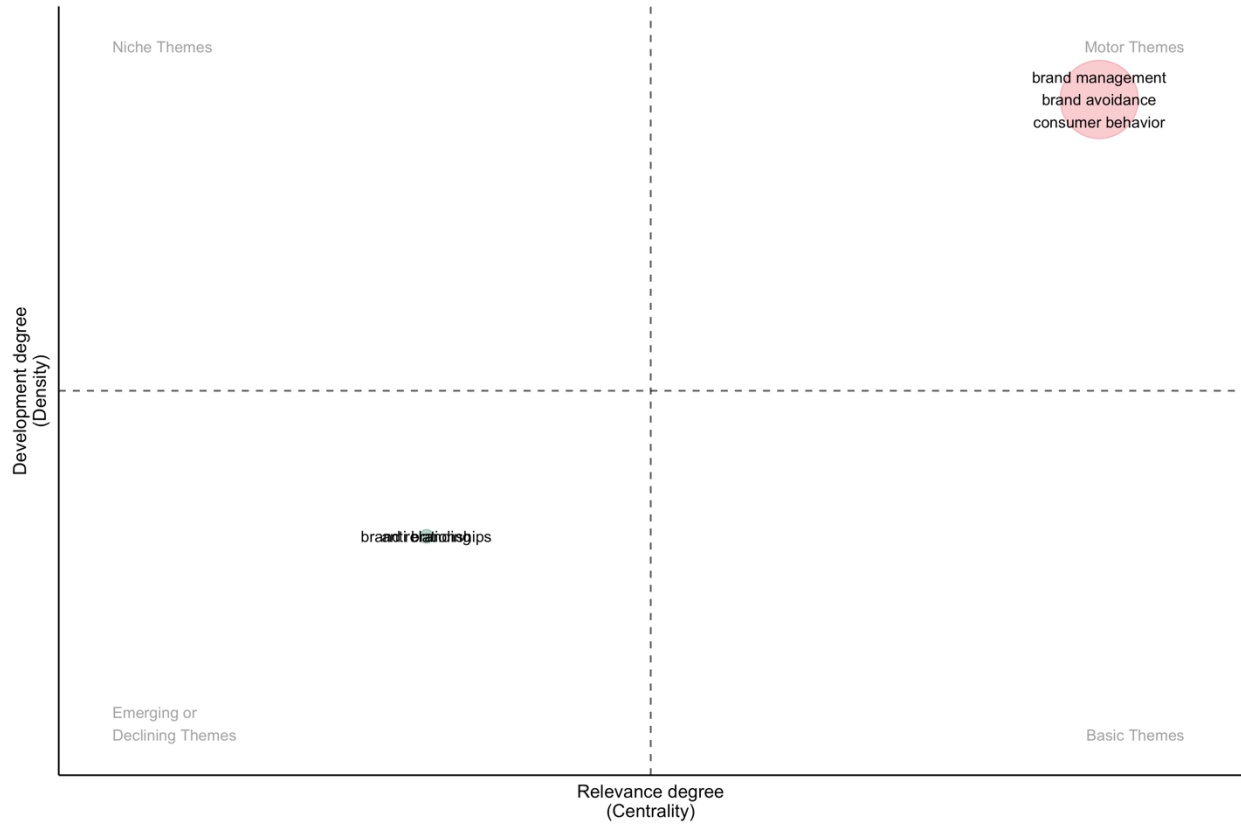


Figure 8
Thematic Map (2017-2019)

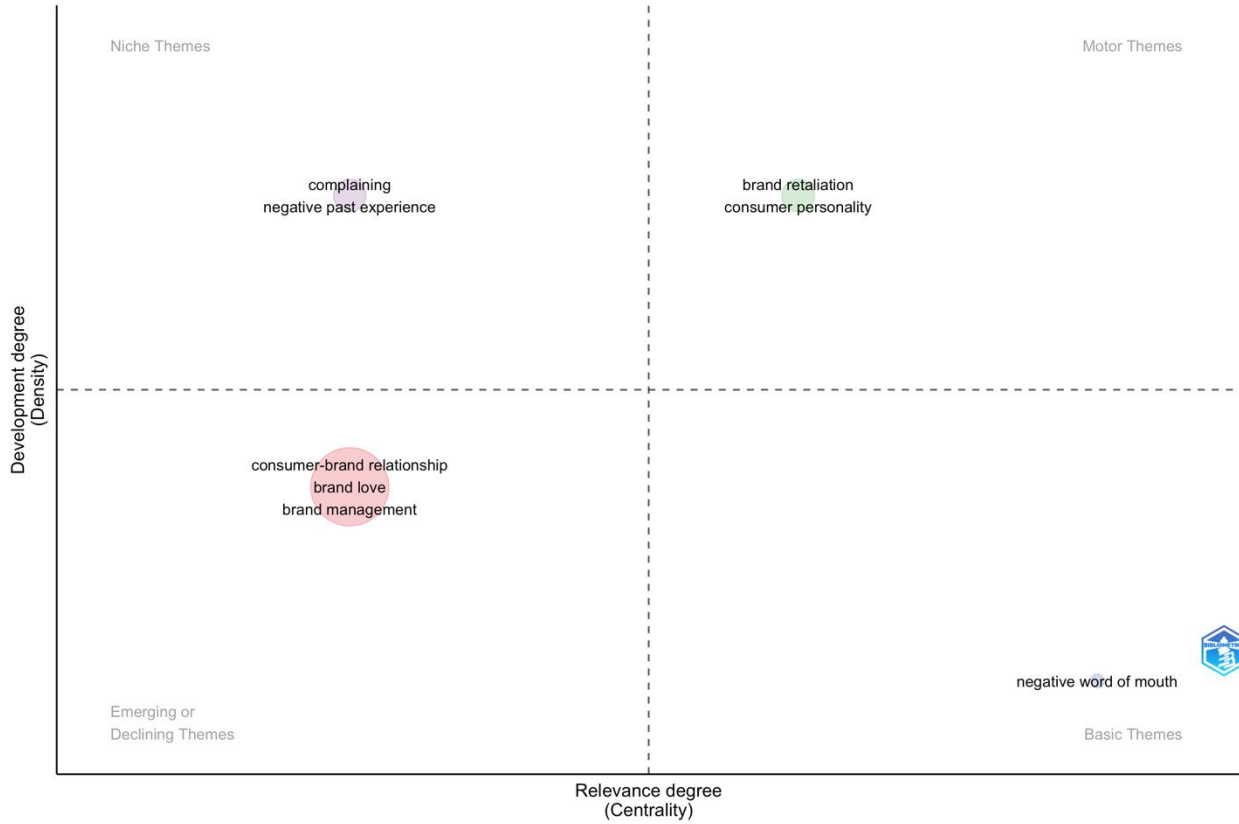


Figure 9
Thematic Map (2019-2021)

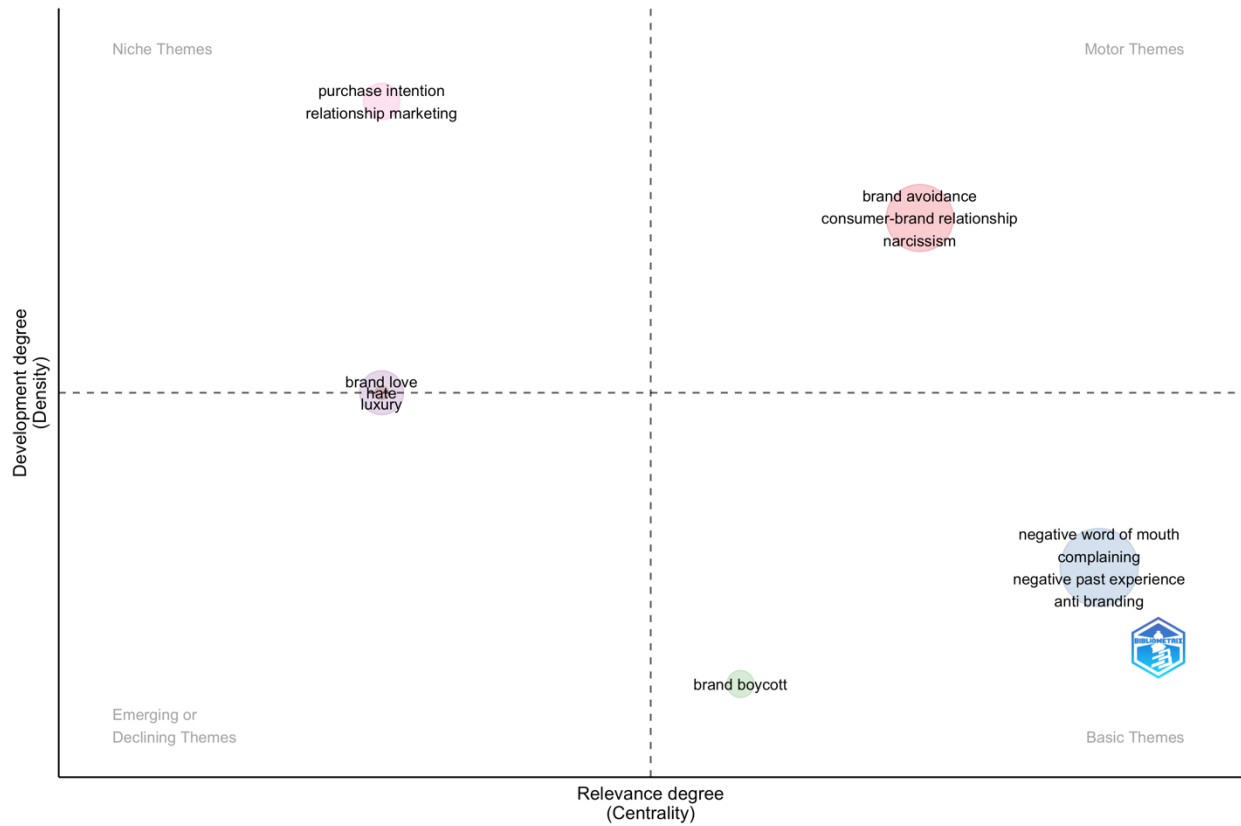
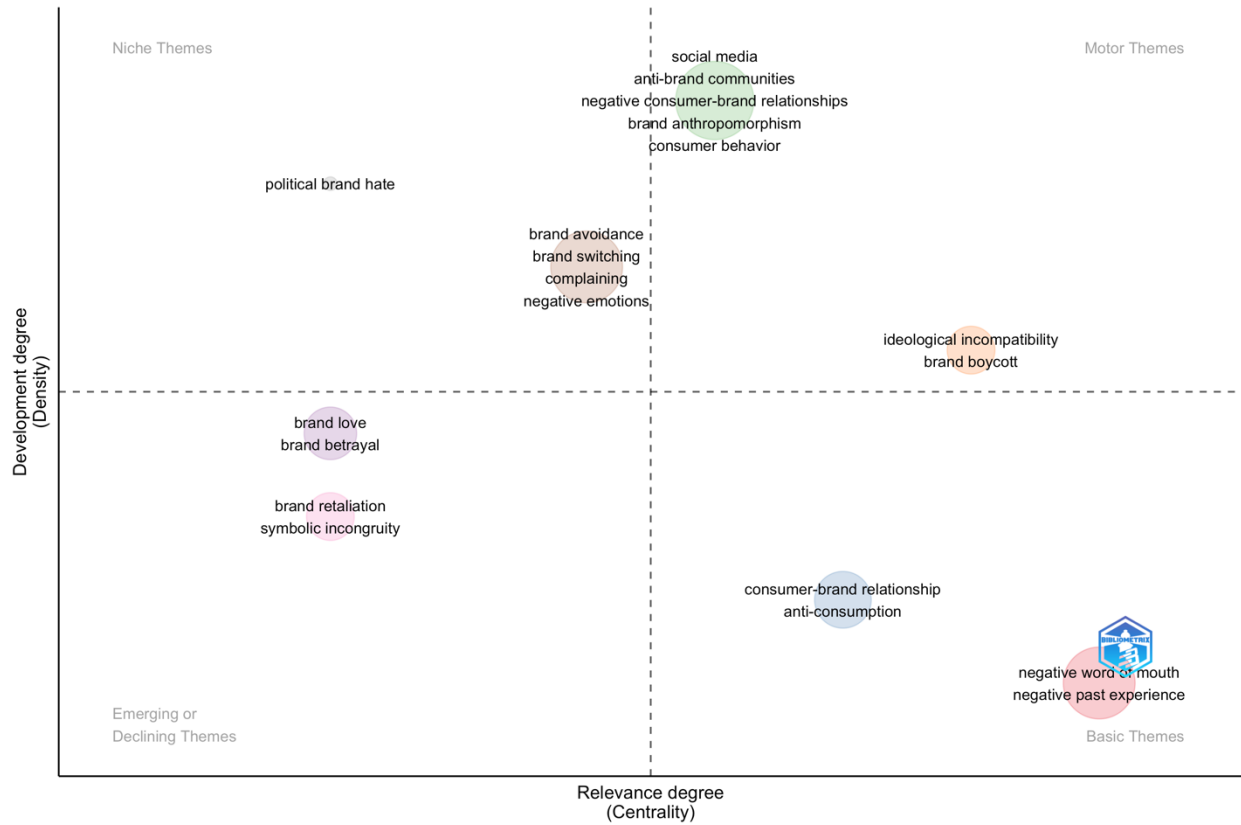


Figure 10
Thematic Map (2021-2024)



TOPICS TREND

The study of brand hate has garnered significant attention in recent years, driven by the need to understand the negative aspects of consumer-brand relationships. This research explores antecedents, emotional components, outcomes, contexts, positive relationships, consumer traits, general topics, anti-branding efforts, platforms, and methodologies associated with brand hate. The following sections provide an academic analysis of these categories, highlighting their evolution and significance over time based on bibliometric data.

Antecedents of Brand Hate

The antecedents of brand hate have been a focal point in academic research, with several key factors consistently identified across multiple periods. Negative past experience, recognized as early as 2017 (Hegner *et al.*, 2017), is foundational in fostering brand hate, emphasizing the critical role of adverse consumer experiences in shaping negative brand perceptions. Ideological incompatibility (Hashim and Kasana, 2019), which gained prominence in 2019, highlights the deeper ideological conflicts between consumers and brands, suggesting that misalignment in values can significantly drive brand hate. Additionally, symbolic incongruity (Islam *et al.*, 2019), also emerging in 2019, underscores the importance of alignment between consumer identity and brand symbolism. These antecedents collectively illustrate the multifaceted nature of the factors

contributing to brand hate, highlighting the complex interplay of personal experiences and ideological/identitarian alignments.

Emotional Component and Other Negative Emotions

The emotional components of brand hate encompass a range of intense negative emotions that significantly influence consumer behaviors. The term “Negative emotions,” identified in 2017, is critical in shaping responses to brand hate, emphasizing the emotional underpinnings of consumer reactions (Romani *et al.*, 2012). As a core emotional component, hate has been consistently relevant since 2017, driving the intensity of negative consumer sentiment. Anger, another primary emotion recognized in 2017, contributes significantly to the strength of brand hate (Haase *et al.*, 2022). Betrayal (Bayarassou *et al.*, 2020; Nguyen & Nguyen, 2021), highlighted in 2019, reflects deeper emotional responses to perceived brand failures, indicating a profound disillusionment. Furthermore, other negative emotions, such as brand embarrassment (Husnain *et al.*, 2023), brand jealousy (Kashif *et al.*, 2021), and brand rivalry (Itani, 2021), which emerged in 2021, add complexity to the emotional landscape of brand hate, demonstrating how diverse emotional experiences can intensify negative brand perceptions.

Consequences of Brand Hate

The outcomes of brand hate are varied and impactful, affecting consumer behavior and, consequently, brand performance. Initially noted in 2017, complaining has evolved into a motor theme, indicating its growing importance as a consumer response. Negative word of mouth (Pinto & Brandao, 2021; Sajid *et al.*, 2024; Yang & Mundel, 2022), persistent since 2017, remains a foundational behavior, highlighting its sustained relevance. In this vein, Bapat and Williams (2023) found that negative experience (antecedent of brand hate) directly leads to negative word of mouth. On the other hand, Brand retaliation (Nguyen, 2021; Noor *et al.*, 2022), recognized in 2019, illustrates aggressive consumer responses to brand hate, while boycott (Wang *et al.*, 2021), also emerging in 2019, signifies organized consumer resistance. Additionally, Brand Avoidance (Banerjee & Goel, 2020; Fetscherin, 2019; Hegner *et al.*, 2017), consistently relevant from 2017, reflects a common strategy for coping with brand hate and expressing consumer dissatisfaction (Huefner & Hunt, 1992). Brand switch (Fetscherin, 2019; Roy *et al.*, 2022), gaining attention in 2019, indicates consumer migration to alternative brands and revenge (Banerjee & Goel, 2020; Bayarassou *et al.*, 2020), highlighted as an extreme outcome in 2019 underscores deep consumer animosity. Purchase intention (Curina *et al.*, 2020), explored in 2019, reveals the practical implications of brand hate, affecting consumers' future buying decisions.

Contexts

Brand hate manifests in various contexts, each highlighting different aspects of consumer-brand relationships. Political brand hate, emerging significantly in 2023, underscores the extrapolation of brand hate to political marketing. For example, Banerjee and Goel (2020) investigated the antecedents and consequences of political brand hate. Luxury brands, recognized in 2021, indicate sustained interest in how brand hate affects high-end products, reflecting luxury brands' unique challenges. As an illustration, Pantano (2021) studies the case of luxury brand hate. Destination brands, identified in 2023, illustrate the impact of brand hate on geographical locations, highlighting the broader implications for tourism and place branding. For instance, Farhat and Chaney (2021) introduced destination brand hate. Commercial brands, consistently relevant since 2017, encompass all other contexts, reflecting a wide range of consumer products

and services affected by brand hate. These contexts demonstrate the broad extrapolation of brand hate across different brands and industries.

Positive Relationships

In contrast to brand hate, several constructs reflect positive consumer-brand relationships. Brand love, recognized in 2017, indicates the interplay between positive and negative brand perceptions, showing how strong positive emotions coexist with or counteract brand hate. For instance, Rodrigues et al. (2024) investigated the relationship between love and hate. *Guzzetti et al.* (2024) also studied the brand love-hate dichotomy in the luxury gaming industry. Brand polarization, emerging in 2021, indicates the division in consumer attitudes towards brands, where strong positive and negative sentiments coexist, demonstrating the complexity of consumer-brand relationships. For instance, Osuna Ramírez et al. (2024) presented a brand polarization scale based on a love-hate dichotomy. While brand love is often seen as a positive and enduring relationship between a consumer and a brand, it is not without its vulnerabilities. Gumparthy et al. (2021) provide a detailed analysis of brand love trajectories and identify several critical turning points that can hinder the development of brand love. Their study reveals that negative experiences, such as dissatisfaction with product performance or perceived high pricing, can cause a significant decline in the intensity of brand love. These negative turning points can, if unresolved, lead to feelings of disillusionment and potentially transform brand love into brand hate.

Brand forgiveness, identified in 2023, reveals how consumers may overcome negative perceptions and reconcile with the brand after negative experiences, highlighting the potential for brands to recover from negative consumer emotions. For example, Rasouli et al. (2022) evaluate strategies for brand recovery. Karani (2021) further explores the conditions under which consumers will likely forgive a brand after a transgression, emphasizing that factors like shared identity and nostalgia play significant roles in fostering forgiveness. These findings indicate that the right strategies can rebuild consumer trust and re-establish a positive relationship with the brand even after a severe transgression.

Consumer Personality Traits

Consumer personality traits play a significant role in moderating the intensity of brand hate responses. Consumer personality, identified early in 2017, influences how consumers react to negative brand experiences, highlighting the importance of individual differences. Narcissism, emerging prominently in 2019, reflects the role of specific personality traits in moderating brand hate dynamics, suggesting that certain personality characteristics can exacerbate or mitigate negative brand perceptions. For instance, Dos Santos *et al.* (2023) investigated the role of Neuroticism and Extraversion in determining brand hate, while Kucuk (2019b) studied the role of consumer personality traits via the Big Five model in shaping brand hate.

Other General Topics and Research Paradigm

Several general topics are central to the study of brand hate, reflecting broader themes in consumer behavior and brand management. Brand management, consistently a motor theme since 2017, underscores its foundational role in understanding and addressing brand hate. Consumer behavior, also persistent since 2017, reflects an ongoing interest in how consumers react to and manage negative brand experiences. Brand anthropomorphism, recognized in 2021, explores how human characteristics attributed to brands influence consumer perceptions and emotional responses, including brand hate. Consumer-brand relationship, evolving from a basic to a motor

theme since 2017, indicates its central role in brand hate research, emphasizing the importance of relational dynamics. Relationship marketing, included since 2019, highlights the paradigm under which brand hate is studied.

Anti-Branding and Anti-Consumption

Anti-branding represents organized consumer resistance against brands. Anti-branding has been relevant since 2017, reflecting ongoing interest in collective resistance efforts. Anti-brand communities, emerging prominently in 2021, highlight the role of digital platforms in facilitating collective resistance. Anti-consumption, recognized as a broader ideological stance in 2021, indicates lifestyle choices against brands, reflecting deeper consumer sentiments against consumerism and brand dominance. Multiple studies are covering this research trend (Brandao & Popoli, 2022; Brandao et al., 2022; Rodrigues et al., 2021).

Platforms

Social media, emerging as a motor theme in 2017, significantly amplifies brand hate and organizes consumer resistance. The impact of social media platforms on brand perceptions and consumer behaviors underscores their importance in the contemporary brand hate landscape. Atwal *et al.* (2022) used social media as the main data source to study brand hate towards Dolce & Gabbana in China. Similarly, Odoom et al. (2024) studied “Brand hate experiences and the role of social media influencers in altering consumer emotions”.

Methods

Various methodologies are employed to study brand hate, each contributing to a deeper understanding of this phenomenon. PLS-SEM (Partial Least Squares Structural Equation Modeling), frequently used since 2017, explores the relationships between brand hate antecedents, moderators, and outcomes, highlighting its importance in understanding complex consumer behavior patterns. For instance, Abbasi et al. (2023) employed PLS-SEM to model these relationships. Cluster analysis, employed since 2019, helps identify distinct groups within the data, uncovering patterns and relationships in brand hate research. For example, Curina et al. (2021) used it to identify the main characteristics of brand haters. Qualitative analysis, used since 2017, provides rich, detailed insights into the drivers and manifestations of brand hate, exploring nuanced consumer perspectives and experiences. For instance, Bryson and Atwal (2019) used interviews to identify why French consumers hate Starbucks. AI (Artificial Intelligence), emerging as a significant method in 2024, reflects the growing relevance of AI technologies in understanding, predicting, and managing brand hate. Mednini et al. (2024) used Natural Language Processing for Detecting Brand Hate Speech.

CONCLUSIONS

This study offers an exhaustive bibliometric analysis of brand hate research, addressing its significant expansion over the past decade. It fills a critical gap by examining the productivity, social, and conceptual structures of brand hate literature, providing a comprehensive understanding of brand hate research's development, dissemination, and interdisciplinary nature.

This study distinguishes itself from previous reviews by including a significantly larger number of articles, offering a more comprehensive examination of brand hate research. While Walter et al. (2023) reviewed 25 journal articles using a hybrid literature review approach and Mushtaq et al. (2024) analyzed 60 peer-reviewed articles via a systematic review, our study

encompasses a broader dataset. This inclusion enhances the robustness and depth of our findings. Furthermore, our methodological approach is quantitatively driven, leveraging advanced bibliometric tools to analyze productivity, social, and conceptual structures. This approach contrasts with traditional systematic reviews, which rely more heavily on qualitative assessments. By integrating these quantitative methods, our study provides a detailed, data-driven perspective on developing and disseminating brand hate research, thereby adding a unique and valuable dimension to the existing literature.

For Instance, regarding Research Question 1, we found that the number of publications on brand hate has grown robust, particularly from 2019 to 2022. The field has an annual growth rate of 17.88%, reflecting increasing academic and practical relevance. Key journals such as the "Journal of Product and Brand Management" and "Journal of Business Research" have emerged as central sources of influential research, with high citation impacts indicating substantial scholarly recognition. In contrast, journals such as *Journal of Consumer Satisfaction, Dissatisfaction & Complaining Behavior* constitute an emerging journal of brand hate research. The analysis highlights significant contributions from various authors, with a strong preference for collaborative research, as evidenced by the high percentage of international co-authorships.

For Research Question 2, we found that brand hate research is globally distributed, with notable contributions from institutions across continents. The University of Glasgow, the University of Porto, and COMSATS University Islamabad are among the most prolific contributors. Extensive international collaborations and strong academic ties between countries such as India and Canada, Italy and Portugal, and the USA and several European countries characterize the social structure. This finding indicates a robust global network that enhances the diversity and richness of research perspectives.

For Research Question 3, we found that the conceptual structure of brand hate research is built on a wide range of foundational theories and studies across various fields, as shown by the RPYS analysis. Seminal theories across various disciplines have profoundly influenced brand hate research. Among these, Durkheim's (1912) "*The Elementary Forms of the Religious Life*" laid the groundwork for understanding collective emotions and societal behaviors, which are crucial for examining the communal aspects of brand hate. Hirschman's (1970) "*Exit, Voice, and Loyalty*" and theory of planned behavior (Ajzen, 1991) provided a foundational framework for analyzing consumer responses to dissatisfaction, directly informing the study of brand hate dynamics. Izard's (1977) exploration of "*Human Emotions*" has been instrumental in dissecting the emotional underpinnings of consumer behavior, contributing significantly to the theoretical development of brand hate. Sirgy's (1986) work on self-congruity and ideal congruity offers critical insights into how personal identity aligns with brand identity, influencing consumer emotions and reactions. Finally, Sternberg and Sternberg's (2008) "*A Duplex Theory of Hate*" presents a comprehensive model for understanding the multifaceted nature of hate, including its relevance to consumer-brand relationships. On the other hand, key themes identified include brand hate antecedents like negative past experiences, symbolic incongruity, ideological incompatibility, and behavioral outcomes such as negative word of mouth, brand avoidance, and retaliation. The thematic analysis reveals that the field has evolved significantly, with new themes emerging and gaining prominence, such as anti-brand communities. The analysis also highlighted the significant role of digital and social media platforms in propagating brand hate, suggesting that these platforms have become critical arenas for consumers to voice their grievances and organize collective resistance. Furthermore, the analysis revealed niche themes such as extrapolating commercial brand hate to political and destination brand hate. Additionally, new methodologies like Artificial Intelligence

(AI) have become prominent in brand hate research, reflecting the growing relevance of AI technologies in understanding, predicting, and managing brand hate. These niche themes indicate the expanding scope of brand hate research and its application to diverse contexts. The thematic evolution over time reveals how brand hate research has developed from exploring fundamental concepts to addressing more nuanced and complex issues. For instance, earlier studies primarily focused on basic antecedents and outcomes. At the same time, recent research delved into the interplay between brand hate and digital platforms and the impact of socio-political contexts on brand hate dynamics. This evolution reflects the field's responsiveness to changing consumer behaviors and the broader socio-cultural environment.

STUDY IMPLICATIONS

Theoretical Implications

This study makes several significant contributions to the field of brand hate research. First, it maps brand hate literature's productivity, social, and conceptual structures. This comprehensive overview helps scholars understand this field's development and dissemination patterns. Second, the current study highlights the interdisciplinary nature of brand hate research, drawing on foundational theories from sociology, psychology, and consumer behavior. This broad perspective enriches the understanding of brand hate and its various dimensions. Third, the study identifies critical antecedents, emotional components, and behavioral outcomes of brand hate through thematic and co-occurrence network analysis. It also highlights emerging themes and niche areas, offering valuable insights for future research. Fourth, by examining the social structure, the study underscores the global nature of brand hate research, identifying key contributing countries and institutions. This information can guide future collaborations and research initiatives. Finally, this study employs advanced bibliometric tools like the Bibliometrix package, demonstrating the utility of these methods in mapping and understanding complex research domains.

Practical Implications

The current study offers an overview of the phenomenon of brand hate for brand managers and provides them with tools to manage it. For instance, mapping key antecedents of brand hate equips managers with a proactive approach, allowing them to avoid such negative relationships with consumers. Echoing Kucuk (2021), addressing the root causes of brand hate can prevent its negative effects. Eliminating these triggers means removing brand hate entirely. For instance, understanding that symbolic incongruity—where the brand's image does not align with consumers' self-identity—can lead to brand hate, managers can work on refining their brand messaging and positioning to better resonate with their target audience.

In addition, the discussion of behavioral outcomes of brand hate and recovery strategies provides a corrective approach to such intense consumer emotion, enabling brand managers with methods to manage it efficiently. Furthermore, managers can refer to Hashim and Ahmed's (2018) algorithm, which provides interventions for brand recovery, such as apology, compensation, and explanation to manage brand hate. Furthermore, leveraging tools such as Natural Language Processing (NLP) for detecting brand hate speech, as introduced by Mednini *et al.* (2024), could be integrated into brand management systems to monitor and address negative emotions in -time.

Future Research

As our bibliometric analysis has demonstrated, a growing body of research has focused on brand hate and its related constructs. However, as Nowak *et al.* (2023) emphasize, significant gaps

remain in exploring technology factors and service issues, particularly within C2C contexts. The increasing digital transformation of service delivery and the rise of artificial intelligence and C2C sharing platforms present new challenges and opportunities for consumer satisfaction research. Future studies could leverage bibliometric methods to systematically map out these emerging research areas, identify key trends, and highlight influential works that address these technological and service-related dimensions. Such efforts could significantly contribute to a deeper understanding of how consumers interact with and respond to technology-enabled services, thereby advancing the field of consumer satisfaction and dissatisfaction. Additionally, brand hate research, in particular should explore the following research avenues:

Exploration of New Antecedents and Outcomes: As the field evolves, there is a need to explore new antecedents, such as emerging societal issues and technological advancements that may influence brand hate. For instance, future studies should consider Similarity to the competitor Husnain et al. (2020), offensive advertising Noor et al. (2022), subjective norms Sharma *et al.* (2022), and peer identification (Itani, 2021) as potential antecedents of brand hate. Similarly, investigating new behavioral outcomes can provide deeper insights into the consumer response spectrum. For example, future studies should incorporate Wiliness to make financial sacrifices to hurt the brand (Fetscherin, 2019) as brand hate behavior.

Exploration of New Moderators: Future research should focus on identifying and analyzing new moderating variables that can influence the relationship between brand hate antecedents and outcomes, providing a more nuanced understanding of the mechanisms underlying brand hate. For instance, socio-demographics (age and gender) and situational variables (market nature and macro-environment) are scarce in brand hate literature, which can be considered a research avenue on brand hate.

Usage of New Modeling Tools and Data Sources: Incorporating advanced modeling tools such as content analysis, sentiment analysis, and AI can enhance brand hate research's predictive and analytical capabilities. AI technologies, in particular, can offer sophisticated tools for analyzing large datasets and uncovering patterns that may not be apparent through traditional methods. For example, future studies should consider sentiment analysis assisted via AI of secondary data on social media and websites to overcome the results generated based on surveys and interviews (Aziz & Rahman, 2022).

Interdisciplinary Approaches to Understand Brand Hate: Integrating insights from psychology, sociology, and political science can provide a more holistic understanding of brand hate. Studies can explore how broader social and political contexts shape consumer-brand relationships. In addition, neuro-marketing approaches can generate new insights related to brand hate research.

Extrapolation of Brand Hate to Other Contexts: Future research should investigate the extrapolation of brand hate in domains such as nation, sports, and place branding. Understanding how brand hate manifests in these contexts can enhance the strategic management of brands facing such challenges in diverse contexts.

STUDY LIMITATIONS

Despite this study's comprehensive nature, certain limitations must be acknowledged. These limitations also provide avenues for future research to build upon the findings presented here. The study relies solely on the Scopus/Web of Science databases for data extraction, which, although comprehensive, may not capture all related literature. Despite the relevance and reliability of journals indexed in both Scopus and Web of Science, future research could benefit

from incorporating additional databases like Google Scholar to ensure a more exhaustive literature review. However, future reviews should be critical of journals without peer review to avoid biased results. Another limitation is excluding gray literature, such as conference proceedings, white papers, industry reports, and book chapters. These sources can provide valuable insights, especially in emerging research areas where peer-reviewed articles may not be prevalent. The absence of gray literature in this analysis means that some innovative ideas and preliminary findings that could contribute to understanding brand hate may have been overlooked. Additionally, the study excludes non-peer-reviewed journals, which, while often less rigorous, can sometimes capture cutting-edge or unconventional research that hasn't yet entered mainstream academic discourse.

In conclusion, this bibliometric study provides a foundational understanding of the brand hate research landscape, offering valuable insights into its growth, key contributors, and evolving themes. By addressing the identified research gaps and leveraging the suggested future directions, scholars can further advance the understanding and management of brand hate, contributing to more resilient and adaptive brand strategies in the face of negative consumer emotions. Additionally, understanding these dynamics is essential for marketers and brand managers to develop strategies to eliminate or mitigate brand hate, enhancing brand resilience and facilitating recovery.

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