Antecedents and Outcomes of Brand Hate: Service, User, and Firms CSR Perspective in Cellular Service Industry of Pakistan

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This dissertation is dedicated to My Family, especially to my Parents and Wife, who always believed in me and inspired me to aim higher and succeed.

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Abstract

In today's highly dynamic and competitive market, marketers must better understand consumers' perceptions of brands. Marketer success is defined as following the constantly shifting desires and needs of customers over time, retaining long-term relationships, and competing effectively. The first step in creating a successful marketing strategy is to understand consumer behaviors. This study therefore extends and validates the body of knowledge regarding brand hate, and it also attempts to understand the antecedents and consequences of brand hate. The emotions, particularly hate literature, was studied in a literature review. After that, love and hate literature and comparison are briefly provided. What are the significant antecedents and outcomes of brand hate? Three types of factors discussed in detail which develops brand hate emotions in consumer. The first factor is related to product or service failure, the second is related to corporate social irresponsibility, and the third is related to consumer personality narcissism. Research philosophies are positivism, research methodology used as a quantitative method, and a deductive approach. Further, the purpose of the study is correlational and explanatory, in which the variable relationship is checked. Further, this study checks the mediation relationship of dissatisfaction and moderation of narcissism between dissatisfaction and brand hate. In this study, data was collected using the survey method. A questionnaire was used for data collection from consumers of Pakistan's cellular subscribers and through the convenience sampling technique. Questionnaires were distributed online, and 957 were received back. By using Smart PLS, the findings from this study indicate that Unfair Price, Failure of Call Quality, Negative Perception of Consumer Support, Negative Perception of Convenience in Procedures, Negative Perception of Ethical Responsibility, Negative Perception of Legal Responsibility, and Negative Perception of Economic Responsibility have a significant direct direct impact on dissatisfaction and indirect on brand hate. In contrast, Negative

Perception of Value-Added Services and Negative Perception of Philanthropic Responsibility has no significant impact on dissatisfaction and brand hate. Brand hate has a positive and significant impact on brand switching, brand complaining and brand revenge. Further, the result of moderation confirmed that narcissistic consumer has more brand hate when they are dissatisfied. In this study, the manager, implications, and future research avenues are also discussed.

Keywords: Brand hate, Dissatisfaction, Narcissism, Service quality, Corporate social responsibility, revenge, switching, complaining.

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Corporate Social Irresponsibility	**CSI**
Corporate Social Responsibility	**CSR**
Consumer Dissatisfaction	**DIS**
Brand Hate	**BRH**
Brand Switching	**BSW**
Complaining	**COM**
Brand Revenge	**BR**
Narcissism	**NAR**
Unfair Price	**UFP**
Failure of Call Quality	**FCQ**
Negative Perception of Consumer Support	**NPCS**
Negative Perception of Convenience in Procedures	**NPCP**
Negative Perception of Value-Added Services	**NPVAS**
Negative Perception Philanthropic Responsibility	**NPHR**
Negative Perception Ethical Responsibility	**NPER**
Negative Perception Legal Responsibility	**NPLR**
Negative Perception Economic Responsibility	**NPECR**

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Chapter One Introduction

| Introduction and Background of the study Industry Analysis | ⇒ | Research Gap Research Problem | ⇒ | Research Question Research Objective | ⇒ | Significance of the study Key variable definition |

Structure and Organization of the First Chapter

CHAPTER ONE INTRODUCTION

Human beings are emotional creatures and significantly impact our daily basis decisions (Cannon, 1927). These feelings can be associated with other human beings, animals, environments, places, or goods and services (Kucuk, 2018). A human can display several emotions, but two emotions are considered the end line of all other emotions in human psychology: emotions of love and hate (Hamlyn, 1978; Jin, Xiang, & Lei, 2017). These feelings significantly influence a consumer may have an emotional attachment or positive thinking towards a brand. In contrast, other consumers may feel opposite emotions, such as anger, frustration, and brand hate (Zarantonello, Romani, & Bagozzi, 2016). Marketing scholars started studying consumers emotions evoked by stimuli (Laros & Steenkamp, 2005; Richins, 1997; White & Yu, 2005). Studies conducted on negative emotions are limited, in contrast to positive emotions (Kucuk, 2018). Especially in extreme negative emotions of brand hate (Hu et al., 2018). Consumer relationship literature mainly focuses on the positive emotions and observes how consumers purchase and love a brand compared to understanding why they avoid and hate a brand (Berndt, Petzer, & Mostert, 2019; Fetscherin et al., 2019; Kucuk 2016). As A Result, the research on positive consumer perspectives is enormous and well recognized (Veloutsou & Guzmán, 2017). Recent research reveals the scholars' interest in positive emotions such as brand love, which is recognized as the most crucial emotion consumers develop towards a brand (Aro, Suomi, & Saraniemi, 2018; Loureiro & Maria, 2018). The Consumer who shows brand love is vital for business organizations, and they are considered loyal and inclined to share positive thoughts and resist those who dislike the brand (Batra, Ahuvia, & Bagozzi, 2012).

Conversely, the literature on negative emotions regarding the brand is scary and is at the exploratory stage (Fournier & Alvarez, 2012; Lis & Fischer, 2020; 46(1):1–20; Osuna & Thomas,

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2019; Romani, Grappi, & Dalli, 2012). The researchers primarily focus on brand hate, which might be the intense and most consequential negative outcome of consumer emotion concerning the brand relationship. As a result, this imbalance in consumer emotions studies needs further investigation in negative emotions, especially in brand hate.

The concept of brand hates under the attention of many scholars of consumer behavior, such as (Ali, Attiq & Talib, 2020; Bayarassou, Becheur & Valette-Florence, 2020; Fetscherin 2019; Islam et al., 2019; Jain & Sharma, 2019; Kucuk 2018; Zarantonello et al., 2016). First, Kucuk (2008) starts the research on a new construct, negative double jeopardy, and finds an anti-brand website's impact on a brand. This research found out that the most attractive and valuable brand positively correlates with anti-brand sites. According to Grégoire, Tripp, and Legoux (2009) the best consumer holds adverse events for a long time, and their positive long relation becomes hate. When consumers are more pertinent in a consumer-brand relationship, the more chance of retaliation from consumers when the relationship breaks. Bryson, Atwal, and Hultén (2013) explore the extreme negative emotional response towards luxury brands in contrast to brand love. Zarantonello et al., (2016) conducted a series of studies from exploratory to confirmatory and explanatory on a component of brand hate. In his results confirms two dimensions, active and passive brand hate. Besides this, also check the driver and outcome of brand hate. Sabrina, Hegner, Fetscherin, and van Delzen (2017) empirically test the determinant and out of brand hate. Kucuk (2018a, p. 20) defines brand hate as a psychological state in which consumers form deep negative emotion and detachment toward poorly perform brands and gives consumers a nasty and painful experience. Kucuk (2019b) explores the consumer-brand relationship by developing a hierarchical brand hate model that confirms cool, cold, and hot hate. Further, explore personality trait relationships with band hate by testing the type of consumer feeling more hate against the brand.

Bayarassou et al., (2020) investigate the relationship of personality impact in shaping brand hate. Curina et al., (2020) investigate the impact of brand hate on non-purchase intention in service context with online and offline campaigning as mediators. Kucuk (2018b) empirically check corporate social responsibility and service failure as antecedents of brand hate. Finally, Pinto and Brandão (2020) studied an antecedent and consequence in the telecommunication context.

At least three different research streams on branding have recently alarmed for more exploration of cconsumer's negative emotions during the consumption process. Fournier and Alvarez (2013); Park, Eisingerich, and Park (2013) are the first to highlight the importance of negative consumer-brand relationships and call for further investigation. Secondly, the prior literature demonstrated that anti-brand groups exist. Consumers join to share their negative experiences and emotions regarding certain brands and discuss strategies to cope with the hated brands (Hollenbeck & Zinkhan, 2010; Krishnamurthy & Kucuk, 2009). This behavioral response of consumers is of particular concern for brands that are highly appreciated and loved; at the same time, such highly accepted brands are subjected to hate, as explained by the "negative double jeopardy" concept (Kucuk, 2008). The third stream works on the consumer cognitive process of brand hate, which works in the process of brand hate, what is the driver and outcomes of brand hate (Fetscherin, 2019b; Hegner et al., 2017; Sarkar et al. 2020; Zarantonello et al., 2018; Zarantonelloet al., 2016).

The current study extends the third stream by explaining consumer appraisal and emotions with a theoretical model of antecedents and behavioral outcomes of brand hate in the context of the appraisal theory of emotions. Moreover, this study adopts the cognitive appraisal theory of Arnold (1960) that consists of four stages: situation (antecedents), appraisal (Cognition), emotions

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(Brand Hate), and action (Outcomes) (Klaus, 1999). Additionally, this study combines the cellular service quality (M-SERVQUAL model) of (Gautam, 2015; Kim, Park, & Jeong, 2004) and the Corporate social responsibility (CSR) model of (Carroll, 2016) as situational factors to investigate the influential role of these two models to start appraisal as a dissatisfaction. Dissatisfaction works as a cognitive appraisal and leads to emotions of brand hate and behavioral outcome. In addition to the appraisal theory process, this study adds the user perspective as a personality trait, which extends kucuk (2019) work for further investigation—the narcissism personality trait as a moderator between the cognition and emotion of the consumer.

Research studies on brand hate have proposed many antecedents of brand hate. In this research, two perspectives (service-related and company-related) were used as situational factors to check the appraisal theory of emotions. In this study, service-related factors are from M-SERVQUAL, and company-related factors are corporate social responsibility dimensions. In mobile service quality, first, unfair price a consumer perception about the reasonable price, new price, and hidden price charges (Kim et al., 2004). The second one is a negative perception of call quality: the quality of dial number connection time, the number of dropping calls, voice quality, and coverage area regarding the cellular service provider (Kim et al. 2018; Wang & Wang, 2006). The third variable, negative perception of consumer support, is complaint handling and personnel behavior at the support center (Kim et al. 2018; Wang & Wang, 2006). The fourth variable is a negative perception of procedural convenience, a consumer perception of the package subscription, call center connectivity, and service center location (Kim et al. 2018; Wang & Wang, 2006). The SERVQUAL model characteristic responsiveness is defined as firms willing to help the consumers and provide quick service (Heo, Lim, & Kim, 2017). The last variable related to overall service is value-added services, a consumer perception about added services by a cellular

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provider with core voice call services (Kim et al., 2004).

Carroll (1991) defined CSR in four dimensions. According to the model, the pyramid's first step is economic responsibility, which serves as the foundation for CSR. Prior to focusing on CSR, a business must first generate goods or services to maximize profit (Carroll, 1991). The second phase is legal obligation, which refers to a company's obligation to adhere to the country's laws and regulations. The third level is ethical responsibility, which refers to the expectation that businesses act in a socially acceptable manner even in the absence of rules. Finally, the philanthropic phase views businesses as responsible corporate citizens that engage in humanitarian causes.

Dissatisfaction is a state of mind in which consumers perceive service quality gaps as promises (Oliver, 1980). Buskirk and Rothe (1970) defined dissatisfaction as when consumers do not receive the promised outcomes and become frustrated. When consumers become dissatisfied with a product or service experience, causal inference activity occurs in their minds, indicating that they initiated the negative emotions (Brand Hate) (kucuk, 2021). Brand hate is a profoundly negative feeling in which consumers formulate a concentrated negative emotion and disconnect from a brand (kucuk, 2019). Consumer behavioral outcomes range from remaining silent and discontinuing use of the brand to making a complaint with the organization and filing a public complaint (Kucuk 2016b). According to some studies, these brand-hate reactions are categorized as flight or fight strategies (Grégoire, Tripp, Legoux, et al. 2009). Similarly, another research refers to them as active and passive consumer behavior (Hegner, et al., 2017). Kucuk (2021) define these outcomes as avoidance, approach, and attack. In this study, these three selected as Brand switching, complaining and Brand Revenge. In switching, consumer avoid the brand and switch

other option. In complain, consumer use the negative word of mouth against the brand, and in last behavioural outcome brand revenge a fighting strategy in which the consumers make their deliberate intention of causing damages to brand because of unfavorable experiences.

Brand hate of cellular users is growing due to service quality failure. This service quality failure is multidimensional, such as call quality, price, value-added services, procedural convenience, and consumer support. The study uses the M-servqual model, a well-recognized model to study the service quality-related satisfaction or dissatisfaction with cellular services (Huang, Lin, & Fan, 2015; Santouridis & Trivellas, 2010). Kucuk (2016a) states that failure to meet consumer perception of services quality leads to dissatisfaction. At the same time, Edvardsson (1998) states that consumer dissatisfaction is resultant of multiple factors. The literature highlights that corporate social responsibilities and organizational service failure also affect user satisfaction (Chung et al., 2015; Luo & Bhattacharya 2006; Rivera, Bigne, & Curras-Perez, 2016; kucuk, 2019). Further, Kim, Kim, & Heo (2019) study highlights that service failure at the consumer and corporate level results in consumer dissatisfaction.

So, the purpose of this research study is to explore further and extend the body of knowledge about consumer negativity towards brands plus examines its significant antecedents and consequences of brand hate. In the past, scholars explore brand love mostly, an insight in which consumers build up a strong connection among brands and become loyal to that specific brand (Batra, Ahuvia, & Bagozzi, 2012). However, brand hates somehow grab little awareness in past years, which requires & needs call for more research. Hence, this research study aims to more advancement in our insight into consumer negativity towards a brand.

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1.1 Research Gap

A significant shift was observed in relationship marketing literature and its practice due to the evolving consumer-brand relationships from a traditional transactional relation to a different relationship-based perspective (Fetscherin et al., 2019b; Fournier & Alvarez, 2012). This brand-consumer relationship differs substantially from segment to segment (Alvarez &Fournier 2016). Some consumers feel love; at the same moment, many feels hate for brands (Khan & Lee, 2014). People shared adverse events more than the positive aspects of life (Zeki & Romaya, 2008). Similarly, people are more willing to talk about negative emotions and less attracted to positive experiences. This phenomenon is called negativity bias in consumer studies (Kanouse & Hanson, 2016). This means that people are more open to negative information and depend better on negative information than positive information. Moreover, from a managerial perspective, consumers expressiveness to talk and share negative emotions can be drastic in this era of social media and other online social platforms (Kucuk, 2018).

This scarcity of research on a negative emotion, particularly brand hate, was discussed in recent studies in a consumer-brand relationship. They discussed their essential study gaps and future research recommendations (Bayarassou, Becheur, & Valette-Florence, 2020; Bryson, Atwal, & Hultén, 2013; Curina et al. 2020; Fetscherin 2019a; Kucuk 2016a, 2018; Pinto & Brandão 2020; Sarkar et al. 2020; Zhang, Zhang, & Sakulsinlapakorn, 2020). Fetscherin (2019) highlights the further theoretical model developed in the consumer perspective of brand hate with the support of the grounded theory. Zarantonello et al., (2016) call for more empirical studies on brand hate antecedents and outcomes with another measurement scale. Fetscherin (2019) recommended that researched the personality trait impact with brand hate. Kucuk (2019) further investigates consumer personality, and brand hates as a critical moderator. Zhang et al., (2020)

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recommended different brand behavior after emotions of brand hate.

Moreover, the topic lacks empirical research, and much of the work is done on brand love, brand attachment, brand hate dimensions, and behavioral outcomes of brand hate (Alvarez & Fournier, 2016; Fetscherin, 2019; Kucuk, 2019; Park, Eisingerich, & Park, 2013; Rindell, Strandvik, & Wilén, 2014). Whereas the researchers mentioned above highlight that, Brand hate lacks identification of the theoretical model, antecedent, and outcome. However, the current study overcomes this gap. It provides a more in-depth insight to understand the antecedents (service quality and corporate social responsibility) and outcomes (brand switching, complaining, and brand revenge) of brand hate according to the process of cognitive appraisal theory. In the current study, there are different research gaps have covered in brand hate.

First, the current study focuses on consumers negative emotions, which has been indicated in previous studies on negative consumer behavior. They called for more explanation of brand hate. Brand hate deep negative emotions are not studies as cohesive in academic literature and need further empirical investigation (Hegner et al., 2017). This gap has been highlighted and recommended by many researchers in their recent studies on brand hate (Ali, Attiq, & Talib 2020; Banerjee & Goel 2020; Bryson & Atwal 2019a; Curina et al. 2020; Kashedul, 2020; Rodrigues, Brandão, & Rodrigues, 2020; Zhang & Laroche 2020; Zhang et al., 2020). This study fills the gap in more studies required to explain the brand hate process and its antecedents and outcome.

Second, this study explains brand hate with a theoretical explanation of how the Consumers brand hates developed. This explanation carries out with the help of the appraisal theory of emotions. The current research study extends the theoretical scope of brand hate as the phenomena relevant in other research domains and clarifies antecedent's outcome outcomes. Zarantonello et

al. (2016) call for further explanation required in brand antecedents and outcome. Kucuk (2019) mentioned in the future recommendation about check the brand hate and personality trait impact.

Third, selecting the research area brand hate for further addressing the following major issues, from a theoretical point of view under the strong call for more exploration of brand hate. Second, from a practical perspective, previous studies demonstrate that brand haters significantly impact corporations negatively (Kucuk, 2018). By reviewing the literature, it is found that different perspectives can be antecedents of brand hate on a theoretical basis. In this study, three categories for the antecedent of brand hate have been selected. The first category includes service failure, the second is related to a negative perception of corporate social irresponsibility, and the last is related to consumer personality (Kucuk, 2021).

Fourth moreover, to expose the fundamental importance of brand hate, future research is needed. In general, this phenomenon is focusing on the present research. Future studies should fill this gap by examining the broader view of inherent qualities in different personalities (Zarantonello et al., 2016). Kucuk (2018) states that consumer brand hate could be the result of the Consumer's personality features (internal factors) rather than company-related factors (which are external factors most of the time). Consumer personality traits (predominantly negative traits) can also be a significant reason behind the extreme level of brand hate and extreme negative behaviors (Kucuk, 2018). However, personality, which reflects individuals' beliefs about the self-love trait, assesses personality attributes related to brand hate. There should be attention to consumer personality traits to facilitate and function as the moderator, such as narcissistic persons. Narcissism and entitlement are exchangeable as the primary consumer brand hate (Kucuk, 2018). In this study, narcissistic personality is checked as moderator.

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Fifth, In Pakistan, corporations indulge in exploring consumer negativity and hatred towards brands and rapid switching of brands after the negative experience (Islam et al., 2018; Ali et al., 2020). So, it is necessary to investigate the determinants which push towards brand hate. Additional research is supposed to be, as a result broadening the scope of context in which brand hate occurs by increasing the geographical span of work in the context of other countries (Bryson & Atwal, 2018). Most of the research is done in western culture, and Pakistan consumers are dissimilar to Western consumers in terms of culture, norms, and values. So, it is essential to know the conception of brand hate in Pakistani consumers in the cellular industry.

1.2 Problem Statement

According to neuropsychology research, negative information carries a greater weight in the human brain than positive information (Ito et al., 1998). Similarly, consumer research on brand relationships indicates that consumers share negative experiences more frequently and severely than positive experiences (Hegner et al., 2017; Romani et al., 2009). Apart from this negativity bias, social media network websites empower consumers, as they can now easily share their experiences across multiple platforms (Kucuk, 2016b; Kucuk et al., 2018). This consumer emergence power of social media has boosted the sharing of post-purchase experiences (Kucuk, 2016b, Kucuk, 2018a). Numerous studies on consumer-brand relationships highlight this issue and call for additional research on negative consumer-brand relationships, specifically brand hate. They have called for additional research in theoretical, conceptual, and methodological and contextual improvement in brand hate studies in these studies (Curina et al. 2019; Fetscherin et al., 2019; Jain & Sharma 2019; Kucuk et al. 2018). According to the appraisal theory of emotion, a negative event initiates a negative appraisal; this appraisal generates negative emotions; and as a result, the individual acts negatively toward the event's producer. This issue occurs with brands

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because when a brand fails to deliver on perceived services and does not act responsibly, the consumer develops dissatisfaction with the brand, which results in brand hate, which contributes to negative behavior toward the brand. This study contributes to the existing body of knowledge regarding brand hatred. It provides critical insight into the consumer-brand relationship. Second, this study develops a theoretical model based on the appraisal theory of emotions to explain the antecedents and consequences of brand hate. Third, the conceptualization of brand hates in the cellular industry.

1.3 Research Questions

a) Does service quality (Unfair Price, Failure of Call Quality, Negative Perception of Consumer Support, Negative Perception of Convenience in Procedures, Negative Perception of Value-Added Services) and corporate social irresponsibility (Negative Perception Philanthropic Responsibility, Negative Perception Ethical Responsibility, Negative Perception Legal Responsibility, Negative Perception Economic Responsibility) affect the dissatisfaction level of the cconsumer?

b) Does consumer dissatisfaction affect brand hate?

c) Does narcissistic feeling moderate the relationship between dissatisfaction and brand hate?

d) Does brand hate impact the behavioral outcomes (Brand switching complaining and brand revenge)?

1.4   Research Objectives

This study has researched the following objectives:

a) To find the impact of service quality (Unfair Price, Failure of Call Quality, Negative Perception of Consumer Support, Negative Perception of Convenience in Procedures,

Negative Perception of Value-Added Services) in developing consumer dissatisfaction with the service provider.

b) To find the impact of corporate social irresponsibility (Negative Perception Philanthropic Responsibility, Negative Perception Ethical Responsibility, Negative Perception Legal Responsibility, Negative Perception Economic Responsibility) in developing consumer dissatisfaction with the service provider.

c) To find the relationship between dissatisfaction and brand hate in the cellular sector of Pakistan.

d) To examine the behavioral outcome (brand switching, complaining, and Brand revenge) response to brand hate in Pakistan's cellular sector.

e) To investigate the relationship of narcissistic feeling as a moderator between dissatisfaction and brand hate.

1.5 Significance of the study

For a sustainable consumer-brand relationship, it is vital to understand negative emotions. Negative emotions regarding the brand lead to the extreme negative emotion of brand hate and associated outcomes (Kucuk, 2019). This research can enhance the existing body of knowledge and act as a base study for future researchers' brand hate. This study is beneficial in the cellular service sector to avoid brand hate and manage a sustainable relationship with consumers.

The current study adds to the body of knowledge on brand hatred and contributes to a better understanding of brand hatred (Zhang et al., 2020). Most studies focus on brand love in the consumer-brand relationship literature, but there is a dearth of research on brand hatred. Brands despise to construct to garner the serious intentions of scholars (Hegner et al., 2017). Additionally,

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this study contributes to a better understanding of consumer dissatisfaction and brand hatred and service failure and corporate social irresponsibility. Additionally, how brand hate emotions influenced consumer behavior and hostile behavior toward the brand. Numerous scholars have advocated for additional research on consumer-brand relationships to understand better the causes and consequences of brand hate (Ramrez et al. 2019; Zhang and Laroche 2020).

This research makes a managerial contribution by assisting cellular service providers in dealing with dissatisfaction and brand hatred. This study on brand hatred provides insight into the relevance of services and social irresponsibility for marketing managers. Additionally, increased awareness of service failures and corporate social irresponsibility regarding how consumers see the brand. Along with the antecedent contribution, it is beneficial for the manager to grasp the function of consumer personality in generating brand hatred and how the manager may handle consumers with an unpleasant personality.

This study will deal with consumers' switching, complaints, and revenge behavior to brand hate. Because a dissatisfied consumer will feel negative emotions, measuring hate emotions in post-purchase behavior is essential. Studies only on dissatisfaction may not be enough to explain and predict consumers' behavioral responses even at extreme levels. Examine different emotions should enable management to make better predictions about consumer behavior and eventually about service profitability. Most dissatisfied consumers generally do not bother to complain; hated consumers exhibit a whole range of different responses to discourage the service provider from doing what causes one's brand hate.

1.6 Operational Definitions:

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Table 1.1: Definition of the variable

Variables	Abbreviations	Definitions	Reference of Definition
Service Quality	**SQ**	It defined as consumer perception about the overall quality of service performance.	(Zeithaml, 1988)
Corporate Social Responsibility	**CSR**	An organizational responsibility of business to cover the economic, legal, ethical, and philanthropic perception that society has with organizations within a provided time point.	(Carroll, 1991)
Corporate Social Irresponsibility	**CSI**	The lack of CSR efforts naturally defines as a companies' socially irresponsible practices.	kucuk (2019, P. 59.)
Dissatisfaction		It is a consumer cognitive state in which they perceive that service quality shortfall as promises.	(Oliver, 1980)
Brand Hate	**BRH**	It is a deeply negative feeling state in which Consumers formulate a concentrated negative emotion and disconnect from a brand.	kucuk (2019)
Brand Switching	**BSW**	A process in which a consumer deliberately decides to switch a brand and reject a brand by distancing himself from the brand. Alternatively, an intense desire in consumers' minds keeps them away from the brand and not use it in the future.	Lee, Motion, & Conroy (2009) Grégoire (2009)
Complaining	**COM**	Consumer behavior in which they write or speak against the brand negative experiences due to product or service quality failure.	(Hunt 1991; Romani, Grappi, & Dalli, 2012)
Brand Revenge	**BR**	A fighting strategy in which the consumers make their deliberate intention of causing damages to	Grégoire & Fisher (2008)

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		brand as a consequence of unfavourable experiences.	
Narcissism	**NAR**	Define as a personality trait, characterized as a highly inflated self-concept of selfishness, lack of empathy, sense of entitlement, and need of admiration.	Campbell, Rudich, & Sedikides (2002)
Unfair Price	**UFP**	It is defined as consumer perception about the reasonable price, new price, and hidden price charges.	(Kim et al., 2004)
Failure of Call Quality	**FCQ**	Consumer perception about dial number connection time, number of dropping calls, voice quality, and coverage area regarding the cellular service provider	(Kim et al., 2018; Wang & Wang, 2006)
Negative Perception of Consumer Support	**NPCS**	It is defined as negative consumer perception of complaint handling and behavior of personnel at the support centre.	(Kim et al., 2018; Wang & Wang, 2006)
Negative Perception of Convenience in Procedures	**NPCP**	It is defined as a negative consumer perception of the package subscription, call centre connectivity, and service centre location.	(Kim et al., 2018; Wang & Wang, 2006)
Negative Perception of Value-Added Services	**NPVAS**	It is defined as a negative consumer perception of the digital services added by a cellular provider supplementary with core voice call services.	(Kim et al., 2004)
Negative Perception Philanthropic Responsibility	**NPHR**	It is defined as negative consumer perception of society desired by the organization to improve the community through contributions from corporate resources.	(Carroll, 1991)
Negative Perception Ethical Responsibility	**NPER**	It defined society's expectation from the organization to work and ethically operate business activities even though they did not codify in law.	(Carroll, 1991)
Negative Perception Legal Responsibility	**NPLR**	It defined societies required from the organization to run business activities in law and government regulation.	(Carroll, 1991)

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Negative Perception Economic Responsibility	NPECR	It defined society's requirement to produce goods and services that are needed to society and sell them profitably.	(Carroll, 1991)

1.8 Structure and Organization of the Thesis

This study is organized into five sections.

Chapter one introduces the consumer-brand relationship, the research on consumer-brand relationships and brand hatred, the study's background, industry analysis, research gaps, research problem statement, research questions, research objectives, the study's significance, and defines the study's definition.

This second chapter of the study discusses the various theories that were used to develop the theoretical model, a detailed review of the literature on emotions, brand hate, the antecedents and consequences of brand hate—three significant brand factors: service quality failure, corporate social irresponsibility, and consumer personality. This chapter presents the justification hypothesis.

Chapter three discusses the methodology used in the thesis and the rationale for its use. It details the study's design, research settings, data collection techniques, sample and sampling techniques, scales and measurements, and the measurement models' reliability and validity.

Chapter four is divided into four sections that aid in the comprehension of the study's findings. The following is the chapter. Demographic Information, Descriptive Analysis of Study Constructs, Structural Equation Modeling (SEM) Analysis, Measurement Model Analysis (Indicator Reliability, Internal Consistency Reliability, Convergent Validity, and Discriminant

Validity), and Structural Model Analysis (Multicollinearity Analysis, Significance and Relevance of Paths). Coefficients, Hypotheses Testing, Determinant Coefficient, Explanation of Variance - R^2, Effect Size, and Blindfolding (Predictive Relevance).

Chapter five summarizes the study's findings. This chapter is divided into three sections; the first section compares the findings of this study to those of previous studies. Additionally, this chapter discusses the rationale for a demonstrated relationship between the antecedents and outcomes of brand hatred. The second section of the chapter discusses the implications and recommendations in detail, while the final section discusses the study's limitations and conclusion.

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1.9 Summary of Chapter One

Chapter one begins by introducing the study and discussing the research background. After that provides a brief detail of the cellular industry analysis in Pakistan. Then move to the research gap and provide an overview of the already published research on the topic. After discussing the already researched area, we give the research gap of the current study. In research, the gap discussed the brand hate development process in the appraisal theory of emotion. According to that theory, emotion is based on the appraisal and appraisal of the situation. A negative appraisal of the situation produces a negative emotion, such as brand hate. According to theory, our behavior is an outcome of emotions, negative or positive. The research gap has discussed how personality trait moderates the brand hate the process. The study's problem statement has discussed how problematic brand hate for the brand in this era. Based on the problem statement research question has developed from the research question research objective. After that, we briefly discuss the significance of the study, theoretical and managerial. In last define the key variable of the study. Following the research study outline, chapter one also describes the overview of the study's remaining chapter: chapter two literature review, chapter three research methodology, chapter four result analysis, and chapter five discussion, implications, and future recommendations.

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Chapter One Introduction	Introduction and Background of the study Industry Analyis	Research Gap Research Problem	Research Question Research Objective	Significance of the study Key variable definition
Chapter Two literature Review	Theories of the study, Methods of Model Development	Cognitive Appraisal Theory of Emotions Hate Hate vs love.	Brand Hate Antecedents and Outcome Brand hate in the service context	Situational Factors: Appraisal: Dissatisfaction Behavioral Outcome Indirect Effects
Chapter Three Research Methodology	Sampling and Data Collection	Measures	Data Analysis SEM	Measurement Model Structural Model
Chapter Four Result Analysis	Descriptive Analysis of Study	Structural Equational Modelling (SEM) Analysis	**Measurement Model Analysis** Indicator reliability Internal Consistency Reliability Convergent Validity Discriminant Validity **Structural Model Analysis** Multicollinearity Analysis Significance and relevance of path Coefficients (Hypotheses Testing) Coefficient of Determination (Variance Explained - R2) Effect Size Blindfolding (Predictive Relevance)	
Chapter Five Discussion, Implications and Recommendations	Discussion	Implications	Future Recommendation	

References	Appendixes

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Chapter Two literature Review

Chapter Two literature Review	Theories of the study, Methods of Model Development	Cognitive Appraisal Theory of Emotions Hate Hate vs love	Brand Hate Antecedents and Outcome Brand hate in the service context	Situational Factors: Appraisal: Dissatisfaction Behavioral Outcome Indirect Effects

Structure and Organization of Chapter Two

CHAPTER TWO LITERATURE REVIEW

This literature review aims to place a clear theoretical foundation for investigating brand hate and its antecedent and outcomes relevant to cellular subscribers. This section begins with fundamental theories that support a conceptual model of the study. After that, a review of the literature on the concept of emotion discusses hate as emotion. Then, explain the antecedents and outcome of brand hate. The antecedents of brand hate and dissatisfaction provide a detailed overview of service quality measurement models and explain the mobile SERVQUAL. Besides the service quality, another antecedent of the corporate social irresponsibility model discussed and discussed the Carrol model of CSR.

Mobile SERVQUAL includes the five dimensions of cellular services, call quality, unfair price, negative perception of the consumer care centre, and value-added services. CSR model has four dimensions: economic, social irresponsibility, legal, social irresponsibility, ethical, social irresponsibility, and philanthropic social irresponsibility. After that, explain the appraisal of dissatisfaction. After the appraisal, the brand's outcome will be categorized and discussed, such as complaining, brand switching, and brand revenge. Then, discuss the personality of consumers and brand hate. In personality trait, a narcissistic trait as a moderator between appraisal dissatisfaction and brand hate. Finally, theoretical model is presented.

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2.1 Theories of the study:

2.1.1 Methods of Model Development:

Researchers gain a better understanding of consumer behavior by building models that show the relationships between variables such as internal and external forces and purchasing decisions. These models depict the structure of brand hate as a logical flow process through the situation, appraisal, emotion, and outcome. However, the question of how models can be built remains unanswered. Two distinct approaches to users' intent to develop or construct consumer behavior models. These are their names:

The Abstraction method

The Realization method

The Abstraction Method of Model Construction.

"In the abstraction method, the real-life is abstracted or represented by a model."

The Realization Method of Model Construction.

"In the realization method, the model is developed based on a theoretical foundation." Based on the aforementioned methods, this research study is based on the realization method in which the model is developed based on the theoretical foundation. Following are the theory used in this research as follow:

2.1.2 Cognitive Appraisal Theory of Emotions

The theory states that an individual evaluates a situation or event, and this evaluation contributes to his/her emotional response. Cognitive appraisal theory is derived from the James-

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Lange Theory of emotions, and it states that psychological response can take various emotional shapes. Arnold (1960) first presented this concept of an emotional appraisal. Various evaluation theorists have characterized and captured the fundamental structure of emotion (Arnold 1960; Lazarus & Smith, 1988). According to appraisal, theorist emotion is a mental condition developed through cognitive appraisal related to a situation or event (Lazarus & Smith, 1988). According to the appraisal generated from the event, if an event has a negative situation, it leading to negative appraisal and, consequently, negative emotion and outcomes (Lazarus & Smith, 1988).

This study considers the consumer perspective to examine the brand hate and allied response by drawing a framework based on appraisal theory. Emotions have been defined by appraisal theory as a state of mind (Colby et al., 1989; Frijda, Kuipers, & ter Schure 1989; Frijda 1993; Lazarus & Smith, 1988; Roseman, Spindel, & Jose 1990; Scherer, 2005). Results generated from the processing of personally relevant information defining an individual's interests and goals and emotional reaction to such a situation is called "appraisal". Conclusively, it can be said that the processing of information leading to emotional response is known as appraising. In contrast, conclusions of such information processing are known as "appraisals." Thus, a appraisal is the information processing that leads to an emotional reaction, and assessment is the judgments drawn through processing (Lazarus & Smith, 1988; Ma et al., 2013). Appraisal theory explains the psychological process that an individual faces when exposed to environmental stimuli such as brands (Ben-Ze'ev et al., 2003; Zampetakis et al,. 2017). Experts present two different thoughts about the appraisal theory. Some researchers recognize appraisal theory as a limited set of dimensions that consider relational meaning and discrete emotions (Ellsworth, 2013). Many others discuss it as a mental development process (Nerb, 2015; Pecchinenda, 2001; Scherer, 2001). This mental development process begins with a simple assessment of primary appraisal; here, the

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Consumer evaluates the goal congruence and goal relevance. If the behavior is observed disruptive and incongruent with goals recognized, a secondary appraisal phase is ignited, involving the cognitive and negative emotions. In the final phase, the Consumer assesses various coping strategies and considers the most appropriate strategy as a behavioral response to stay out of problematic psychological scenarios (Lazarus & Folkman, 1987; Moors et al, 2013; Roseman, 2001). For example, appraising the primary task is to identify whether the particular situation is good or bad for achieving goals. Suppose the results of those appraisals depict positive emotion or negative emotion. Different appraisal processes have been specified by appraisal theory leading to an emotional outcome, depending upon individual's situation and feelings related to the situation either "good" or "bad" and appraisal theory identify emotional responses faced by an individual. So, the appraisal process can be summed as: it begins with initial cognition (situation evaluation) and moves to further cognitive process and emotional assessments (secondary appraisal and negative emotions development), which finally determines the behavioral response of individuals (Roseman, 1996; Skavronskaya et al., 2017).
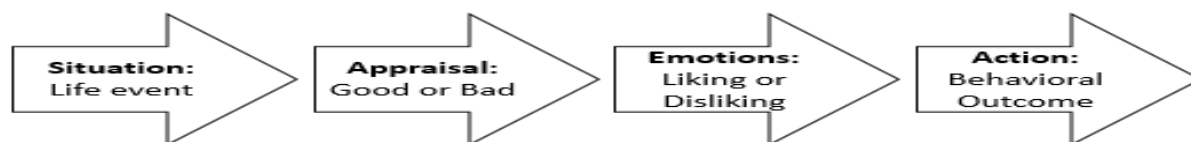
Figure 1.1 Created by author Arnold appraisal theory of emotions

Figure 1 presents a simplified view of the appraisal theory of emotions. The figure presents the complete process of mental development in the context of negative emotions. Arnold's (1960) appraisal theory states that primary appraisal begins with the individual's situation analysis. This situation assessment leads to the early appraisal stage that later develops the negative emotional state such as brand hate. In the final phase consumer considers the action path known as the behavioral outcome. Figure 1 also presents the initial framework adapted for this study.

The situational stimulus, when the individual evaluates the potential effect of the environmental factors on his/her wellbeing (Arnold, 1960). This environmental evaluation might result in opportunity or threat consideration (Lazarus, 1968). The theory states that every situation will have some different emotional response. According to the theory, it is understandable why the different situational elicitors for given emotions do not have standard features (Ellsworth, 2013). This difference exists, as it evaluates the event's occurrence rather than events that elicit an emotion. An infinite number of situations can elicit various emotions, as every situation evaluated will arise emotions (Demir, Desmet, & Hekkert, 2009). In the present context, service failure and corporate social irresponsibility are the situational cause. The literature shows that these factors can elicit a divergent emotional response (Kucuk, 2016a; Lee et al., 2009a).

Moreover, service failure adversely influences user satisfaction (Ferguson & Johnston, 2011; Xu & Li, 2016). Further, the literature elaborates that the failure process might result from different factors (Chatzidakis & Lee, 2013; Lee, 2007). The failure can be at a service level, consumer-level, or the firm level (Kucuk, 2018). This phase first presents the situational factors such as service quality and firm CSR related, which originate the cognitive appraisal. After that, dissatisfaction is an appraisal that leads to emotion brand hate and their behavioral outcomes.

2.2 Hate

Hate is the primary emotion; there are two schools of thought. One school, holding a more traditional interpretation of hate, believes hate is a primary emotion associated with extreme dislike, aggressive impulses, personal emotional rejection, and group hatred (Arnold, 1960) (Gittleson, 1972). According to Yamagishi and Mifune (2009), hate is due to in-group and out-group biases, and prejudice best describes hate emotions. In line with this school of thought, Storm

and Storm (1987) treated hatred as a subcategory emotion similar to hostility and detest. Another school of thought, a more widely accepted interpretation of hate among psychology and marketing researchers, believes hate is a multidimensional emotion (Sternberg, 2003). According to them, hate comprises three dimensions: the negation of intimacy, second passion, and third commitment (Sternberg, 2003). Earlier research defines hate as cognitions, events, verbal anger, physiological symptoms, urges, and associated emotions (Fitness & Fletcher 1993). This hate emotion also has the dimension of disgust and unfairness (Fitness & Fletcher 1993). The commonly used dimension of hate in marketing and consider by different scholars are anger, contempt, disgust, and fear (Curina et al., 2020; Fetscherin, 2019; Sternberg, 2003). Mainly anger results in dissatisfaction and has a highly intensive and direct behavioral outcome (Bougie, Pieters, & Zeelenberg, 2003; Johnson, Matear, & Thomson, 2011; Park, Eisingerich, & Park, 2013). Disgust is defined as the distance from the object of hate and is related to strategies to avoid or switch (Kucuk 2019). Some scholars believe that hate is a combination of fear and anger or anger and disgust (Kemper, 1987; Plutchik, 2001). It concluded from the literature of hate that hate has a multidimensional construct.

2.2.1 Hate vs love

Love, mostly defined as a strong emotional attachment and regarded as a prototypical emotion (Goode, 1959; Plutchik, 2001), shares an intricate relationship with the emotion hate (Jin, Xiang, & Lei, 2017). Although some researchers claim that hate and love are polarized emotions, the construct of love is not opposite of the construct hate (Sternberg, 2003). Instead, an individual may experience hate and love toward their partner and hate, and love may coexist (Sprott, 2004). Jin et al., (2017) explained the strongly associated hate and love using another emotion, jealousy. The positive relationship between love and jealousy and the strong association between jealousy and hate can explain the association between hate and love (Jin et al., 2017). Plutchik's (2001)

three-dimensional model, love and hate-related emotions (i.e., anger and contempt) are almost orthogonal.

2.2.2 Brand Emotion Matrix (Feelings towards brands and their relationships):

Brand emotions Matrix has shown feelings associated with the brand its extent or strength. Quadrant showed a fragile relationship between consumer and the brand, yet positive. The concepts of brand one trust, brand loyalty, and brand satisfaction fall under the quadrant and are not ultimate outcomes. Consumers may get satisfied with some service or product, but this does not guarantee their brand loyalty. Quadrant two demonstrates a more grounded brand relationship. For example, brand love, along with brand passion, fall under this quadrant. The third quadrant shows avoidance yet negative emotions towards brands. Barely a few examinations have investigated this area. For example, Lee's et al., (2009) examine anti-consumption and brand avoidance. The fourth and last quadrant demonstrates concrete and negative emotions towards brands. Like the past Quadrant, almost no examination is there. A few examples are Sussan's et al. (2012), who investigates brand divorce.

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**Strengths of
Brand Relationship**

		Weak	Strong
Feeling Towards Brand	*Positive*	(1) Brand Satisfaction	(2) Brand Love Brand Passion
	Negative	(3) Brand Avoidance	(4) Brand Hate Brand Divorce

Figure: 2.2 Reprinted from "Consumer brand relationships: A research landscape" by Fetscherin, M., & Heinrich, D. (2014), Journal of Brand Management Vol. 21, 5, 366–371

The third and fourth quadrant is mainly applicable to the exploration ponder. The current research has talked about this feeling, Brand hate, its determinants, and its results. In this examination, the scholar concentrates on negative emotions and explicitly focuses on hate's most grounded and extreme feelings. It is vital to note that both hate and love are the boundaries of a range, and along these lines, we should initially characterize love, and after that, characterize hate.

Many theorists have taken brand love as a multifaceted development that came up in different structures that can have different implications and results (Sternberg, 1986). Inside the field of rationality, Johnsons (2011) presented to demonstrate the love contains four segments, that much is concurring. In the primary place, love should include an article. At that point, love esteems this item. The third one, love, is attracted to the item. Lastly, plus love feels something for the loved article. In this way, Johnsons (2011) infers that love esteems the item and needs to advance the article's prosperity. Despite its significance, Swinging the hate is an underdeveloped human

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feeling, is hating (Blum, 1997).

It is frequently talked about as the opposite of love, as it is an authoritarian state to love. Most researchers in this field agreed that hate is a feeling; however, it encloses conflicting sentiments from its inclination. Few scholars have defined hate as persistent and stable than love (Kernber, 1990), and other researchers have described hate as a long-term but fluctuating emotion. When to value an object, love is considered. Brand hate should be employed to devalue that. Therefore, to diminish and thrash the wellbeing of an object is the goal of hate.

Brand Dislike It is characterized as the "dark side" in terms of consumer preferences. Negative emotions associated with the brand are explored by (Romani et al., 2009) if narrowed down, brand dislike, sadness and brand hate. They found that respondents of their investigative study were more interested in describing the specific negative state of emotions than an expression of the combination of experiences (both negative and positive). They assembled every one of the outcomes and most sentiments based on dislike and anger. Some explained emotions as, for example, aversion, distaste and disgust (Romani et al., 2009). Dalli's et al., (2007) did a different investigation similarly investigates brand despise. In the current investigation, they investigate good predictors along with dimensions of dislike. For example, levels for the brand's product, such as evaluating and the quality, the client of a particular brand, and stereotypes that the brand conveys plus clients would prefer and do not relate through the corporate brand, where buyers see brands acting immorally, illegally or sinfully. Hate is a deep emotional extreme dislike outrageous abhorrence. The objects of such scorn can shift broadly. Scorn regularly connected with mien towards an antagonistic vibe against the objects of contempt. Also, it can drive oneself to outrageous practices.

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Brand hate is progressively extraordinary, more grounded, and significant than brand hate. Likewise, it is appropriate in brand enjoying versus brand love (Rossiter, 2012); brand dislike is more grounded and more critical than brand love. Fetscherin et al. (2019) characterize brand hate as, "a forceful, passionate responder of indignation, sicken for a brand." This definition got from Sternberg's Triangular Theory of Hate, which will be discussed later in this area. In promoting and consumer inquiry, the principal conceptualization of brand hate can seen in (Grégoire et al., 2009). They portray hate is a type of want used for revenge or want for brand withdrawal. Such are the wishes that extricate outcomes/reactions from brand hate.

Brand Divorce Sussan et al. (2012) has examined brand divorce as an unusually least researched issue. Their findings from the study would be applicable and useful for those of us about brand divorce experiences. They have used a similar approach as implied by the AA model (the approach was extensively used in marketing studies) wherein consumers perceive brands as a type of personality or as a type of augmentation.

Sussan et al. (2012) speculate that if one is profoundly associated with the brand, the consumer will endure a brand divorce when one experiences spiritually change. Sussan et al. (2012) findings of brand divorce as useful, because their point of view is engaged towards the consumer. However, this research study looks towards the benefits of the organization and benefits the consumers by their perspectives for their requirements. Hate is a profound and obsessive offensive disgust. The objects of such area shift broadly. Also, can drive oneself to abusive practices. Brand hate is progressively extraordinary, more grounded, and significant from brand hate. It is likewise appropriate for brand enjoying against brand love (Rossiter, 2012).

Fetscherin et al. (2019) characterizes the brand hate as the "a forceful adoring responder

of indignation, scorn or sicken for the brand." This definition got from Sternberg's Triangular Theory of Hate that can be advanced discussions later on in that particular area. Field of promoting plus buyer inquire about the principal conceptualization of the brand hate and seen in (Grégoire et al., 2009). They portray hate as the type of wanting to be meant for revenge or want of brand avoidance. Such are the wishes that extricate outcomes/reactions from brand hate.

2.3 Brand Hate

It is a profoundly negative feeling in which consumers formulate a concentrated negative emotion and disconnect from a brand (kucuk, 2019). There is limited literature on brand hate, and scholars do not study much more (Bryson & Atwal 2019; Kucuk, 2019; Popp, Germelmann, & Jung, 2016). Although there is a limited study, some authors have searched for the conceptualization of brand hate and its dimensions (Fetscherin, 2019; Kucuk, 2019). Some other authors work on brand hate determinants and outcomes (Ali et al., 2020; Hegner et al., 2017; Zarantonello et al., 2016; Zarantonello et al., 2018; Zhang & Laroche, 2020).

Organization around the world nowadays focusing on their brands and its value creation (Keller, 2014). They realize that without brand strength is not possible to create intangible assets of a company (Keller, 2012). Branding is a method that creates added value for any company or product and differentiates it from competitors (Fournier, 1998). Brand creates a mental association through brand image and brand positioning in the minds of consumers (Keller, 2014). Brand association have both emotional links positive or negative (Lee, 2007). Positive emotional links with consumers create brand loyalty, attachment, passion, and love (Veloutsou & Guzmán, 2017). Negative emotions with brands leads to brand dislike, brand avoidance, and brand hate (Dalli, Romani, & Gistri, 2006b; Lee, Motion, & Conroy, 2009b; Sampedro et al., 2017).

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Companies and academia search to how more precisely understand consumer behavior although consumers purchase product for fulfilling the need with satisfaction (Lee, 2007). However, over time, there is an increase in studies related to the positive relationship with a brand, while in literature on marketing, there is not much available on brand hate (Sampedro et al., 2017). In relationship marketing researchers have most focus on positive side of brand relation with consumer brand likes, brand attachment, brand passion, brand devotion, brand loyalty and brand love (Spears & Singh, 2004; Pichler & Hemetsberger, 2007; Carroll & Ahuvia, 2006; Rossiter, 2012). Studies on negative emotion are few and the mostly focus on psychological side with exploratory studies rather than empirical, such as brand dislike (Dalli et al., 2006b) Anti-consumption and brand avoidance (Lee et al., 2009b). The revenge of the consumer (Romani et al., 2015.), Brand hate (Zarantonello et al., 2016), Brand Hate and Brand Forgiveness (Sampedro et al., 2017) and the impact of self-congruity on brand hate (Tahir et al., 2018). Consumers share their views when they feel negative emotions than good experiences or positive emotions (Bratslavsky, 2001). These negative emotions are not only obstacles for creating good relationships with consumers, but these brand hate behavior of consumers switch consumers away from brand and consumer in action to take revenge from brand (Mahdiloo, Noorizadeh, & Farzipoor Saen, 2014; Zarantonello et al.,2016).

First, Kucuk (2008) pursued the phenomena by identifying and exploring a new brand effect online, named Negative Double Jeopardy. Under the given phenomena, valuable brands were more vulnerable to attracting negative brand hate site attention than low valuable brands. Similarly, Gregoire et al., (2009) defined brand hate as a sense of desired revenge and avoidance towards a brand, considering data from online complaints. Additionally, Johnson et al. (2011) defined brand hate as a feeling of shame because it is a crucial mediator in encouraging consumers

to act with hatred. Bryson et al. (2013) defined brand hate as intense negative emotion toward a brand. Prior studies have not considered the collective dimensions of brand hate. At the same time, Zarantonelloet al. (2016a) deeply explored the dimension of brand hate in terms of feelings and their role in consumer reactions. By conducting confirmatory factor analyses and exploratory study, two dimensions of brand hate have been recognized, active and passive. A further dimension of brand hate, such as anger, contempt and disgust, are relevant to the former, and fear, disappointment, shame and dehumanization are relevant to the latter. Fetscherin (2019) explored the negative emotion and found three different dimensions of brand hate and the behavioral outcome related to brand hate. Kucuk, (2019) presented brand hate as a layered dimension model. In the present era, one of the most problematic situations for corporations is when the company is being encountered with consumers' negative behaviors. When a specific brand's consumers are confronted with some painful experience (service failure or Corporate Social irresponsibility) with a company, they decide to hurt the service provider to avoid or approach or attack (complaining, switching or revenge) (Kucuk, 2021). Sometimes, without understanding that failure can be part of the consumer itself, they hate the brand. However, consumers start hating the brand without finding the root cause of failure (Kucuk 2021).

Further, this study determines the link between consumer personality and brand hate. Jain & Sharma (2019) show how strong brand attachment creates brand hate. Zarantonello et al. (2016) study provides a comprehensive overview of brand hate. His investigation includes primary and secondary emotions that initiate brand hate.

Subsequently, Hegner et al. (2017) defined brand hate as a strong emotional feeling for the brand, not consumers. Similarly, with deeper consideration, Kucuk (2018a, p. 20) explained a

comprehensive perspective of brand hate and generalized the concept by defining brand hate. A state of mind where consumers develop deep negative emotions and detachment from those who fail to deliver promised services gives a painful and dissatisfying experience at an individual and social level.

Above all, Kucuk (2019) gave the latest contribution to the existing literature on brand hate, together with Zarantonello et al. (2016), as one of the first reporting studies to empirically test the multidimensional composition of brand hate. In this study, the hierarchy of brand hate is considered in both dimensions, unit and multi-level structure. The levels of brand hate taken into consideration are cold, cool and hot, singularly for the former, while the latter collectively examine these dimensions; therefore, the level of consumer brand hate.

Recent studies on brand hate, which are industry-focused such as Bryson and Atwal (2019), conducted a study on Starbucks' case study in France. Rodrigues, Brandão, and Rodrigues (2020) anti-brand communities' perspective of Apple. Islam et al. (2019) conducted a study on fast food brand hate with self-congruency personality. Drivers and outcome of brand hate tourism industry (Fahmi & Zaki, 2018). An empirical investigation of antecedent and outcome of brand hate in telecommunication (Pinto & Brandão, 2020). Political party brand hate (Banerjee & Goel, 2020). Other studies on brand hate in which moderator or other perspective used to measure the brand hate such as Consumer hate the brand but still used it a case study of nano car in India (Sarkar et al., 2020). Consumer personality as a moderator and brand hate and coping strategies (Bayarassou, Becheur, & Valette-Florence, 2020). Brand hate in food and moderator role of religiosity (Wisker 2020). Summary of brand hate summarize in table 1 in Appendex C.

2.2.1 Antecedents and Outcome

Research studies of Dalli (2007), Hogg (2009) and Gregoire et al. (2006) have proposed

many determinants of brand emotions in negative terms. In this part, look into different aspects about brand hate experiences are broadened. Significant determinants of brand hate include consumer disappointment with the services (Kucuk, 2021). From the previous studies, it is observed that one of the most confirmed and validate antecedents of brand hate is consumer dissatisfaction from the product or service failure (Bryson et al., 2013; Johnson et al., 2011; Zarantonello et al., 2016 Kucuk, 2008; Kucuk, 2019; Kucuk, 2021). In other studies, the same variable is used with other names, such as negative experience from the service and product failure (Hegner, Fetscherin, & van Delzen, 2017). Another researcher names this determinant as a consumer complaint as services and product failure (Bryson et al., 2013; Fetscherin 2019; Johnson et al., 2011; Zarantonello et al., 2016). In contrast with the service failure, brand hate also includes the price input and service output disagreement among consumers and service providers (Krishnamurthy & Kucuk, 2009). This price unfairness and value expectation do not meet by the services lead to inequity in the consumer mind (Kucuk, 2021). Above mentioned reason for brad hate highlights that consumer hate resulting from services or product failure. So from the upper discussion, it can be concluded that these different names fall under the one variable of product or service failure (Kucuk, 2021).

According to the literature, other most used antecedents of consumer brand hate are related to consumer social consciousness and political involvement, leading to brand hate (Kucuk, 2021). The brand that is not working under the law and ethics performs its business activities unethically and faces brand hate (Bryson et al., 2013; Fetscherin 2019; Johnson et al., 2011; Kucuk, 2018; Kucuk, 2021; Zarantonello et al., 2016). Kucuk (2021) conceptualizes these unlawful and unethical practices as corporate social irresponsibility. Some other researchers consider this antecedent as an ideological mismatch among consumers and brands (Dalli, Romani, and Gistri

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2006; kucuk, 2021). Other researchers called this antecedent as ideology incompatibility (Hegner, Fetscherin, & van Delzen 2017).

Ideology is strongly correlated with consumer ideology because consumers with contrary moral views may also shape alternate associations toward a brand. Corporate brand preferences illustrate consumer identification, social class, and moral and ideological opinions in a social context. Brand options also are used as indicators of distinction. The second brand hate antecedent can be classified as a corporate social irresponsibility or mismatch.

Researchers have focused on brand hate itself and explored the antecedents, consequences, and strategies relevant to brand hate. Several studies such as: (Fahmi & Zaki, 2018; Hegner et al., 2017; Islam et al., 2019; Kucuk, 2019b; Zhang et al. 2020; Bryson & Atwal, 2019; Kucuk, 2018; Zarantonello et al., 2016, 2018; Platania et al., 2017; Bryson et al., 2013; Park et al., 2013) have reported the antecedents of brand hate, while (Zarantonello et al., 2016, 2018; Hegner et al., 2017; Platania et al., 2017; Romani et al., 2012; Zhang & Laroche, 2020) studied the consequences of brand hate, and the strategies were discussed as well (Ahmed & Hashim, 2018; Zarantonello et al., 2016a, 2018; Hegner et al., 2017; Romani et al., 2012). Some of the extant brand hate studies have investigated the antecedents and outcomes of brand hate (Garg et al., 2018; Kucuk, 2016, 2018a, 2018b, 2019; Zarantonello et al., 2016, 2018; Zhang and Laroche 2020). As per studies of brand hate, antecedents may be product-related, service-related, company-related, and consumer-related. Company related determinants of brand hate include failure in marketing strategies, store environment, and CSR practice failure. Product-related factors such as unfair price, core service or product quality, Product design, and product convenience. The last one is consumer-related: consumer perceived expectation failed, consumer culture, consumer personality, and another

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negative word of mouth.

It depends on the brand's hate of emotional conditions. In this way, consumer behavioral outcomes vary from being silent and discontinuing from the brand, complaining to the organization, and complaining to the public (Kucuk, 2016). In some research, these reactions of brand hate are indicated as flight or fight strategies (Grégoire et al., 2009). In the same way, other studies mention them as active and passive consumer behavior (Hegner, et al., 2017). In relevant other studies discusses these outcomes in their parts, avoidance, approach, and attack (Zarantonelloet al., 2016; Zhang & Laroche, 2020). Kucuk (2016, 2019) used instrumental and expressive.

According to the literature, primary outcomes of brand hate used confirmed such as, revenge, boycotts, dissatisfaction, negative word of mouth, brand avoidance, retaliation, schadenfreude, brand switching, and complaints (Bougie et al., 2003; Fetscherin, 2019; Garg et al., 2018; Zarantonello et al., 2016; Japutra, Ekinci, and Simkin, 2018; Zhang & Laroche 2020; Kucuk, 2018). Most of the studies confirmed that band hate has different outcomes from switching to retaliation according to the brand hate dimension cool to hot brand hate (Fetscherin, 2019; Park et al., 2013; Kucuk, 2016, 2018b). For direct and indirect behavior, indirect outcome, consumers avoid or switch the brand while indirectly influencing consumers to attack the brand, such as complaining, revenge, or retaliation (Romani et al., 2012; Japutra et al., 2018; Kucuk, 2016, 2018b, 2019). Further, studies also found that consumer behavioral response against the negative emotions such as causing harm to brands, no more transactions with a service provider (Gregoire et al., 2009), switching to another brand or divorce the brand, NWOM and the online public complaining (Japutra et al., 2018; Jaysimha et al., 2017; Bryson et al., 2013; Johnson et al., 2011; Gregoire et

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al., 2009).

2.2.2 Service Sector Brand Hate

Most of the studies conducted on a negative consumer-brand relationship mostly focused on product brand (Bambauer-Sachse & Mangold 2011; Davvetas & Diamantopoulos 2017; Dawar & Lei 2009; Kim, Jung Choo, & Yoon, 2013; Lee & Ahn 2016; Lee et al. 2009a; Popp et al. 2016; Sudbury-Riley & Kohlbacher, 2018; Trump 2014). Negative consumer brand relationship without distinguishing between services or product (Zarantonello et al., 2016a, 2018; Hegner et al., 2017; Bryson et al., 2013; Fournier et al., 2012; Fournier a& Alvarez, 2013).

In the literature of brand hate, most of the studies were conducted on the general or product context rather than in the context of services (Curina et al., 2020). According to the literature, few studies were conducted on brand hate in the context of services. Further in services, they research how brand hate emotions developed in consumers (Bryson et al., 2013). In addition to the process of brand hate, some other studies relevant to antecedents and outcome of brand hate in services (Jayasimha, Chaudhary, & Chauhan, 2017; Japutra et al., 2018; Zarantonello et al., 2016a; Johnson et al., 2011; Gregoire et al., 2009; Curina et al. 2020; Popp et al., 2016).

2.2.3 Situational Factors:

Research studies on brand hate have proposed many antecedents of brand hate. In this research, two perspectives (service-related and company or brand-related) were used as a situational factor to check the appraisal theory of emotions. Most of these antecedents are grouped into different categories such as Product/Service related, Company-related and consumer-related. In this study service, quality-related factors are from M-SERVQUAL, company-related Corporate Social irresponsibility. These antecedents in this research are based on the research and

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book of (Kucuk, 2018b, 2019).

Services Quality

It is defined as consumer perception about the overall quality of service performance (Zeithaml, 1988). What is the perceived standard of the service? How would the quality of service be measured? Over the last three decades, these two issues have been highly debated by scholars. The researcher frequently discussed these questions in management and marketing (Brown, Churchill, & Peter, 1993; Martínez & Martínez, 2010). Several models have been developed and tested empirically for service quality to find the answers to these questions (Ahn, Han, & Lee, 2006; Chang & Horng, 2010; Gautam, 2015). Gronroos (1984) first attempts to measure service quality. Many scholars work on this construct with their conceptualization over time and according to services' nature—two different service dimensions, including technical and functional quality (Gronroos, 1984). Technical quality refers to how well the consumers' expectations are satisfied by the core service. At the same time, Functional quality is the effect of the interaction process or how service creation and delivery are viewed (Gronroos, 1984). Functional quality comprises a wide variety of service items, such as a company's consumer care standards and service workers' manner (Dabholkar, Thorpe, & Rentz, 1996). After the gronroos, Parasuraman, Zeithaml, and Berry (1985, 1988, 1991) developed the SERVQUAL scale disconfirmation model, in which the service quality is seen as the outcome of the comparison between the performance standards and expectations. Parasuraman et al. (1988) find that consumers measure service quality using similar parameters, irrespective of the type of service, divided into five dimensions: tangible, assurance, reliability, empathy responsiveness (Parasuraman et al., 1988). Despite SERVQUAL usage in a wide range of service contexts (Leisen & Vance, 2001), it was also widely criticized, and several

scholars challenged its validity and reliability (Buttle, 1996; Carman, 1990). SERVQUAL limited scope motivates the researcher to work on other service quality model according to the nature of services to measure the perception.

Cronin and Taylor (1992) developed the SERVPERF model and argued a need to use the performance-based service quality measurement. Other studies that used the performance based SERVPERF model claim that it has a better reliability and validity score compared to SERVQUAL (Carman, 1990; Cronin & Taylor, 1992; Martínez & Martínez, 2010). Consumers mostly rate the high score in expectation compared to their perception rating score (Boiler & Babakus, 1992). When scholars and managers realize a need to measure the service quality with different dimensions according to industry-specific, they start to work on a new service quality measurement scale according to industry, as RSQS for retail service quality (Dabholkar, 1996). Another for electronic service quality is ESQual (Parasuraman, Zeithaml, and Malhotra, 2005). The other banking sector model to measure the service quality Bank SQUAL (Karatepe, Yavas, & Babakus, 2005). To measure the e-governance quality e-GovQual (Papadomichelaki and Mentzas, 2012). Another scale for service quality measurement in the software application is ASP Qual (Sigala, 2004). Same in the cellular or telecom sector, in this industry, different studies in this industry (Ahn et al. 2006; Gautam, 2015; Kim et al., 2004; Mannan et al., 2017).

Several models and approaches engaged in studying consumer perception's service quality, such as satisfaction/dissatisfaction. The literature extensively highlights the three approaches, firstly, SERVQUAL models, secondly E-SERVQUAL and third Information technology-based. There is no physical interaction during delivery of services such that M-SERVQUAL. Telecom services fall under the E-SERVQUAl because it measures to service, which is tendered

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electronically (Hartwig & Billert, 2018).

Service Quality in the cellular Industry: In cellular service quality literature, service quality measure in a different way, some scholars take service quality as a single dimension and measure the overall experience with the service provider rather than measure with a multidimensions approach (Aydin and Özer 2005; Dahiyat, Akroush, and Lail 2011; Edward, George, and Sarkar 2010; Liu, Guo, and Lee 2011; Shin and Kim 2008). In contrast to the single variable, most researchers use the multidimensions scale to measure service quality. In this multidimensional measurement, some models are based on SERVQUAL and SERVPERF to measure the service quality of the cellular sector (Boohene and Agyapong 2010; Lu, Zhang, and Wang 2009; Negi 2009). According to the industry requirement, these models based on the generic SERVQUL and SERVPERF not satisfactory (Babakus & Boller, 1992). For example, Wang and Lo (2002) used a modified SERVQUAL model to determine mobile operators' quality of service in China. Focus group discussions and expert opinions implemented the quality aspect of the model's network. Their findings are based on structural equation modelling, meaning that overall consumer satisfaction, accompanied by reliability and network quality, was the most critical service quality. They do not find evidence to support responsiveness and empathy for consumer satisfaction (Wang & Lo, 2002).

Similarly, Negi (2009) tried to adjust the scale of SERVQUAL better to suit the demand for mobile telecommunications. In the pretest study, samples were questioned with open-ended questions about additional dimensions of service quality. Three additional dimensions, including network quality, complaint handling and convenient service, were derived. Network quality was the best indicator for consumers' overall satisfaction, accompanied by reliability, empathy, and

assurance (Negi, 2009). The mobile telecommunications industry's research has broadened the traditional definition of the quality of services, and the added dimensions are mostly applicable to mobile services. Eshghi, Roy, & Ganguli (2008) used a literature review to define the mobile telephony industry's thirty-two characteristics. Through factor analysis, six factors explored relational quality, reputation, competitiveness, consumer support, transmission quality and reliability, and these factors were considered a service quality dimension. Based on the causal result of the study, competitiveness and reliability have the most significant result. A regression analysis was done to identify the most critical service quality dimensions in predicting consumers repurchase intention. Results confirm that consumer purchase intentions' most determinant factor is relational quality and reliability (Eshghi et al., 2008).

Besides these modified models, the scholars are working on the cellular industry-specific multidimensional scale. Different scholars conducted studies on the cellular service industry M-SERVQUAL. Kim et al. (2004) used the six dimensions: quality, price structure, value-added services, mobile devices, convenience in the procedure, and consumer support. In addition to kim, Lu et al. (2009) have developed a hierarchical and multidimensional model for mobile service quality. The finding of this study results confirms three main dimensions interaction quality, outcome quality and environment quality. Gautam (2015) conducted another study in India with eight dimensions in a telecommunication service industry. Mannan et al. (2017) used a scale with three factors financial factor (used as the price), technological factors (used as call quality) and service factors (other services). Kim et al. (2004) suggested six dimensions for telecom services quality satisfaction: call quality, price, procedure conveniences, consumer center, and value-added services. Further, Gautam (2015) reinforce the M-service quality for mobile services. Recently, Mannan et al. (2017), drivers of service quality value in the telecom sector to measure consumer

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satisfaction or dissatisfaction.

Several other studies have been examined, and quality aspects of mobile telecommunications services have been established that consumers will evaluate in their decision-making. The literature review provides insight into several models comprising the cellular industry's technical and functional aspects to measure service quality. The majority of the authors agree to consider service quality as multidimensional in terms of users' perception of the service.

This study develops a multidimensional model that ascertains consumers perceived service quality in the mobile cellular service industry. This study used five dimensions of cellular services quality based on the literature, Pakistan's context, and cellular services practices. The current study used M-SERVQUAL for cellular service quality. Unfair Price, Failure of Call Quality, Negative Perception of Consumer Support, Negative Perception of Convenience in Procedures, and Negative Perception of Value-Added Services investigate consumer dissatisfaction and brand hate in the Pakistani cellular service industry.

Unfair Price: It is defined as consumer perception about reasonable, new, and hidden price charges (Kim et al., 2004). Price is what consumers exchange with a seller in exchange for a product or service (Beattie, 2002). Price has a monetary cost that consumers exchange for services (Xia, Monroe, & Cox 2004; Zhong & Moon, 2020). Consumers provide a price to get the benefits (Bolton, Warlop, & Joseph, 2003). This monetary value significantly impacts consumer satisfaction or dissatisfaction as consumers perceive service value through its price (Campbell, 1999). According to Adam's equity theory (1965), input evaluation is based on the output. According to theory, when someone perceives its injustice, that condition starts injustice feeling and negative emotions. Another marketing related study indicate that unfair price perception

causes a negative emotion and outcome such as negative word of mouth and switching from the brand (Campbell, 1999; Malc, Mumel, & Pisnik, 2016). Consumer unfair perception cause dissatisfaction and behavioural outcome of nonpurchase intention and complain (Ferguson & Ellen, 2013; Herrmann et al., 2007).

Dissatisfaction happens when a consumer's expectations are beneath or over the basic expectations (Oliver, 1980). Dissatisfaction happens when real performance is below expectations, which likely outcomes in disappointment (Oliver, 1980). Consumers seek value where they get more benefits over less cost (Basavaiah, 2009). Cost plays an essential role in consumer satisfaction because they prefer quality services best in minimum service charges (Munnukka, 2008). A product's perceived monetary value refers to consumers' mental weighing between perceived quality and sacrifices for using a service (Dodds, Monroe, & Grewal, 1991; Suri, Long, & Monroe, 2003). If perceived quality meets the monetary cost, satisfaction, and when perceived service does not meet the Consumer's cost, the Consumer becomes dissatisfied (Xia et al. 2004). Consumers usually relate high cost with high quality (Vlaev et al., 2009).

Consumers accept prices when they found quality services from the associated transaction (Bolton et al. 2003). Fair perceived price increase consumer satisfaction (Herrmann et al. 2007). In contrast, unfair price perception increases dissatisfaction (Lee, Pan, & Tsai, 2013). The scholar used the alternative name of the price-related construct in literature such as perceived price, price unfairness, financial related issue, monetary value, for consumer satisfaction or dissatisfaction. This construct related to cellular telecommunications services is found that it is a significant determinant of consumer dissatisfaction or satisfaction (Chen & Cheng, 2012; Gerpott et al., 2001; Lim et al., 2006; Shin & Kim, 2008).

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Consumers compare perceived service quality and monetary value (Matzler, Renzl, & Faullant, 2007). When perceived quality exceeds costs, it positively predicts monetary value, which increases consumer satisfaction. On the contrary, consumer dissatisfaction has resulted when costs exceed perceived quality (Herrmann et al., 2007). Price injustice occurs when consumers perceive the results of transactions as unsatisfactory or unequal to price (Varki & Colgate, 2001). Consumers feel the injustice and sense of deception by the brands through overweight price satisfies the Consumer, which leads to negative emotion and brand hate. Accordioning to the cognitive appraisal theory of emotion, a situation is a start point which start a appraisal. So, this price unfairness arose an appraisal of consumer dissatisfaction and emotion of brand hate in the Consumer. Negative perceptions initiate a negative appraisal in the mind of the consumer. So, it is proposed that:

H₁: Unfair price perception has a direct effect on consumer dissatisfaction.

Failure of Call Quality: Consumer perception about the quality of dial number connection time, number of dropping calls, voice quality, and coverage area regarding the cellular service provider (Kim et al. 2018; Wang & Wang, 2006). Cellular services are technology-based, and thus, core service quality should include technologically advanced services (Santouridis & Trivellas, 2010). Numerous scholars have found that mobile telecommunications services' technological features considerably affect consumer satisfaction (Aydin & Özer 2005; Chen et al. 2014; Lee, Lee, & Feick 2001). Core service quality in terms of cellular refers to mobile network providers enable their consumers to use their offerings (call without dropping, proper coverage of an area, and voice of call) (Kim et al. 2004; San-Martín, Prodanova, & Jiménez 2015). Call quality is the key driver for consumer perception about the telecom sector's service (Calvo et al, 2015). Network

technology is the effective cellular services and key variable for consumer satisfaction (Gerpott, Rams, & Schindler, 2001).

According to the literature, consumer satisfaction or dissatisfaction in the cellular industry is related to the consumer perception about the call or network quality (Hosseini, Zadeh, & Bideh, 2013). Network quality is a perception of the number of dropped calls (Lim, Widdows, & Park, 2006). Further, consumers consider how much coverage is covered by the cellular service provider; this perception also negatively or positively affects the coverage area (Kim et al. 2004). Call quality also means that voice call clarity without distortion (Santouridis & Trivellas, 2010).

Service quality significantly impacts consumer satisfaction and dissatisfaction (Chang & Chen, 1998; Chang, 2013; Cronin & Taylor, 1994). Perceived service quality is a perception difference between before and after usage experience analysis (Asubonteng, McCleary, & Swan, 1996; Parasuraman et al., 2005). Service quality should have been considered a mutual service delivery process and service outcomes (Lehtinen & Lehtinen, 1991). In the past, many researchers have found the dimensions of service quality. Whereas Grönroos (1984) provide two dimensional models for the service quality, these two-carry technical quality & functional quality of the product or services. Technical quality is what the consumer gets, whereas functional quality is how the consumer gets it (Grönroos, 1984). Another Parasuraman et al. (1985) extensively given service quality model SERVQUAL. In contrast to SERVQUAL service quality model embraces the three dimensions, including physical quality, interactive quality, and corporate quality (Lehtinen & Lehtinen, 1991).

Consumers' experience regarding interaction with service also impacts their feelings about that product or service. Such experiences may relate to product failures, negative associations, or

product dissatisfaction after using the product and services. Even though consumers purchase diverse brands for various reasons, the main essential prospect is an appropriate product and service performance (Lee et al., 2009). After consumers consume the service, they contrast the initial expectations and the actual performance. Thus, consumers' expectations can be either met or not (Oliver, 1980). Accordioning to the cognitive appraisal theory of emotion, a situation is a start point which start a appraisal. So, Failure in a call quality generate an event or situation of negative appraisal in the mind of the consumer. So, it proposed that service call quality of mobile cellular services significantly influence consumer dissatisfaction level.

H$_2$: Failure of call quality has a direct effect on consumer dissatisfaction.

Negative perception of Consumer Support: It is defined as consumer perception of complaint handling and personnel behavior at the support centre (Kim et al. 2018; Wang & Wang, 2006). In the past, the literature suggests that the key factors of product/services are the consumer services experience (Kim & Yoon, 2004; Lim et al., 2006). It was evident that satisfaction or dissatisfaction can be caused by negative experiences (Keaveney, 1995). A negative experience can also be occurred due to poor consumer service, which leads to dissatisfaction and negative emotions (Zhang & Laroche, 2020). Consumer dissatisfaction can rise because of providing the failure in follow-up services (Lim et al., 2006). Consumer satisfaction is an outcome of the consumer evaluation of the delivered service with perceived services (Oliver, 1980).

When these expectations meet the perceived expectation, a consumer becomes satisfied and when these perceived expectations were not met Consumer become dissatisfied (Oliver, 1980). Retention of a consumer is critical for any company (Turnbull, Leek, & Ying, 2000). Generally, Consumer care services refer to exchanging information between the consumer and firm for

handling the problem after sales (Lee et al. 2013; Nam, Dong, & Lee, 2017). Further, consumer care is a polite personal behavior with the consumer on call or at the care centre (Shin & Kim, 2008). Similarly, it responds to consumer queries via telephone, mail, e-mail, or face-to-face, or through interaction initiated by the firm (Gerpott et al., 2001).

Superior consumer care can enhance consumer satisfaction (Mannan et al., 2017). Numerous researchers disclosed that consumer care service dramatically impacts consumer satisfaction, and its failure will create dissatisfaction (Chen et al., 2012; Lim et al., 2006; Santouridis & Trivellas, 2010). Consumer support is integral to firms for retaining consumers' crucial functionality (Bennington, Cummane, & Conn, 2000). Consumer support is generally defined as exchanging information between a consumer and a company to respond to consumer inquiries by phone, email, mail, or personal or interactive dialogues (Nam, Kim, & Lee, 2008). Studies have identified consumer support as a crucial element of consumer satisfaction (Chen & Cheng, 2012; Lim et al., 2006). Consumer support quality of exchange information is crucial for consumer perceived (Mannan et al., 2017). It must be considered that handling consumers by the network operators in times of technical issues is critical, considering consumer dissatisfaction in the telecom industry. Accordioning to the cognitive appraisal theory of emotion, a situation is a start point which start a appraisal. When consumer face problem at support center this is a situation which start a negative appraisal in the mind of the consumer. So, it is proposed that:

H3: Negative perception of consumer support has a direct effect on consumer dissatisfaction.

Negative perception of Procedural Convenience: It is defined as consumer perception of the package subscription, call centre connectivity, and service centre location (Kim et al., 2018; Wang & Wang, 2006). The SERVQUAL model characteristic responsiveness is defined as firms willing

to help the consumers and provide quick service (Heo, Lim, & Kim, 2017). It highlights the importance of procedural convenience and its role in consumer satisfaction (Lim et al. 2006). As explained by 44% of consumers, the largest reason for service switching is core service failure (Keaveney, 1995). 11% said core value failure is the only switching reason, and 33% considered it one of the top two or three reasons (Keaveney 1995). The procedural convenience includes the location of the care centre, the procedure of subscription and unsubscription, and the number of retailer stores (Gautam 2015; Heo et al. 2017; Lim et al. 2006). Accordinding to the cognitive appraisal theory of emotion, a situation is a start point which start a appraisal. So, Negative perceptions initiate a negative appraisal in the mind of the consumer. From the above discussion, it is proposed that:

H4: Negative perception of procedural convenience has a direct effect on consumer dissatisfaction.

Negative perception of Value-Added Services: It is defined as consumer perception about the digital services added by a cellular provider supplementary with core voice call services (Kim et al., 2004). Gautam (2015) study established the role of value-added services in mobile services consumer satisfaction. The statistical results demonstrate that value-added services are essential to retaining loyal consumers (Keaveney, 1995). Hosseini, Zadeh, and Bideh (2013) founds value-added services that are not updated and based on advanced technologies enhance consumer dissatisfaction. Similar findings were reported by Santouridis and Trivellas (2010) and Eboli and Mazzulla (2009), validating the importance of value-added cellular service. The current study opts for value-added failure as a critical perspective that creates dissatisfaction with services. Accordioning to the cognitive appraisal theory of emotion, a situation is a start point which start a

appraisal. So, Negative perceptions initiate a negative appraisal in the mind of the consumer. So, the study proposes that:

H₅: Negative perception of values added services has a direct effect on consumer dissatisfaction.

The second situational factor of consumer appraisal is Corporate Social Irresponsibility.

Negative Perception of Corporate Social Responsibility

Corporate social irresponsibility can be the opposite of corporate social responsibility or the negative perception of corporate social responsibility (Kucuk, 2021, 2018). Corporate social responsibility has become a significant focus of multiple corporate company initiatives and plans (Berens et al., 2005). Further, Kucuk (2021) call corporate social irresponsibility is a failure of corporate social responsibility. These practices involve unethical corporate practices that affect others, such as employees, consumers, or communities (Walker, Zhang, & Ni 2019). Negative perception of Corporate social responsibility causes negative consumer responses, significantly damaging the company's brand (Grappi et al., 2013). CSI produces negative moral, emotional responses, including anger, dissatisfaction, and disgust. Even when the values of fairness, beneficence, equality and community cooperation are violated, and can lead to negative word-of-mouth and protest against the company (Grappi et al., 2013). Besides, Sweetin et al., (2013) found empirical evidence that consumers who witness corporate social irresponsibility conduct are more willing to punish the brand.

Corporate social responsibility is a strategy or philosophy of an organization in which all stakeholders are integrated to work for the economic, legal, ethical, and philanthropic wellbeing (Carroll, 2016). The World Bank defines corporate social responsibility as the commitment of

businesses to contribute to the sustainability of economic development by improving their quality of life with employees, their families, the local community, and society in ways that are highly for development (Dahlsrud, 2008). Kotler & Lee (2005) define CSR as promoting social well-being through discretionary market activities and organizational resources (Carroll 2016). An organizational responsibility of business to cover the economic, legal, ethical, and philanthropic perception that society has with organizations within a provided time point. CSR practices are concerned with societal obligations that are amoral binding for an organization (Perrini, 2011). In simple words, CSR activities are the minimum standard of organization behavior that pushes the organization to do good for stakeholders. When the organization fails to maintain these minimum standards, consumers perceive the organization as an irresponsible organization in achieving corporate social responsibility.

CSR is commonly characterized as the actions and role concerning its social responsibilities (Brown & Dacin, 1997). CSR describes a series of activities supporting the community and going beyond its explicit financial goals and legislative obligations (McWilliams & Siegel, 2001). CSR is conceptualized as a multi-faceted structure, often operating beyond the company's products and target markets.   Due to CSR programs and initiative's rising importance, researchers are focused on studying the context, procedures, and social responsiveness and outcome of CSR (Ellen, Webb, and Mohr 2006; Johnson-Young and Magee 2019; Margolis and Walsh 2003; Vlachos et al. 2009). According to the literature, the organization's ethical behavior directly or indirectly impacts consumer identity with the organization (Albinsson, Wolf, & Kopf, 2010; Bhattacharya & Sen, 2003; Luo & Bhattacharya, 2006; Sen & Bhattacharya, 2001). Studies of a consumer's attitude to word service or product (Berens, van Riel, & van Bruggen, 2005; Ramesh et al., 2019) and consumer satisfaction (Luo & Bhattacharya, 2006; Pérez, Rodríguez, &

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Pérez, 2015). Literature indicates that CSR directly relates to consumer satisfaction and business returns (Du, Bhattacharya, and Sen 2010; Young and Makhija 2014). Contrary to this relationship, CSR can also create consumer dissatisfaction and harm satisfaction (Kucuk, 2018; Lacey, Kennett-Hensel, & Manolis, 2015).

Many brands hate to explain their brand opposition even as consumers actions notify marketers of existing roles and duties (Kay, 2006: Kucuk, 2008, 2010: Krishnamurthy and Kucuk, 2009: and Katyal, 2010). While corporate social responsibility behaviors strengthen consumers' optimistic feelings about a brand, they probably continue to enact retribution if the brand begins to behave socially recklessly (Romani et al., 2013). In many other terms, when consumers assume that brands act irresponsibly and threaten consumer and community wellbeing due to company social activities and ethics, consumer reactions are likely to create further hate and anger (Sweetin et al., 2013). Several commodity anti-branding practices promote consumer hatred to warn normal consumers about bad corporate decisions and wrongdoing by displaying corporate responsibility failure and enlisting those consumers in the resistance (Hollenbeck and Zinkham, 2010). Likewise, Corporate social irresponsibility failure could be compared to studies on injustice social psychology, which defines hate focused on moral judgment and moral exclusion (Opotow, 1990). Hatred imposes moral isolation in this way. People or organizations are outside the boundaries of justice and can be seen as inhuman, cruel, or merely non-entities (Opotow et al., 2005). At the same time, social groups, including, deserve equal and dignified care (Deutsch, 1985; Staub, 1990). Companies that behave irresponsibly are excluded from the consumer list of favorite products. So, socially, those removed are treated as distant, and it is unacceptable to accept them into the scope of justice (Opotow, 1990).

Opotow et al. (2005) discuss ethical isolation based on four critical interrelated issues: coexistence, society rights, gender equity, and environmentalism. Corporate social responsibility programs are also at heart with the same issues. In reality, in many Corporate social responsibilities lists on the markets with these dimensions, ethically, a business is mainly measured. Consumers who are highly conscious of a corporation's social issues can see corporations misrepresented outside their scope of fairness, thus socially removing them from their social belief system and thereby experiencing contempt towards such a company and its brand items. Recent research has shown dehumanizing and demonizing unethical brands through their digital anti-branding semiotics (Lee et al., 2009). People defend their anti-consumption and anti-branding motives on the grounds of whether or not the chosen brand conducts itself morally or otherwise based on the consumer's religious values (Portwood-Stacer, 2013). If the commodity does not conduct itself morally, it shall be held responsible for its conduct; it shall, therefore, be avoided and even hated (Portwood-Stacer, 2013). These questions of morality are crucial reasons why clients ignore and hate other brands. This study indicates that ethical brands' avoidance focuses on social issues relating to irresponsible ways of doing business. However, those moral issues will go beyond avoidance and lead to hatred of the consumer brand. Similarly, other research shows that luxury brands can despise their bad corporate social performance (Bryson et al., 2013).

According to Herzberg (1959) two-factor theory, satisfaction sources are regarded as separate from sources that lead to dissatisfaction. Due to CSR's multidimensional nature, CSR may serve as a bivalent element. Initially defined as critical bivalent variables that have a high significance for the corporation because they can positively and negatively impact (dis)satisfaction (Bianchi 2013; Vargo, Stephen L; Nagao, Kaori; He, Yi; Morgan 2007). CSR may motivate consumers to purchase goods, and a hygiene factor leads to consumer dissatisfaction with the lack

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of CSR (Lacey et al., 2015).

From the different study's findings, it has been found that most of the haters claim that organizational responsibilities and obligations resist them to hate the brand (Kay, 2006; Krishnamurthy et al., 2009; Kucuk, 2008, 2010; Kucuk, Kucuk, 2018). If something terrible happened in the past, it tries to rectify it as soon as it comes into focus (Carroll, 2016; Chung & Lee, 2019). The primary issue with CSR conceptualization of positive and negative impact required further research (Grappi, Romani, & Bagozzi, 2013; Jones, Bowd, & Tench, 2009; Luo & Bhattacharya, 2006; Sen & Bhattacharya, 2001).

Although according to literature, CSR practices increase the positive consumer relationship with a brand. It has a possibility that consumers may punish the brand if the organization fails in CSR activities or behaves irresponsibly (Antonetti, 2020; Antonetti & Maklan, 2016; Grappi, Romani, & Bagozzi, 2013; Romani, 2009; Sweetin et al. 2013). This negative consumer perception of Corporate social responsibility. In other words, consumers evaluated that organization acting irresponsibly and did not do business legally and ethically. This consumer's evaluation affects the organization and lead to brand hate (Kucuk, 2018). Due to corporate social irresponsibility, many consumers show a negative emotional response to share with other consumers and list these activities incorporate wrongdoing (Hollenbeck & Zinkhan, 2010; Kucuk, 2010; Rodrigues, Brandão, & Rodrigues, 2020).

As stated earlier, such low corporate social performance and moral, ideological differences between corporate brands and consumers can contribute to deep emotions, such as frustration and hatred towards such brands (Kucuk, 2010). At the other end of the moral justice scope, the user would also dislike irresponsible industrial practices. If a company/brand does not do well on social

topics, loss results in more complaints and brand hate (Zarantonello et al., 2016). Unlike market problems, corporate social irresponsibility related to brand hate is usually firmly rooted in consumer memory and persist for a more extended period (Kucuk, 2010). A new study also found that consumers could love the brand they despised if they hate problems based on service failure fixed (Bryson et al., 2013). Consumers who defend their brand hate based on CSI issues maintain negativity against the brand to the end. Because these hateful feelings do not appear to turn back on these consumers (Zarantonello et al., 2016), suppose the company cannot address Product service failure-based brand hate issues correctly. In that case, any product and service loss will increase the brand hate and inevitably hit the destination of non-returnable hate.

Corporate Social responsibility does not have any generally agreed definition or concept (Freeman & Hasnaoui, 2011). These activities are mostly considered as a multidimensional aspect (Freeman & Hasnaoui, 2011). For instance, Carroll (1991) indicated that social responsibility also has four components: economic, ethical, legal, and philanthropic. The economic, social responsibility dimension addresses the economic obligations of the organization to many stakeholders. In contrast, the legal dimension addresses its responsibilities to conform to governments' laws and regulations. Ethical responsibility describes the business's duty to be almost moral choice and performance outside its legal requirement. Ultimately, the philanthropic component describes as general responsibilities for the welfare of society at large.

Commonly corporate social responsibility can be related to such actions and a corporation's role relevant to its obligations to consumers and the community in which the organization works (Brown & Dacin, 1997). A primary objective behind corporate social responsibility is the possible gains that businesses can gain by being socially accountable to their stakeholders (Tian, Wang, &

Yang, 2011). The consumer community needs particular focus between stakeholders, as corporate social responsibility programs significantly affect consumer performance (Bhattacharya & Sen, 2010).

In the same way, corporate social responsibility has been linked with the injustice theory that defines Hate in psychology literature and discussed moral exclusions and moral judgment (Opotow, 1990; Opotow, 2005). In this way, Hate increases moral exclusion. In this situation, hated objective falls outside the boundary of justice and is considered evil, while moral judgment objective falls injustice and treats relatively favorable treatment (Hart and Deutsch, 1986; Navarro, Marchena, and Menacho, 2013). Brands that do not follow CSR practices and consumers perceive them as socially irresponsible brands are excluded from their favourite brands. This exclusion in social psychology is considered an out-of-the-scope of justice (Opotow 1990; Opotow et al. 2005). Opotow et al. (2005) define the four dimensions of moral exclusion: coexistence, gender equality, environment, and human rights. Almost the same dimension has CSR activities in business and marketing research. Consumers who are more conscious about ethics, human rights, and the environment consider irresponsible organization outside the justice scope, and consumers show feelings of anger and Hate (Antonetti 2020; Stäbler and Fischer 2020; Sweetin et al. 2013), disgust and contempt (Grappi et al. 2013), and driver of brand hate (Kucuk 2018b).

As per the equity theory, consumers could be considered factors associated with the economic benefit of consumption and its overall position, including its justice as reflected in its corporate social practices against various stakeholders (Oliver, 2014). Consumers expected to be more satisfied with socially accountable businesses to their different owners, including workers (Martínez et al., 2013). To further explain, consumer loyalty relates to the average calculation for

companies providing services over time based on consumers overall buying and consumption experience (Luo & Bhattacharya, 2006). Some consumers are concerned with more than the consumption process (Daub & Ergenzinger, 2005). They are defined as happier with the goods produced by socially responsible firms (Luo & Bhattacharya, 2006). in another way, corporate social responsibility's past success offers a festive backdrop, which adds to the consumer's appraisal and perception of the services sector (Luo & Bhattacharya, 2006; Sen & Bhattacharya, 2001).

According to the study of Lee, Motion, and Conroy (2009), brand those performs business activities unethically and immorally face negative behavior of the consumer. The same also defines consumer ideological dissatisfaction because brands' unethical and immoral activities put brands outside the consumer ideology, creating disconfirming (Krishnamurthy et al., 2009). Consumers break their relationship based on brand unethical and immoral activities and show their behavior in adverse outcomes (Grappi et al. 2013; Romani et al. 2009; Zhang & Laroche, 2020). In the same way, some other studies indicate that luxury brands are hated due to their corporate social responsibility (Bryson et al., 2013). Some other studies also highlight the same relationship. The poor performance of corporate social activities and the ethical ideology gap with consumers enhance the anger and hate against the corporate brand (Hashim et al. 2019; Hegner et al. 2017; Kucuk, 2016, 2018b). Therefore, if the company did not perform well in corporate social responsibility, that will lead to consumer dissatisfaction and brand hate.

Carroll's four-part corporate social responsibility concept includes economic, legal, ethical, and social standards. The four activities provide a framework or mechanism that helps define or describe the nature of its obligations to the community to which it belongs. In the first study, this

observed that the statistical validity of the dimension is entirely valid and that the instrument tested its validity (Aupperle et al., 1985). Analysis has shown that studies differentiate between the four dimensions. Besides, the element analysis showed how four elements of social responsibility are empirically interlinked yet conceptually separate.

According to Carroll (1991), the four aspects of corporate social responsibility are interlinked. Corporations must strive to accomplish all four: economic, legal, ethical, and philanthropy. In the current study Carroll (1991) four-dimensional model of corporate social responsibility has used; economic, legal, ethical, and philanthropy to measure the corporate social responsibility failure or irresponsible behavior.

A significant trend of the present research is that by exploring the complex structured CSR construct. In this study, Carroll's pyramid model has been used to measure the negative perception of Corporate Social responsibility (Galbreath & Shum, 2012; Lacey et al., 2015; Wood, 2013). The four aspects of this pyramid are economic, legal, ethical, and philanthropic responsibility.

Negative Perception Philanthropic Responsibility: It is defined as a society desired by the organization to improve the community through contributions from corporate resources (Carroll, 1991) or defined as businesses' failure to meet these expectations (Herzig and Moon, 2013, p. 1870). Besides CSR's economic, legal, and ethical perspective, firms that voluntarily engage in societal well-being gain more user recognition and are honored during purchase decisions (Galbreath & Shum, 2012). The impact of corporate social responsibility on consumer loyalty and retention has been taken into account in recent studies, demonstrating that CSR activities, often known as philanthropic practices, had quite a relatively positive and significant impact on satisfaction (Hassan et al., 2013). Companies can raise their demands in markets and achieve

consumer satisfaction by undertaking socially responsible practices (Cherrier, Black, & Lee, 2011). Constructive collaboration with consumers has been established to manage consumer relationships, incorporating philanthropic initiatives such as corporate contributions, sponsorships, and voluntary business activities, culminating in a supportive engagement with consumer satisfaction and retention (Gupta & Pirsch, 2008).

Similarly, the literature suggests that business organizations making an extra contribution to society gain better user satisfaction. If this positive gesture of volunteer engagement is missing, then consumer perception changed. Accordioning to the cognitive appraisal theory of emotion, a situation is a start point which start an appraisal. So, this negative perception creates a negative situation and start a negative appraisal. From above discussion it is proposed that a negative perception of philanthropic responsibility initiate a negative appraisal in the mind of the consumer. So, the study proposed that:

H6: Negative perception of Philanthropic responsibility has a direct effect on consumer dissatisfaction.

Negative Perception of Ethical Responsibility: It is defined as society's expectation from the organization to work and ethically operate business activities even though they did not codify in law (Carroll 1991). The ethical dimension was defined by Carroll and Shabana (2010) as the moral actions of an organization to support and achieve sustainable development that goes above and beyond its legal obligations. Environmental protection practices, human rights, and cultural guidelines established in society involve ethical responsibilities (Carroll, 1991). The philanthropic aspect of corporate social responsibility illustrates corporate decisions concerning society's requirements that perhaps the corporation must be a strategic partner (Carroll & Shabana, 2010). It

defines the corporation's role in programs fostering a contribution to the overall wellbeing (Carroll, 1991). Such practices have also impacted market needs, leading to higher consumer satisfaction (Galbreath, 2010; Hassan et al., 2013; Lee et al., 2012). Corporate social responsibility requires voluntary or discretionary initiatives. Charitable giving or organizational sponsorship may not have been duty in a literal context. However, it is becoming enormously important among firms and seems to be part of society's usual standards. Besides, the number and form of such practices are optional or discretionary. These become guided by organizations' intention to participate in social activities that are not required, not needed by regulation, and therefore not usually expected by businesses in an ethical environment. That would be to suggest; they want to do the best thing for humanity. The public feels "giving something back" to corporations, which is the "aspiration" aspect of the operation.

The moral principles of so many cultures assume that rules are necessary but just not adequate. Society expects corporations to work and ethically perform their business through compliance with laws and regulations. Although they do not write into law, moral standards suggest that corporations accept those acts, principles, and processes expected by society. Part of the ethical requirement is that firms comply with the law's letter and the "heart" of the rule. Another ethical responsibility is that companies perform their operations rationally and objectively, particularly when laws do not offer guidance or recommend policy options. Ethical obligations also entail certain practices, standards, laws, and mechanisms mandated or forbidden by society, even if they are not enforced. These requirements aim to be accountable and responsive to the full range of principles, rules, values, principles, and standards that reflect and accept what stakeholders, employees, investors, and society perceive to be consistent with the ethical principles. Significant differences between legal and ethical principles can also be complicated.

Constitutional principles are founded on ethical values. However, legal standards continue to carry them forward. Therefore, all have an exact ethical component or character, and the distinction depends on the community's requirement. Ethical obligations include policies for sustainable development, social justice, and recognition in social structure normative regulations. Many research has also shown that ethical business practices improve consumer satisfaction and retention. While organizations receive public profits, they are responsible for working in an ethical way to support society. This becomes a competitive advantage that enables the businesses to positively impact society and make higher profits (Bondy, Moon, & Matten, 2012).

Even though economic and legal activities come after by ethical and Philanthropic (Carroll, 2016). Most cultures' moral values hold that laws are fundamental but not sufficient and appropriate (Schwartz, Carroll, & Schwartz, 2015). Different studies indicate that companies' ethical policies will often improve consumer satisfaction (Becker-olsen, Cudmore, & Paul, 2006; Raman, Lim, & Nair, 2012). CSR's ethical dimension is closely connected to organizations' honesty, integrity, and justice (Galbreath, 2010). Numerous research from the perspective of justice indicate that providing quality services to consumers positively impacts consumer satisfaction and consumer loyalty (Zhao et al., 2012). When new economic agreement among business and society is analyzed, citizens typically require companies to be socially conscious, just like human beings. Companies are taking part in several areas to satisfy their perceived philanthropic responsibilities: financial resource investments, service or product sponsorship, workers and staff volunteer work, infrastructure prosperity, and all other voluntary contribution to the neighborhood or stakeholder people who make up the society.

If the organization's executives or other staff demonstrate moral behavior, it is often studied

that it can affect consumer satisfaction and interactive intentions (Bergel & Brock, 2018). Firms engaging in charitable activities are also regarded as socially conscious if they meet society's needs and are preferred by the public (Jamali & Mirshak, 2007; Wood, 2010). Under this context, the organization's collaborative activities and services to enhance society are strongly related to consumer satisfaction, resulting in significant profit growth and consumer attraction (Lev, Petrovits, & Radhakrishnan, 2010).

Ethical responsibilities involve specific guidelines, norms, or expectations that represent a concern for what consumers, workers, shareholders, and the society consider as equitable, reasonable, or under the moral rights of stakeholders' respect or security (Carroll, 2016). In addition to what legislation and regulations demand, society requires corporations to work and manage their affairs ethically (Carroll 2016). Accordioning to the cognitive appraisal theory of emotion, a situation is a start point which start an appraisal. So this negative perception create a negative situation and start a negative appraisal. From above discussion and according to theory it is proposed that a negative perception of ethical responsibility initiate a negative appraisal in the mind of the consumer. In case the organization fail to maintain ethical responsibility, then it is proposed that:

H7: Negative perception of Ethical responsibility has a direct effect on consumer dissatisfaction.

Negative Perception of Legal Responsibility: It defined society's requirement to run business activities in law and government regulations (Carroll, 1991). The legal aspect of corporate social responsibility addresses companies' responsibility to ensure that their business activities are legal and that their performance is compliant with the government's laws and regulations (Carroll &

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Shabana, 2010; Mullerat & Brennan, 2005). Society has approved businesses as business units and has set down basic ground rules that required businesses to operate correctly. Such basic rules shall contain rules and regulations and shall, in effect, reflect the codified legal view of society. They convey the basic principles of fair business practice as specified by lawmakers at the national, state and local levels. Businesses are required to comply with these laws and regulations as a condition of service. It is not an accident that compliance officers now play a significant and extensive role in the organization. Some research has also shown that the implementation of corporate social responsibility regulations can affect consumer satisfaction. (Lee et al., 2012). However, with the firms' CSR activities, the same aspect is examined. The uncovered results indicate that CSR, taken as legal responsibility, directly impacts consumer loyalty (Galbreath, 2010).

Enforcement of consumer rights and privacy rules is positively related to consumer satisfaction and retention (Hassan et al., 2013) because consumers had stronger faith and confidence in companies under consumer privacy laws (Wirtz, Lwin, & Williams, 2007). A beneficial legal corporate social responsibility related to consumer satisfaction has been recorded in most previous research (Nareeman & Hassanan, 2013).

Previous research on this phenomenon has also shown that the application of consumer safety and security regulations may positively impact consumer satisfaction (Ponemon Institute LLC, 2011). The enforcement of consumer protection regulations would improve consumer trust and, as a result, increase consumer confidence in the company and its product (Ángeles-Llerenas, Wirtz,& Lara-Álvarez, 2009). Other variables have also considered that these CSR legal practices also significantly affect consumer satisfaction and dissatisfaction (Onlaor & Rotchanakitumnuai, 2010). In addition to sanctioning businesses as economic bodies, the community has often laid

down the minimum rules and boundaries under which businesses are supposed to exist and perform (Lacey & Kennett-Hensel, 2010). Besides, earning socially permits organizations to run a business under government law and rule. Accordioning to the cognitive appraisal theory of emotion, a situation is a start point which start an appraisal. So, this negative perception creates a negative situation and start a negative appraisal. So, the study proposes that:

H$_8$: Negative perception of Legal social responsibility has a direct effect on consumer dissatisfaction.

Negative Perception of Economic Responsibility: It defined society's requirement to produce goods and services needed to society and sell them profitably (Carroll 1991). CSR's prime purpose is to increase corporate wealth and profits, although this profit maximization operations by the other aspects that consumers dislike causes companies to decrease consumer satisfaction and retention (Carroll, 2016). however, if the company shares this profit with the employees, it often leads to consumer satisfaction and retention (McDonald & Thiele, 2008). A business organization's basic role was to produce goods and services that the consumer required and capture reasonable profit. Besides this, businesses have an economic responsibility to maximize society's prosperity and economic conditions (Carroll 2016).

The economic factor focuses mostly on corporations' responsibility to provide stakeholders, mainly owners, and consumers, work for society, and manufacture goods and services for society's benefit and economic value (Chang and Cheng 2017). Corporations have a financial obligation to society that has encouraged themselves to be still created and sustained, almost like a basic necessity or prerequisite to just existence. Initially, it might sound odd to think about economic expectations as social responsibility, but this is because society wants and

demands from enterprises as profitable to sustain itself. The best way to do that is to be profitable. Further, share this profit with shareholders and stakeholders and also to have adequate capital to continue operating. Society recognizes corporate organizations that produce and sell the products and services according to consumers' wants or need.

Corporate entities become committed to finding efficient ways to operate their firms and innovating their services to raise business sales (Alniacik, Alniacik, & Genc, 2011; Carroll, 1991). In order to compensate shareholders, profits are necessary. When profits are returned to the organization and also to the production of a company, corporate leaders, managers, and developers will attest to the essential fundamental importance of sustainability and return on investment as motivating factors for corporate development.

Nearly all global economic structures recognize the vital importance of profit-making companies to economies. Although acknowledging their economic commitments, companies employ multiple management principles related to financial efficiency, focusing on revenue, cost-effectiveness, expenditures, incentives, strategies, activities, and several strategic concepts based on maximizing its success. Many firms that are not competitive in their commercial or financial sector are out of business. For any other duties that may be imposed on them, there are irrelevant factors. Consequently, the monetary obligation is a fundamental necessity that must be satisfied in a competitive market environment.

Earlier studies have confirmed the positive impact of economic, social responsibility determinants on consumer satisfaction; Akroush (2012) and Kukar-Kinney, Xia, and Monroey (2007) have shown that the association between price justice and consumer satisfaction. Social responsibility factors, the economic, operational performance of sustainability, positively affect

consumer loyalty (González & Díaz, 2020). On the other side, multiple observational studies have shown that economic social responsibility predictors significantly impact consumer satisfaction (Hassan et al., 2013). From above discussion it is proposed that a negative perception of economic responsibility initiate a negative appraisal in the mind of the consumer. Accordioning to the cognitive appraisal theory of emotion, a situation is a start point which start an appraisal. So this negative perception create a negative situation and start a negative appraisal. Based on this, we proposed that:

H9: Negative perception Economical responsibility has a direct effect on consumer dissatisfaction.

2.3.4 Appraisal: Dissatisfaction

It is a consumer cognitive state in which they perceive that service quality shortfall as promises (Oliver, 1980). According to Buskirk and Rothe (1970), dissatisfaction is when consumers do not receive the promised outcomes and thus get frustrated. When consumers get dissatisfied due to failure in product or service experience, causal attribution activity is generated in consumers' minds, which means that consumers tend to identify the root cause of failure and the service provider, switching intention also triggers. To avoid future loss, all these factors arise in the minds of consumers as a consequence of dissatisfaction (Peeters and Czapinski, 1990). Consumers have some expectations and beliefs about the product they want to purchase (Oliver, 1980). The consumers' expectations of product performance before usage and the difference in the product's actual performance after usage are defined as disconfirmation (Ferguson & Johnston, 2011b; Oliver, 1980). Disconfirmation occurs when the expected outcomes and provided services have a difference in the negative (Zhang and Vásquez 2014). Undoubtedly, dissatisfaction

compares expectations and actual performance (Venkatesh and Goyal 2010). Moreover, when the

consumers are effect with service failure, they feel unsatisfied because the consumer's satisfaction

is linked with good experience with a brand, contrarily the consequence of negative experience is

dissatisfaction and retaliatory behavior (Weun, Beatty, & Jones, 2004). Adams (1965) describes

unfairness as inequity for humans if they perceive the percentage of their outputs to inputs less. As

per the Equity Principle, dissatisfaction happens when participants believe that their output/input

proportion is unequal (Swan & Oliver, 1989). Equity equations are drawn from the Equity

Principle (Adams, 1963) and are related to an input-output percentage, which plays a crucial role

in satisfaction (Oliver & Swan, 1989). According to the above concept, the participants to the

transaction would feel fairly handled and satisfied; in case they view, the proportion of theirs

outputs to inputs is fair (Oliver & DeSarbo, 1988). In case individual face and think that he/she

not treated in a ratio of input/output unequally can rely on different variables, such as the price,

the rewards obtained, the effort and time spent during the transaction and the experience of

previous transactions, this unfair lead to dissatisfaction (Woodruff, adotte, & Jenkins, 1983). It

means that a comparable reference can take several different forms. This concept provides

correlations with the Similarity with disconfirmation theory. A sense of inequality arises when the

benefit-to-investment ratio of an individual is not equal to that of another, and the individual who

has the lower profit ratio must suffer unfair treatment. In these circumstances, they feel miserable

and show negative feelings (for example, brand hate). Equity can be composed into three

estimations: distributive, procedural, and interactional justice (Blodgett, Hill, and Tax 1997;

Fischer and Smith 2004; Maxham and Netemeyer 2003). Suppose a person receives a a fair

outcome for his input. In that case, it is called distributive justice (Folger 1986), the process

through which outcomes will be distributed is known as procedural justice (Brodsky, Thibaut, and

Walker 1978), and if the equity is maintained during interpersonal service, it is called interactional justice (Bies and Shapiro 1987). The philosophy of equity is another way to assess consumer satisfaction or dissatisfaction (Oliver & Desarbo, 1988). Disconfirmation of equality has been empirically examined, but it relates specifically to social interactions (Oliver & Swan, 1989). The equity concept has been suggested as a satisfaction driver. However, they have not developed the same degree of interest in consumer satisfaction or dissatisfaction research (as the EDP did) (Oliver, 1993, p. 419). People want to get more in exchange depending on what people input in, such as when consumers input high rates, they want to have a high service (Cropanzano, 1993). The principle of equity shows that low incentives cause frustration and constant negativity, encouraging individuals to minimize relationships. Such feelings are harmful and can also encourage people to step towards decreasing business with the objective. The conflict was a consequence of inequity. Whenever a person feels a deficiency, this leads to frustration. According to Adams (1965), dissatisfaction is an outcome of inequity perceived by the consumer. When a person gets less as compared to input, then a person gets trusted and discomfort. Further, Adam explains this as a ratio of input to output; if the input is equal to output, the individual feels equal treatment.

Consumers engage themselves in negative activities due to negative emotions being generated in the mind of consumers after a service failure. They start avoiding that brand or quickly switch to another brand, or the consumers start complaining about service failure to third parties. In some cases, the consumers make their intention for revenge (Bonifield and Cole, 2007). When purchasing decisions on the part of consumer's expectations, they play a vital role in the sense that when their expectations do not meet the actual performance, consumers feel dissatisfied (Day, 1977). When the actual outcomes after using a particular product or service differ from expected

outcomes before usage differs, negative disconfirmation occurs, leading to dissatisfaction (Oliver, 1980). Dissatisfaction is the undesirable emotional response of consumers whose intensity varies according to consumption or product, or service (Giese and Cote, 2000). However, the concept of service quality is linked with the judgment of the overall product's performance and goodness (Gotlieb, Grewal, & Brown, 1994).

Whenever consumers are encountered with an unexpected and undesirable product or service experience due to unmet expectations, negative emotions arise in consumers' minds as a consequence leading to brand dissatisfaction (Mattsson, Lemmink, and Mccoll 2004; Yang and Mattila 2012). One of the major factors exaggerating brand hate in consumers' minds is consumer dissatisfaction. When the consumers' expectations of a product or service experience and actual reality vary, the consumer's dissatisfaction, in this case, leads to brand hate (Kucuk, 2018). Thus, it is concluded that when consumer dissatisfaction with the product or service increases, the brand also hates increases. Accordioning to the cognitive appraisal theory of emotion, a situation is a start point which start an appraisal and appraisal creates an emotion. So, this negative perception creates a negative situation and start a negative appraisal, this negative appraisal develops a brand hate. So, it is proposed that from the above discussion:

H$_{10}$: Consumer dissatisfaction has a positive effect on brand hate.

2.2.5 Behavioral Outcome

It depends on brand hate emotional conditions. In this way, consumer behavioral outcomes vary from being silent and discontinuing from the brand, complaining to the organization, and complaining to the public (Kucuk, 2016b). In some research, these reactions of brand hate are indicated as flight or fight strategies (Grégoire et al., 2009). In the same way, other studies mention

them as active and passive consumer behavior (Hegner, et al., 2017). In relevant other studies discusses these outcomes in their parts, avoidance, approach, and attack (Kucuk, 2021)

The prior literature on brand hate has shown that negative emotions due to unmet expectation or product/service failure takes the form of several behavioral outcomes (Roseman, 1984). However, most likely behavioral outcomes of brand hate have been discussed in this section of the study. Negative emotions lead to brand hate, according to study and research done by Grégoire et al. (2006, 2008, 2010), Johnson et al. (2011), Romani et al. (2012), Joireman et al. (2013), Harmeling et al. (2015) and Fetscherin (2019). When the negative emotions come to the mind of consumers due to differences in consumers' expectations and reality, behavioral responses in such a case take the form of two different strategies adopted by consumers: fight and flight. When a consumer switches a brand by completely stopping or consuming that brand or switching to a competitor, it is a flight response. The other strategy is to fight a response that is either direct or indirect. Taking revenge from the brand is direct action and fight strategy, whereas complaining to third parties about product or service failure is indirect. In the same way, other studies mention them as active and passive consumer behavior (Hegner, et al., 2017). In relevant other studies discusses these outcomes in their parts, avoidance, approach, and attack (Zarantonello et al., 2016; Zhang et al., 2020). Kucuk (2016, 2019) used instrumental ad expressive. All of these outcome related to each other but Zarantonello et al. (2016) the strategies based on conceptual links (Kucuk 2021).

Brand Switching: Fight or flight, when consumers experience a negative experience from services and feel brand hate, they discontinue the services, its flight strategy (Grégoire et al., 2009). Kucuk (2021) defines instrumental action as consumer behavior in which the consumer did not

use the hated brand's services and product. The same outcome behavior is discussed in consumer boycott literature, and consumers punish the brand by removing it from its intended set of brands (Yuksel & Mryteza, 2009). Similarly, other studies define consumer switching from the hated brand as the first action of brand hate emotions. This type of action is also called a primary anti-consumption outcome for nonpurchase intention toward the hated brand (Curina et al., 2019). The consumer's brand avoidance actions are also associated with brand hate (Hegner, et al., 2017). Kucuk (2021) concludes that the consumer's flight and instrumental avoidance outcome could be categorized as passive actions.

According to psychological research, consumers negative emotions lead to several behavioral outcomes and responses (Roseman, 1984). When an individual has negative feelings towards a brand due to product or service failure, the consumer assumes that he should go for brand switching because of unfavourable and unfavourable experiences (Gregoire et al., 2009; Park et al., 2013; Zarantonello et al., 2016). Lee et al. (2009) have characterized brand switching as brand switching is such a process in which a consumer deliberately decides to reject a brand by distancing himself from the brand or through brand switching. Gregoire et al. (2009) claim that the intention of brand switching can be defined as an intense desire in consumers' minds to keep themselves away from the brand and not use that brand in the future.

Discontinuation of a relationship with the service provider or a company is considered switching, which refers to the termination of a relationship with the service provider (Yuksel and Mryteza 2009). The consumer either develops a relationship with another service provider or stops using the current service completely (Fetscherin 2019). Prior research has shown that dissatisfied consumers have more switching intentions than satisfied consumers (Kucuk, 2021; Sampedro et

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al., 2017). A positive relationship is expected between switching and regret; as mentioned earlier, regret is seen as a consequence of wrong decisions showing that better choices had been unforeseen (Kucuk 2008). In such cases, consumers go for better choices if they are again confronted with the same service experience (Aslam & Frooghi, 2018). A relationship between disappointment and switching can also be expected. When consumers are disappointed, they move away from that brand, completely stopping usage of that brand or choose better next time by developing a relationship with some other service provider or self-performing the service. However, it seems justified that the relationship between switching and disappointment only exists in situations where consumers do not consider alternatives when they go for some service. In cases where consumers had considered the choices and their own choice had a negative result, switching resulted from Brand hate in this situation (Fetscherin, 2019; Kucuk, 2008, 2016, 2021).

It is not necessary for brand switching because brand switching is only linked to having some products purchased or used from a particular brand in the past. Switching feelings arise due to feelings of hate towards the brand regardless of whether the brand is being purchased in the past. Lee *et al.* (2009) argued that brand avoidance and brand switching are both interchangeable terms. However, it is a point to be considered that in this study, we do not recognize these terms as the same because in the case of brand switching, it is a must for the individual to have purchased some product from that brand. However, in the current research, we have examined the consumer-brand relationship path from the beginning to the end. Brand switching implies that a consumer must have purchased the brand in the past. In this research, we examine the paths of relationships from beginning to end but did not declare that negative emotions are solely the outcome for brand users, so we can say that switching from a particular brand is a form of brand avoidance, but these both terms are neither same nor interchangeable.

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The concept of brand avoidance differs from brand switching; however, it is to be noticed that both lead to non-consumption behavior as an outcome. In brand switching, the consumer is supposed to have purchased something from that particular brand. In contrast, brand avoidance is a situation in which a person can easily avoid a brand regardless of any condition or assumption. In a sense, brand switching is a form of brand avoidance. (Dodson et al., 1978). Consumers choose to quit a brand or argue over a brand due to dissatisfaction in consumers' minds due to their unmet expectations (Hirschman, 1970).

When a consumer has a strong and close relationship with the brand, feelings of love arise for a brand in consumers' minds, according to research done by Sternberg (1986) on a consumer-brand relationship. Grégoire *et al.* (2009) and Park *et al.* (2013), on the other hand, have recognized that avoidance is the opposite of intimacy, leading to how individuals act when they have negative feelings for a particular brand. Therefore, we can conclude that when individuals have negative feelings for a brand, they intentionally change that brand because brand hate is that key variable leading to brand switching.

How consumers relate, feel, and respond to the brand depends upon the perceived closeness of a consumer with the brand (Romani et al.,2012). The opposition to intimacy and closeness is avoidance by switching to another brand (Zarantonello et al.,2016). Consumers use flight strategies to keep themselves away from an undesirable state of negative emotions (Zourrig, Chebat, & Toffoli, 2009). So, we can conclude that the expected outcome of brand hate is brand switching as feelings of brand hate leads to avoidance based behavior when consumers intentionally and deliberately want to keep themselves away from a brand. Accordioning to the cognitive appraisal theory of emotion, a situation is a start point which start an appraisal and appraisal creates an emotion and behavioral outcome. So, this negative perception creates a negative situation and

start a negative appraisal, this negative appraisal develops a brand hate and brand produce a behavioural outcome. From the discussion, it has resulted that consumer in brand hate situations switch to other competitor brands. The following hypothesis is proposed.

H11: Brand hate has a positive effect on brand switching.

Complaining: Complaining behavior is fight strategies in which consumers actively take action and express their discontinue behavior to the company (Gelbrich, 2010; Kucuk, 2018). In this outcome, consumers inform the company about the service failure (Fetscherin 2019; Grappi et al., 2013). In this type of outcome, the consumer tries to inform the brand and fix the service failure problem; this is helpful for the company, called consumer voice for protest (Fetscherin 2019; Zhang et al., 2020). This complaining behavior and voice against the brand trigger the revenge and fight strategy in the consumer.

Complaining behavior can be defined as an individual's capacity to write or speak against the brand (Bonifield & Cole, 2007). Eby, Butts, Durley, and Ragins (2010) proposed that negative experiences due to failure in product or service quality are more likely to be shared by people either on social media or through offline communication than the positive experiences a consumer has with the brand. Exchanging and sharing a negative word of mouth with others is interchangeable with complaining. When consumers engage themselves in spreading negative word of mouth, they intend to keep others away from that brand because of their negative experience with that particular brand (Fetscherin, 2019). Complaining occurs when consumers explicitly communicate their service experience with the service provider company or share their negative experiences with other persons or the government. Singh (1988), amongst others, declared that when consumers are dissatisfied and feel betrayed by a service provider, they tend to adopt complaining behavior. The relationship between disappointment and complaining can be

expected, but regret and complaining have no relationship. The research found that disappointment among the consumers is seen in cases where the service provider fails to meet the consumers' expectations. So, consumers consider service providers responsible for their disappointment. For this, they chose to adopt complaining behavior. In regret, the consumer considers himself solely responsible for service failure experience, and so does not go for complaining considering such actions as inappropriate. Consumers are not interested in complaining about their undesirable experience with a brand to the management, but they choose to spread negative word of mouth with others (Zarantonello et al., 2016).

The prior research identifies two types of complaining behaviors (Presi, Saridakis & Hartmans, 2014). The first form of complaining is communicating the negative word of mouth; talking about negative experiences with friends or nearby is known as private complaining. The second, one contrary to public complaining which holds, that people tend to spread negativity about the brand with people on social media platforms or by writing online negative reviews about the product of that particular brand to spoil the reputation and goodwill and hence keeping others away from that brand (Zeithaml et al., 1996). In this study, we are not concerned with the types of complaining behavior, private or public. Instead, we have talked about complaining behavior in general. Brand hate is a negative emotion and is the predictor variable of complaining (Zarantonello et al., 2016). Accordioning to the cognitive appraisal theory of emotion, a situation is a start point which start an appraisal and appraisal creates an emotion and behavioural outcome. So, this negative perception creates a negative situation and start a negative appraisal, this negative appraisal develops a brand hate and brand produce a behavioural outcome. Based on the arguments mentioned above, the following hypothesis is proposed.

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H12: Brand hate has a positive effect on complaining.

Brand Revenge: In this behavior, the consumer directly attacks the brand and take anti-brand activities for revenge (Krishnamurthy, 2009; Kucuk, 2008, 2018, 2021; Zhang et al.,2020). A consumer takes revenge by sharing negative emotions on different platforms and publicly (Kucuk, 2008). This type of brand hates to highlight the hot brand hate because the consumer is now attacking the brand to punish the hatred brand (Kucuk, 2021). These actions create a negative word of mouth for the brand (Hegner et al., 2017; Romani et al., 2012; Zhang et al., 2020). This intense action behavior objective is to develop the brand's destructive actions (Romani et al. 2012). These destructive actions create a different type of brand of revenge (Fetscherin 2019).

In the prior literature, the terms revenge and retaliation were used to describe the intensity of negative consumer behavior in consumers' negative actions when encountering service quality (Fitness, 2001; Gregoire and Fisher, 2006). The companies are in intense need to realize the fact that consumers have power and potential to stand against the company and thus spoiling its reputation and making other consumers realize to keep away from that company due to the service failure (Hansen et al., 1996; Ward and Ostrom, 2006).

The intention for revenge arises in consumers' minds when they feel betrayed and mistreated by the company (Fitness, 2001; Bechwati and Morrin, 2003). Revenge intention is an intrinsic impulse to react to the pain and insult felt by individuals in service quality failure (Fitness, 2001; McColl-Kennedy, Patterson, Smith, & Brady, 2009). According to a consumer behavior study, service quality failure is held responsible for the desire to take revenge generated in consumers' minds, thus spoiling the consumer-brand relationship (Fitness, 2001; Ward and Ostrom, 2006). As a consequence of service quality failure, consumers intend to seek justice by

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punishing/harming the firm (McColl-Kennedy et al., 2009; Ward and Ostrom, 2006).

Consumers' direct and responsive actions towards the brand are the third category of behavioral outcomes because of the negative emotions for a particular brand. Direct acts in the form of complaints directly to the company's employees, damaging a brand's possessions or stealing away something from the brand. Grégoire et al. (2010) has argued that the outcome variable of brand hate is thus brand revenge. According to Sternberg (2003), hate is the key variable that triggers individuals to take revenge on the brand for their undesirable and awful actions being experienced by the consumers.

According to Adams equity theory, damaging a brand's reputation or punishing the brand is the focus of consumers behind having an intention for brand revenge (Bechwati and Morrin, 2003; Grégoire et al., 2009; Marticotte, Arcand, & Baudry, 2016). Revenge is considered as such a fighting strategy in which the consumers make their deliberate intention of causing damages to brand because of negative experiences a consumer has to face because of failure in product or service quality of a particular brand (Grégoire et al.,2010; Lee et al. 2013). Intention to punish a brand is considered brand revenge (Harmeling, Magnusson, & Singh, 2015). The extreme outcome of brand hate is brand revenge, as brand revenge spoils the brand's reputation and hurts a brand in various forms. When it comes to brand revenge, consumers are likely to immediately report against the brand by taking direct actions towards a specific brand (Grégoire et al., 2010). Whenever people feel that a particular brand is mistreating them or they feel betrayed from a brand, the desire for revenge arises as a natural human reaction after being betrayed; individuals make their mind for taking deliberate revenge from brand for hurting them (Fitness, 2001; Bechwati and Morrin, 2003). The desire for revenge is an intrinsic impulse in individuals to counteract the pain an

individual feels after being betrayed from the brand (Fitness, 2001; McColl-Kennedy et al., 2009). In consumer brand relationship, when an individual is encountered to failure in product or service quality being expected by consumer, the desire for revenge triggers. (Fitness, 2001; Ward and Ostrom, 2006). This type of situation is seen as injustice with the consumer and in such case, the consumers want the firm to compensate themselves as a punishment for injustice (Ward and Ostrom, 2006).

Conclusively we can say that revenge behavior is followed by brand hate, according to the study of (Fetscherin, 2019b). Brand revenge can be seen as actions taken by consumers to punish or harm a brand because of extreme negative emotions a consumer has for that particular brand (Bechwati & Morrin, 2003). When consumers hate a particular brand, they tend to take revenge from brands by punishing and harming that brand due to their negative emotions for that service provider. Accordioning to the cognitive appraisal theory of emotion, a situation is a start point which start an appraisal and appraisal creates an emotion and behavioral outcome. So, this negative perception creates a negative situation and start a negative appraisal, this negative appraisal develops a brand hate and brand produce a behavioral outcome. So, it is proposed that brand hate is the key force for revenge.

H₁₃: Brand hate has a positive effect on brand revenge.

2.3 Indirect Effects

The marketing literature exhibits that situational factors create psychological influence and arouse internal feelings, resulting in intentions of emotional behavior (Pecchinenda, 2001). Consequently, emotional behavior intentions lead to behavior outcomes (Watson & Spence, 2015). According to the Appraisal theory of emotions, the current study believes dissatisfaction due to

service quality failure and corporate social irresponsibility leads to brand hate. The literature suggests support for the conceptual model, which was not given sufficient consideration in the past (Bougie et al., 2003; Zhang et al., 2020). Thus, Bougie et al. (2003) argue that negative emotions such as anger and dissatisfaction are not the same; further, Bougie suggests that anger and dissatisfaction cannot be measured at the same level. When dissatisfaction and brand hate come together due to service quality and Corporate Social irresponsibility in the current study. Then need to test the indirect relationship of service failure dimension with brand hate and dimensions of CSR with brand hate.

The appraisal theory emphasizes that consumer emotions are not an immediate process of an event; emotion comes from appraisal (Zourrig et al., 2009). The consumer emotions are appraised by the situation factors that boost the behavioral outcome (Bougie, 2003; Oatley 2013). This vital role of appraisal between the situation and emotions extends the existing literature body by offering the indirect role of dissatisfaction as an appraisal. To the best of the author knowledge, the current study is the first one that has caked the mediation of dissatisfaction with brand hate.

Further, this study did not include the direct relationship between service quality failure and brand hate, Corporate Social irresponsibility and brand hate. Due to two supportive arguments, direct relationships were not checked, only focused on the indirect relationship. First, according to the supporting theory of study (appraisal theory of emotions), this study model is a stepwise process in which, first of all, a situation or stimuli with a negative perception, then an appraisal of dissatisfaction, which leads to emotions of brand hate and in last behavioral actions from the consumer. So, if we check the direct relationship with brand hate, an appraisal part will be missing. The second argument is based on the study of Mathieu and Taylor (2006), according to the study;

indirect effects are a form of intervening effect in which independent (X) and dependent (Y) are not directly related, but these variables related indirectly through a significant relationship with a linking process. In a current study, this process linking according to the appraisal theory of emotion.

So, we propose the following indirect hypothesizes:

H$_{14}$: Dissatisfaction mediates the relationship between unfair price perception and brand hate.

H$_{15}$: Dissatisfaction mediates the relationship between the failure of call quality and brand hate.

H$_{16}$: Dissatisfaction mediates the relationship between negative perception of consumer support and brand hate.

H$_{17}$: Dissatisfaction mediates the relationship between negative perception of procedural convenience and brand hate.

H$_{18}$: Dissatisfaction mediates the relationship between the negative perception of value-added services and brand hate.

H$_{19}$: Dissatisfaction mediates the relationship between negative perception of philanthropic responsibility and brand hate.

H$_{20}$: Dissatisfaction mediates the relationship between negative perception of ethical irresponsibility and brand hate.

H$_{21}$: Dissatisfaction mediates the relationship between negative perception of legal irresponsibility and brand hate.

H$_{22}$: Dissatisfaction mediates the relationship between negative perception of economic irresponsibility and brand hate.

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2.4 User Related Brand Hate

While organization variables contribute a significant role in building brand hate, many of the brand's anger would also have little to do with the organization, however, with the consumer on its own. It is not like all consumers are correct with their comments and negative emotions and actions towards companies. Market brand hate may also be the consequence of the personality traits of consumers instead of business-related variables. For particular, users may instantly fall hate paths when they think they are entitled to access better public services and believe everything they say and do is right even though it does not make sense from the rest public's standards and points of life. These consumers' forms may not conform with standard consumers' acceptable levels and should perhaps be handled accordingly. In many other terms, what was previously addressed within organization predictors focused on what makes consumers' brand hate, whereas concentrating on who may or may tend to hate the products easily over others would be mentioned here with user related. Typically, such a dilemma becomes associated with the characteristics of consumer identities.

Most personalities often feel about themselves as extra positively as compared to others. In some instances, specific individuals carry internal negativity against themselves, and others reflect exterior negativity to the source that generated such dissatisfaction or danger. Hate is also explicitly connected to the personality of individuals. When addressed widely in endangered grandiosity theory, persons who may have been too optimistic could not bear getting critical feedback from everyone else (Baumeister et al. 1996). Narcissistic people are ideal for people who think such an impaired personality and positive attitude towards oneself. In either sense, Lash (1979) describes narcissism as an emotional process that denied affection turns back to it as hate (p. 35). As Lash (1979) discusses, the narcissist is genuinely in love with himself. Everything

reminds his shortcomings of its hatred that continues to follow: the narcissist appreciates and associates themselves to victors because of his fear of being called a loser. In their reflected light, they try to comfort themselves. However, their sentiments include a heavy mixture of jealousy. If the object of his connection does something to inform him about his meaninglessness, his affection always transforms to hate. As Lash (1979) discusses, the narcissist is genuinely in love with himself. Everything reminds of his hate deficiencies: the narcissist admires and associates himself with winners because of his fear of being called a loser. In their conscious perception, he tries to warm himself. However, his emotions contain a heavy mixture of jealousy. His affection turns hate if the object of his attachment does anything to remind him of his insignificance (p. 85).

Studies have shown that when narcissistic people become criticized and offended, they display incredibly adverse reactions when contrasted with another person (Bushman and Baumeister, 1998). Therefore, it is incredibly likely that narcissists may exhibit further violence and hatred if they believe they are correct. If their pride is not harmed by someone else, it is also described as narcissistic behavior.

Within that sense, consumers with ego issues may show a certain level of behavior disturbance under challenging circumstances. Therefore, consumers with narcissistic problems may be aligned with brand hatred since they feel entitled to rights and exceptional treatment that no one receives (Campbell et al., 2004).

2.4.1 Moderating Relationship

For a long time, psychologists labelled narcissism as a personality disorder. Many even called it a pathological syndrome, but recently researchers have started recognizing it as a normally distributed personality trait, usually operationalized by higher scores on the Narcissistic

Personality Inventory (NPI) (Lee et al., 2013). Researchers believe that a narcissistic individual has much self-love and considers himself grand with exaggerated self-views (Cambell et al., 2011; p. 269). Therefore, similar to people with high self-esteem, narcissistic individuals also have a high opinion (Campbell et al.,2002). However, people with high self-esteem can justify this opinion, whereas narcissistic individuals exaggerate it. Narcissists people are those who are low in agreeableness and conscientiousness and are having high extraversion and openness (Rose, 2002). The individuals experiencing narcissism are grandiose. Such individuals have a greater sense of entitlement, consider themselves better than others, and deserve more than ordinary (Jonason &Middleton, 2015; Kucuk, 2019). These individuals put themselves ahead of others in all life perspectives (Lyons 2019) and carry different emotions and feelings than others (Turel & Gil-Or, 2019).

Consumers' feelings regarding brands decide the probability of purchasing or rejecting a brand (Fetscherin et al., 2019). Like other relationships, consumer-brand relationships may be favorable or unfavorable (Bagozzi et al., 2017). Following its relationship with consumers' personalities, a negative relationship defined as brand hate (Zarantonello et al., 2018) must be studied (Veloutsou and Guzmán, 2017). Consumers have multiple personality characteristics and varying abilities to love or hate something (Kucuk, 2019). Brand hatred will increase concerning consumers' personalities, such as narcissistic and unfriendly characteristics (Fetscherin, 2019). In most cases, consumers do not find a match between their personality and brand personality, and this misfit contributes to hatred of the brand. Although consumers could not find common ground to equate the brand with its personality and hate those brands (Kucuk, 2019).

A study in narcissism's neuroscience has shown that narcissism indicates that people may

not gladly agree with their colleagues (Campbell et al., 2004). If misinterpreted occurs, such individuals are hardly regarded as collaborative. Thus, a greater level of narcissism shows a low threshold of respectfulness (Campbell et al. 2004; Grubbs et al. 2013). Besides that, experiments have demonstrated that narcissistic personalities could also expose violence and rage (Bushman and Baumeister, 1998; Campbell et al., 2004; Grubbs et al., 2013). Indeed, frustration can be very volatile in some instances and contribute to excessive violence (Reidy, Zeichner, Foster, & Martinez, 2008). Likewise, individual users can readily get over it and forget. For the most part, narcissistic people are least likely to forgive any mistake or failure and thus show further anger than ordinary people (Exline et al. 2004).

In reality, affection of relation, the intensity of violation, or apologies do not impact narcissists' deserved willingness to forgive (Exline et al. 2004). Narcissistic individuals feel aggressive towards those who do not confirm whatever they believe they deserve. They could break the connection and be on their way with anger and more hate emotions and actions. Thus, it is incredibly probable to see more revenge and hateful emotions against products and businesses that do not recognize and respond to narcissistic individuals. It is also tough to compromise on something with such people because they think they are right. They can quickly become frustrated in any service, strategy, or relationship mistakes. Besides, these persons could quickly show frustration, although there is no pride risk in place (Campbell et al. 2004). Therefore, it is likely to see that such narcissistic individuals may experience more anger and hatred towards poorly performing brands than average consumers.

Consumers prefer items related to their psychological attributes or self-concept (Sung & Huddleston, 2020). Therefore, according to Rosenberg, Schooler, Schoenbach, and Rosenberg

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(1995), self-concept is regarded as the consumer's feelings and thoughts regarding himself as an entity. Based on earlier literature, particularly on functional congruence, it can be inferred that a lack of functional elements of product/services generates brand hate. In a commodity, therefore, functional congruence characterizes the ideal characteristics desired by consumers. Service quality is a blend of individual elements that matter to the consumer in the service industry. Previous studies have identified causes of product or service failure, such as an unfavorable store setting, high prices, and lack of quality that produce brand hate (Hegner et al., 2017). Functional incongruence may generate consumer frustration and brand hate from the perspective of product or service quality. Brand hate has also been studied from all viewpoints, i.e., practical and symbolic incongruence, from the theory of self-congruity (Islam et al., 2019). The current research further expands the current body of literature by providing the moderating position of narcissism between consumer frustration and hate of the brand.

It is essential to understand narcissistic individuals behavior to test the moderating effect of narcissistic personality between dissatisfaction and brand hate. Research has found that these people do not require intimacy; however, they are drawn towards admirations and people who provide them with a sense of self-worth (Campbell et al.,2002). Previous studies correlate narcissism and extraversion positively (Lee and Ashton, 2005) and narcissism & agreeableness negatively (Watson, 2012).

The above behavior implies that narcissistic individuals will be prone to buy those brands that give them a sense of self-worth or increase their self-image. On the contrary, brands that will not make them feel superior are less likely to be chosen. Researchers have also discovered that narcissistic individuals get angry and act aggressively if their goals are hurdled or blocked. They

tend to get into fights if they think they can win them (Baumeister et al., 1996). This aggression is often converted into a form of the emotional reaction of hate (Sternberg, 2005). Thus, one can assume that brand hate can be increased if a person has a narcissistic personality. Moreover, a lack of empathy was also characterized by narcissistic people (Raskin & Terry, 1988). This can be translated into a brand-consumer relationship that narcissistic people would have a stronger adverse reaction to the brand's betrayal and transgressions.

The current study further extends the existing literature by offering the moderating role of narcissism between dissatisfaction and brand hate. The literature highlights the emotional strength of narcissists, and their allied reactions are different from ordinary consumers. This study proposes that in consumer dissatisfaction, the narcissist will behave differently and strengthen the appraisal of brand hate's dissatisfaction and emotion. This study considers the above factors and expands them by applying them carefully in our framework. This study suggests that when a narcissistic consumer becomes dissatisfied, they feel more brand hate. Thus, moderation of narcissism between dissatisfaction and brand hate can be hypothesized.

H23: Narcissism personality strengthen the relationship between dissatisfaction and brand hate.

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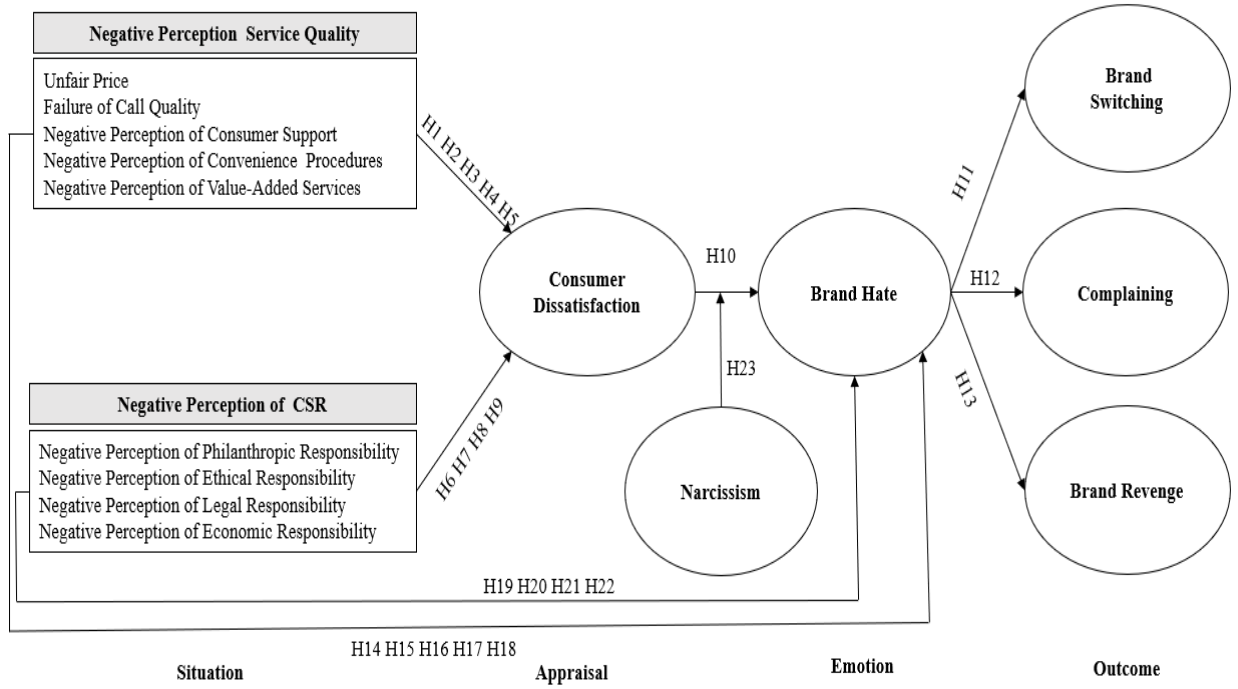
Figure: 2.2 Theoretical Model

Summary of Chapter Two

This chapter provides an in-depth examination of the various variables and theories discussed. To begin, each of the three theories discussed and demonstrated how they applied to the current study. Additionally, researchers discussed how the conceptual model is constructed via the use of theories. Following a review of the theories, a literature review of the emotions was conducted, focusing on hate literature. Following that, a brief discussion of love and hate literature and comparisons is provided. Then, literature on brand hates discussed brand hate as a construct and how brand hates developed from hate to brand hate. What are the significant causes and consequences of brand hate? Three distinct factors are discussed in detail that contributes to the development of brand-hate emotions in consumers. The first factor was related to product or service failure, the second to corporate social irresponsibility or ideological misalignment, and the third to consumer personality narcissism. In detail, service quality failure discussed the various service quality measurement models; what are the differences?

Finally, so why is the M SERVQUAL model chosen for this study? Then, in the same meeting, they discussed corporate social irresponsibility and attempted to rationalize consumer dissatisfaction and brand hate. Researchers discussed in detail the impact of consumer personality and user narcissism on brand hate. Finally, describe the study's conceptual framework and summarize the hypothesis.

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Table 2.1 Summary of All Hypothesis

	Hypothesis	Path
H 1	Unfair price perception directly influences the consumer dissatisfaction level.	UFP → DIS
H 2	Failure of call quality directly influences the consumer dissatisfaction level.	FCQ → DIS
H 3	Negative perception in consumer support directly influences the consumer dissatisfaction level.	NPCS → DIS
H 4	A negative perception of procedural convenience directly influences the consumer dissatisfaction level.	NPCP → DIS
H 5	A negative perception of value added services directly influences the consumer dissatisfaction level.	NPVS → DIS
H 6	Negative perception of Philanthropic responsibility has a direct effect on consumer dissatisfaction.	NPHR→ DIS
H 7	Negative perception Ethical responsibility has a direct effect on consumer dissatisfaction.	NPER→ DIS
H 8	Negative perception Legal social responsibility has a direct effect on consumer dissatisfaction.	NPLR→ DIS
H 9	Negative perception Economical responsibility has a direct effect on consumer dissatisfaction.	NPECR→ DIS
H 10	Consumer dissatisfaction has a direct effect on brand hate.	DIS → BRH

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H 11	Brand hate has a direct effect on brand switching.	BRH → BWS
H 12	Brand hate has a direct effect on complaining.	BRH → CMP
H 13	Brand hate has a direct effect on brand revenge.	BRH → REV
H 14	Dissatisfaction mediates the relationship between unfair price perception and brand hate.	UFP→DIS→BRH
H 15	Dissatisfaction mediates the relationship between the failure of call quality and brand hate.	FCQ→DIS→BRH
H 16	Dissatisfaction mediates the relationship between negative perception of consumer support and brand hate.	NPCS→DIS→BRH
H 17	Dissatisfaction mediates the relationship between negative perception of procedural convenience and brand hate.	NPCP→DIS→BRH
H 18	Dissatisfaction mediates the relationship between the negative perception of value-added services and brand hate.	NPVS→DIS→BRH
H 19	Dissatisfaction mediates the relationship between negative perception of philanthropic responsibility and brand hate.	NPHR→DIS→BRH
H 20	Dissatisfaction mediates the relationship between negative perception of ethical irresponsibility and brand hate.	NPER→DIS→BRH
H 21	Dissatisfaction mediates the relationship between negative perception of legal irresponsibility and brand hate.	NPLR→DIS→BRH
H 22	Dissatisfaction mediates the relationship between negative perception of economic irresponsibility and brand hate.	NPECR→ DIS→ BRH

H 23	Narcissistic personality strengthens the relationship between dissatisfaction and brand hate.	DIS*NAR→BRH

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| Chapter Three

Research

methodology | → | Sampling and
Data
Collection | → | Measures | → | Data Analysis
SEM | → | Measurement
Model |
| | | | | | | | → | Structural
Model |
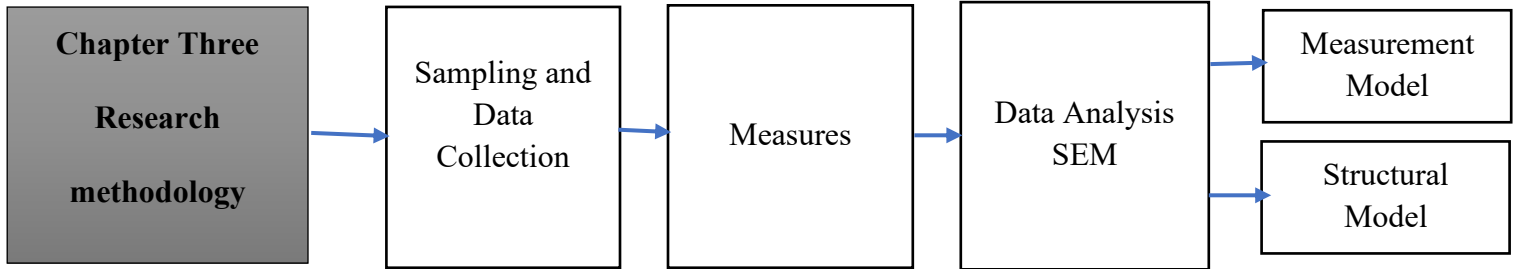
Structure and Organization of Chapter Three

CHAPTER THREE RESEARCH METHODOLOGY

3.1 Introduction

This chapter describes the methodology adopted in the thesis and the justification for applying that methodology. It shows this study's design, research settings, data collection techniques, sample and sampling techniques, scales and measurements, reliability, and validity of the measurement models.

3.2 Research Design

Research is defined as a method of constant discovery and exploration '. It is the process of identifying a problem and presenting a workable solution through factual data collected systematically and analyzed through appropriate tools and techniques. The research design refers to how data will be collected and how it will be analyzed and interpreted (Parahoo, 2014). The research design consists of four major components, i.e., approach, whether quantitative or qualitative, data collection method and ethical consideration, place, source and time of data, and data analytical techniques (Parahoo, 2014, p. 164). It is a method to control the factors that affect the validity of results (Burns & Grove, 2003, p. 195).

Cooper and Schindler (2008) research design is a process researchers use to formulate research questions such as (a) where research will be conducted? (Research settings), (b) what procedure will be adopted to approach the population and sample? (Procedure and sampling techniques), (c) what is the focus of research? (Unit of analysis), (d) what other issues that the researcher may face are?

Saunders, Lewis, and Thornhill (2009) in their book "Research methods for business students", have explained research design as a multi-layered approach using the analogy of an

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onion called research onion.
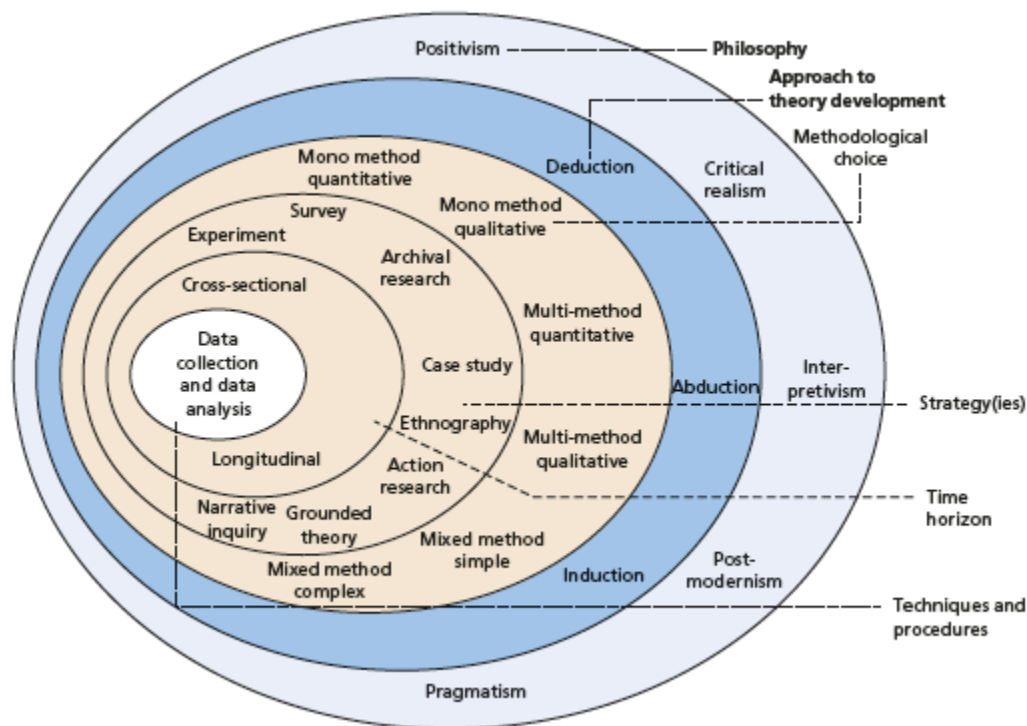
Figure 3.1 Research Onion, reprinted from "Understanding research philosophy and approaches to theory development" Saunders, M. N., Lewis, P., Thornhill, A., & Bristow, A. (2015)

3.2.1 Philosophy

Research philosophy refers to knowledge creation and nature (Saunders, Lewis, & Thornhill, 2016). When organizations face some problems, managers need some information that might be new and useful in order to solve the problem. This process is called developing knowledge. Researchers commonly form assumptions to understand study research questions, a methodology to collect data, and techniques to interpret that data. Those assumptions either relate to the knowledge human beings possess (epistemological assumptions), issues that we encounter during the research process (ontological assumptions), and the way researcher's values and beliefs influence the process of research (axiological assumptions; Crotty, 1998). Saunders, Lewis, Thornhill, and Bristow (2015) argue that researchers first need to identify their core values and

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assumptions. They need to know what research philosophies they are adopting, and then identify their research design. Based on these three assumptions, the literature suggests that researchers consider five different philosophies. These philosophies include positivism, critical realism, Interpretivism, Postmodernism and Pragmatism (Saunders et al., 2016).

Summing up the discussion above, this study has adopted a philosophy of positivism related to natural scientists' philosophical approach, which helps social scientists work with real and observable social realities "to produce law-like generalizations" (Saunders et al., 2016, p. 135). This approach is widely used in the social sciences (Neuman, 2014). This approach combines deductive reasoning in an empirical approach to observe human behavior to explore and validate a set of causal laws that may be used to predict common patterns of human activity (Neuman, 2014, p. 97).

Table: 3.1 Philosophy of Positivism in comparison to three assumptions (adopted from (Saunders et al., 2016, p. 136))

Ontology (nature of reality or being)	Epistemology (what constitutes acceptable knowledge)	Axiology (role of values)	Typical methods
Positivism			
Real, external, independent One true reality (universalism) Granular (things) Ordered	Scientific method Observable and measurable facts Law-like generalisations Numbers Causal explanation and prediction as contribution	Value-free research Researcher is detached, neutral and independent of what is researched Researcher maintains objective stance	Typically deductive, highly structured, large samples, measurement, typically quantitative methods of analysis, but a range of data can be analysed

3.2.2 Methodological choices

Saunders et al. (2016, p. 165) have outlined three methodological choices based on the type of data collected, the tool used to collect that data, and techniques used to analyze and interpret it. There are three methodological choices, i.e., quantitative, qualitative, and mixed-method. In quantitative research, numeric data such as numbers in monetary or non-monetary terms are

considered, collected through questionnaires, and analyzed through statistical methods such as graphs, tables, and other mathematical solutions. In qualitative research, non-numeric data such as images, videos, words, and other similar material is collected through interviews or other likely methods.

This study is quantitative and has used a survey as a method for data collection, structured questionnaire to collect data. Different statistical techniques are used to analyze and interpret the data.

3.2.3 Approach to theory development

Saunders et al. (2016, p. 144) the reasoning a researcher adopts to explain underlying relationships among variables contained in a framework will determine which approach is used in the study. There are majorly two approaches used commonly: deductive and inductive. These approaches depend upon the extent to which a researcher explicitly acknowledges using the theory in a research project. If the theory is explicitly acknowledged, premises for a particular conclusion are known; therefore, the conclusion will also be right when its premises are true. In such a situation, a deductive approach is used.

3.2.4 Purpose of study design

The purpose of the study design depends upon the nature of the research question. If a research question intends to unearth something that is not much known, if something is known is ambiguous and unclear. There is no particular theory to explain the underlying mechanism. It is called exploratory research design (Sekaran & Bougie, 2013, p. 43). Exploratory research is applied to precisely understand a problem or an issue (Saunders et al., 2016). Other purposes of research design are descriptive and explanatory. Descriptive research is to know exact information

about persons, events, or situations. Whereas sometimes researchers intend to know the association among variables and the effect of one set of variables on others. Such a study is called a descriptive study in which relationships among variables are explained using a particular theory (Saunders et al., 2016).

3.2.5   Strategy

Next step after outlining research philosophy, methodological choice, and approach is determining the plan of action to collect and analyze the data to answer the research question. This course of action is called a research strategy (Denzin & Lincoln, 2011). The choice of research strategy to collect data depends upon the coherence among research objectives, research questions, philosophies, approaches and research purpose (Saunders et al., 2016, p. 178). Research strategies commonly adopted are surveys, experiments, case studies, archival research, action research, ethnography, narrative enquiry and grounded theory (Saunders et al., 2016, p. 178). This study has used the survey method as a research study.

Primary rationalization in selecting survey strategy yields quick, precise, relevant and standardized information within a limited time and budget (Zikmund, Babin, Carr, & Griffin, 2013). Pinsonneault and Kraemer (2015) assert that survey research is conducted for one or more of three reasons (1) when research is conducted to test hypothesized relationship between variables in predetermined population settings following a quantitative approach to collect standardized information from individuals, groups, events and organizations etc. (2) information collection tools are standardized and structured in nature using predefined questionnaires (3) information collected from a subset of population, sample, but needs to be generalized to whole population.

This study's characteristics are purely in line with what is suggested by Pinsonneault and

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Kraemer (2015). As stated earlier, this study has adopted positivist philosophy, deductive approach and quantitative research method to test the directional hypotheses among variables contained in a theoretical framework. Therefore, it is justified to use a survey method for this research.

Surveys strategy in Pakistan is gaining popularity. People in Pakistan are reluctant to express their ideas on sensitive issues (Baraldi, Kalyal, Berntson, Näswall, & Sverke, 2010) results in a lower response rate in surveys.

3.2.6 Time Horizon

An essential element in the research design is asking whether this study will be a snapshot taken at a single point or a series of activities recorded at different timeframes. The current research has collected data to ask the people about their past behaviors and attitudes at a single point in time. Thus, it reflects that its time horizon is cross-sectional (Sekaran & Bougie, 2013; Zikmund et al., 2013).

3.2.7 Population and sampling

Populations of a study refer to the set of all units such as people, events and institutions, which are under consideration for collecting data (Parahoo, 2014, p. 218). It also comprises all relevant elements that fulfil the inclusion criteria for detailed sampling research (Zikmund et al., 2013). In large populations, it is not possible to approach every element in the population. Therefore, an appropriate sample is selected. The sample is a subset of the population that is derived from the targeted population. The sample is preferred overpopulation due to constraints related to ease of approach, cost and time. Fowler Jr (2013) highlighted critical issues concerning sampling as under:

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      a. Choice of sample

      b. Sampling frame

      c. Size of sample

The choice of the sample includes probability and non-probability sampling techniques. The sampling frame refers to specific elements of the population which need to be included in the sample. Several respondents included in the sample to ensure generalizability refers to sample size.

3.2.8 Choice of sample

The population of the current research includes the consumers of cellular network service providers.

The services sector can assume a commanding role in the development of an economy. More than 60 % of Gross Domestic Growth (GDP) came from the service sector (SBP, 2018). Pakistan's cellular sector shows a decade of growth and is presented as a model sector in the services industry that acts as a stimulus for other services sectors (PTA, 2018). The tele density of the country reached 74.4%. It ranked fourth globally, total revenue reaches 488 billion rupees, cellular sector contribution to national exchequer was 147 billion rupees in 2018, and foreign direct investment is 688 million dollars (PTA, 2018). Pakistan telecom authority (PTA) depicts that current cellular subscriber in Pakistan are 184 million and 100 million 3G/4G subscribers, and 103 million broadband subscribers (PTA, 2021). Statista report (2019) estimations predict that by the end of 2020, 51% of the population will be using smartphones five times compared to 2010. The details show that the cellular segment of services is proliferating. Four service providers share the cellular market Jazz 37.94 % (Moblink+warid), Telenor 26.72 %, Zong 21.96 %, and Ufone 12.54 % (PTA, 2021). Pakistan's cellular market is open and deregulated, serving as service operators.

The past few years have been difficult for the cellular service providers in Pakistan.

Cellular companies are facing this situation mainly due to expensive and considerable investments in 3G/4G networks. Besides this, the digitization of services in Pakistan, where this change triggered the services sector's mechanism. This shift is dominant in e-commerce, e-banking, and e-governance (SBP, 2018). This change opens new challenges and approaches for cellular companies. However, this revelation in services has led to competition between service providers to win the market share. Whereas the Consumer is getting more tech-savvy, and companies need to innovate to meet consumer expectations. The market is much mature as out of 220 million, a total population of 184 million is subscribers of cellular services. Therefore, competition is high for acquiring and retaining consumers.

3.2.9 Sample frame

Sampling frame refers to a file or list containing all target population units from which sample is chosen (Digaetano, 2013). The sampling frame represents the target population and generates the results for the population concerned (Saunders et al., 2016).

There are multiple ways to have these lists referred to as sampling frames. In some organizations, data is available in specifically designed databases that are updated at particular intervals. Edwards et al. (2007) highlighted potential problems using databases to identify sampling frames such that these databases are often inaccurate, incomplete and out of date. Therefore, researchers have to make extra efforts to ensure that lists of the sampling frame are accurate, complete and updated. Researchers make lists themselves by collecting data from existing sources (Saunders et al., 2016). The population sample of this study belongs to the top ten cities of Pakistan according to population. These cities are selected based on province vice distribution and from the province based on more populated cities. These are the top ten cities with

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population 1. Karachi (14,910,352), 2. Lahore (11,126,285), 3. Faisalabad (3,203,846), 4. Rawalpindi (2,098,231), 5. Gujranwala, (2,027,001), 6. Peshawar (1,970,042), 7. Multan (1,871,843), 8. Hyderabad (1,732,693), 9. Islamabad (1,014,825), 10. Quetta (1,001,205) *(PBS, 2017)*. The sample is collected according to the population's percentage in these ten cities, shown in table 3.2. So, this frame of the population is a good representation of the whole nation.

Table: 3.2 Population Distribution

City	Population	Percentage	Total
1. Karachi	14,910,352	36.41%	365
2. Lahore	11,126,285	27.17%	271
3. Faisalabad	3,203,846	7.82%	79
4. Rawalpindi	2,098,231	5.12%	51
5. Gujranwala	2,027,001	4.95%	50
6. Peshawar	1,970,042	4.81%	49
7. Multan	1,871,843	4.57%	45
8. Hyderabad	1,732,693	4.23%	42
9. Islamabad	1,014,825	2.48%	24
10. Quetta	1,001,205	2.44%	24
Total Population	40,956,323	100%	1000

3.2.10 Sample Size

The sample size is the number of observations taken from the target population (Zikmund

et al., 2013). Determining sample size is an essential aspect of social science research. It delineates the number of elements to be taken from the population to meet the objective of generalizability (Sekaran & Bougie, 2013). It is a consensus that the sample needs to represent the population; therefore, researchers have been trying to figure out the criteria for determining the appropriate sample size so that issues about reliability and generalizability may be met (MacCallum, Widaman, Zhang, & Hong, 1999).

This study has used different criteria for determining sample size. These guidelines include general guidelines and guidelines related to sample size selection based on analytical techniques and software used for analysis.

General Guidelines for Sample Size Determination

Quantitative researchers prefer larger samples more than smaller ones because it is generally accepted that when the sample is large, it is more generalizable and less prone to errors than smaller ones (Treiblmaier & Filzmoser, 2010). Kline (2015) states that there are various criteria for determining which sample size is adequately large. One factor which is taken into consideration is the complexity of the model and the number of parameters. If the model is complex and has more parameters to be estimated, a larger sample is needed for precision and parsimony. Moreover, larger sample size is needed when reliability scores of variables are low or missing data or more latent variables in the model than observed variables. Another recommended criterion for estimating confidence interval and sampling error for calculating the minimum sample size that represents a population sufficiently. Saunders et al. (2016) provide a guideline for selecting an appropriate sample size based on preferred confidence levels. For a 95% confidence level, the sample size for a sampling frame containing 10,000 cases is 370. Same for 10,000,000

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target population is 384 (Saunders et al., 2016, p. 281). Another way for sample size is that there should be 5 to 15 respondents against each item. In this study, 75 items and a sample would be between 375 (i.e., 75*5) and 1125 (i.e. 75*15). The final sample of this study is 957.

3.3 Sampling Technique

Sampling is classified into two types: probability sampling and non-probability sampling. Each sample unit has an equal chance of selection in a probability sampling technique, whereas, in a non-probability sampling technique, no unit has an equal chance of selection. A population must be known for probability sampling and unknown for non-probability sampling. While the population is known in this study, the researcher does not have access to the entire population because Pakistan has four cellular service provider companies that do not disclose subscriber lists. Due to access constraints, this study used convenience sampling; however, to ensure adequate representation of the entire population, data were collected from four provinces and ten major cities throughout Pakistan, as detailed in Table 3.2. The sample was drawn using a non-probability sampling technique and included personal convenience sampling. The questionnaires were distributed to people who were conveniently available to collect data.

3.3.1 Procedure for data collection

The data collection procedure is an essential component in research design. It explains how respondents were contacted, approached, and motivated to participate in the study and share their opinion (Zikmund et al., 2013). In order to access target respondents for the collection of data, there is several ways used by researchers which depend solely upon the nature of research, type of research questions and characteristics of intended respondents (Sekaran & Bougie, 2013). One way to collect data is to conduct interviews, face-to-face, or through telephone or using the internet.

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Another way is to use a standard questionnaire, either open-ended, giving respondents liberty to share their opinions willfully or close-ended where a set of options is provided allowing respondents to choose any of the options (Sekaran & Bougie, 2013; Zikmund et al., 2013).

Saunders et al. (2016) explain that there are three access options. First is traditional access in which researchers use face to face interviews, telephonic communication, questionnaires through postal correspondence, or accessing data archives. The second type is internet-mediated access which refers to the use of the internet to approach respondents. This access may entail using internet-based computing techniques such as email, instant messaging, and webcams to deliver online questionnaires, conduct interviews, participate in discussions, or access archival data. A third way to access the respondents is to combine traditional and internet supported methods known as the Hybrid method (Saunders et al., 2016, p. 222).

This study has used the Survey method as a mode of data collection. The survey questionnaires method refers to data collection in which a set of predefined questions is distributed among respondents to know their opinions (Sekaran & Bougie, 2013). This may be open-ended or close-ended. This study has used a close-ended questionnaire.

The questionnaire was made for the collection of data for research. The language is chosen for the questionnaire was English, as it is the official language used in Pakistan. The variable's scale comprising of their particular items was pre-defined and adapted. There were two parts of the questionnaire: one section represented the demographic variables like age, gender, nationality, brand dislike or hate, name of the brand, and the other section consists of variables related questions.

Moreover, paper and pencil questionnaires were not distributed and could not distribute them by personally meeting the consumers because of COVID-19 and social distancing imposed by the Pakistan government. The researcher used the online survey method to overcome this limitation. Further, the population clustered according to the cities and then from all ten cities on convince based online survey conducted.

3.4 Instruments and Tools

This study has selected a quantitative paradigm and collected data using established close-ended questionnaires. Respondents were asked to record their agreement or disagreement on the seven-point Likert scale in which one being Strongly disagreed and seven strongly agreeing with three being neutral.

3.5 Measures

This study has adopted established scales for study variables. Scales are also adapted to suit the study setting, such as cellular phone users. Scales have been shared and discussed with notable researchers who have experience working in the same field, such as service-related and CSR related variables, to confirm scales' face and content validity. All constructs are measured on a seven-point Likert scale from "strongly disagree to agree strongly agree". Details of scales used are as under:

3.5.1 Service Quality

Service quality is defined as consumer perception about the overall quality of service performance (Zeithaml, 1988). Service quality of mobile cellular operators are measured with five items, i.e., price, call quality, consumer support, convenience in procedures, and value-added services. To measure these aspects of service quality, scales were adapted from Kim et al. (2004)

and Gautam (2015). This scale consists of 18 items in which Unfair price perception is measured through four items (My cellular network operator prices are high., My cellular network operator prices are unfair., My cellular network operator prices are misleading., and my cellular network operator is increased price without informing.). Failure of call quality (FCQ) has four items (I face voice call quality issues in my cellular service., I face calling drop issues in my cellular service., I face issues in a network of my cellular service area of coverage., and I face inadequate geographical coverage of the network.). Negative perception of consumer support (NPCS) has four items (The support centres are unresponsive in providing appropriate solutions., The personnel at the support centres are uncaring., The personnel at the support centres are impolite., and the support centres are unknowledgeable in providing appropriate solutions.). A negative perception of convenience in procedures (NPCP) has three items (The procedure of subscribing and changing service is not easy., A long wait for call centre representative and in-store for complaint., and Inconvenient location of consumer support centres.), and A negative perception of value-added services (NPVS) has three items (Variety of value-added services are not satisfactory, Inopportuneness of use of the value-added services., and no updated value-added services).

3.5.2 Corporate Social Rresponsibility

Corporate Social responsibility is defined as the corporate responsibility of business to cover the economic, legal, ethical, and philanthropic perceptions society has with organizations within a provided time point (Carroll 1991). Corporate social responsibility of mobile cellular operators is measured with four aspects, i.e., NPER, NPLR, NPECR, and NPHR. To measure these aspects of corporate social responsibility, scale was adapted from Turker (2009). This scale consists of sixteen items in which NPHR is measured with four items (My cellular service provider does not support the cultural activities of the local community., My telecom provider did not

engage in charitable programs in their local societies., My network operator for cellular services does not help educational institutions., and within the local environment, my telephone service provider does not help to improve the quality of living.). NPER is measured with four items (My telephone service provider is not working in a way that is compatible with civil and ethical values., My cellular service company does not follow legal and moral values and does not accept them., In order to fulfil corporate purposes, my telephone service provider would not prohibit immoral behavior., and My provider of telecommunications networks does not make a serious effort to be a responsible person.). NPLR is measured with four items (My provider of telecommunications networks does not conduct business in a way compliant with government and legislation standards., My cellular service provider is not in accordance with different federal, state, and municipal laws., My provider of telecommunications networks does not meet its ethical responsibilities., and My telephone service provider does not comply with the basic regulatory standards covering products and services.) and NPECR is measured with four items (This company is focused on earnings maximization., This organization has a dedication to profitability., The company of ethics has a strategic role. This business is searching for a profitable sector).

3.5.3 Consumer Dissatisfaction

Dissatisfaction is defined as a consumer cognitive state in which they perceive that service quality shortfall as promises (Oliver, 1980). To measure consumer dissatisfaction, Oliver and Bestbrook (1993) scale is adapted. This scale has three items (I was, on the whole, disappointed with the use of my mobile service., My negative experiences, on the whole, outweighed my positive experiences., and I was, in general, disappointed with my cellular coverage.).

3.5.4 Brand Hate

Brand hate is a profoundly negative feeling state, in which consumer formulate a concentrated negative emotion and disconnect from a brand (kucuk, 2019). To measure brand hate in cellular network consumers, Kucuk (2019b) scale is adapted. This scale has ten items (I want to isolate myself from my mobile phone service. , I would like to distance myself from my mobile phone operation., There is no way this cellular service can express me., I am so disgusted by what this smartphone service is all about., When I hear of this cellular service, I feel repelled., I am really averse to this service on mobile phones., With this cellular coverage, I am so angry., I'm so upset about this wireless coverage., This cellular coverage is so outrageous to me. With this cellular coverage, I am so angry.).

3.5.5 Brand Switching

Brand switching is defined as a process in which a consumer deliberately decides to switch a brand and reject a brand by distancing himself from the brand. Alternatively, an intense desire in consumers' minds keeps themselves away from the brand and not use it in the future (Lee et al., 2009, Grégoire et al., 2009). To measure brand switching in cellular network consumers, Romani et al. (2012) scale is adapted. This scale has three items (I use less frequently than before of this cellular service., I stop using this cellular service., and I switched to a competing cellular service.).

3.5.6 Complaining

Complaining is consumer behavior in which they write or speak against the brand negative experiences due to product or service quality failure (Hunt 1991; Romani et al. 2012). To measure complaining of cellular network consumers, Romani et al. (2012) scale is adapted. This scale has five items (On the cellular service, I spread negative expression of my mouth., I've degraded my

friends' mobile phone coverage., I advised my friends that I shouldn't buy this cellular service because they wanted a similar service. In this mobile service, I still tell my friends about my thoughts., and I strive not to buy this cellular service by informing many.).

3.5.7 Revenge

Revenge is defined as a fighting strategy in which the consumers make their deliberate intention of causing damages to brand due to unfavorable experiences Grégoire and Fisher (2008). Thomson et al. (2012) and later used by Fetscherin (2019) scale are adapted to measure cellular network consumers' revenge. This scale has four items' items (I thought of how this cellular service could hurt., What I should do with this mobile service I owned., I did it to damage this mobile phone service as one of my life missions., and I was intended to harm this mobile service in different ways.)

3.5.8 Narcissism

Narcissism is defined as a personality trait characterized as a highly inflated self-concept of selfishness, lack of empathy, sense of entitlement, and need of admiration Campbell, Rudich, and Sedikides (2002). To measure narcissism of cellular network consumers, Jonason and Webster's (2010) scale is adapted. This scale has sixteen items (I love to be the object of attention, I am not promising or worse than others., Everybody likes to hear my stories., I normally receive the respect I deserve., I don't mind the orders., I'll be an amazing guy., Often people believe what I say., I expect a lot from other people., I like to be the main subject., I am like everybody else., I know what I have always done., When I exploit people I would not say I like it., Being a power doesn't mean anything to me., I know I am fine because everyone continues to tell me that., I'm not attempting to be a show., and I'm better able than others.).

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Table. 3.3 Summary of Measure

Table 3.1 Summary of Measures		
Variable	**Author**	**No. of Items**
Service Quality	Kim et al. (2004) and Gautam (2015)	18
CSR (CSI)	Turker (2009)	16
Consumer Dissatisfaction	Oliver and Westbrook (1993)	3
Brand Hate	Kucuk (2019b)	10
Brand Switching	Romani et al. (2012)	3
Complaining	Romani et al. (2012)	5
Revenge	Thomson et al. (2012), Fetscherin (2019)	4
Narcissism	Jonason and Webster (2010)	16

3.6 Statistical Approaches and Data Analysis Processes

When a researcher wants to choose any statistical approach for examining something, he/she must consider the nature of the model and the context of his/her research. In other words, he/she is taking the methodology that suits best with study objective(s). For example, data is collected on a numerical scale by using a questionnaire. The researcher wants to determine the strength of association and significant relationship statistically; then, the researcher goes for Pearson correlation and Chi-square test (Cuffe, 2007).

Researchers investigate the overall cumulative impact and relationships among constructs in a model despite performing correlation analysis among two variables. The model built in this study explains and extends the body of knowledge about consumer negativity towards brands and examines its significant antecedents and consequences of brand hate. In addition to checking the

consumer personality trait as moderator. In addition to checking the consumer personality trait as moderator. In the past, scholars explore brand love mostly, an insight in which consumers build up a strong connection among brands and become loyal to that particular brand (Batra, Ahuvia, & Bagozzi, 2012). However, brand hates somehow grab little awareness in past years, which requires & needs call for more research. Hence, this research study aims to more advancement in our insight of consumer negativity towards a brand. Therefore, the study model is based on various direct and indirect relationships, and there is a need to measure the significance of each path. Researchers used path analysis as a technique to measure dependencies among constructs. Thus, the best suitable statistical technique used in this type of research is structural equation modelling (SEM).

3.6.1 Structural Equation Modeling (SEM)

For estimation and testing of causal relationships, the researchers use the SEM technique (Ringle et al., 2010) by utilizing qualitative causal assumptions and statistical data (Pearl, 2012). This technique is employed to study the relationships between observed and unobserved constructs. It is also used to investigate the complex relations among study constructs. SEM procedure is a powerful multivariable technique that allows the researchers to evaluate a series of hypotheses simultaneously relating to manifest and latent constructs' influence on other constructs. Researchers can integrate different dependent variables by taking measurement error into account (Karim & Weisz, 2010). Rouse and Corbitt (2008) recommended different multivariate statistical methods, i.e., principal component method, multiple regression, path analysis, and factor analysis. Researchers use the SEM technique to analyze path significance for explanatory and confirmatory modelling, but it is more suitable for confirmatory modelling (Ringle et al., 2010; Chen 1998a).

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3.6.2 Approaches of SEM

Urbach and Ahlemann (2010) stated that to perform exploratory or confirmatory analysis, two statistical approaches are used extensively, i.e., covariance-based approach (CB-SEM) and partial least square (PLS-SEM) that is the variance-based approach.

CB-SEM approach worked with latent constructs where parameters of a model are determined to imitate a covariance matrix that is empirically observed. At the same time, PLS-SEM approach works with a block of constructs that estimates latent constructs with the help of its indicators through linear combination (Chin et al., 2003) that reflect the order of linear regressions (Henseler et al., 2009). PLS assess model parameters for variance explained maximization or the error minimization (Hulland, 1999) for all endogenous (predicted) variables through a sequence of ordinary least square regressions (Hair *et al.* 2012; Reinartz et al., 2009). PLS modelling approach estimates coefficients of the structural equation model with partial least square technique (Mateos-Aparicio, 2011).

Regardless of the statistical and methodological differences between CB-SEM and PLS-SEM, PLS can be considered a good proxy for CB-SEM (Hair et al., 2011, 2017; Henseler et al., 2009). Hair et al. (2017) further stated that PLS and CB-SEM approaches could be employed alternatively. Both approaches would provide close results with good data and measures if CB-SEM assumptions are met (Hair et al., 2011).

Preferred Approach

The purpose of this research study is to explore further and extend the body of knowledge about consumer negativity towards brands plus examines its significant antecedents and

consequences of brand hate. In the past, scholars explore brand love mainly, an insight in which consumers build up a strong connection among brands and become loyal to that specific brand (Batra, Ahuvia, & Bagozzi, 2012). However, brand hates somehow grab little awareness in past years, which requires & needs call for more research. Hence, this research study aims to more advancement in our insight into consumer negativity towards a brand. The PLS approach is generally recommended for exploratory research, while the CB-SEM is used for confirmatory research (i.e., a study that confirms existing theory or model). This study introduces new relationships and needs to validate these relations; therefore, PLS-SEM is suitable for the current study.

Based on features of PLS-SEM and its procedure of calculation, there are several advantages of PLS-SEM, which are as follow,

It supports both confirmatory and exploratory research (Urbach & Ahlemann, 2010; Cyr, 2008). It is a rigorous technique that produces a good result in the case of a relatively small sample size (Chin et al., 2003; Venaik et al., 2005; Karim & Weisz, 2010; Ringle et al., 2010; Hair et al., 2017). PLS is robust enough to control measurement errors and provide consistent results if missing values and outliers exist in the data (Chin et al., 2003). PLS is not affected by data distribution, whether normal or not, and there is no need to standardize the data (Chin et al., 2003; Venaik et al., 2005; Karim & Weisz, 2010; Ringle et al., 2010; Hair et al., 2017). PLS provide results of the latent construct with one or more observed variables (Hair et al., 2011; Henseler et al., 2009). PLS can handle complex models consistently and provide reliable results where CB-SEM is unreliable or difficult to produce results (Ahuja et al., 2007; Goo et al., 2009; Henseler et al., 2009; Urbach & Ahlemann, 2010; Hair et al., 2011a). PLS provides consistency if there is an

issue of multicollinearity in the data set (Mateos-Aparicio, 2011).

For the explanations given above and provided the type, complexity, and features of the anticipated conceptual model together with the use of reflective latent variables, the PLS-SEM approach was picked, as it looks like to be the more suitable, flexible, and superior alternative (Hair et al., 2017; Reinartz et al., 2009; Henseler et al., 2009).

3.6.3 Partial Least Square Structural Equation Modeling Technique (PLS-SEM)

PLS-SEM technique proposed two model analyses, i.e. measurement model (outer model) and structural model (inner model). The detailed procedure of these two-model analyses is given below.

Measurement Model Analysis

In measurement model analysis, the validity and reliability are assessed for all latent variables.

Validity denotes the degree of truthfulness of measurement in which designated measurement observed items correspond to a specific latent variable as predicted by theory. Suppose the measure of a variable is valid. In that case, all content of variable definition is included in the instrument such that computing measure is genuinely measuring the properties that are supposed to measure. Therefore, we can say that there is no distortion or bias.

To investigate the outer model validity, convergent and discriminant validity are analyzed. Convergent validity deals with assessing the extent of correlation among items that are supposed to be theoretically related. It "signifies that a set of indicators represents the same underlying

construct, which can be demonstrated through their unattributable" (Henseler et al., 2009).

Convergent validity is assessed with the average variance extracted (AVE). AVE reveals the degree of variance explained for a specific latent variable in line with the degree of variance because of measurement error. The value of AVE is lies between zero and one, and the minimum acceptable threshold of AVE is .5 (Fornell & Larcker, 1981; Henseler et al., 2009; Hair, Ringle, & Sarstedt, 2012). The AVE value of more than .5 denotes that LV can explain more than half of the variance of its indicator (Henseler et al., 2009). On the other hand, if the value of AVE is below .5, this shows that variance because of measurement error is higher than variance because of the construct. In this situation, convergent validity is questionable.

Discriminant validity is the level of association among items of one variable with items of other unrelated variables that are not theoretically associated with each other. Henseler et al. (2009) argued that this validity test expresses how much variance is attributed to a group of variables where two variables that are conceptually different should be different sufficiently from each other. To assess whether loadings are well established, a discriminant validity test is performed. Henseler et al. (2009) recommended two methods to test the discriminant validity, i.e., cross-loading methods executed on measurement items (indicators). The second method is the Fornell-Larcker criterion execute at the construct level.

The first to measure discriminant validity is focused on examining loadings, known as cross-loadings analysis. This test displayed that loading an item linked with a latent variable should be greater than its loadings with all other latent variables (Henseler et al., 2009; Fornell and Larcker, 1981). As in examining factor loadings, the resultant value of every item should be higher than .5 (Au et al., 2008; Hair et al., 1998; Chin et al., 1998).

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The second criterion for measuring discriminant validity is the Fornell-Larcker method that items explain more variance to their respective latent constructs than other items. In other words, to examine the discriminant validity, the square root of the variance is more significant than the extracted correlation among other latent variables. This display that every LV share more variance with its items than with other LV (Henseler et al., 2009).

On the other hand, reliability is the degree of confidence in the proposed measure that provides the same results over the period. It displays the degree to which an instrument gives consistent results. This is called internal consistency reliability. Reliability also represents the extent of item variance explained by latent variable and reveals the indicator reliability. For analyzing the reliability of the measurement model, we measure inter consistency reliability and indicator reliability.

To analyze the **internal consistency reliability**, **composite reliability** and **Cronbach alpha** analysis are performed. Composite reliability analysis measures that are all items measuring the same latent variable. The resultant value of composite reliability lies between 0 and 1. The minimal threshold for acceptance of the result is .7 to display internal consistency (Hair et al., 2017; Nunnally, 1978). In the same way, Cronbach alpha is also used to measure internal consistency. Cronbach alpha assesses indirectly display the amount that a group of items measure a single uni-attributed LV. The value of Cronbach alpha is also lying between 0 and 1. The minimal threshold for acceptance is, i.e., $\alpha > .7$ (Tavakol & Dennick, 2011).

To examine individual indicator reliability, loadings of items or factor loadings of the latent variable indicators are analyzed. Resultant values of loadings ensure that variance explained by each item linked with a specific LV is higher than the variance explained by other items linked

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with other LV. Researchers think each item should explain at least 50% variance, but Hair et al. (2017) recommend a minimum threshold is .7. While he also recommended that loading values between .4 and .7 should be examined carefully and below .4 is not acceptable (Henseler et al., 2009).

The summary of the measurement model assessment is given in Table 3.2.

Table 3.4 Measurement Model at a Glance

Criterion	Acceptable Range	Recommended By
➤ **Validity Measures of Latent Variables**		
• **Convergent Validity**		
AVE	The AVE value should be higher than 0.50.	Fornell and Larcker (1981)
• **Discriminant Validity**		
Fornell-Larcker Criterion	The √AVE should be higher than the respective correlation values.	Fornell and Larcker (1981)
HTMT	HTMT ration should be below 0.90	Dijkstra and Henseler (2015)
➤ **Reliability Measures of Latent Variables**		
• **Item Reliability**		
Factor Loading (λ)	Factor loading of each item should be higher than 0.70, but it is acceptable between 0.40-0.70 if the deletion does not affect the AVE.	Hair et al. (2017)

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• **Internal Consistency**		
Cronbach Alpha	The value of Cronbach alpha should be higher than 0.70	Cortina (1993)
Composite Reliability	The value of composite reliability should be higher than 0.70	Arnold and Reynolds (2003)

Structural Model Assessment

For the examination of the structural model, Hair et al. (2017) recommended five steps that are

- Multicollinearity Assessment
- Path Significance Assessment
- Explained Variance (R^2) Assessment
- Effect Size (f^2) Assessment
- Predictive Relevance (Q^2) Assessment

Following is the detail of each step.

Multicollinearity Assessment

Collinearity assessment is the first step to evaluate the structural model that refers to high correlations between constructs. Hair et al. (2018) recommended that high multicollinearity may affect the structural model, resulting in erroneous loadings and path coefficient estimates. The collinearity issue can be identified through a correlation matrix when the correlation among two constructs surpasses> 0.90, and there are chances of multicollinearity error. If the correlation among two constructs become high > 0.90, then variance inflation factor (VIF) is examined for all predictor variables. The minimum threshold for VIF value should be less than 3.3 (Hair et al., 2017).

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Path Significance Assessment

Bootstrapping procedure is used to estimate the path significance of the structural model. Henseler et al. (2009) stated that bootstrapping technique is a resampling procedure that gives information relating to a confidence interval for all constructs estimation that further estimates spread, shape, and bias of sampling distribution of particular measurement. The t-values are also produced in the bootstrapping procedure, it also produces many samples, and each recreated sample represent the population. Henseler et al. (2009) further stated that the bootstrapping procedure randomly draws cases from the original sample. Consequently, the pre-specified number of samples for the bootstrapping procedure should equal several observations (cases) of the original sample (Henseler et al., 2009). In short, as the number of resampling is larger, it produces more reliable and better t-statistics.

The bootstrapping procedure also produces the path coefficient values of an independent construct(s) relative to its dependent construct(s) with their p-value. Ringle et al. (2018) stated that these path coefficient values represent the ordinary least square standardized beta coefficient (i.e., β) of regression. The β value lies between -1 to +1, and the sign of beta represents the positive or negative relation among the constructs. Henseler et al. (2017) recommended the interpretation of path coefficient (β) as "with ± 1 standard deviation change in exogenous construct how much change is accounted in endogenous construct with the assumption that all the remaining estimators are detained constant. This research used the recommended bootstrapping procedure configuration with resamples size = 5,000 and significance accepted threshold for coefficients (β) to as t-value ≥ 1.96 with a significance level (α)= 5% (Ringle et al., 2018).

Coefficient of Determination (R^2) Assessment

The coefficient of determination (R^2) represents the degree of change in endogenous construct(s) explained. It is also known as explained variance (R^2). The R^2 value lies between 0 and 1. The lower R^2 values represent that theorized model is incapable of explaining predicted construct(s) and creates doubts about the theory proposed for the tested model (Henseler et al., 2009). Chin (1998) recommended a threshold for R^2 as the value of 0.19 show weak, the value of 0.33 show moderate, and 0.67 show substantial in PLS models.

The Effect Size (f^2) Assessment

The effect size (f^2) is another measurement test used to check the change in the R2 value due to a specific construct being excluded from the model. This test checks whether the omitted predictor construct has a significant effect on the predicted construct. The R2 values of predicted (dependent) constructs are observed for variations related to omitted constructs. The following formula is used to measure the effect size (f^2).

$$f^2 = \frac{R^2 Included - R^2 Excluded}{1 - R^2 Included}$$

The effect size value is interpreted as 0.02 represents weak effect size, 0.15 represents moderate effect size, and 0.35 represents the large effect size (Cohen, 1988; Chin, 2003; Henseler & Chin, 2010; Hair et al., 2017).

The Predictive Relevance Assessment (Q^2)

The next criterion to evaluate the structural model is predictive relevance (Q^2) of the model known as Stone-Geisser's Q2 test (Stone, 1974; Geisser, 1974). The blindfolding method is

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employed to measure Stone Geisser's Q^2 (Tenenhaus *et al.* 2005). The blindfolding method works

as every i[th] data point in items of the predicted variable is omitted and then continue to predict PLS

estimate with remaining data points (Hair et al., 2012). The threshold value of Q^2 should be above

zero that depict the predictive relevance (Hair et al., 2017).

Table: 3.6 The summary of structural model assessment

Criterion	Acceptable Range	Recommended By
Multicollinearity Analysis	VIF value should be lower than 3.3	Hair et al. (2014)
Path Significance	The p-value should be below 0.50 to reject the null hypothesis	Hair et al. (2017)
Coefficient of Determination (R^2) Assessment	R^2 value of 0.19 show weak, 0.33 show moderate, and 0.67 show substantial in PLS model	Chin (1998)
Effect Size (f^2) Assessment	f^2 value of 0.02 show weak, 0.15 show moderate, and 0.35 show substantial effect size of latent constructs	Hair et al. (2017)
Predictive Relevance (Q^2) Assessment	Q^2 value should be higher than zero for endogenous constructs	Hair et al. (2017)

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4.7 Demographic Details

The analysis of demographic variables is the first part of data analysis. In this part, respondents were inquired about their gender, age, education, job experience, and marital status. The detail of each demographic variable is discussed below.

Gender

The study respondents are inquired about their gender, and two options were provided in response, i.e. male and female. Results revealed that 488 (51%) males and 469 (49%) female consumers participated in the study. This showed that more male participants participated in the study. The detail of the male and female ratio is also presented in Table 3.7.

Table 3.7 Gender

Gender	Number	Percent
Male	488	51 (%)
Female	469	49 (%)
TOTAL	957	100 (%)

Age

Respondents were inquired about their age, and five options were provided to answer this question. Results revealed that 588 respondents have 18-24 years of age. 210 respondents have 25-30 years of age. 123 respondents have 31-36 years of age. 23 respondents have 37-42 years of age. Remaining 13 respondents have more than 42 years of age. The detail of age of respondents is provided in Table 3.8.

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Table: 3.8 Age

Age Group	Number	Percent
18-24	588	61 (%)
25-30	210	22 (%)
31-36	123	13 (%)
37-42	23	3 (%)
Above 42	13	1 (%)
TOTAL	957	100 (%)

Brand Use

From a brand use perspective, most respondents revealed that they are using Warid/Jazz network cellular servicers, i.e., 553. Further respondents revealed that they are using Zong network cellular servicers, i.e., 210. Next, respondents revealed that they are using Telenor network cellular servicers, i.e., 118. Last respondents revealed that they are using Ufone network cellular servicers, i.e., 553. The detail of respondents regarding their brand is provided in Table 3.9.

Table: 3.9 Brand Use

Brand Name	Number	Per cent
Warid/Jazz	553	58 (%)
Zong	210	22 (%)
Telenor	118	12 (%)
Ufone	78	8 (%)
TOTAL	957	100 (%)

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Brand Hate

From a brand hate perspective, respondents asked a screening question: would you hate your cellular brand(s)? All those respondent's data were included in the study whose response was "yes". The detail is provided in Table 3.10.

Table: 3.10 Brand Hate

Response	Number	Percent
Yes	957	100 (%)
No	00	00
TOTAL	957	100 (%)

Hated Brand

From a brand hate perspective, the respondent was asked which brand you hate? Most of the respondents replied that they hate Warid/Jazz cellular services, i.e., 318. Further, respondents replied that they hate Zong cellular services, i.e., 124. Furthermore, respondents replied that they hate Telenor cellular services, i.e., 229. Further, more respondents replied that they hate Ufone cellular services, i.e., 286. The detail of the hated brand is provided in Table 3.11.

Table: 3.11 Hated Brand

Brand Name	Number	Per cent
Warid/Jazz	318	33 (%)
Zong	124	13 (%)
Telenor	229	24 (%)
Ufone	286	30 (%)

| TOTAL | 957 | 100 (%) |

3.8 Descriptive Statistics of Latent Variables

The earlier segment presented the information regarding the respondents who took part in the survey. Now, this segment is giving the information regarding descriptive analysis (mean, standard deviation, Skewness, and kurtosis) of all study latent constructs, i.e. perception of unfair price (UFP), failure of call quality (FCQ), negative perception of consumer support (NPCS), negative perception of convenience in procedures (NPCP), negative perception of value-added services (NPVS), corporate social responsibility with four dimensions NPER, NPLR, NPHR, and NPECR, Consumer dissatisfaction (DIS), brand hate (BRH), brand switching (BSW), complaining (COM), revenge (REV), and narcissism (NAR). Results of item wise descriptive statistics are shown in Table 3.12.

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Table: 3.12: Item wise Descriptive Analysis of Study Variables

Item	Statement	Mean	Std. Dev.	Kurtosis	Skewness
UFP1	My cellular network operator prices are high.	4.62	1.77	-0.80	-0.30
UFP2	My cellular network operator prices are unfair.	4.32	1.80	-0.89	-0.15
UFP3	My cellular network operator prices are misleading.	4.10	1.85	-1.00	0.00
UFP4	My cellular network operator is increased price without informing.	4.23	2.04	-1.21	-0.09
FCQ1	I face voice call quality issues in my cellular service.	3.88	2.03	-1.22	0.11
FCQ2	I face calling drop issues in my cellular service.	3.93	1.98	-1.15	0.14
FCQ3	I face issues in network of my cellular service area of coverage.	4.43	1.93	-1.10	-0.18
FCQ4	I face inadequate geographical coverage of the network.	4.29	1.79	-0.94	-0.13
NPCS1	The support centres are unresponsive in providing appropriate solutions.	4.07	1.85	-1.00	-0.01
NPCS2	The personnel at the support centres are uncaring.	3.84	1.78	-0.94	0.08
NPCS3	The personnel at the support centres are impolite.	4.02	1.88	-1.05	-0.06
NPCS4	The support centres are unknowledgeable in providing appropriate solutions.	3.77	1.78	-0.91	0.09
NPCP1	The procedure of subscribing and changing service is not easy.	3.98	1.89	-1.01	-0.01
NPCP2	A long wait for call centre representative and in-store for complaint.	4.22	1.82	-0.90	-0.05
NPCP3	Inconvenient location of consumer support centres.	4.09	1.80	-0.98	-0.05
NPVS1	Variety of value-added services are not satisfactory.	4.20	1.72	-0.75	-0.18
NPVS2	Inopportuneness of use of the value added services.	4.24	1.73	-0.79	-0.15
NPVS3	No updated value-added services	4.06	1.73	-0.84	-0.05
NPHR1	My cellular service provider does not support cultural activities of local community.	4.19	1.70	-0.78	-0.10
NPHR2	My telecom provider did not engage in charitable programs in their local societies.	4.15	1.70	-0.76	-0.07
NPHR3	My network operator for cellular services does not help educational institutions.	4.27	1.78	-0.78	-0.13
NPHR4	Within local environment, my telephone service provider does not help to improve the quality of living.	4.24	1.71	-0.67	-0.11

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Code	Statement	M	SD		
NPER1	My telephone service provider is not working in a way that is compatible with civil and ethical values.	4.08	1.67	-0.67	-0.05
NPER2	My cellular service company does not follow legal and moral values and does not accept them.	3.94	1.76	-0.85	-0.01
NPER3	In order to fulfil corporate purposes, my telephone service provider would not prohibit immoral behavior.	4.01	1.68	-0.75	-0.01
NPER4	My provider of telecommunications networks does not make a serious effort to be a responsible person.	3.93	1.70	-0.78	0.01
NPLR1	My provider of telecommunications networks does not conduct business in a way compliant with government and legislation standards.	3.97	1.76	-0.82	0.01
NPLR2	My cellular service provider is not in accordance with different federal, state, and municipal laws.	3.94	1.79	-0.90	0.04
NPLR3	My provider of telecommunications networks does not meet its ethical responsibilities.	3.93	1.79	-0.95	0.02
NPLR4	My telephone service provider does not comply with the basic regulatory standards covering products and services.	4.02	1.71	-0.83	-0.05
NPECR1	This company is focused on earnings maximization.	3.92	1.74	-0.83	-0.02
NPECR2	This organization has a dedication to profitability.	3.95	1.76	-0.79	-0.04
NPECR3	The company of ethics has a strategic role.	3.84	1.79	-0.91	0.02
NPECR4	This business is searching for a profitable sector.	3.79	1.74	-0.78	0.07
DIS1	I was, on the whole, disappointed with the use of my mobile service.	3.96	1.79	-0.92	0.01
DIS2	My negative experiences, on the whole, outweighed my positive experiences.	4.05	1.70	-0.73	-0.07
DIS3	I was, in general, disappointed with my cellular coverage.	3.86	1.78	-0.91	0.01
BRH1	I want to isolate myself from my mobile phone service.	3.70	1.86	-1.02	0.07
BRH2	I would like to distance myself from my mobile phone operation.	3.79	1.81	-0.93	0.03
BRH3	There is no way this cellular service can express me.	3.94	1.71	-0.78	0.02
BRH4	I am so disgusted by what this smartphone service is all about.	3.86	1.78	-0.90	0.04
BRH5	When I hear of this cellular service, I feel repelled.	3.89	1.70	-0.76	0.02
BRH6	I am really averse to this service on mobile phones.	3.96	1.70	-0.75	-0.02
BRH7	With this cellular coverage, I am so angry.	3.84	1.83	-0.99	0.03
BRH8	I'm so upset about this wireless coverage.	3.92	1.80	-0.97	-0.06

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BRH9	This cellular coverage is so outrageous to me.	3.82	1.74	-0.89	0.02
BRH10	With this cellular coverage, I am so angry.	3.90	1.70	-0.76	0.00
BSW1	I use less frequently than before of this cellular service.	3.98	1.78	-0.92	0.04
BSW2	I stop using this cellular service.	3.65	1.83	-0.98	0.15
BSW3	I switched to a competing cellular service.	3.86	1.87	-1.04	0.03
CMP1	On the cellular service, I spread negative expression of my mouth.	3.62	1.83	-0.98	0.09
CMP2	I've degraded my friends' mobile phone coverage.	3.73	1.87	-1.02	0.08
CMP3	I advised my friends that I shouldn't buy this cellular service because they wanted a similar service.	3.70	1.83	-0.97	0.08
CMP4	In this mobile service, I still tell my friends about my thoughts.	4.28	1.77	-0.86	-0.19
CMP5	I strive not to buy this cellular service by controlling many.	3.67	1.83	-0.97	0.12
REV1	I thought of how this cellular service could hurt.	3.71	1.81	-0.99	0.04
REV2	What I should do with this mobile service I owned.	3.88	1.71	-0.79	-0.04
REV3	I did it to damage this mobile phone service as one of my life missions.	3.62	1.88	-1.06	0.09
REV4	I was intended to harm this mobile service in different ways.	3.70	1.84	-0.99	0.04
NAR1	I love to be the object of attention	4.21	1.82	-0.86	-0.21
NAR2	I am not promising or worse than others	4.41	1.68	-0.62	-0.20
NAR3	Everybody likes to hear my stories	4.46	1.66	-0.59	-0.29
NAR4	I normally receive the respect I deserve	4.89	1.64	-0.64	-0.40
NAR5	I don't mind the orders	4.56	1.67	-0.69	-0.26
NAR6	I'll be an amazing guy	5.06	1.63	-0.64	-0.45
NAR7	Often people believe what I say	4.92	1.63	-0.65	-0.41
NAR8	I expect a lot from other people	4.70	1.71	-0.67	-0.36
NAR9	I like to be the main subject	4.51	1.77	-0.74	-0.32
NAR10	I am like everybody else.	4.50	1.70	-0.71	-0.25
NAR11	I know what I have always done	4.94	1.62	-0.61	-0.45
NAR12	When I exploit people, I would not say I like it	4.80	1.63	-0.49	-0.39
NAR13	Being a power doesn't mean anything to me	4.54	1.63	-0.56	-0.30
NAR14	I know I am fine because everyone continues to tell me that	4.61	1.63	-0.59	-0.29
NAR15	I'm not attempting to be a show.	5.05	1.66	-0.67	-0.46
NAR16	I'm better able than others	4.72	1.60	-0.46	-0.34

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Table: 3.13 Descriptive Statistics for Latent Variables

Construct	N	Mean	Std. Deviation	Skewness	Kurtosis
UFP	957	4.31	1.48	-0.09	-0.59
FCQ	957	4.13	1.56	0.00	-0.68
NPCS	957	3.92	1.42	-0.12	-0.33
NPCP	957	4.09	1.51	-0.10	-0.49
NPVS	957	4.16	1.44	-0.19	-0.31
NPHR	957	4.20	1.37	-0.21	-0.13
NPER	957	3.99	1.40	-0.12	-0.26
NPLR	957	3.96	1.49	-0.14	-0.48
NPECR	957	3.87	1.43	-0.09	-0.33
DIS	957	3.95	1.50	-0.09	-0.50
BRH	957	3.86	1.41	-0.15	-0.41
BSW	957	3.82	1.55	-0.04	-0.67
CMP	957	3.80	1.47	-0.01	-0.55
REV	957	3.72	1.52	-0.10	-0.63

Note: UFP= Perception of Unfair Price, FCQ =Failure of Call Quality, NPCS =Negative Perception of Consumer Support, NPCP =Negative Perception of Convenience in Procedures, NPVS =Negative Perception of Value-Added Services, NPHR =Negative Perception Philanthropic Responsibility, NPER =Negative Perception Ethical Responsibility, NPLR =Negative Perception Legal Responsibility, NPECR =Negative Perception Economic Responsibility, DIS =Consumer Dissatisfaction, BRH =Brand Hate, BSW =Brand Switching, COM =Complaining, REV =Revenge.

As this study has used a Seven-point Likert scale to for all constructs. Results of descriptive analysis showed that the mean score ranged from 3.72 to 4.31. this mean tendency showed that consumers tend to strongly agree that consumers face poor service quality and feel that cellular network companies do not take CSR responsibilities in their businesses.

Summary of Chapter Three

This chapter provides the detail of the research design and research blueprint carry out in the research. In this study, research design has the research philosophies used as positivism, research methodology used as a quantitative method, and a deductive approach. Further, the purpose of the study is correlational and explanatory in which the variable is checked. Besides this, in this study, the survey method and cross-sectional data collection technique have been used. Also, provide the details of sample size, sampling technique, and data collection procedures.

In addition to research design, this chapter also details the statistical tools and techniques used for data analysis and hypothesis testing in this study. This study used both structural equation modelling in which carries out a measurement model and a structural model. In Last, demographic of the study added in this chapter.

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┌──────────────────┐      ┌──────────────┐      ┌──────────────┐      ┌──────────────────────────────────────────┐
│                  │      │              │      │              │ ───► │ Measurement Model Analysis               │
│  Chapter Four    │      │ Descriptive  │      │ Structural   │      │ Indicator reliability                    │
│                  │ ───► │ Analysis of  │ ───► │ Equational   │      │ Internal Consistency Reliability         │
│  Result Analysis │      │ Study        │      │ Modelling    │      │ Convergent Validity                      │
│                  │      │              │      │ (SEM)        │      │ Discriminant Validity                    │
│                  │      │              │      │ Analysis     │      └──────────────────────────────────────────┘
│                  │      │              │      │              │      ┌──────────────────────────────────────────┐
│                  │      │              │      │              │ ───► │ Structural Model Analysis                │
│                  │      │              │      │              │      │ Multicollinearity Analysis               │
│                  │      │              │      │              │      │ Significance and relevance of path       │
│                  │      │              │      │              │      │ Coefficients (Hypotheses Testing)        │
│                  │      │              │      │              │      │ Coefficient of Determination             │
│                  │      │              │      │              │      │ (Variance Explained - R2)                │
│                  │      │              │      │              │      │ Effect Size                              │
└──────────────────┘      └──────────────┘      └──────────────┘      │ Blindfolding (Predictive Relevance)      │
                                                                       └──────────────────────────────────────────┘
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Structure and Organization of Chapter Four

CHAPTER FOUR RESULTS

This chapter is divided into two parts that help to understand the results of the study. The summary of the chapter is as follows.

1. Structural Equational Modelling (SEM) Analysis
    a. Measurement Model Analysis
        i. Indicator reliability
        ii. Internal Consistency Reliability
        iii. Convergent Validity
        iv. Discriminant Validity
    b. Structural Model Analysis
        i. Multicollinearity Analysis
        ii. Significance and relevance of path Coefficients (Hypotheses Testing)
        iii. Coefficient of Determination (Variance Explained - R^2)
        iv. Effect Size
        v. Blindfolding (Predictive Relevance)

4.3 Partial Least Square Structural Equation Modeling (PLS-SEM)

As stated earlier, this study has applied a structural equation modelling approach for hypotheses testing. Anderson and Gerbing (1988) suggest two steps approach to apply SEM. They argue that a measurement model needs to be tested to check the reliability and validity of models. A structural model is then tested in which the conceptual framework is transformed into a structural model showing paths among variables.

The present study model is a reflective-reflective construct. To test the developed model, Partial Least Square (PLS) is employed to simultaneously assess the measurement model and the

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structural model while minimizing the error variance (Hair, Ringle, & Sarstedt, 2013). The present

study has also used the bootstrapping method to determine the significance level of the loadings,

weights and path coefficient (Hair et al., 2013).

4.3.1. Measurement Model

This model identifies the relationship between latent variables and their manifest/indicator

variable and is intended to assess the indicator variable's reliability and validity. The validity and

reliability should be thoroughly evaluated in the measurement model (Hair et al., 2013). Reliability

is accessed through a parameter of manifest/indicator reliability and internal consistency reliability

(Hair, Sarstedt, Pieper, & Ringle, 2012). Validity is accessed through the parameter of convergent

validity and discriminant validity (Hair, Sarstedt, Pieper, et al., 2012).

Outer Loadings

Item reliability is measured to know how much each item of a construct contributes to a

specific factor. To do this, factor loadings are calculated (Harmann, 1976). The value of factor

loadings should exceed .5; in some instances, the value of .4 can also be retained. However, this

criterion ranges from 0 to 1; therefore, nearest to 1 is always preferable. Some researchers suggest

retaining items with loadings between .40 and .70 (Hair et al., 2017). Now we see outer loadings

in detail of each construct of study.

UFP: Unfair price is the first latent construct of this study that is denoted as "UFP". UFP

is defined as a consumer perception about the reasonable price, new price, and hidden price charges

(Kim et al., 2004). Unfair price perception measured through four items (My cellular network

operator prices are high., My cellular network operator prices are unfair., My cellular network

operator prices are misleading., and My cellular network operator is increased price without informing.). The outer loading of these four items ranged between 0.73-0.85 and no item was deleted due to low outer loading i.e., < 0.50. Results are presented in Table 1 in Appendix B.

FCQ: Failure in the call quality is a second latent construct of this study that is denoted as "FCQ". FCQ is defined as consumer perception about dial number connection time, a number of dropping calls, voice quality, and coverage area regarding the cellular service provider (Kim et al. 2018; Wang and Wang 2006). Failure of call quality (FCQ) has four items (I face voice call quality issues in my cellular service., I face calling drop issues in my cellular service., I face issues in a network of my cellular service area of coverage., and I face inadequate geographical coverage of the network.). The outer loading of these four items ranged between 0.77-0.83 and no item was deleted due to poor outer loading i.e., < 0.50. Results are presented in Table 2 in Appendix B.

NPCS: Consumer support's negative perception is the third latent construct of this study, denoted as "NPCS". NPCS is defined as consumer perception of complaint handling and personnel behavior at the support centre (Kim et al. 2018; Wang and Wang 2006). A negative perception of consumer support (NPCS) has four items (The support centres are unresponsive in providing appropriate solutions., The personnel at the support centres are uncaring., The personnel at the support centres are impolite. The support centres are unknowledgeable in providing appropriate solutions.). The outer loading of these four items ranged between 0.64-0.85 and no item was deleted due to low outer loading, i.e., < 0.50. Results are presented in Table3 in Appendix B.

NPCP : Negative perception of convenience in procedures is the fourth latent construct of this study that is denoted as "NPCP". NPCP is defined as consumer perception of the package

subscription, call centre connectivity, and service centre location (Kim et al. 2018; Wang and Wang 2006). A negative perception of convenience in procedures (NPCP) has three items (The procedure of subscribing and changing service is not easy., A long wait for call centre representative and in-store for complaint., and Inconvenient location of consumer support centres.). The outer loading of these three items ranged between 0.79-0.86 and no item was deleted due to poor outer loading i.e., < 0.50. Results are presented in Table 4 in Appendix B.

NPVS: The negative perception of value-added services is a fifth latent construct of this study that is denoted as "NPVS". NPVS is defined as consumer perception about the digital services added by a cellular provider supplementary with a core voice call service (Kim et al., 2004). The negative perception of value-added services (NPVS) has three items (Variety of value-added services are not satisfactory, Inopportuneness of use of the value-added services., and no updated value-added services). The outer loading of these three items ranged between 0.83-0.84 and no item was deleted due to poor outer loading i.e., < 0.50. Results are presented in Table 5 in Appendix B.

Corporate social irresponsibility is a latent construct of this study which is denoted as "CSR". CSR is defined as an organizational responsibility of business to cover the economic, legal, ethical, and philanthropic perception that society has with organizations within a provided time point (Carroll 1991). Corporate social irresponsibility has measured through four i.e., NPHR, NPER, NPLR, and NPECR.

NPHR is sixth latent construct of the study that is denoted as "NPHR". NPHR is defined as a society desired by the organization to improve the community through corporate resources' contribution (Carroll 1991). NPHR is measured with four items (My cellular service provider does

not support cultural activities of the local community., My telecom provider did not engage in charitable programs in their local societies., My network operator for cellular services does not help educational institutions., and with in local environment, my telephone service provider does not help to improve the quality of living.). The outer loading of these four items ranged between 0.79-0.80 and no item was deleted due to poor outer loading i.e., < 0.50. Results are presented in Table 6 in Appendix B.

NPER is a seventh latent construct of the study that is denoted as "NPER". NPER is defined as a society's expectation from the organization to work and ethically operate business activities even though they did not codify in law (Carroll 1991).. Ethical responsibility is measured with four items (My telephone service provider is not working in a way that is compatible with civil and ethical values., My cellular service company does not follow legal and moral values and does not accept them., In order to fulfil corporate purposes, my telephone service provider would not prohibit immoral behavior., and My provider of telecommunications networks does not make a serious effort to be a responsible person.). The outer loading of these four items ranged between 0.81-0.84 and no item was deleted due to poor outer loading i.e., < 0.50. Results are presented in Table 7 in Appendix B.

NPLR is the eighth latent construct of the study that is denoted as "NPLR". NPLR is defined as a society's requirement to run business activities in law and government regulations (Carroll 1991).. NPLR is measured with four items (My provider of telecommunications networks does not conduct business in a way compliant with government and legislation standards., My cellular service provider is not in accordance with different federal, state, and municipal laws., My provider of telecommunications networks does not meet its ethical responsibilities., and My

telephone service provider does not comply with the basic regulatory standards covering products and services.). The outer loading of these four items ranged between 0.82-0.86 and no item was deleted due to poor outer loading i.e., < 0.50. Results are presented in Table8 in Appendix B.

NPECR is a ninth latent construct of the study that is denoted as "NPECR". NPECR is defined as a society's requirement to produce goods and services that needed to society and sell them profitably (Carroll 1991). NPER is measured with four items (This company is focused on earnings maximization., This organization has a dedication to profitability., The company of ethics has a strategic role., and This business is searching for a profitable sector.). The outer loading of these four items ranged between 0.80-0.82 and no item was deleted due to poor outer loading i.e., < 0.50. Results are presented in Table 9 in Appendix B.

Consumer Dissatisfaction: Consumer dissatisfaction is a tenth latent construct of this study that is denoted as "DIS". DIS is defined as a consumer cognitive state in which they perceive that service quality shortfall as promises (Oliver, 1980). Consumer dissatisfaction is measured with three items (I was, on the whole, disappointed with the use of my mobile service., My negative experiences, on the whole, outweighed my positive experiences., and I was, in general, disappointed with my cellular coverage.). The outer loading of these three items ranged between 0.82-0.87 and no item was deleted due to poor outer loading i.e., < 0.50. Results are presented in Table 10 in Appendix B.

Brand Hate: Brand hate is an eleventh latent construct of this study that is denoted as "BRH". BRH is defined as a deeply negative feeling state, in which consumer formulate a concentrated negative emotion and disconnect from a brand (kucuk, 2019). Brand hate is measured with 10

items (I want to isolate myself from my mobile phone service. , I would like to distance myself from my mobile phone operation., There is no way this cellular service can express me., I am so disgusted by what this smartphone service is all about., When I hear of this cellular service, I feel repelled., I am really averse to this service on mobile phones., With this cellular coverage, I am so angry., I'm so upset about this wireless coverage., This cellular coverage is so outrageous to me., and With this cellular coverage, I am so angry.). The outer loading of these ten items ranged between 0.75-0.82 and no item was deleted due to poor outer loading i.e., < 0.50. Results are presented in Table 11 in Appendix B.

Brand Switching: Brand switching is a twelfth latent construct of this study that is denoted as "BSW". BSW is defined as a consumer deliberately decides to switch a brand and reject a brand by distancing himself from the brand. Alternatively, an intense desire in consumers' minds keeps themselves away from the brand and not use it in the future (Lee, Motion, and Conroy 2009, Grégoire et al.,2009). Brand switching (BSW) is measured with three items (I use less frequently than before of this cellular service., I stop using this cellular service., and I switched to a competing cellular service.). The outer loading of these three items ranged between 0.82-0.87 and no item was deleted due to poor outer loading i.e., < 0.50. Results are presented in Table 12 in Appendix B.

Complaining: Complaining is a thirteenth latent construct of this study that is denoted as "CMP". CMP is defined as consumer behavior in which they write or speak against the brand negative experiences due to product or service quality failure (Hunt 1991; Romani et al. 2012). Complaining (CMP) is measured with 5 items (On the cellular service, I spread the negative expression of my

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mouth., I've degraded my friends' mobile phone coverage., I advised my friends that I shouldn't buy this cellular service because they wanted a similar service. In this mobile service, I still tell my friends about my thoughts., and I strive not to buy this cellular service by informing many.). The outer loading of these five items ranged between 0.62-0.86 and no item was deleted due to poor outer loading i.e., < 0.50. Results are presented in Table 13 in Appendix B.

Revenge: Revenge is a fourteenth latent construct of this study that is denoted as "REV". REV is defined as a fighting strategy in which the consumers make their deliberate intention of causing damages to brand due to unfavourable experiences (Grégoire and Fisher, 2008). Revenge (REV) is measured with four items (I thought of how this cellular service could hurt., What I should do with this mobile service I owned., I did it to damage this mobile phone service as one of my life missions., and I was intended to harm this mobile service in different ways.). The outer loading of these four items ranged between 0.81-0.86 and no item was deleted due to poor outer loading i.e., < 0.50. Results are presented in Table 14 in Appendix B.

Reliability and Validity Analysis

After analysis of outer loadings, reliability and validity analysis has been performed for each latent variable (i.e., UFP, FCQ, NPCS, NPCP, NPVS, NPHR, NPER, NPLR, NPER, DIS, BRH, BSW, CMP, and REV). Internal consistency, convergent validity, and discriminant validity of all latent variables are found at the next level.

Antecedents and Outcomes of Brand Hate

Figure: 4.1 Outer Model

Antecedents and Outcomes of Brand Hate
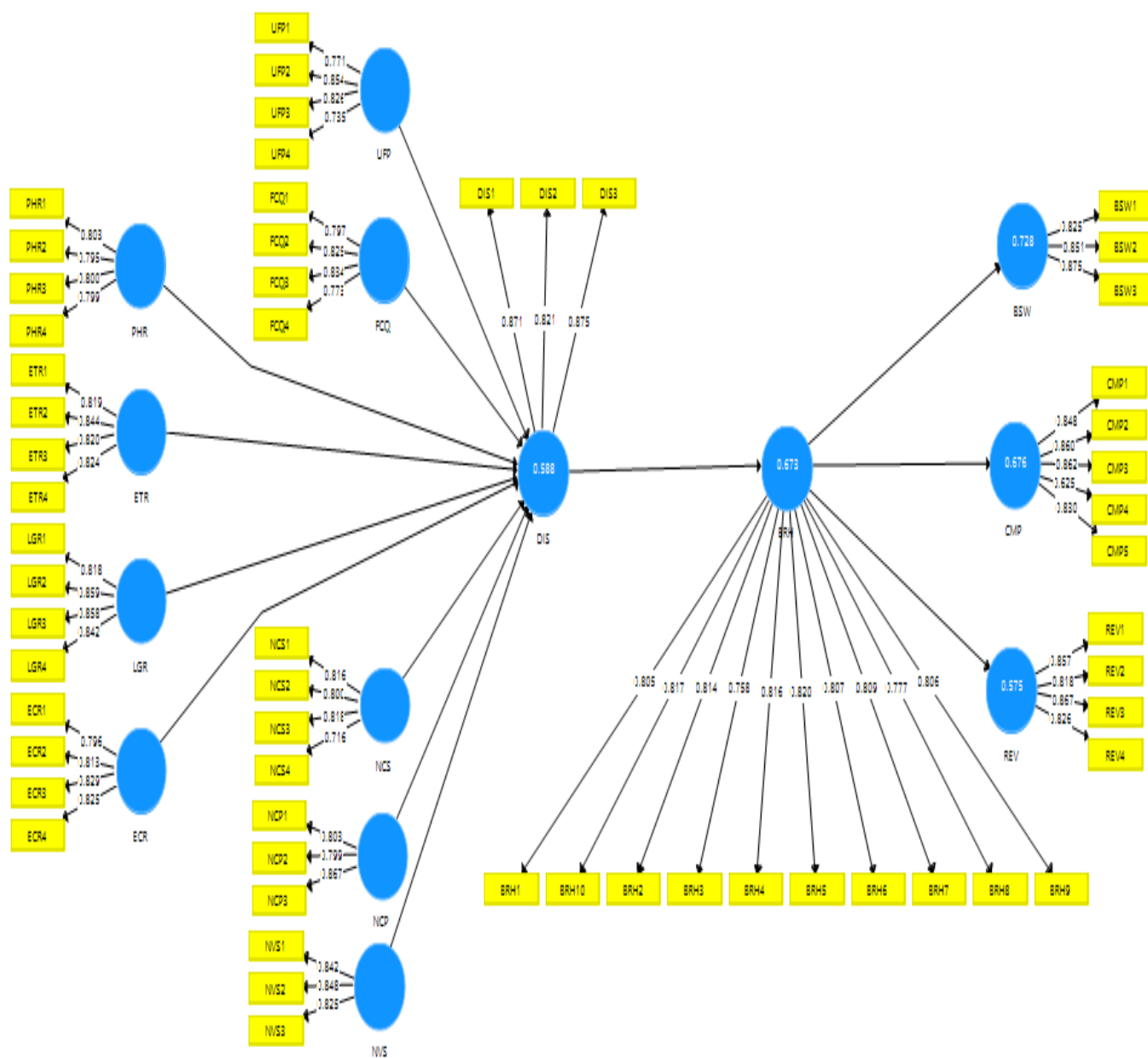
Internal Consistency (Reliability)

First, the internal consistency (reliability) of a theoretical model is calculated. To ensure internal consistency, two primary criteria are employed i.e., Cronbach alpha and composite reliability.

Cronbach Alpha: Cronbach alpha is the first criterion to observe internal consistency. It offers reliability estimates with correlations among constructs assuming that equal reliability is present between all constructs. Results showed that Cronbach alpha of all latent variables ranged between 0.76-0.93. This showed that all latent variable has high internal consistency as Cronbach alpha is higher than 0.70 as recommended by Fornell and Larcker (1981). The results of Cronbach alpha of each latent variable is displayed in Table 4.23.

Antecedents and Outcomes of Brand Hate

Table: 4.1: Cronbach Alpha

Construct	Cronbach Alpha
UFP	0.80
FCQ	0.82
NPCS	0.78
NPCP	0.76
NPVS	0.78
NPHR	0.81
NPER	0.84
NPLR	0.86
NPECR	0.81
DIS	0.83
BRH	0.93
BSW	0.80
CMP	0.86
REV	0.86

Note: UFP= Perception of Unfair Price, FCQ =Failure of Call Quality, NPCS =Negative Perception of Consumer Support, NPCP =Negative Perception of Convenience in Procedures, NPVS =Negative Perception of Value-Added Services, NPHR =Negative Perception Philanthropic Responsibility, NPER =Negative Perception Ethical Rresponsibility, NPLR =Negative Perception Legal Responsibility, NPECR =Negative Perception Economic Responsibility, DIS =Consumer Dissatisfaction, BRH =Brand Hate, BSW =Brand Switching, COM =Complaining, REV =Revenge.

Composite Reliability (CR): Composite reliability is the second criterion for determining the internal consistency of all latent variables. It employs the outer loading to test the internal consistency between all constructs. Results showed that the composite reliability of all latent

Antecedents and Outcomes of Brand Hate

variables ranged between 0.86-0.94. This showed that all latent variable has high internal

consistency as composite reliability is higher than 0.70 as recommended by Arnold and Reynolds

(2003). Results of the composite reliability of each latent variable are displayed in Table 4.24.

Table: 4.2: Composite Reliability

Construct	Composite Reliability
UFP	0.87
FCQ	0.88
NPCS	0.86
NPCP	0.86
NPVS	0.87
NPHR	0.87
NPER	0.89
NPLR	0.90
NPECR	0.88
DIS	0.89
BRH	0.94
BSW	0.88
CMP	0.90
REV	0.90

Note: UFP= Perception of Unfair Price, FCQ =Failure of Call Quality, NPCS =Negative Perception of Consumer Support, NPCP =Negative Perception of Convenience in Procedures, NPVS =Negative Perception of Value-Added Services, NPHR =Negative Perception Philanthropic Responsibility, NPER =Negative Perception Ethical Responsibility, NPLR =Negative Perception Legal Responsibility, NPECR =Negative Perception Economic Responsibility, DIS =Consumer Dissatisfaction, BRH =Brand Hate, BSW =Brand Switching, COM =Complaining, REV =Revenge.

Antecedents and Outcomes of Brand Hate

Convergent Validity

To test correlation between all observed variables of same variable, convergent validity can be used. For finding convergent validity of latent variables, average extracted variance (AVE) is used. Results showed that the convergent validity of all latent variables ranged between 0.51-0.73. This showed that all latent variables have high convergent validity as AVE is higher than 0.50 thresholds as recommended by Fornell and Larcker (1981). Results of the convergent validity of each latent variable are presented in Table 4.25.

Antecedents and Outcomes of Brand Hate

Table: 4.3: Convergent Validity

Construct	Average Variance Extracted
UFP	0.63
FCQ	0.65
NPCS	0.62
NPCP	0.67
NPVS	0.70
NPHR	0.63
NPER	0.68
NPLR	0.71
NPECR	0.66
DIS	0.73
BRH	0.73
BSW	0.72
CMP	0.65
REV	0.71

Note: UFP= Perception of Unfair Price, FCQ =Failure of Call Quality, NPCS =Negative Perception of Consumer Support, NPCP =Negative Perception of Convenience in Procedures, NPVS =Negative Perception of Value-Added Services, NPHR =Negative Perception Philanthropic Responsibility, NPER =Negative Perception Ethical Responsibility, NPLR =Negative Perception Legal Responsibility, NPECR =Negative Perception Economic Responsibility, DIS =Consumer Dissatisfaction, BRH =Brand Hate, BSW =Brand Switching, COM =Complaining, REV =Revenge.

Antecedents and Outcomes of Brand Hate

Discriminant Validity

Discriminant validity finds out the difference among all latent variables. Discriminant validity is measured through two methods i.e., Fornell-Larcker Method and hetero trait-mono trait ratio (HTMT).

For determining the discriminant validity, Fornell-Larcker method is employed as the first method. In Fornell-Lacker method, square root of AVE of latent variables is equated with correlations values of latent constructs. Results demonstrated that the square root of AVE is higher than the correlation among latent constructs. Results were displayed in Table 4.26.

Antecedents and Outcomes of Brand Hate

Table 4.4 Discriminant Validity

	UFP	FCQ	NPCS	NPCP	NPVS	NPHR	NPER	NPLR	NPECR	DIS	BRH	BSW	CMP	REV
UFP	0.80													
FCQ	0.50	0.81												
NPCS	0.59	0.60	0.79											
NPCP	0.51	0.49	0.72	0.82										
NPVS	0.55	0.60	0.76	0.64	0.84									
NPHR	0.49	0.52	0.73	0.63	0.62	0.80								
NPER	0.49	0.51	0.71	0.63	0.64	0.73	0.83							
NPLR	0.50	0.51	0.67	0.60	0.61	0.65	0.78	0.84						
NPECR	0.39	0.42	0.55	0.49	0.53	0.55	0.63	0.71	0.82					
DIS	0.49	0.56	0.64	0.57	0.58	0.58	0.65	0.66	0.64	0.86				
BRH	0.51	0.55	0.67	0.58	0.61	0.60	0.69	0.69	0.67	0.82	0.86			
BSW	0.47	0.48	0.62	0.54	0.56	0.54	0.62	0.64	0.62	0.73	0.85	0.85		
CMP	0.44	0.47	0.62	0.54	0.56	0.51	0.62	0.62	0.60	0.69	0.82	0.80	0.81	
REV	0.40	0.44	0.61	0.51	0.56	0.52	0.63	0.62	0.63	0.63	0.76	0.73	0.80	0.84

Note: UFP= Perception of Unfair Price, FCQ =Failure of Call Quality, NPCS =Negative Perception of Consumer Support, NPCP =Negative Perception of Convenience in Procedures, NPVS =Negative Perception of Value-Added Services, NPHR =Negative Perception Philanthropic Responsibility, NPER =Negative Perception Ethical Responsibility, NPLR =Negative Perception Legal Responsibility, NPECR =Negative Perception Economic Responsibility, DIS =Consumer Dissatisfaction, BRH =Brand Hate, BSW =Brand Switching, COM =Complaining, REV =Revenge.

Heterotrait-Monotrait Ratio of Correlations (HTMT)

It is the average correlation of the indicators among the different constructs to the average correlation of indicators of the other related construct. The threshold level of a similar construct is not below 0.90, while the threshold level of the non-similar construct is 0.85 or 0.90 below (Henseler et al., 2015).

Antecedents and Outcomes of Brand Hate

Table: 4.5 HTMT Validity

	BRH	BSW	CMP	DIS	NPECR	NPER	FCQ	NPLR	NAR	NPCP	NPCS	NPVS	NPHR	REV	UFP
BRH															
BSW	0.879														
CMP	0.806	0.846													
DIS	0.836	0.899	0.815												
NPECR	0.747	0.746	0.695	0.771											
NPER	0.777	0.749	0.725	0.781	0.748										
FCQ	0.625	0.594	0.563	0.678	0.507	0.611									
NPLR	0.766	0.759	0.713	0.783	0.829	0.908	0.601								
NAR	0.365	0.363	0.399	0.379	0.364	0.379	0.324	0.323							
NPCP	0.687	0.691	0.666	0.724	0.609	0.784	0.621	0.736	0.372						
NPCS	0.778	0.769	0.754	0.796	0.679	0.867	0.746	0.805	0.404	0.920					
NPVS	0.708	0.702	0.682	0.720	0.645	0.778	0.739	0.741	0.321	0.820	0.974				
NPHR	0.688	0.669	0.606	0.708	0.660	0.876	0.641	0.780	0.430	0.795	0.910	0.776			
REV	0.840	0.869	0.923	0.742	0.737	0.736	0.516	0.715	0.433	0.626	0.735	0.678	0.625		
UFP	0.576	0.574	0.520	0.595	0.466	0.586	0.609	0.589	0.280	0.649	0.734	0.678	0.596	0.473	

Note: UFP= Perception of Unfair Price, FCQ =Failure of Call Quality, NPCS =Negative Perception of Consumer Support, NPCP =Negative Perception of Convenience in Procedures, NPVS =Negative Perception of Value-Added Services, NPHR =Negative Perception Philanthropic Responsibility, NPER =Negative Perception Ethical Responsibility, NPLR =Negative Perception Legal Responsibility, NPECR =Negative Perception Economic Responsibility, DIS =Consumer Dissatisfaction, BRH =Brand Hate, BSW =Brand Switching, COM =Complaining, REV =Revenge.

As shown in Table 4.10 heterotrait-monotrait ratio (HTMT) for all variables is less than 0.90. Hence discriminant validity is achieved.

4.3.2 Structural Model

A conceptual model is converted into the Structural model, and the same is used for hypotheses testing. After confirming the reliability and validity of the measurement model, the structural model is analyzed in a further step. This step is carried out to check the relationship between independent and dependent variables. Different criteria are used to evaluate relationships among latent variables contained in a structural model. Most prominent are evaluating R square value (coefficient of determination) (Hair et al., 2012) and β value (path coefficient of the model) (Chin, 1998). The parameters used in the present study to analyze the structural model is collinearity analysis, coefficient of determination (R^2) for endogenous variables, and estimation of path-coefficient (β), (e.g., Hair et al., 2017). To test the significance of the path coefficients and the loadings a bootstrapping method with 5000 resamples was used (Hair et al., 2017).

Specification of Structural Model

The specification of the structural model was presented in Figure 4.1. The structural model consists of all latent constructs ((i.e., UFP, FCQ, NPCS, NPCP, NPVS, NPHR, NPER, NPLR, NPECR, DIS, BRH, BSW, CMP, and REV).

Exogenous Variables

Current research study has nine exogenous variables (i.e., UFP, FCQ, NPCS, NPCP, NPVS, NPHR, NPER, NPLR, and NPECR).

Unfair price is the first exogenous variable that defined as It defined as consumer perception about the reasonable price, new price, and hidden price charges (Kim et al., 2004). Unfair price is measured through four items, no item was omitted due to low outer loading, and finally, it consists of a mean score of four items and denoted as "UFP". Failure of call quality is the second exogenous variable defined as a consumer perception about dial number connection time, number of dropping calls, voice quality, and coverage area regarding the cellular service provider (Kim et al. 2018; Wang and Wang 2006). Failure of call quality is measured through four items, no item was omitted due to low outer loadings, and finally, it consists of the mean score of four items and denoted as "FCQ". The negative perception of consumer support is the third exogenous variable defined as consumer perception of complaint handling and personnel behavior at the support center (Kim et al. 2018; Wang and Wang 2006). A negative perception of consumer support is measured through four items, and it consists of a mean score of these four items and denoted as "NPCS". The negative perception of convenience in procedures is the fourth exogenous variable defined as a consumer perception of the package subscription, call center connectivity, and the service center (Kim et al. 2018; Wang and Wang 2006). The negative perception of convenience in procedures is measured through three items. No item was omitted due to low outer loadings. Finally, it consists of a mean score of three items and denoted as "NPCP". A negative perception of values added services is the fifth exogenous variable defined as consumer perception about the digital services added by a cellular provider supplementary with a core voice call service (Kim et al., 2004). The negative perception of value-added services is measured through three items. No item was omitted due to low outer loadings. Finally, it consists of a mean score of three items and denoted as "NPVS".

Corporate social irresponsibility is defined as an organizational irresponsibility of business

to cover the economic, legal, ethical, and philanthropic perception that society has with organizations within a provided time point (Carroll 1991). Corporate social irrresponsibility is measured through four dimensions i.e., NPHR, NPER, NPLR, and NPER. NPHR is sixth exogenous variable and defined as a society desired from the organization to improve the community through corporate resources' contribution (Carroll 1991). NPHR is measured through four items. No item was omitted due to low outer loading. Finally, it consists of a mean score of four items and denoted as "PHR". Ethical irresponsibility is seventh exogenous variable and defined as society's expectation from the organization to work and ethically operate business activities even though they did not codify in law (Carroll 1991). NPER is measured through four items. No item was omitted due to low outer loading. Finally, it consists of a mean score of four items and denoted as "NPER". NPLR is an eighth exogenous variable and defined as society's requirement to run business activities in law and government regulations (Carroll 1991). NPLR is measured through four items. No item was omitted due to low outer loading. Finally, it consists of the mean score of four items and denoted as "NPLR". NPECR is the ninth exogenous variable and defined as society's requirement to produce goods and services needed to society and sell them profitably (Carroll 1991). NPECR is measured through four items. No item was omitted due to low outer loading. Finally, it consists of the mean score of four items and is denoted as "NPECR".

Endogenous Variables

There are five endogenous variables in the current research study, i.e., DIS, BRH, BSW, CMP, and REV.

Consumer dissatisfaction is the first endogenous variable and is defined as a consumer cognitive state in which they perceive that service quality shortfall as promises (Oliver,

1980). Consumer dissatisfaction is measured through three items. No item was omitted due to low outer loading. Finally, it consists of the mean score of three items and is denoted as "DIS". Brand hate is the second endogenous variable and is defined as a deeply negative feeling state, in which consumers formulate a concentrated negative emotion and disconnect from a brand (kucuk, 2019). Brand hate is measured through ten items, no item was omitted due to low outer loading, and finally, it consists of the mean score of ten items and is denoted as "BRH". Brand switching is the third endogenous variable and defined as a process in which a consumer deliberately decides to switch a brand and reject a brand by distancing himself from the brand. Alternatively, an intense desire in consumers' minds keeps themselves away from the brand and not use it in the future (Lee, Motion, and Conroy 2009, Grégoire et al.,2009). Brand switching is measured through three items, no item was omitted due to low outer loading, and finally, it consists of the mean score of three items and denoted as "BSW". Complaining is the fourth endogenous variable and defined as consumer behavior in which they write or speak against the brand negative experiences due to product or service quality failure (Hunt 1991; Romani et al. 2012). Complaining is measured through five items, no item was omitted due to low outer loading, and finally, it consists of a mean score of three items and denoted as "CMP". Revenge is the fifth endogenous variable and defined as a fighting strategy in which the consumers make their deliberate intention of causing damage to the brand due to unfavorable experiences (Grégoire and Fisher, 2008). Revenge is measured through four items, no item was omitted due to low outer loading, and finally, it consists of the mean score of three items and denoted as "REV".

Step – 1 Assessment of Multi Collinearity

Before moving toward hypothesis testing, collinearity issues were also checked.

For this purpose, variance inflation factor (VIF) was found for all item of each variable separately. Results showed that there is no collinearity issue exists as VIF values are below 5 as threshold suggested by Hair et al. (2014).

At first step, collinearity of all observed variables (items) was examined. So, variance inflation factor (VIF) was checked to assess the collinearity of each item. Results of variance inflation factor (VIF) are under the threshold as suggested by Hair et al (2014) i.e., VIF < 5. Result of VIF is shown in following Table 4.27.

Table: 4.6 Collinearity Analysis

Construct	Variance Inflation Factor (VIF)
UFP	0.87
FCQ	1.78
NPCS	2.45
NPCP	2.34
NPVS	2.79
NPHR	2.22
NPER	3.24
NPLR	3.21
NPECR	2.07
DIS	2.80
BRH	1.00
BSW	1.00
CMP	1.00
REV	1.00

Note: UFP= Perception of Unfair Price, FCQ =Failure of Call Quality, NPCS =Negative Perception of Consumer Support, NPCP =Negative Perception of Convenience in Procedures, NPVS =Negative Perception of Value-Added Services, NPHR =Negative Perception Philanthropic Responsibility, NPER =Negative Perception Ethical Responsibility, NPLR =Negative Perception Legal Responsibility, NPECR =Negative Perception Economic Responsibility, DIS =Consumer Dissatisfaction, BRH =Brand Hate, BSW =Brand Switching, COM =Complaining, REV =Revenge.

Step – 2 Path Coefficient of Structural Model

In the second step, hypotheses were examined, and results are explained of each

hypothesis. The present study implemented the standard bias-corrected bootstrapping technique with 5000 bootstrap samples in which t-value is tested for its significance level to test the hypotheses. Acceptable T-value should be greater than 1.96, 5% significance level with one-tailed (Hair et al., 2011, Hair et al, 2014, Hair et al, 2017). Indirect effect of 5% and 95% CI should not overlap zero value (Preacher and Hayes 2008).
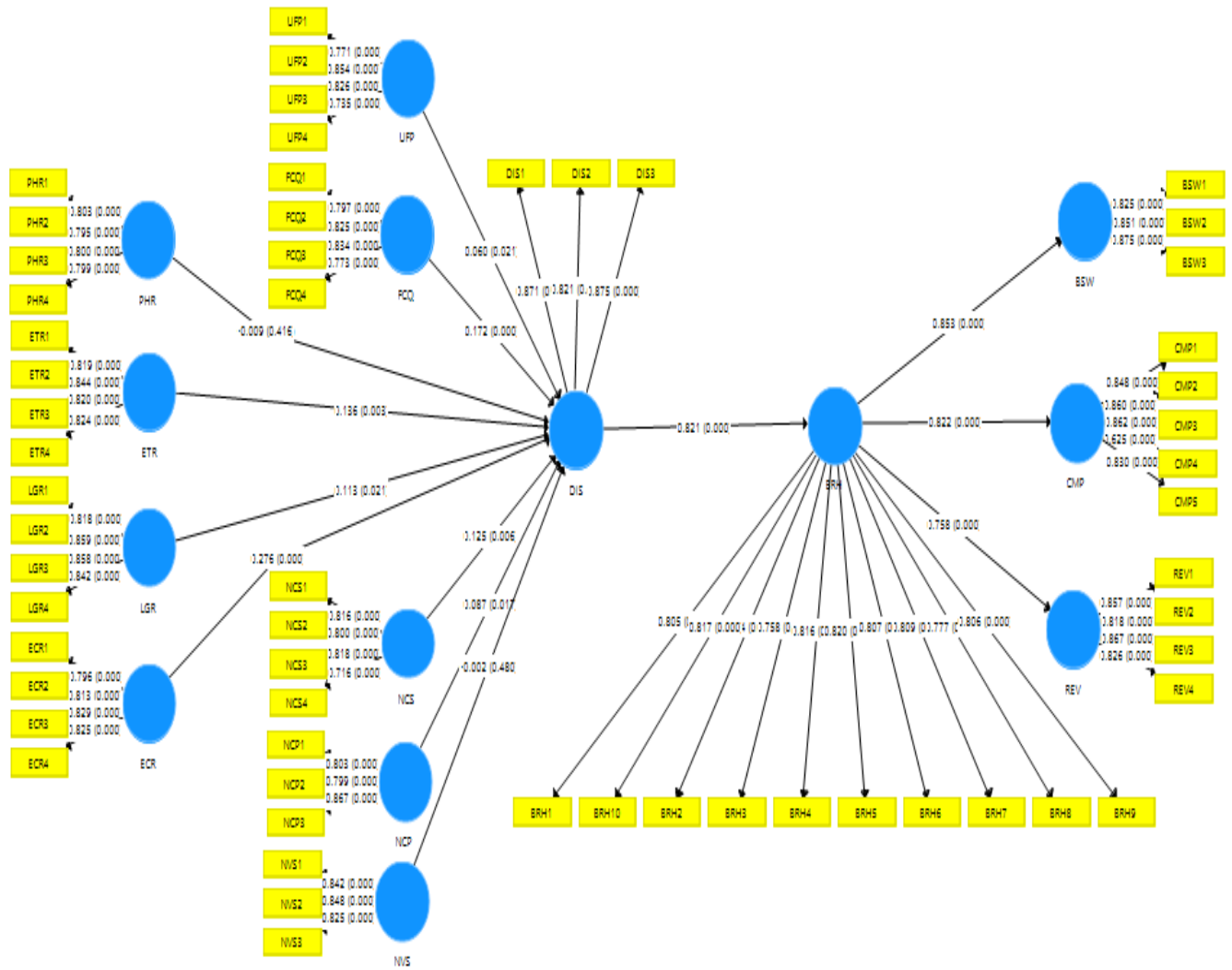
Figure: 4.2 Inner Model

H₁: Unfair price perception has a direct effect on consumer dissatisfaction.

It was hypothesized in the first hypothesis that unfair price perception directly influences consumer dissatisfaction. Results showed that $\beta = 0.06$ $p < 0.05$, which depicted that unfair price perception has a significant positive influence on consumer dissatisfaction hence indicating the acceptance of H1.

H₂: Failure of call quality has a direct effect on consumer dissatisfaction.

It was hypothesized in the second hypothesis that failure of call quality directly influences the consumer dissatisfaction. Results showed that $\beta = 0.17$ $p < 0.05$, which depicted that failure of call quality has a significant positive influence on consumer dissatisfaction hence indicating the acceptance of H2.

H₃: Negative perception of consumer support has a direct effect on consumer dissatisfaction.

It was hypothesized in the third hypothesis that negative perception in consumer support directly influences the consumer dissatisfaction. Results showed that $\beta = 0.13$ $p < 0.05$, which depicted that negative perception in consumer support has a significant positive influence on consumer dissatisfaction hence indicating the acceptance of H3.

H₄: Negative perception of procedural convenience has a direct effect on consumer dissatisfaction.

It was hypothesized in the fourth hypothesis that negative perception of procedural convenience directly influences the consumer dissatisfaction. Results showed that $\beta = 0.09$ $p < 0.05$,

which depicted that negative perception of procedural convenience has a significant positive influence on consumer dissatisfaction hence indicating the acceptance of H4.

H5: Negative perception of values added services has a direct effect on the consumer dissatisfaction.

It was hypothesized in the fifth hypothesis that negative perception of values added services directly influence consumer dissatisfaction. Results showed that $\beta= -0.009$ $p>0.05$, which depicted that negative perception of values added services, has no significant positive influence on consumer dissatisfaction hence indicating the non-acceptance of H5.

H6: Negative perception of Philanthropic responsibility has a direct effect on consumer dissatisfaction.

It was hypothesized in the sixth hypothesis that Negative perception philanthropic responsibility directly influences consumer dissatisfaction. Results showed that $\beta= -0.009$ $p> 0.05$, which depicted that philanthropic irresponsibility has no significant influence on consumer dissatisfaction hence indicating the non-acceptance of H6.

H7: Negative perception Ethical responsibility has a direct effect on consumer dissatisfaction.

It was hypothesized in the seventh hypothesis that Negative perception ethical responsibility directly influences consumer dissatisfaction. Results showed that $\beta= 0.13$ $p< 0.05$, which depicted that ethical irresponsibility has a significant positive influence on consumer dissatisfaction hence indicating the acceptance of H7.

H8: Negative perception Legal social responsibility has a direct effect on consumer dissatisfaction.

It was hypothesized in the eighth hypothesis that Negative perception legal responsibility directly influences consumer dissatisfaction. Results showed that $\beta= 0.11$ $p< 0.05$, which depicted that legal irresponsibility has a significant positive influence on consumer dissatisfaction hence indicating the acceptance of H8.

H9: Negative perception Economical responsibility has a direct effect on consumer dissatisfaction.

It was hypothesized in the ninth hypothesis that Negative perception economical responsibility directly influences dissatisfaction. Results showed that $\beta= 0.27$ $p< 0.05$, which depicted that economical irresponsibility has a significant positive influence on consumer dissatisfaction, indicating the acceptance of H9.

H10: Consumer dissatisfaction has a direct effect on brand hate.

It was hypothesized in the tenth hypothesis that consumer dissatisfaction directly influences brand hate. Results showed that $\beta= 0.82$ $p< 0.05$, which depicted that consumer dissatisfaction has a significant direct influence on brand hate hence indicating the acceptance of H10.

H11: Brand hate has a direct effect on brand switching.

It was hypothesized in the eleventh hypothesis that brand hate directly influences brand switching. Results showed that $\beta= 0.85$ $p< 0.05$, which depicted that brand hate has significant

direct influence on brand switching hence indicating the acceptance of H11.

H12: Brand hate has a direct effect on complaining.

It was hypothesized in the twelfth hypothesis that brand hate directly influences the complaining. Results showed that $\beta= 0.82$ $p< 0.05$, which depicted that brand hate has a significant direct influence on complaining hence indicating the acceptance of H12.

H13: Brand hate has a direct effect on brand revenge.

It was hypothesized in the thirteenth hypothesis that brand hate directly influence revenge. Results showed that $\beta= 0.75$ $p< 0.05$, which depicted that brand hate has a significant direct influence on revenge, indicating the acceptance of H13.

Table 4.7 Significance of Direct Paths

Hyp.	PATH	BETA	T VALUE	P VALUE	Decision
H1	UFP → DIS	0.06	2.06	0.03	Supported
H2	FCQ → DIS	0.17	5.05	0.00	Supported
H3	NPCS → DIS	0.12	2.71	0.00	Supported
H4	NPCP → DIS	0.09	2.23	0.01	Supported
H5	NPVS → DIS	-0.002	0.05	0.47	Not Supported
H6	NPHR→ DIS	-0.009	0.22	0.41	Not Supported
H7	NPER→ DIS	0.13	2.90	0.00	Supported
H8	NPLR→ DIS	0.11	2.01	0.00	Supported
H9	NPECR→ DIS	0.27	7.49	0.00	Supported

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H10	DIS → BRH	0.82	54.58	0.00	Supported
H11	BRH → BWS	0.85	79.89	0.00	Supported
H12	BRH → CMP	0.82	55.20	0.00	Supported
H13	BRH → REV	0.75	38.61	0.00	Supported

Note: UFP= Perception of Unfair Price, FCQ =Failure of Call Quality, NPCS =Negative Perception of Consumer Support, NPCP =Negative Perception of Convenience in Procedures, NPVS =Negative Perception of Value-Added Services, NPHR =Negative Perception Philanthropic Responsibility, NPER =Negative Perception Ethical Responsibility, NPLR =Negative Perception Legal Responsibility, NPECR =Negative Perception Economic Responsibility, DIS =Consumer Dissatisfaction, BRH =Brand Hate, BSW =Brand Switching, COM =Complaining, REV =Revenge.

4.3.2.4 Step – 3 Assessment of R^2 (Coefficient of Determination)

Coefficient of determination (R^2) measures the predictive accuracy of the model. It indicates the degree of variance and significance of endogenous latent variables (Akter et al., 2011). Chin (1998) recommends that the R^2 values of 0.67, 0.33, and 0.19 be considered as substantial, moderate, and weak, respectively. Results showed that all constructs have strong level of R^2 values i.e., consumer dissatisfaction = 0.570 (moderate), brand hate= 0.67 (strong), brand switching = 0.72 (strong), complaining = 0.67 (strong), and revenge = 0.57 (moderate).

Table: 4.8: Assessment of R2 values

Construct	R^2 Value	Variance Explained
DIS	0.57	Moderate
BRH	0.67	Strong
BWS	0.72	Strong
CMP	0.67	Strong
REV	0.57	Moderate

Note: DIS =Consumer Dissatisfaction, BRH =Brand Hate, BSW =Brand Switching, COM =Complaining, REV =Revenge.

4.3.2.5 Step-IV Assessment of f^2

The fourth step in the measurement of the structural model is the analysis of f^2. The f^2 measure the contribution of each variable in the R^2. Actually, f^2 measure the effect size of each latent variables. Cohen (1988) recommended that the value of f^2 above 0.35 displayed strong effect, value above 0.15 represents moderate effect size, value above 0.02 revealed small effect size, and value below 0.02 showed no effect. Results of f^2 is displayed in Table 4.30. Results revealed that NPHR, and NPVS have no effect with dissatisfaction (i.e., f^2= 0.00) while FCQ and NPER has Strong effect with dissatisfaction (f^2= 0.35) and NPER, NPLR, NPCS, NPCP and UFP have a effect with dissatisfaction but less than 0.02 (i.e. f^2= 0.20). Further, results revealed that DIS has strong effect with BRH (i.e., f^2= 415). BHR has strong effect with brand switching (f^2= 2.67), BHR has strong effect with complaining (i.e., f^2= 2.08) and strong effect with revenge (f^2= 1.35).

Table: 4.9: f2 Effect Size

Constructs	f^2 (DIS)	f^2 (BRH)	f^2 (BSW)	f^2 (CMP)	f^2 (REV)
NPECR	0.087	-	-	-	-
FCQ	0.040	-	-	-	-
NPER	0.013	-	-	-	-
NPLR	0.009	-	-	-	-
NPCS	0.009	-	-	-	-
NPCP	0.008	-	-	-	-
UFP	0.005	-	-	-	-

NPHR	0.000	-	-	-	-
NPVS	0.000	-	-	-	-
DIS	-	0.415	-	-	-
BRH	-	-	2.67	2.08	1.35

Note: UFP= Perception of Unfair Price, FCQ =Failure of Call Quality, NPCS =Negative Perception of Consumer Support, NPCP =Negative Perception of Convenience in Procedures, NPVS =Negative Perception of Value-Added Services, NPHR =Negative Perception Philanthropic Responsibility, NPER =Negative Perception Ethical Responsibility, NPLR =Negative Perception Legal Responsibility, NPECR =Negative Perception Economic Responsibility, DIS =Consumer Dissatisfaction, BRH =Brand Hate, BSW =Brand Switching, COM =Complaining, REV =Revenge.

Step-V Assessment of Q2

The blindfolding method is employed to measure the Stone Geisser's Q^2. Hair et al 2013 defined blindfolding as a measure which reuses sample by omitting a part of a data matrix that calculates the Stone-Geisser's Q² value (Stone, 1974; Geisser, 1975), which represents an evaluation criterion for the cross-validated predictive relevance of the PLS path model. The present study has applied the blindfolding procedure by using the omission distance 7, as recommended omission distance should be preferably between 5 and 10 (Hair et al., 2013).

Henseler et al. (2009) and Hair et al, (2018) suggested a model with Q^2 greater than zero (Q2 > 0) is indicative of predictive relevance or is considered to have predictive relevance. The Q^2 test is employed to check the predictive relevance of the model (Stone, 1974; Geisser, 1974). Table 4.31 contains the results. It is revealed that Q^2 statistics are based on the difference among actual data points (SSO) and estimated data points (SSE). The threshold value for Q^2 should be higher than zero for each endogenous variable. Results showed that Q2 value of DIS is 0.41, BRH is 0.43, BSW is 0.52, CMP is 0.44 and Q^2 value of REV is 0.40.

Table 4.10 Q2 Cross-Validated Redundancy

Endogenous Construct	SSO	SSE	$Q^2 =(1-SSE/SSO)$
DIS	2,874.000	1,685.200	0.41
BHR	9,580.000	5,453.196	0.43
BSW	2,874.000	1,371.724	0.52
CMP	4,790.000	2,683.510	0.44
REV	3,832.000	2,283.632	0.40

Note: DIS =Consumer Dissatisfaction, BRH =Brand Hate, BSW =Brand Switching, COM =Complaining, REV =Revenge.

4.3.3 Mediation Analysis (Indirect Effect)

In order to test the mediation, the present study followed the recommendation of Hair et al. (2017) to employ the bootstrapping method of Preacher and Hayes (2004), Preacher & Hayes (2008) by analyzing the specific indirect effect based on 5000 resamples by using bias-corrected bootstrapping. Hair et al. (2011), Hair et al. (2014) and Hair et al. (2017) recommended that the t-value should be greater than 1.96, 5% significance level with one-tailed. An indirect effect of 5% and 95% CI should not overlap zero value (Preacher and Hayes 2008). After analyzing the direct paths (hypotheses), the indirect paths were also observed, as follows.

H₁₄: Dissatisfaction mediates the relationship between unfair price perception and brand hate.

It was hypothesized in the fourteenth hypothesis that consumer dissatisfaction mediates the relationship between unfair price perception and brand hate. Results showed that β= 0.030, p< 0.05, which depicted that consumer dissatisfaction mediates the relationship between unfair price

perception and brand hate with lower confidence interval 0.004 and upper confidence interval 0.055 not overlapping the zero value in between, indicating a positive mediating effect of consumer dissatisfaction is statistically significant hence accepting and supporting H14.

H15: Dissatisfaction mediates the relationship between the failure of call quality and brand hate.

It was hypothesized in the fifteenth hypothesis that consumer dissatisfaction mediates the relationship between the failure of call quality and brand hate. Results showed that $\beta= 0.087$, $p<0.05$, which depicted that consumer dissatisfaction mediates the relationship between the failure of call quality and brand hate with lower confidence interval 0.057 and upper confidence interval 0.120 not overlapping the zero value in between, indicating a positive mediating effect of consumer dissatisfaction is statistically significant hence accepting and supporting H15.

H16: Dissatisfaction mediates the relationship between negative perception of consumer support and brand hate.

It was hypothesized in the sixteenth hypothesis that consumer dissatisfaction mediates the relationship between negative perception of consumer support and brand hate. Results showed that $\beta= 0.063$, $p< 0.05$, which depicted that consumer dissatisfaction mediates the relationship between negative perception of consumer support and brand hate with lower confidence interval 0.021 and upper confidence interval of 0.102 not overlapping the zero value in between indicating positive mediation effect of consumer dissatisfaction is statistically significant hence accepting and supporting H16.

H17: Dissatisfaction mediates the relationship between negative perception of procedural convenience and brand hate.

It was hypothesized in the seventeenth hypothesis that consumer dissatisfaction mediates the relationship between negative perception of procedural convenience and brand hate. Results showed that $\beta= 0.44$, $p<0.05$, which depicted that consumer dissatisfaction mediates the relationship between negative perception of procedural convenience and brand hate with lower confidence interval 0.013 and upper confidence interval 0.080 not overlapping the zero value in between, indicating a positive mediating effect of consumer dissatisfaction is statistically significant hence accepting and supporting H17.

H18: Dissatisfaction mediates the relationship between the negative perception of value-added services and brand hate.

It was hypothesized in the eighteenth hypothesis that consumer dissatisfaction mediates the relationship between negative perception of value-added services and brand hate. Results showed that $\beta= -0.00$, $p>0.05$, which depicted that consumer dissatisfaction does not mediate the relationship between negative perception of value-added services and brand hate with lower confidence interval -0.036 and upper confidence interval 0.036 overlapping the zero value in between indicating no mediating effect of consumer dissatisfaction is statistically significant hence not accepting and not supporting H18.

H19: Dissatisfaction mediates the relationship between negative perception of philanthropic responsibility and brand hate.

It was hypothesized in the nineteenth hypothesis that consumer dissatisfaction mediates

the relationship between negative perception of philanthropic responsibility and brand hate. Results showed that β= -0.005, p>0.05, which depicted that consumer dissatisfaction does not mediate the relationship between philanthropic irresponsibility and brand hate with lower confidence interval -0.039 and upper confidence interval 0.031 overlapping the zero value in between indicating no mediating effect of consumer dissatisfaction is statistically significant hence not accepting and not supporting H19.

H20: Dissatisfaction mediates the relationship between negative perception of ethical irresponsibility and brand hate.

It was hypothesized in the twentieth hypothesis that consumer dissatisfaction mediates the relationship between negative perception of ethical responsibility and brand hate. Results showed that β= 0.069, p<0.05, which depicted that consumer dissatisfaction mediates the relationship between ethical irresponsibility and brand hate with lower confidence interval 0.029 and upper confidence interval of 0.111 not overlapping the zero value in between, indicating a positive mediating effect of consumer dissatisfaction is statistically significant hence accepting and supporting H20.

H21: Dissatisfaction mediates the relationship between negative perception of legal irresponsibility and brand hate.

It was hypothesized in the twenty-first hypothesis that consumer dissatisfaction mediates the relationship between negative perception of legal responsibility and brand hate. Results showed that β= 0.058, p<0.05, which depicted that consumer dissatisfaction mediates the relationship between legal irresponsibility and brand hate with lower confidence interval 0.09 and upper

confidence interval 0.107 not overlapping the zero value in between, indicating a positive mediating effect of consumer dissatisfaction is statistically significant hence accepting and supporting H21.

H$_{22}$: Dissatisfaction mediates the relationship between negative perception of economic irresponsibility and brand hate.

It was hypothesized in the twenty-second hypothesis that consumer dissatisfaction mediates the relationship between negative perception of economic responsibility and brand hate. Results showed that β= 0.22, p<0.05, which depicted that consumer dissatisfaction mediates the relationship between economic irresponsibility and brand hate with lower confidence interval 0.17 and upper confidence interval of 0.27 not overlapping the zero value in between, indicating a positive mediating effect of consumer dissatisfaction is statistically significant hence accepting and supporting H22.

Table: 4.11 Significance of Indirect Paths

	PATH	**BETA**	**5.0%**	**95.0%**	**Decision**	**WHY**
H14	UFP→DIS→BRH	0.030	0.004	0.055	Supported	p<0.05 & 0 ∉ CI
H15	FCQ→DIS→BRH	0.087	0.057	0.120	Supported	p<0.05 & 0 ∉ CI
H16	NPCS→DIS→BRH	0.063	0.021	0.102	Supported	p<0.05 & 0 ∉ CI
H17	NPCP→DIS→BRH	0.044	0.013	0.080	Supported	p<0.05 & 0 ∉ CI
H18	NPVS→DIS→BRH	-0.001	-0.036	0.036	Not Supported	p>0.05 & 0 ∈ CI
H19	NPHR→DIS→BRH	-0.005	-0.039	0.031	Not Supported	p>0.05 & 0 ∈ CI

H20	NPER→DIS→BRH	0.069	0.029	0.111	Supported	$p<0.05$ & $0 \notin CI$
H21	NPLR→DIS→BRH	0.058	0.009	0.107	Supported	$p<0.05$ & $0 \notin CI$
H22	NPECR→ DIS→ BRH	0.140	0.104	0.179	Supported	$p<0.05$ & $0 \notin CI$

Note: UFP= Perception of Unfair Price, FCQ =Failure of Call Quality, NPCS =Negative Perception of Consumer Support, NPCP =Negative Perception of Convenience in Procedures, NPVS =Negative Perception of Value-Added Services, NPHR =Negative Perception Philanthropic Responsibility, NPER =Negative Perception Ethical Responsibility, NPLR =Negative Perception Legal Responsibility, NPECR =Negative Perception Economic Responsibility, DIS =Consumer Dissatisfaction, BRH =Brand Hate

4.3.4 Moderation Analysis

In order to test the moderation, the present study followed the recommendation of Hair et al. (2017) to employ the bootstrapping method of Preacher and Hayes (2004),

H23: Narcissistic personality strengthen the relationship between dissatisfaction and brand hate.

It was hypothesized in the twenty-third hypothesis that narcissism moderates the relationship between consumer dissatisfaction and brand hate. To test the moderation effect at the first step, narcissism was tested with brand hate. Results showed that β= 0.11, t=6.04, p<0.05, which depicted that narcissism significantly directly impacts brand hate. The interaction term (i.e., moderating effect) was added at the second step, and the model was again tested. The result showed that the beta for moderating effect = 0.05, t= 3.55, p<0.05 that depicted that narcissism strengthen the relationship between consumer dissatisfaction and brand hate directly hence accepting and supporting H23.
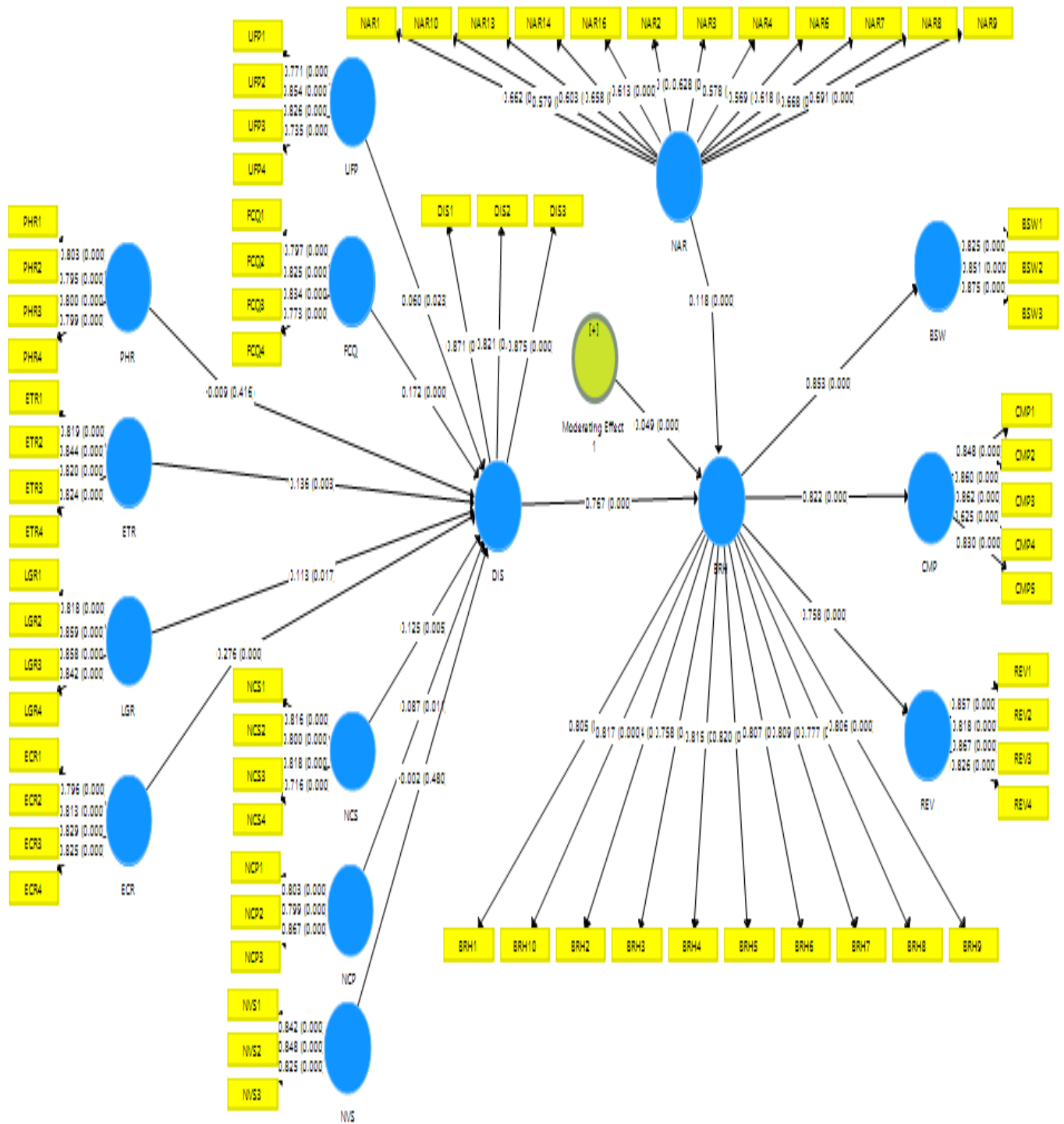
Figure: 4.3: Inner Model with Moderation Effect

The graph represents that NAR strengthens the positive relationship between consumer dissatisfaction and Brand hate as it shows the values of low NAR on 2.3 on the Y-axis and the value of High NAR at 3.8 on the Y-axis. Thus, it can be concluded that NAR is significantly moderating (strengthen) the positive relationship between consumer dissatisfaction and Brand hate.
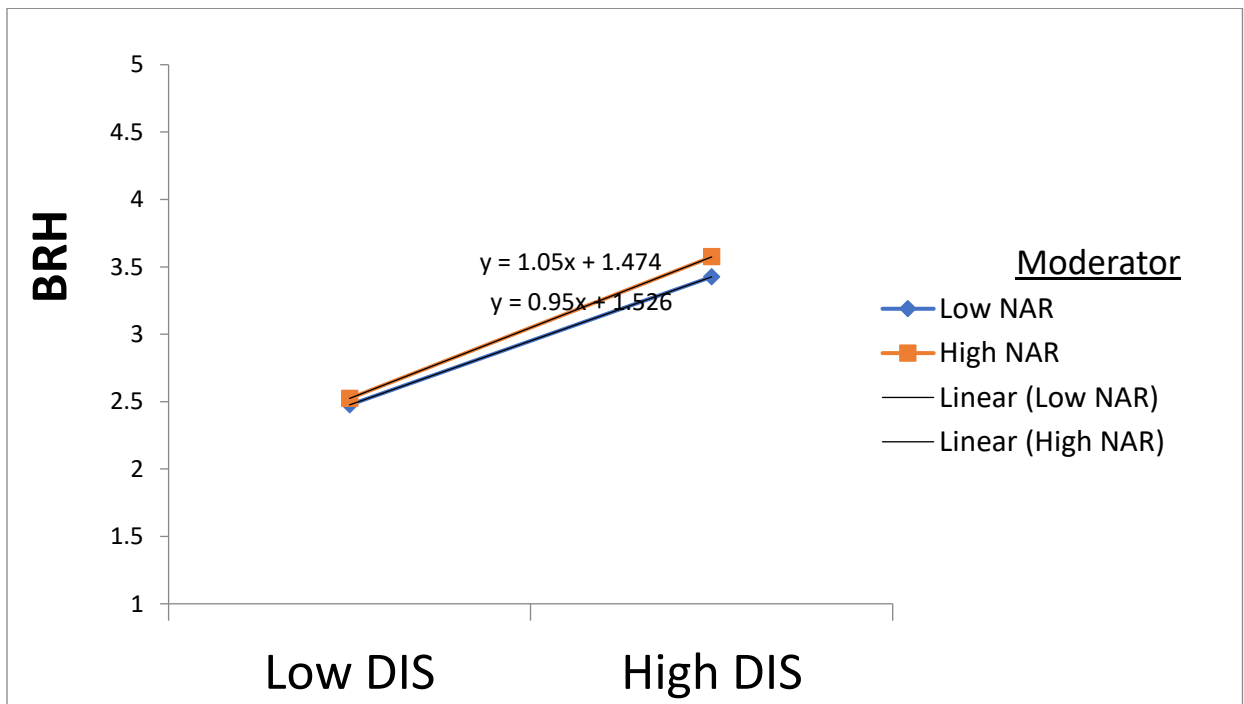
Graph: 4.1: Moderation Graph

Chapter four Summary

This chapter is divided into four parts that help to understand the results of the study. First of all, this chapter discussed the Demographic Details, which provide the demographics of gender, age, brand usage, and brand hate after that provide the details of the demographic of endogenous and exogenous variables, their mean, standard deviation, skewness, and ketosis details for normality and dispersion of the data. After the descriptive analysis, the second part of the chapter deal with the data reliability and validity is checked through the measurement model. The measurement model, Indicator reliability, Internal Consistency Reliability, Convergent Validity, and Discriminant Validity have been checked. In Structural Model Analysis, Multicollinearity Analysis, Significance and relevance of path Coefficients (Hypotheses Testing), Coefficient of Determination (Variance Explained - R^2), Effect Size, and Blindfolding (Predictive Relevance) have checked.

Table: 4.33 Summary of Hypothesis

Hyp.	PATH	Decision
H1	UFP → DIS	Supported
H2	FCQ → DIS	Supported
H3	NPCS → DIS	Supported
H4	NPCP → DIS	Supported
H5	NPVS → DIS	Not Supported
H6	NPHR→ DIS	Not Supported
H7	NPER→ DIS	Supported
H8	NPLR→ DIS	Supported
H9	NPECR→ DIS	Supported
H10	DIS → BRH	Supported
H11	BRH → BWS	Supported
H12	BRH → CMP	Supported
H13	BRH → REV	Supported
H14	UFP→DIS→BRH	Supported
H15	FCQ→DIS→BRH	Supported
H16	NPCS→DIS→BRH	Supported
H17	NPCP→DIS→BRH	Supported
H18	NPVS→DIS→BRH	Not Supported
H19	NPHR→DIS→BRH	Not Supported
H20	NPER→DIS→BRH	Supported
H21	NPLR→DIS→BRH	Supported
H22	NPECR→ DIS→ BRH	Supported
H23	DIS*NAR→BRH	Supported

| Chapter Five

Discussion,

Implications and

Recommendations | → | Discussion | → | Implications
Theoretical
Managerial | → | Study Limitations
Future
Recommendation |
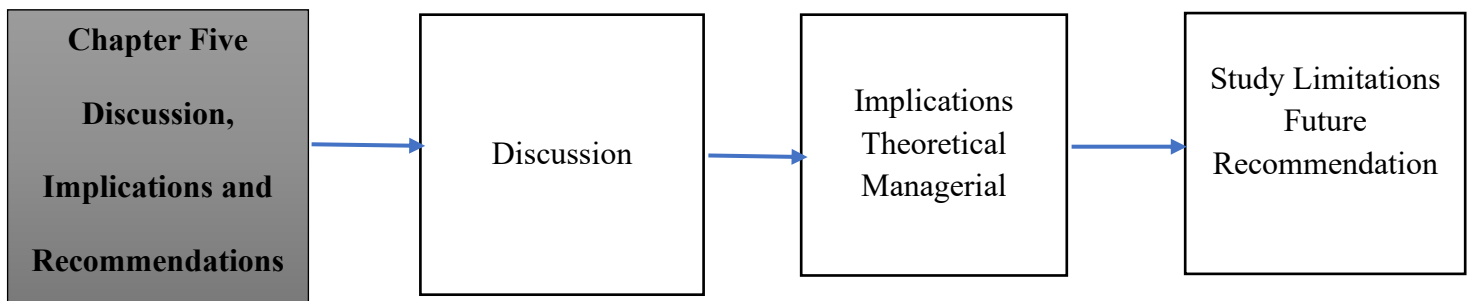
Structure and Organization of Chapter Five

CHAPTER FIVE: STUDY DISCUSSION

5.1 Discussion

This chapter is related to the final discussion of the theoretical model antecedents and the outcome of brand hate according to appraisal theory. The present study investigated how negative perception of service quality and Negative perception of Corporate Social Responsibility affects brand hate working as an adverse event or situation, then consumer dissatisfaction as an appraisal, after brand hate as emotion and consumer behavior as an outcome of an adverse event. Besides this, narcissism personality as a moderator. This chapter of the dissertation is divided into three parts. The first part of the chapter discusses this study's valuable findings in light of previous literature and theoretical understanding. This chapter also discusses the justification of a proven relationship between antecedents and outcomes of brand hate. The second part of the chapter includes a detailed discussion on theoretical and practical implications and recommendations for further research. The last part of the chapter outlines the limitations and conclusion of the study of this study.

The current study was conducted to test the antecedent and outcome of the brand hate concept. Through the appraisal theory of emotion, this research examined the process of consumer brand hate in Pakistan's cellular industry. To examine this process of consumer brand hate and its outcome, this research model incorporates stimuli such as service quality failure and Corporate Social responsibility Failure or irresponsibility, cognition appraisal as consumer dissatisfaction following an adverse event, and negative emotions initiated as brand hate. This negative emotion results in negative brand behaviors such as brand swathing, brand complaining, and brand revenge.

Additionally, this model examined the moderating effect of narcissistic personality on the relationship between consumer dissatisfaction as cognition appraisal and brand hate as emotion. In total, twenty-three hypotheses were developed in this study, of which thirteen have a direct relationship. Additionally, nine hypotheses have an indirect relationship, and one hypothesis has a relationship of moderation. Eleven of the direct hypotheses generate statistically significant results, while two generate insignificant results. Similarly indirect relationship, seven hypotheses have a positive result, while two have an insignificant result. Both of these path's lead to insignificant results in either direction.

This model was developed with the help of the appraisal theory of emotion, and this model was tested in the cellular service sector of Pakistan. The results confirmed that the situational factors are Unfair Price, Failure of Call Quality, Negative Perception of Consumer Support, Negative Perception of Convenience in Procedures, Negative Perception of Ethical Responsibility, Negative Perception of Legal Responsibility, and Negative Perception of Economic Responsibility significantly and directly impact dissatisfaction and brand hate. While two situational factors, Negative Perception of Value-Added Services and Negative Perception of Philanthropic Responsibility, have insignificant results. Further, results validate that DIS directly and significantly impacts BRH and BRH directly and directly impact BSW, COM, and BRH. In moderation of NAR personality between DIS and BRH strengthen the relationship and increase brand hate.

The result shows that the model is an excellent predictive of brand hate and outcome as all the R^2 are between 0.57 to 0.72, which are an indicator of moderating and strong prediction. So, the current study concluded that the service quality of the company would also increase consumer

dissatisfaction. Same as the Corporate Social irresponsibility activities would increase consumer dissatisfaction. This consumer dissatisfaction would lead to consumer brand hate, switching, complaining, and revenge behavior. The current study argues that negative perception of CSR increases consumer dissatisfaction and brand hate in consumers. The same with service quality failure, there is an increase in consumer dissatisfaction and brand hate about the company, increasing consumer turnover, complaining, and revenge behavior. In addition to the service and company perspective, if the user profile is mostly related to narcissistic personality, this process of brand hate is stronger, according to the findings. In this situation, the brand suffers very badly and damage the image of the hatred brand.

The study about the service quality failure and Corporate Social irresponsibility also adds to the knowledge of literature. Few studies were conducted on this type of integration model and never investigated the impact on consumer dissatisfaction and brand hate in the cellular sector.

One hypothesis discussed a more detailed discussion of significant results with past studies results under the given discussion.

H1: Unfair price perception has a direct effect on consumer dissatisfaction.

Price has been regarded as a major factor for consumer's decision making. Price fairness is an assessment of consumers regarding value offered by a product about resources discharged by consumers. Consumers also engage in the comparison of prices with other related factors and products. This study thus hypothesized that consumers perception of unfair prices will be directly related to consumer's dissatisfaction. Results of this study found support for this hypothesis. According to the literature, there is a direct relationship between cost and consumer satisfaction.

If the cost meets the service quality, the consumer becomes satisfied and happy. On the other side, if the service quality does not meet the consumer's cost and expectations, the consumer becomes dissatisfied and negatively feels toward the service provider (Kim et al., 2019; Mccoll-Kennedy et al., 2003; Xia et al. 2004). According to the equity theory Adams and Freedman (1976), when the service of cellular (output) did not meet the cost of consumer (input) and the consumer feels cost and benefits unequal, the consumer feels dissatisfaction due to higher cost. According to literature, unfair price crates dissatisfaction and consumer switching behavior (Ahn et al. 2006; Ali et al. 2020; Mannan et al. 2017; Wang et al., 2006). The path coefficient results between unfair price and consumer dissatisfaction reveal a significant direct relationship between these two variables. Finally, the second hypothesis's finding proved that when a consumer perceived an unfair price against a cost, then dissonance of an appraisal starts in the consumer's mind.

H$_2$: Failure of call quality has a direct effect on consumer dissatisfaction.

This hypothesis was related to relationship between call quality failure and user dissatisfaction level. Call quality failure was coined as being composed of includes call disconnection, interruption in a voice call, an issue in-network coverage, and limited geographical coverage. The path coefficient results between call quality and consumer dissatisfaction reveal a significant direct relationship between these two variables Results found a direct impact of call quality failure and user dissatisfaction proving first hypothesis. Previous studies also found a significant relationship between call quality and consumer satisfaction or dissatisfaction (Abdul et al., 2018; Gautam, 2015; Hosseini et al., 2013; Kim et al., 2004). Statistical results of this study significantly support the literature and, in this research, found that call quality predicts consumer dissatisfaction in the cellular industry. Finally, the finding related to the first hypothesis proved

that when a consumer faces a problem in call quality, performance does not meet the actual performance of services, and dissonance of an appraisal starts in the consumer's mind, making consumers dissatisfied with cellular services.

H₃: Negative perception of consumer support has a direct effect on consumer dissatisfaction.

This third hypothesis supports the previous studies literature on cellular services (Ali et al., 2020; Gautam, 2015; Grigoriou, 2011; Mannan et al., 2017). According to these studies, consumer experience at the consumer support center is not good. According to the Evaluative Congruity Model (ECM) Sirgy (1984), satisfaction or dissatisfaction is a function of evaluation, starting with a problem and relates to a solution. When a consumer faces any cellular services issue, they went to the consumer care center and faced the other misbehavior and uncared or impolite behavior from the consumer support center, creating dissatisfaction. So, this study's result is also by the ECM model (Sirgy, 1984). The path coefficient results between consumer support and consumer dissatisfaction reveal a significant direct relationship between these two variables. Finally, the finding related to the third hypothesis proved that a cognitive appraisal of dissatisfaction starts in the consumer's mind when a consumer perceives negative consumer support.

H₄: Negative perception of procedural convenience has a direct effect on consumer dissatisfaction.

The current study proposes that procedural convenience failure results in consumer dissatisfaction and an increase in failure also intends to increase consumer dissatisfaction. Literature highlights a direct correlation between procedural inconvenience and consumer dissatisfaction (Gautam, 2015; Kaura et al., 2015). However, this study did not confirm the

previous studies finding and found an insignificant relationship between procedural convenience failure and consumer dissatisfaction. This study concludes that when a consumer faces any issue in finding the consumer near them or has an issue in connecting with the consumer care centre, the consumer faces an issue in the new services' activation. These types of procedural services do not create dissonance and dissatisfaction in the consumer.

H₅: Negative perception of values added services has a direct effect on consumer dissatisfaction.

This hypothesis regarding the value-added services provided by a service provider creates extra value for consumers with a core value and consumer dissatisfaction. Over time, consumers become habitual of value-added services, and when these services are not according to the standard of industry and technology, consumers become dissatisfied. Previous studies related to this hypothesis indicate a direct relationship between value-added services and consumer satisfaction/dissatisfaction (Hosseini et al., 2013; Kim et al., 2004.) The current study does not validate the previous studies by finding a correlation between value-added service failure and consumer dissatisfaction. Lastly, it has concluded from the current study that in Pakistan, cellular companies update their value-added with the core value to make delight and satisfied consumers for a better relationship.

The current research hypothesized that negative consumer perception about overall service quality has a significant and direct impact on consumer dissatisfaction, which proved true through study findings. The dimensions discussed in hypotheses H1 to H4 relate to overall service quality in cellular service and directly and significantly impact consumer dissatisfaction. While H5 is not related to dissatisfaction, and results are insignificant. All the statistically used coefficients have a

direct sign and proved that negative perception of overall service quality directly impacts consumer dissatisfaction except for the H5. The statistical analysis concluded and proved that overall service quality failure has a direct impact on brand hate and dissatisfaction. The impact has a direct stage. Four hypotheses have direct links while only one negative link with dissatisfaction, which means that it directly and significantly impact dissatisfaction.

According to Arnold's (1960) appraisal theory of emotion, a situation or event of life starts a cognitive appraisal. Results of a negative perception of overall service quality confirm the theoretical model of study developed based on the appraisal theory of emotions. According to a theoretical model, this study situation or event is a negative perception of service quality; when a consumer faces failure in services, its appraisal of cognition starts and negative event resulting in consumer dissatisfaction. These results validate the previous studies' findings, such as Chen et al. (2014) researched satisfaction and dissatisfaction coexistence. Bougie et al.(2003) said that dissatisfaction happens due to service failure and consumers become angry.

H6: Negative perception of Philanthropic responsibility has a direct effect on consumer dissatisfaction.

It is defined as a society desired by the organization to improve the community through contributions from corporate resources (Carroll 1991). This hypothesis regarding the Philanthropic responsibility failure has not confirmed the previous studies related to this hypothesis. Those studies indicate a direct relationship between corporate social irresponsibility and consumer dissatisfaction (Antonetti and Maklan 2016; Kucuk 2021). The current study does not validate previous studies by finding a negative correlation between Philanthropic responsibility failure and consumer dissatisfaction. Philanthropic responsibility is the last stage of corporate social

responsibility when an organization working on all other three dimensions than ethical considerations covers the Philanthropic responsibility.

H7: Negative perception of Ethical responsibility has a direct effect on consumer dissatisfaction.

Carroll and Shabana (2010) define an organization's moral actions to support and achieve sustainable development that goes above and beyond its legal obligations. Environmental protection practices, human rights, and cultural guidelines established in society involve ethical responsibilities (Carroll, 1991). Many research has also shown that unethical business practices produce dissatisfaction and hate (Kucuk, 2021). This becomes long-lasting brand hate that enables businesses out of business (Kucuk, 2021). This hypothesis was related to the relationship between ethical irresponsibility failure and user dissatisfaction level. Ethical irresponsibility failure was coined as being composed of ethical activities and moral norms. The path coefficient results between ethical irresponsibility failure and consumer dissatisfaction reveal a significant direct relationship between these two variables. Results found a direct impact of ethical irresponsibility and consumer dissatisfaction proving the seventh hypothesis. Previous studies also found a significant relationship between ethical irresponsibility and consumer dissatisfaction and hate (Antonetti & Maklan 2016; Grappi et al. 2013; Kucuk, 2021). Results of this study significantly support the literature and, in this research, found that ethical irresponsibility failure predicts consumer dissatisfaction in the cellular industry. Finally, the finding related to the seventh hypothesis proved that when a consumer perceived ethical irresponsibility failure, organization social practices do not meet the ethical and norm values of consumer, this situation starts a dissonance of an appraisal in the consumer's mind, making consumers dissatisfied and hated towards cellular services.

H8: Negative perception of Legal social responsibility has a direct effect on consumer dissatisfaction.

It defined society's requirement to run business activities in law and government regulations (Carroll 1991). The legal aspect of corporate social irresponsibility addresses companies' irresponsibility to ensure that their business activities are legal and that their performance is compliant with the government's laws and regulations (Carroll & Shabana, 2010; Mullerat & Brennan, 2005). This study thus hypothesized that consumers' perception of legal, social irresponsibility failure will directly relate to consumers' dissatisfaction. Results of this study found support for this hypothesis. According to the literature, there is a direct relationship between legal, social irresponsibility, consumer dissatisfaction, and hate (Jones, Bowd, and Tench 2009; Kucuk 2021). The path coefficient results between legal, social irresponsibility and consumer dissatisfaction reveal a significant direct relationship between these two variables. Finally, the eighth hypothesis's finding proved that when a consumer perceived legal, social irresponsibility failure, then dissonance of an appraisal starts in the consumer's mind, which lead to brand hate.

H9: Negative perception of Economical responsibility has a direct effect on consumer dissatisfaction.

It defined society's requirement to produce goods and services needed to society and sell them profitably (Carroll 1991). This hypothesis was related to the relationship between economic irresponsibility and consumer dissatisfaction level. The path coefficient results between economic irresponsibility and consumer dissatisfaction reveal a significant direct relationship between these two variables. Current study results confirmed and validated a direct impact of economic irresponsibility and consumer dissatisfaction, proving the ninth hypothesis. Previous studies also

found a significant relationship between economic irresponsibility, consumer dissatisfaction, and brand hate (Kang, Germann, and Grewal 2016; Kucuk 2021; Sweetin et al. 2013). Statistical results of this study significantly support the literature and, in this research, found that economic irresponsibility predicts consumer dissatisfaction and bran hate in the cellular industry. Finally, the finding related to the hypothesis has proved that when a consumer perceives corporate fail in core business irresponsibility, then a consumer's dissonance of an appraisal starts in the consumer's mind, making consumers dissatisfied.

These hypotheses were developed based on corporate social responsibility literature and motivator hygiene factor theory, and previous literature on brand hate. This study's theoretical framework proposed that negative perception of CSR or irresponsible practices create dissatisfaction and brand hate (Antonetti et al., 2016; Grappi et al. 2013; Kucuk, 2021; Sun and Ding, 2020; Sweetin et al., 2013). The results support the hypothesis and find a significantly direct impact on dissatisfaction. This result validates the previous finding on dissatisfaction and brand hate (Kucuk 2018; Lacey et al., 2015). Results also confirm that CSR activities work as a situational factor in creating the consumer's appraisal of dissatisfaction. The results conclude that now Corporate Social irresponsibility weakens the consumer's relationship and increases dissatisfaction. So, the service provider needs to focus on CSR with its core services reducing consumer dissatisfaction.

Consumer dissatisfaction has a direct effect on brand hate.

The hypothesis developed that dissatisfied consumers directly and significantly impacted consumer brand hate proved through the results. These results validate the previous studies' results. Previous studies find the relationship of negative experience with brand hate (Ali 2019;

Hegner et al. 2017a; Pinto and Brandão, 2020). These statistical results also align with the theoretical model of study and appraisal of dissatisfaction and negative emotion in consumers validated through these results. According to Arnold's (1960) appraisal theory of emotion, emotions start in the consumer when a cognition appraisal develops. So negative cognitive appraisal develops negative emotion in the consumer. In the current study, this negative emotion is Brand hate, developed through service failure dissatisfaction. This relationship of cognitive appraisal and emotion also validates the previous research of dissatisfaction and anger (Bougie et al., 2003). The above discussion and results concluded that dissatisfied consumers did not come back and become more dangerous for a service provider in the shape of brand hate.

H$_{11}$: Brand hate has a direct effect on brand switching.

According to Arnold's (1960) appraisal theory of emotions, a person's behavioral activity is dependent upon the emotions. In this theoretical study model, the last stage is the behavioral outcome of the consumer. It is hypothesized that brand hate has a direct and significant impact on brand switching. Previous studies' results determine the direct and significant relationship between brand hate and brand switching (Fetscherin, 2019; Zhang et al., 2020). The current study result has a direct and significant impact on brand switching. These statistical results validate the literature finding and relationship between these two variables. The above discussion concluded that high brand hate creates consumer retention problems in the cellular industry, and consumers switch to competitors.

H$_{12}$: Brand hate has a direct effect on complaining.

From the theory and model in this study, the second outcome hypothesized that brand hate

has a direct and significant impact on consumer complaining. Complaining is an indirect fighting outcome of brand hate, which has already been found in previous studies (Curina et al., 2020; Romani et al., 2012; Zhang et al., 2020). According to all these studies, brand hate has a direct and significant impact on consumer complaining behavior. The current study validates the previous studies and analyses the direct and significant impact of brand hate on consumer complaints. The current study concludes that brand hate has a direct impact on consumer complaints in the cellular industry.

H13: Brand hate has a direct effect on brand revenge.

Previous studies consistently confirm brand hate and consumer revenge behavior (Bayarassou et al., 2020; Fahmi et al., 2018; Fetscherin et al., 2019). Revenge is a direct fight strategy of the consumer against the hated brand (Fetscherin, 2019).In this strategy, consumers directly harm the hated brand. The current study confirmed and validated the impact of brand hate on revenge behavior. These results conclude that brand hate has a direct and significant impact on the cellular industry.

The current study confirmed that brand hate has both behavior flight outcomes and fight in the cellular industry. The above discussion concludes that cellular subscriber negative emotion converted in all three types of behavior from low to high, merely switching (flight) to revenge (fight) behavior against a hated brand.

H14: Dissatisfaction mediates the relationship between unfair price perception and brand hate.

H15: Dissatisfaction mediates the relationship between the failure of call quality and brand hate.

H16: Dissatisfaction mediates the relationship between negative perception of consumer support and brand hate.

H17: Dissatisfaction mediates the relationship between negative perception of procedural convenience and brand hate.

H18: Dissatisfaction mediates the relationship between the negative perception of value-added services and brand hate.

H19: Dissatisfaction mediates the relationship between negative perception of philanthropic responsibility and brand hate.

H20: Dissatisfaction mediates the relationship between negative perception of ethical irresponsibility and brand hate.

H21: Dissatisfaction mediates the relationship between negative perception of legal irresponsibility and brand hate.

H22: Dissatisfaction mediates the relationship between negative perception of economic irresponsibility and brand hate.

The seven mediation hypotheses are confirmed and have a significant impact on brand hate while two hypotheses rejected which have not significant. Same these to variable have an insignificant relationship with dissatisfaction. According to appraisal theory, cognition appraisal produces the emotion. The results concluded that when at stage of appraisal dissatisfaction not related to situation, there is no emotion of brand hate in two hypotheses. In opposite seven hypotheses have linked with appraisal dissatisfaction, and these seven also produce the brand hate.

According to the marketing literature, different external factors start cognition arousal (dissatisfaction in the current study) and then emotional feelings (brand hate in the current study)

(Laros & Steenkamp, 2005; Pecchinenda, 2001). The emotional appraisal theory highlights that consumer emotion, not direct from the situation but through its appraisal (Ellsworth, 2013; Zourrig et al., 2009). Consumer dissatisfaction has been appraised by the situational factors that boost emotional feelings (Bougie et al., 2003; Oatley, 2013). The current study developed the mediation hypothesis based on the theory and proved significantly direct with brand hate. So, the hypothesis's result confirmed increased feelings of brand hate toward service failure and Corporate Social irresponsibility brands. Consumer perceived service failure or Corporate Social irresponsibility creates dissatisfaction, and brand hate becomes more vigorous with this dissatisfaction. This relation confirmed in relevant studies that negative consumer experience drives brand hate (Hegner et al., 2017; Kucuk, 2018). This relationship is in line with the literature, and current research results indicate that consumer dissatisfaction weekends the service provider's relationship and increases the consumer's brand hate. The results and discussion conclude that service providers should resolve the service failure at the spot and stop generating hate at a stage of appraisal dissatisfaction.

H₂₃: Narcissism personality strengthen the relationship between dissatisfaction and brand hate.

This hypothesis was related to narcissism moderation between dissatisfaction and brand hate. Literature has witnessed that respondents have shown that some consumers may go to an extreme and do not tolerate the brand's wrongdoing. They seek revenge or do not forgive the brand, whereas some do not bother because they tolerate and avoid it (Kucuk, 2021). The current study results validate the previous studies and confirm that narcissism strengthens and increases brand hate.

6. STUDY IMPLICATIONS AND FUTURE RESEARCH

The current study makes managerial and theoretical contributions. Theoretically, this study expands the body of knowledge about the consumer-brand relationship, specifically antecedent and outcome brand hatred. According to the literature, there has been relatively little research on negative brand relationships, particularly brand hate. This study discusses the problem created by brand hatred and recommends solutions for overcoming and controlling brand hate in consumers. This study is the first in the cellular sector to examine service quality failure and corporate social irresponsibility, linking consumer dissatisfaction and brand hatred. Additionally, the current study provides insight predictor and outcome of brand hate through the appraisal theory of emotions.

6.1 Theoretical Implications

The literature contains numerous contributions to this research study. To begin, from a theoretical standpoint, previous research has indicated that the study of brand hate requires additional exploration. The current study responds to the authors' call for further research into the negative aspects of consumer-brand relationships, as many previous studies have focused exclusively on the direct aspects of consumer-brand relationships. However, the flip side of this relationship is that it creates consumers to hate the brand. In the modern era, one of the most troubling situations for businesses is when consumers engage in negative behavior. When consumers of a particular brand have a negative experience (service failure or Corporate Social Irresponsibility) with a business, they choose to harm the service provider in order to avoid or approach or attack (complaining, switching, or revenge) (Kucuk 2021). Occasionally, consumers, unaware that failure can be a component of the consumer, Brand hate. On the other hand, consumers begin to hate the brand without identifying the source of the failure (Kucuk 2021).

This research increases the current literature in different ways. This study strengthens the Pakistani cellular industries' current literature and discusses adverse consumer experience with service standards. The research enhances literature and theory by testing and validating the conceptual model, including cellular industry quality dimensions and the results confirmed (Mannan et al., 2017) and (Hegner et al., 2017). The framework has effectively introduced levels of service quality to investigate consumer frustration and brand hate.

This research has a unique significance in consumer behavior literature, and the current research is essential in understanding consumer psychology. Moreover, the current study contributes to the body of existing literature on brand hate. A limited number of studies addressed brand hate in the Asian context because the norms vary from culture to culture. Therefore, the finding of the current study being conducted in Pakistani culture is a significant contribution to the literature on brand hate

From a methodological viewpoint, it has been noticed by many researchers that few numbers of studies on consumer negativity towards brands have focused on brand hate empirically. Instead, most research was qualitative, conceptual and exploratory. However, in current research, the different aspects of brand hate are identified and discussed based on quantitative data. All the findings of or research are based upon obtained by using quantitative data. Previous researchers claim that the antecedents and consequences of brand hate are not discussed in one model, unlike the study's current model. The current study addresses both previously highlighted problems by adding more knowledge about brand hate and consumers brand hate emotions.

In the current study, Service quality and negative perception of corporate social responsibility have developed the hypothesis model through previous studies' recommendations

and underpinning the appraisal theory of emotions. Most studies conducted on brand hate research the exploratory studies, brand hate nature and dimension, and few studies work on antecedents and outcome of bran hate. The current study focuses on the process of brand hates through the appraisal theory of emotion. In this process, the current study takes service-related and CSR related situational factors. For cognitive appraisal, dissatisfaction and emotion brand hate. In the last three behavioral actions based on avoidance, approach, and attacks. From a user perspective in this study takes personality (Narcissist) moderation. The mediator and moderator of this research found some significant relationships in the context of brand hate. So, Corporate Social irresponsibility and Service quality failure are considered the critical antecedents of consumer dissatisfaction and brand hate.

This research will be a base for other researchers to take the brand hate as a process. Through which brand hate was created. Using the dimension of M-SERVQUAL and CSR pyramid, the purpose is to examine the relationship between service quality failure and Corporate Social irresponsibility with consumer dissatisfaction and Brand hate which will help add on in literature on negative consumer emotions and brand hate. Further, this study adds in the literature about dissatisfaction as a mediator between service quality failure and Corporate Social irresponsibility with brand hate. In checking the user perspective, Narcissism as a moderator between consumer dissatisfaction and brand hate theoretical support, and the literature understands deeply rooted negative emotions.

Many previous studies are there discuss these variables separately. However, few analyze the impact of service quality failure and Corporate Social irresponsibility on consumer dissatisfaction and brand hate and its outcomes. However, the current study will strengthen the

literature on the relationship among these variables in Pakistan's cellular sector. So, there is much need to work in this context and find out more strong relationships conducted by the different researchers in their future studies on the cellular sector.

The currents study focuses on the possible antecedents and consequences of the brand. Our research related to service quality (call quality, pricing, value-added services, procedural convenience and consumer support), factors related to CSR(economic, legal, ethical, philanthropic), and consumer-related personality traits (narcissism) lead towards brand hate and due to such hate consumers either switch that brand or adopt complaining behavior, or the consumer makes its intention for revenge. Narcissism plays a vital role in driving consumer behavior towards brand hate. Brand hate is not always because of product or service failure; sometimes brand hate is lined with internal factors such as narcissism. People with narcissistic personalities are more likely to hate a brand when they are dissatisfied. In this study, user-related personality traits (Narcissism) can also be a possible reason for brand hate leading the consumer to avoid using that brand in the future have checked.

This research has a unique significance in consumer behavior literature, and the current research is essential in understanding consumer psychology. Moreover, the current study contributes to the body of existing literature on brand hate. A limited number of studies addressed brand hate in the Asian context because the norms vary from culture to culture. Therefore, the finding of the current study being conducted in Pakistani culture is a significant contribution to the literature of brand hate

6.2 Managerial Implications

In managerial implication, already manger in the pressure of challenging capitalism

environment where more producers provide the more beginning power to the consumer. In addition to this, digital markets open the more convenient late form for consumers. Aside from this, social media give more freedom of speech against the brands. Moreover, the recent surge in social media usage has provided consumers with a means of emotional feeling linked to consumer-brand relationships' negative aspects (Kucuk, 2019b, 2016). This negative emotion becomes troublesome and threatening for companies and brands. From the managerial perspective, organizations are now more concerned about investigating consumer hate for a particular brand and consumer's switching intention after negative experiences the consumer's faces (Islam et al. 2020; Kucuk 2018). Therefore, the current research responds to researchers' call to investigate the dark side of the consumer-brand relationship. The study of brand hate helps explain antibranding actions and low scores of consumer-based brand equity for brands. It also highlights its reconstruction and restoration strategies by guiding managers to focus on the main antecedents of brand hate (Veloutsou et al., 2020). Therefore, the possible antecedents and outcomes of brand hate are discussed in this study. Consumers' complaints to third parties or directly to service providers are even more dangerous for the companies to consumers' direct reviews because the negative feedback will affect other people. Due to advancements in technology, consumers can freely express their feeling about brand hate on social media websites like Facebook, Twitter, snap chat, Instagram. Consumers are empowered because of speech freedom on social media (Krishnamurthy et al.,, 2009; Kucuk, 2014, 2015). Corporations need to know about the antecedents and consequences of brand hate in the present era. Our study provides a more in-depth understanding of the reasons for brand hate.

The context in which brand hate occurs the most is focused on research, thus broadening its geographical area (Bryson & Atwal, 2018). The prior research was based upon Western culture,

norms, traditions, and customs. Pakistani culture is not like western culture, so it is a significant contribution of the present research to explore the determinants of brand hate in the Pakistani cellular industry.

However, as Hegner et al. (2017) noted, any company can satisfy all current or potential consumers by handling the most difficult situations and minimizing the most brand hostile consumers' negative impact. The considerations made in this study can be used to investigate other dynamics present in the services brand-consumer relationship. Some of the constructs, like brand revenge, can be analyzed under different intensity scales or occupying a more comprehensive range of constructs. Managing tense relationship occurrences with every consumer can prove to be of utmost importance. Negative emotion tends to spread and can prove to be a sensitive point for damaging a brand and affecting valuable consumers (Gregoire et al., 2009; Kucuk, 2009; Sreejesh et al., 2017).

The current study results clarified that the cellular company's failure in service quality and CSR activities can damage the competitive advantage. This service provider's failure also increases consumer dissatisfaction, consumer brand hate and its outcome such as complaining to the company and public and taking direct and indirect action for revenge. From users' personality perspectives, results suggest that more brand hate service providers face direct punishment and other consumer actions if they are narcissistic. The study shows that the cellular sector organizations can maintain their services quality and corporate social irresponsibility. They can also use it as their marketing tool to appeal to new consumers and retain old consumers. The firms do not continue their businesses only for profit but have aimed for the development of society. The cellular service provider should be more socially responsible for society to achieve direct consumer

attachment.

Companies and brands need to create effective defence mechanisms to neutralize the results of current consumers' negative experiences from a service failure and Corporate Social irresponsibility. Business needs to work with consumers to change practices, thereby improving their relationship with consumers, minimizing negative behaviors and creating control measures (Romani et al., 2013). Specific strategies are being devised in order to avoid consumers intention for switching, complaining or revenge by giving suggestions to the managers of the companies to make consumers away from facing any painful experience on the part of the service provider, impact of consumer negative personality traits (in current situation narcissism) dragging a consumer towards hating a brand and consumer go for revenge, avoidance and complaining as a consequence, so such inherited personality trait is also being discussed in the current study.

Furthermore, before the problem gets out of control, businesses need to encourage consumers to complain directly to the company. This can discourage consumers from using the Internet to complain about the product or unleash their frontline employees' anger. Brand hate is an attitude that sometimes emerges from accumulated negative emotions. To solve any issues with a product or service, it is also essential that businesses have a properly operating help desk centre. It is difficult for the manager to find out the switcher hated consumers in practice. These type o the consumer most dangerous for the brands because they are unidentified. The consumer's attacking behavior is more impactful for the brand as it is open, and the consumer can easily publicly share their experience.

Besides, companies should avoid the impression of irresponsible behavior or Corporate Social irresponsibility, it generates long-lasting and profound negative moral emotions. These

negative moral emotions can include or contribute to brand hate. Brand hate includes anger and contempt, defined in the definition, and behavior that shows brand punishment. This is reflected in the reaction of the consumer to irresponsible corporate behavior. Trump (2013) acknowledges the point that consumers would be more affected when ethics are broken.

Cellular services companies should have a look into their pricing policies and competitor's prices and alter the policies and packages which will not let their loyal consumer's switch to another brand because consumers always seek to value proposition in which they seek more benefits in less cost, so the critical issue which is observed is high prices. Cellular services should provide the core functional services fine and at least satisfy the consumer's basic needs.

Incorporate social irresponsibility, cellular service providers, work for such activities that produce an excellent image for an organization. Further advertise the direct work that directly impacts, such as those removing ethical barriers by portraying community collaborations.

In consumer personality, the cellular service provider should have consumer relationship management departments that continuously improve and maintain the relations with consumers to retain them, consult them, and get feedback. In the case of aggressive consumers, they should design strategies to refund their loss, giving short incentives due to any call disturbance. Having a long time waiting during calling centres should be informed about their turn to remove the uncertainty and reward few packages to the ones who are their old consumers to make them more loyal. It may also prevent the consumers from switching, and the risk of spreading negative word of mouth is minimized and giving negative reviews is also reduced. They will not avoid or retaliate, which may do not put the organization into a critical problem.

To manage brand hate is about attending, engaging and fixing, listening, engaging, and solution to consumer dissatisfaction and service-related problem in a proactive way, all the issues from a simple approach to a large social issue. When a brand receives brand hate from the consumer, the brand has started losing intangible assets even though it has a big name in the market. To control these outcomes, brands need to manage and detect the issue at the level of a situation that creates dissatisfaction. In another case, this dissatisfaction produces brand hate emotions and adverse behavioral outcomes for the brand. The brand takes proactive strategies and controls the consumer brand hate at an antecedent level, which is the fundamental cause of brand hate. It is a wise decision to fire the bushfire before it reaches the house. A manager should control brad hate antecedents than make the plan to control the behavioral outcome of the brand hate.

Therefore, the current study outcomes can help managers in the cellular sector establish a good relationship with the consumers to reduce the adverse outcome of service and Corporate Social irresponsibility.

6.3 Limitation of Study

All studies have the limitation which might impact the findings. This section of the chapter discusses the limitation of the research related to methodology, a generalization of results, and the probability of the proposed hypotheses. Every research study is commonly subjected to certain limitations regarding how the data is collected, analyzed and interpreted to the general population. No study without limitation of methodology and applied correctly on all variables of the study. That is why, in research, there is a section for future limitations (McGrath 1981). In this research, we try our best to overcome methodological deficiencies. This study tries to explain the process of brand hate, its antecedents, and its outcomes on the theoretical grounds of the appraisal theory

of emotions.

The limitation of the study is concerned with the data collection method—convenience sampling used for data collection instead of random sampling because of prevailing conditions due to COVID-19. The government of Pakistan is imposing standard operating principles SOP to keep social distancing. We could not use more meaningful data; ideally, data collection should have personally met the respondents. Due to covid-19, we had to collect data and infer results online.

Secondly, the study population was from a single sector to investigate more industries to ensure whether the results remain the same or vary from industry to industry. The results can be cross-checked for different personality types and countercheck the effect of brand hate on its determinants and consequences.

The data collection of the present study was only confined to mostly young people. More effective results can be drawn if the same study is applied to all age groups because lifestyle varies from age to age in the sensing personality, behaviors, income level, interests. so, it is good to apply the proposed model to another age group.

Our study is based upon only one service sector, the cellular services sector of Pakistan, so we can not generalize the findings to other Pakistan sectors. Also, the population chosen for the study was the consumer's subscribers of cellular service for meeting their daily life need, so the model will be generalized if result consistent with other sectors or industries, so the findings should be applied to other sectors to cross-check that whether the results of brand hate vary industry to industry in Pakistan or not.

Data collection is limited to Pakistani consumers. It only represents the choices and

behavioral patterns of consumers of Pakistan and specifically people using cellular services. Every country's cultural background is different, and norms and traditions choices are also different, so more meaningful results may be inferred if this model is applied and tested for different cultures.

It is practically impossible to check the impact of all variables influencing brand hate in a single research. So, this research used the positivist approach, which allows the researcher to a limited number of exogenous variables that affect the endogenous variables. So, the study only focuses on the critical variable related to cellular services for the research model.

Lastly, this research used the cross-sectional method for data collection, and it is another limitation. For example, how hate changes over some time is checked in future studies.

6.4 Future Research Directions

The primary aim of this research was to develop and test the antecedents and outcomes of brand hate. The study gives an impressive result and widens the understanding of the brand hate process. Besides all this, current research calls for future research discussed in the upcoming section of the chapter. This study extends the appraisal theory of emotion to understand brand hate as a process. This study improves the generalizability of the research by applying the model in different sectors. The generalizability of findings is compromised due to the focus on precision. Some recommendations have been suggested in the present study for future researchers, explained below.

The current study was only conducted and applied to Pakistan, so it is recommended that future researchers increase the study area by investigating brand hate from different countries and comparing the results for a better model. This research's findings can be replicated in more suitable

settings for the generalizability of findings.

Future researchers can eliminate the time constraints to generate more fruitful results by conducting longitudinal research to understand brand hate emotions better. May the hate emotion change over time or become more. According to Grégoire et al. (2009), Longitudinal studies show that brand revenge reduces over time and brand avoidance increases with time. Future research should check the longitudinal impact of brand hate and its outcomes.

Data were only collected from Pakistan so that future researchers can apply the same model to other cultures and countries understanding of brand hate in the cellular sector. The results will also vary from culture to culture so that the current model can be applied to different cultural contexts as a future study on brand hate. The model can be tested for high context cultures and low context cultures in future.

The study is based on service-related and CSR as the potential antecedents of brand hate. The model can be tested by adding more brand hate determinants to the current model to understand brand hate according to industry or Rumer, Pure relationship quality.

More moderators can be added to check whether the findings changed or not. Other moderators like different personality types, age, or gender can be checked as moderators influencing brand hate differently, such as the social consciousness of consumers, brand love.

Brand hate is a multi-dimension construct in this study take as a composite, and future studies can check the impact of cold brand hate, cool brand hate, and hot brand hate with antecedents and outcomes. In outcome can be checked which behavioral outcome is relevant to which dimension. These components that conceptualize hate show how brand hate is also a multi-

component construct, which can individually or collectively influence consumer behaviors. Looking at Sternberg's theory of love (1998) and hate (2003), we can argue that hate is parallel to love since these two strong emotions have the same opposite three components.

The role of different fake promotional strategies (free coupons, sale price) advertised on social media can also be checked, and fake promotional strategies can be checked for increased brand hate? When they feel betrayed due to fake promotional strategies, how much practice affects them has no reality.

6.5 Conclusion:

This study aims to provide a deeper understanding of the possible potential antecedents (Unfair Price, Failure of Call Quality, Negative Perception of Consumer Support, Negative Perception of Convenience in Procedures, Negative Perception of Value-Added Services, Negative Perception of Philanthropic Responsibility, Negative Perception of Ethical Responsibility, Negative Perception of Legal Responsibility, and Negative Perception of Economic Responsibility) and outcome (brand switching, brand complaining and brand revenge) of brand hate. The current study explains how consumers react when they encounter service quality failure, corporate social irresponsibility, and indirect effect of dissatisfaction, increasing brand hate. Further, check the moderation of narcissistic personality between dissatisfaction appraisal and brand hate emotion. Through the appraisal theory of emotion, this research examined the process of consumer brand hate in Pakistan's cellular industry. To examine this process of consumer brand hate and its outcome, this research model incorporates stimuli such as service quality failure and Corporate Social responsibility Failure or irresponsibility, cognition appraisal as consumer dissatisfaction following an adverse event, and negative emotions initiated as brand

hate. This negative emotion results in negative brand behaviors such as brand swathing, brand complaining, and brand revenge. Additionally, this model examined the moderating effect of narcissistic personality on the relationship between consumer dissatisfaction as cognition appraisal and brand hate as emotion. In total, twenty-three hypotheses were developed in this study, of which thirteen have a direct relationship. Additionally, nine hypotheses have an indirect relationship, and one hypothesis has a relationship of moderation. Eleven of the direct hypotheses generate statistically significant results, while two generate insignificant results. Similarly indirect relationship, seven hypotheses have a direct result, while two have an insignificant result. Both of these path's lead to insignificant results in either direction.

The firms need to know about their consumers and their respective personality type. The suggestions given by the current study are also a significant contribution of this study, allowing the corporation to avoid the spread of brand hate by providing direction to control the brand hate. The knowledge has been provided on how brand hate's behavioral outcomes can be avoided to maintain a long-term relationship with the service provider. So, the study's findings defining the strategies to avoid brand hate and how to refrain the consumer's intention for switching and revenge. Further, the recommendation on managing and reducing brand hate is a significant contribution to the study.

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Appendix A

7.1 Questionnaire

NUML University, Islamabad

Dear Respondent,

I am a student at NUML University, Islamabad, and researching consumer perception of brand hate. You can help in the current research study by completing this questionnaire, which I promise you will find it quite fascinating. I appreciate your participation in this study. This survey will take a few minutes of your precious time to complete and will be a significant contribution to my research, for which I am very thankful to you. I assure you that your responses will be held in the strictest anonymity and will be treated with confidentiality. The survey result will be analyzed for academic purposes. Thank you for your kind cooperation. Your responses will contribute to this scholarly research.

Shoukat Ali

gillshoukat@gmail.com

Researcher

Condition to fill this Questionnaire

1: Which telecom brand currently you are using?

i). Warid/Jazz   ii) Zong   iii) Ufone   iv) Telenor

2: Do you ever dislike/hate any brand? i.e: (Warid/Jazz, Zong, Ufone, Telenor etc)

    i)   Yes (Please Continue)   ii) NO

        In case of "YES" option….Please specify "Brand Name" _____

In case of "NO" option……Please do not proceed below, thank you

3: How much time period you have used your hatred brand or still using? _____

(X will denotes your above-mentioned hatred brand in the further questions below)

Please provide the following information about yourself.

4: Gender: 1: Male   2: Female

5: Age: 1. 18-25   2. 26-33   3. 34-41   4. 42 & above

6: Education: 1). Metric/O-Levels 2). HSSC/A-Levels 3). Bachelors   4). Masters   5). Doctorate

7: Status: 1). Unemployed   2). Student   3). Employee   4). Employee + Student

8. City _____

9: Organization: 1). Health 2). Telecom 3). Banking 4). Food 5). Textile 6). None 7).Education

8.) Other

1= Strongly Disagree, 2= Disagree, 3= More/less Disagree, 4=Neutral, 5= More/less agree, 6= agree, 7= Strongly agree	1	2	3	4	5	6	7
Unfair Price:							
1. My cellular network operator prices are high.							
2. My cellular network operator prices are unfair.							
3. My cellular network operator prices are misleading.							
4. My cellular network operator is increased price without informing.							
Failure of Call Quality							
5. I face voice call quality issues in my cellular service.							
6. I face calling drop issues in my cellular service.							
7. I face issues in network of my cellular service area of coverage.							
8. I face inadequate geographical coverage of the network.							
Negative perception of Consumer Support							
9. The support centers are unresponsive in providing appropriate solutions.							
10. The personnel at the support centers are uncaring.							
11. The personnel at the support centers are impolite.							
12. The support centres are unknowledgeable in providing appropriate solutions.							
Negative perception of Convenience in procedures							

13. The procedure of subscribing and changing service is not easy.						
14. Long wait for call center representative and in store for complaint.						
15. Inconvenient location of consumer support centers.						
Negative perception of Value-Added Services						
16. Variety of value-added services are not satisfactory.						
17. Inopportuneness of use of value-added services.						
18. Value-added services are not up to date.						
Negative Perception of Philanthropic Responsibility						
19. My cellular service provider does not support cultural activities of local community.						
20. My cellular service does not participate in charitable activities of their local communities.						
21. My cellular service provider does not support educational institutions.						
22. My cellular service provider does not assist in enhancing the quality of life in the local community.						
Negative Perception of Ethical Responsibility						
23. My cellular service provider does not operate in a manner consistent with expectations of societal and ethical norms.						
24. My cellular service provider not recognizes and respect ethical and moral norms.						
25. My cellular service provider does not avoid unethical behaviors in order to achieve organizational goals.						
26. My cellular service provider not make efforts to be good citizenship.						
Negative Perception of Legal Responsibility						
27. My cellular service provider does not operate business in a manner consistent with expectations of government and law.						
28. My cellular service provider does not obey various federal, state, and local regulations.						
29. My cellular service provider does not fulfil its legal obligation.						
30. My cellular service provider does not meet minimal legal requirements related to goods and service.						
Negative Perception of Economic Responsibility						
31. This firm does not focus on maximizing earnings.						
32. This firm is not committed to profitability.						
33. This firm has not a strong competitive position.						
34. This firm does not seek a profitable business.						
Consumer Dissatisfaction						
35. On the whole, I was dissatisfied with the use of my cellular service.						
36. Overall, my negative experiences outweighed my positive experiences.						
37. In general, I was unhappy with my cellular service.						
Brand Hate						
38. I personally want to disconnect from my cellular service.						
39. I want to distance myself from my cellular service.						
40. There is no way this cellular service can express me.						
41. I am so disgusted with what this cellular service.						
42. I feel repelled when I think of this cellular service.						
43. I am very averse to this cellular service.						
44. I am so angry with this cellular service.						
45. I am so mad at this cellular service.						
46. I am so outraged by this cellular service.						

47. I am so furious with this cellular service.						
Brand Switching						
48. I use less frequently than before of this cellular service.						
49. I stop using this cellular service.						
50. I switched to a competing cellular service.						
Complaining						
51. I spread negative word of mouth about the cellular service.						
52. I degraded this cellular service to my friends.						
53. When my friends were looking for a similar service, I told them not to buy from this cellular service.						
54. I always tell my friends about my feelings towards this cellular service.						
55. I try to influence a lot of people in not purchasing this cellular service.						
Brand Revenge						
56. I imagined how to hurt this cellular service.						
57. I possessed over what I could do to this cellular service.						
58. I made it one of my life's missions to damage this cellular service.						
59. I became intent by the various ways I can do to harm this cellular service.						
Narcissism NPI						
60. I really like to be the center of attention						
61. I am no better or no worse than most people						
62. Everybody likes to hear my stories						
63. I usually get the respect that I deserve						
64. I don't mind following orders						
65. I am going to be a great person						
66. People sometimes believe what I tell them						
67. I expect a great deal from other people						
68. I like to be the center of attention						
69. I am much like everybody else						
70. I always know what I am doing						
71. I don't like it when I find myself manipulating people						
72. Being an authority does not mean that much to me						
73. I know that I am good because everybody keeps telling me so						
74. I try not to be a showoff						
75. I am more capable than other people						

Appendix B

Outer Loading

Table :1 Outer Loading of Unfair Price

Items	Outer Loadings
UFP1	*0.771*
UFP2	*0.854*
UFP3	*0.826*
UFP4	*0.735*

Note: UFP= Perception of Unfair Price

Table: 2 Outer Loading of Failure in Call Quality

Items	Outer Loadings
FCQ1	*0.797*
FCQ2	*0.825*
FCQ3	*0.834*
FCQ4	*0.773*

Note: FCQ =Failure of Call Quality

Table: 3 Outer Loading of Negative Perception of Consumer Support

Items	Outer Loadings
NPCS1	*0.824*
NPCS2	*0.835*
NPCS3	*0.641*
NPCS4	*0.813*

Note: NPCS =Negative Perception of Consumer Support

Table: 4 Outer Loading of Negative Perception of Convenience in Procedures

Items	Outer Loadings
NPCP1	*0.803*
NPCP2	*0.799*
NPCP3	*0.867*

Note: NPCP =Negative Perception of Convenience in Procedures

Table 5 Outer Loading of Negative Perception of Value-Added Services

Items	Outer Loadings
NPVS1	*0.841*
NPVS2	*0.843*
NPVS3	*0.833*

Note: NPVS =Negative Perception of Value-Added Services

Table: 6 Outer Loading of NPHR

Items	Outer Loadings
NPHR1	*0.795*
NPHR2	*0.797*
NPHR3	*0.798*
NPHR4	*0.808*

Note: NPHR =Negative Perception Philanthropic Responsibility

Table: 7 Outer Loading of NPER

Items	Outer Loadings
NPER1	*0.818*
NPER2	*0.840*
NPER3	*0.824*
NPER4	*0.825*

Note: NPER =Negative Perception Ethical Responsibility

Table: 8 Outer Loading of NPLR

Items	Outer Loadings
NPLR1	*0.823*
NPLR2	*0.861*
NPLR3	*0.856*
NPLR4	*0.837*

Note: NPLR=Negative Perception Legal Responsibility

Table: 9 Outer Loading of NPECR

Items	Outer Loadings
NPECR1	*0.809*
NPECR2	*0.826*
NPECR3	*0.817*
NPECR4	*0.815*

Note: NPECR =Negative Perception Economic Responsibility

Table: 10: Outer Loading of Consumer Dissatisfaction

Items	Outer Loadings
DIS1	*0.871*
DIS2	*0.821*
DIS3	*0.875*

Note: DIS =Consumer Dissatisfaction

Table 11 Outer Loading of Brand Hate

Items	Outer Loadings
BRH1	*0.806*
BRH2	*0.814*
BRH3	*0.758*
BRH4	*0.816*
BRH5	*0.820*
BRH6	*0.807*
BRH7	*0.809*
BRH8	*0.777*
BRH9	*0.806*
BRH10	*0.817*

Note: BRH =Brand Hate

Table 12: Outer Loading of Brand Switching

Items	Outer Loadings
BSW1	*0.825*
BSW2	*0.851*
BSW3	*0.875*

Note: BSW =Brand Switching

Table 13: Outer Loading of Complaining

Items	Outer Loadings
CMP1	0.848
CMP2	0.860
CMP3	0.862
CMP4	0.625
CMP5	0.830

Note: COM =Complaining

Table: 14: Outer Loading of Revenge

Items	Outer Loadings
REV1	0.857
REV2	0.818
REV3	0.867
REV4	0.826

Note: REV =Revenge.

Appendix C

Summary of Brand Hate Studies

Table 2.1 Summary of Brand Hate Studies

Published work	Methodology	Key findings	Future Recommendations
Kucuk (2008)	Qualitative	Find the impact of an anti-brand website on a brand. This research found out that the most attractive and valuable brand directly correlates with anti-brand sites.	No future recommendations.
Grégoire, Tripp, and Legoux (2009)	Quantitative	Best consumer holds adverse events for a long time, and their positive long relation becomes hate effect. When consumers more pertinent in a consumer-brand relationship, the more chance of retaliation from consumers when the relationship break	Check the impact of personality traits. Use new concepts of relationship. More complete examination of forgiveness
Zarantonello et al. (2016)	Quantitative Two studies	A measurement scale with 18 items was presented	Longitudinal studies for better understating of brand hate. Brand hate together with brand love Explain brand hate with the help of theories.

Kucuk (2016)	Qualitative Book	Brand hate comprises cold, cool and hot brand hate. Antecedents include company-related and consumer related reasons. Brand hate consequences include consumer complaint. and boycott	No future recommendations.
Hegner et al. (2017)	Quantitative	Negative past experience, symbolic incongruity and ideological incompatibility cause brand hate Brand hate can have outcomes including brand. avoidance, negative WOM and brand retaliation	Brand hate is a multidimensional construct future studies conducted with different scale of brand hate. Personality trait and brand hate
Kucuk (2018)	Quantitative	The level of consumer complaints about PSF is directly related to brand hate	No future recommendations.
Kucuk (2018b)	Qualitative Book	Brand hate comprises cold, cool, hot, simmering, seething, boiling and burning brand hate. Antecedents include brand value unfairness, product/	No future recommendations.

		service failures and corporate social irresponsibility	
		Brand hate consequences include consumer complaining, negative WOM and consumer boycotts	
(Zarantonello et al. 2018)	Quantitative	Nature of brand hate, antecedents and outcome of brand hate and dimensions of brand hate.	Longitudinal Study. Industry based studies. Different outcome.
(Islam et al. 2019)	Quantitative	In this study brand hate due to functional and symbolic mismatch has checked.	Comparison of high and low context culture valuable in brand hate research. Future studies include antecedent of unmet expectations.
Kucuk (2019)	Quantitative	consumer-brand relationship by developing a hierarchical brand hate model in which cool, cold, and hot hate confirmed.	Future studies conducted on consumer personality, corporate social irresponsibility. Also need to investigate the process of brand hate, how brand hate take place
Fetscherin (2019)	Quantitative	Three components of brand hate: anger, contempt and disgust.	Highlight the personality trait impact on brand hate.

		Consequences include brand switching, private. complaining, public complaining, brand retaliation and brand revenge.	Industry based or service-based brand hate checked in future research.
Fetscherin (2019)	Quantitative	Explored the negative emotion and found three different dimensions of brand hate and the behavioral outcome related to brand hate	Future studies conducted with grounded theory approach to explain the brand hate. Role of culture in brand hate. Future studies check the consumer personality links with brand hate.
Bryson & Atwal (2019)	Quantitative	Study on Starbucks' case study in France.	Increase the scope of brand hate in other industries. Outcome of brand hate.
Zhang & Laroche (2020)	Triangulation	Multidimensional scale and test the validity and robustness of said scale among a variety of samples. Finally confirmed the nine item of brand hate	The role of ownership in brand hate can be checked. Future study can be conducted with another outcome of brand hate. In future can be compare the brand hate with similar construct such as brand dislike.

			Future research may also check the moderator and mediator of brand hate.
(Ali et al. 2020)	Quantitative	In this research investigated the antecedents of brand hate with mediation of dissatisfaction and moderation of narcissism.	Future research checks the outcome of brand hate. Future research my apply the model in different industries.
(Pinto & Brandão 2020)	Quantitative	In this research the determinants and outcome of brand hate in telecommunication.	Comparative industries result of brand hate should be research in future. Longitudinal studies in future.
Kucuk (2021)	Qualitative	In this research, researcher studies similarities and differences of antecedents and outcome of brand hate studies. In this study two antecedent's product or service failure and ideology mismatch or corporate social responsibility failure finalized, further in outcome three strategies approach, avoidance and attack. Beside this active and passive consumer have also discussed.	