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When Expectations Meet Reality: The Saga Of Dissatisfaction And Brand Hate In Pakistan's E-Markets

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Abstract

Investigating the intricate dynamics of brand hatred in the online purchasing sector is the primary goal of this study, which focuses especially on the contributing and causal elements as defined by the appraisal theory of emotions. Examining the elements that lead to brand hate, this study focuses especially on consumer dissatisfaction brought on by a difference between expected and actual service quality, as well as later dissatisfaction brought on by a failure to fix the original issue, which compounds the negative impact of double-deviation. There were no missing values in the dataset, hence a comprehensive survey with 599 Pakistani internet shoppers was carried out to provide a detailed investigation of these connections. SPSS was used for the data processing. This study indicates that animosity towards brands in online buying is mostly caused by dissatisfaction resulting from perceived injustice and dissatisfaction with service quality. Furthermore, the study demonstrates that when service recovery fails, it not only fails to mitigate the dissatisfaction but also intensifies brand hatred. Improving our theoretical knowledge of brand hatred, this study, by establishing it in the appraisal theory of emotions, offers a strong basis for examining consumers' emotional responses to perceived injustices and service failures. Major practical implications of this research are for industrial stakeholders. These implications highlight the requirement of developing marketing strategies and recovery procedures that are consumer-centric and personalized to effectively manage service failures and satisfy the expectations of customers. In a nutshell this study adds to the body of research presently available about the phenomena of brand hatred in relation to internet shopping. Furthermore, it provides recommendations that can be implemented to enhance service quality and customer satisfaction. These recommendations are crucial for effectively managing consumer relationships and shaping brand perception in the digital age.

Keywords: brand hate, service quality disconfirmation, Pakistan, perceived injustice, online shopping consumers, etc.

INTRODUCTION

The development of the transition from transaction-focused theories and concepts to a more relational marketing approach has been largely influenced by the concept of customer brand relationship. Relational marketing is a strategic approach that focuses on effective communication and networking with stakeholders to improve consumer value and ensure long-term profitability (Payne & Frow, 2017). The study conducted by Van Tonder and Petzer (2018) highlights the significant impact of emotions and feelings on interactions and relationships. While prior researchers have predominantly focused on studying positive emotions that drive intentions to consume, evidence suggests that human feelings have been discussed. The specific feelings identified in the study include emotional attachment, customer loyalty, adoration, and brand love (Grisaffe & Nguyen, 2011; Jaiswal & Niraj, 2011; Yim, Tse, & Chan, 2008; Batra et al., 2012; Aro et al., 2018). Certainly, it is important to acknowledge that the attitude between individuals and brands is not consistent (Alvarez & Fournier, 2016). For example, some consumers have positive feelings and feel attached to a brand, while other people develop negative feelings about the same brand (Khan & Lee, 2014). Negative emotion shows grief, dissatisfaction, wrath, and hatred toward a certain object or entity (Romani et al., 2012). Furthermore, if a company does not meet customer needs, customers might tend to have negative attitudes toward the brand and develop negative feelings about it (Do et al., 2019). While the negative attitudes are proven in the study by Choraria (2013), current studies suggest that individuals have a higher chance of recalling negative behaviors compared to positive events. This concept is substantiated by Laczniak et al. (2001), who found that thinking about such encounters intensifies negative emotions. The comprehensive examination of the concept of emotions has demonstrated its significant value in the domains of psychology (Ito et al., 1998; Graham et al., 2008), studies related to consumer behaviour (de Hooze, 2014), and studies relevant to neuroscience (Zeki & Romaya, 2008). Nevertheless, there is a scarcity of literature regarding negative brand emotions, and marketers have only just started to address this study gap (Correia Loureiro, 2018; Kucuk, 2019; Curina et al., 2020). For example, Kucuk (2018) found that service failure can lead to adverse feelings, and individuals, due to improved technologies, can quickly share their feelings. It is a persistent problem, and organizations should study the problem to know which factors lead to heightened negative feelings in consumers so they can address these issues (Hegner et al., 2017; Bryson & Atwal, 2019).

Significance of the services sector

Economic development of a country is dedicated to services sector. Recognized as the leading sector in the services industry, it propels growth in other services sectors and accounts for over sixty percent of the gross domestic product (PTA, 2018). Brand hatred relates to a consumer's intense feeling of dislike or antipathy towards a specific brand. Currently, consumers are becoming more hostile towards organizations when their expectations of service quality are unmet, leading to feelings of unfairness. This perceived unfairness can arise from various aspects, including resource allocation, procedural fairness,

and interaction quality (Kucuk, 2019). Consumer discontentment arises when the level of service quality perceived by a consumer does not correspond with the actual service quality received. Kucuk (2018) posits that brand hatred transpires when a consumer cultivates an intense aversion towards a particular brand, leading to a state of emotional detachment. Considerable scholarly effort has been devoted to examining the phenomenon of brand hatred and its potential causes across diverse industries on a global scale.

Concepts like self-congruity, and attitudinal and behavioral brand hate have been investigated thoroughly by Kucuk (2019) and Islam et al. (2019) highlighting various aspects of this construct in personal life. Fetscherin, (2019) investigated and carefully examined certain dimensions of brand hate including cold, hot, cool, simmering, seething, and boiling hate recognizing brand hate as a multi-dimensional construct. In addition, researchers have also identified two distinct types of brand hatred: active and passive forms of brand hate. (Hegner et al., 2017).

Curina et al. (2020) and Bryson and Atwal (2019) were one of the researchers that focused on understanding the causes of brand hate in services sector. The current study of brand hate has targeted online shopping (e-commerce) sector of Pakistan with the aim of investigating what causes hate in online shopping sector. For this purpose, the purpose of the study is to investigate the link between service recovery failure and dissatisfaction by making use of service recovery failure as a moderating variable and dissatisfaction as an intervening variable in our present research study on brand hate.

Dissatisfaction with online shopping has been used in the current study to consumer's satisfaction with quality of service being provided online. Prominent researchers in this field include Kim and Yoon (2004), Huang, Lin, and Fan (2015), Mannan et al. (2017), and Aslam and Frooghi (2018). The current study focuses on developing correlation between perceived injustice, negative service quality disconfirmation, and customer dissatisfaction. The emphasis of the research that is currently being conducted is on the effect that service recovery failure has on the relationship between dissatisfaction and hatred of the brand.

Research Questions:

1. Does customers' perception of fairness substantially affect customer dissatisfaction?
2. Does customer dissatisfaction act as a mediator among causes of dissatisfaction (perception of injustice and negative service quality disconfirmation) and brand hate?
3. Does the association between dissatisfaction felt by consumers and brand hate get moderated by service recovery?

Research Objectives:

1. To examine the effect that customers' perception of fairness has on customer dissatisfaction.
2. To examine how consumer dissatisfaction mediates perceived injustice, service quality disconfirmation, and brand hate.
3. To find how service recovery moderates the link between dissatisfaction felt and brand hate produced.

It is widely agreed upon that literature encompasses not only theoretical perspectives but also managerial implications. Further quantitative research is required to fill the gap left by the extant literature, which has been extensively summarized (Zarantonello et al., 2016). This study conducts a keen evaluation of the impact factors creating a severely negative behavioral sentiment (brand hatred) that consumers experience in Pakistan's online purchase industry. Furthermore, the research investigates the potential moderating effect of service recovery failure on the relationship between brand hate and consumer dissatisfaction. Hatred for a particular brand can be seen as exceptionally adverse emotions toward the brand derived from its unfavorable image (Kucuk, 2019). The current study has numerous possibilities to make a significant contribution and create a subject for researchers studying anti-brand sentiment. Additionally, this research effort offers the potential to provide managers and marketers with information on the fundamental factors that drive consumer hatred for a brand. By recognizing these factors, proactive measures can be taken to mitigate their potential negative impact on the brand image. This paper has implications for online purchase habits formulation and how to avoid brand hatred while creating permanent consumer relationships. The next literature review section focuses on the precursors of customer brand antipathy due to service-related factors, especially service quality disconfirmation, perceived injustice, and the impact of brand hatred sentiment. In addition to brand emotion, this study also examines other factors, such as service recovery. Furthermore, the following part provides a description of the methodology and data analysis employed.

Literature Review

Service Quality in online retail industry

Consumer behavior has rapidly changed as a result of the global pandemic. While the transition to digital platforms was anticipated, the pace of implementation has increased during the pandemic. E-commerce has surged in popularity over the past few years, becoming a preferred method for many, especially young people, to obtain goods and services due to technological advancements (Mason et al., 2021; Bilgihan et al., 2016; Liao et al., 2007; Mokhtar et al., 2020).

Although online shopping offers various advantages. It also poses hurdles for web sellers to meet consumer expectations. Negative disconfirmation issues, such as products being out of stock or incorrect items being delivered, can occur with the increase in orders (Shamim et al., 2021). Disconfirmation is inherently connected to either satisfaction or dissatisfaction (Oliver, 1977). Satisfaction is the result of positive disconfirmation, whereas dissatisfaction is the outcome of negative disconfirmation, which has a stronger impact. Negative disconfirmation adversely affects customers, increasing the likelihood of them switching to another option and decreasing their intention to repurchase (Gillison & Reynolds, 2018).

Online firms are fundamentally different from physical stores (Sarkar & Das, 2017). Offline consumers have the option to contact a management in order to address any difficulties they may have, and the service provider may offer explanations, apologies, or compensation. In contrast, online service providers can only initiate service recovery if a customer submits a complaint. Addressing these issues and offering compensation takes time, affecting customer behavior post-purchase. Efficient and prompt responses are crucial for maintaining consumer loyalty on an online platform, a factor often neglected in previous studies.

Potential service recovery alternatives that could have been extended to customers include product or service exchanges, monetary compensation, or both. After experiencing negative disconfirmation on digital platforms, customers have higher expectations than these compensations. This is because merchants and their products may initially appear indifferent to the customer's concerns. Customer grievances are crucial for enhancing web store products. Addressing complaints aids in customer retention and enables service providers to improve their services (Mapunda & Mramba, 2018; Stevens et al., 2018). Negative disconfirmation refers to situations where a consumer's service expectations are unmet, prompting them to consider switching providers. In accordance with the expectation disconfirmation theory, customer satisfaction is contingent on the degree to which the services received correspond to their expectations. If services meet or exceed expectations, consumers are satisfied; if they fall short, consumers are dissatisfied.

H1: Service quality disconfirmation has significant positive impact on dissatisfaction.

Perception of Injustice

Equity theory is instrumental in describing the phenomenon of a dissatisfied customer lodging a complaint. A notable theory in social psychology, it is applied in various fields to explain how people react to conflict situations, including those in consumer relations (Bagozzi, 1975; Beachwati & Morrin, 2003; Bodgett, 1993; Ropaul, 2018; Tyler & Smith, 1998). There are three aspects of justice that must be considered in this setting: distributive, procedural, and interactional.

The notion of distributive justice refers to how decisions should fairly affect many parties. A key component of procedural justice is an equitable system of decision-making. The term "interactional justice" describes how well people behave towards one another when processes are put into place and results are delivered (Tax et al., 1998).

In conflict situations, the equity of results is crucial. When a customer incurs a financial loss, providing both an apology and compensation is imperative. This suggests that compensation includes both monetary and psychological aspects.

In marketing, consumers' views of distributive justice can affect their loyalty, quality perceptions, and overall satisfaction. (Adams, 1963; Sinha & Batra, 1999; Vaidyanathan & Aggarwal, 2003). Procedural justice means giving correct information and making sure that moral and ethical rules are followed. Procedural fairness in marketing pertains to client convenience, including the firm's rapid response, accountability, and reliability in addressing complaints (Lee et al., 2011; Leventhal, 1980; Tax et al., 1998). Customers view interactional justice based on communication quality, honesty, empathy, and politeness. Negative opinions associated with these attributes suggest that, during service breakdowns, customers' expectations about interpersonal treatment are significantly higher. While interactional justice is often discussed alongside procedural justice, it is distinct because it plays a vital role in resolving conflicts between buyers and sellers (Lee et al., 2011; Tax et al., 1998).

Our research indicates that customer retribution increases in the sequence of dissatisfaction, inadequate support after purchase, and perceived injustice, intensifying the ongoing search for a systemic solution.

H2: Perception of injustice has significant positive impact on dissatisfaction

Dissatisfaction among online shopping consumers

Oliver (1980) categorised dissatisfaction among consumers as disconfirmation.

According to Zhang and Vásquez (2014), disconfirmation refers to the perceived gap between an individual's expectations and the actual outcomes experienced, creating a reactive effect. Dissatisfaction is often understood to result from the buyer's affective and cognitive reactions (Venkatesh & Goyal, 2010). Yang and Mattila (2012) demonstrated that dissatisfaction engenders negative feelings following an unsatisfactory experience with a product or service. In the service context, several factors related to the service experience, such as service failure, inconvenience, and injustice, have been identified as antecedents of customer dissatisfaction. These factors have been found to impact the negative emotions experienced by customers (Yang & Mattila, 2012; Banda & Tembo, 2017). Consequently, based on the knowledge developed in academia, we can hypothesize the following:

H3: Consumers' dissatisfaction is positively related to brand hate

Mediation effect of consumer dissatisfaction

Brand hatred can arise as a result of customer dissatisfaction stemming from unfavorable service disconfirmation and perceived injustice. According to Grégoire, Laufer, and Tripp (2010), negative emotions resulting from dissatisfaction can strongly contribute to the development of deep discontent towards a brand, referred to as brand hatred. Customers become unsatisfied when they believe they are being mistreated online through dishonesty and a lack of verification of service quality. These client perceptions are considered factors leading to customer discontent. Literature has highlighted brand animosity as a consequence of displeasure (Bryson & Atwal, 2019). When individuals believe a brand can cause dissatisfaction, they are more prone to experiencing negative emotions, such as animosity towards the brand (Hegner et al., 2017).

Bougie, Pieters, and Zeelenberg (2003) found that dissatisfaction acts as a mediator between service-related characteristics and negative consumer behavior. Many firms face the challenge of consistently encountering clients who have a negative perception of their brands. When customers do not have a strong attachment to a brand, their dislike may not always indicate discontent. However, it can result in a decline in the customer base and provoke retaliatory behavior. Conducting a comprehensive examination of customer animosity towards brands can help companies efficiently address and mitigate such animosity. Hence, it may be contended that:

H4: Customer dissatisfaction serves as an intermediary between perceived injustices and brand hatred.

H5: Customer dissatisfaction functions as an intermediary between the disconfirmation of service quality and the development of brand hate.

Moderation effect of service recovery failure

Moderation effect of service recovery failure occurs when a service performance deviates negatively from the consumer's expectations (Hoffman & Bateson, 1997). Psychological research and experience-driven biases suggest that negative memories weigh more heavily than positive ones, known as the negativity bias (Rozin & Royzman, 2001). Service failures in contemporary society can have a significant negative effect on a company's long-term profitability if they are not adequately dealt with (Bitner et al., 1990; Tax et al., 1998). Service recovery pertains to the actions taken by a service provider to reinstate client contentment after a service failure. The "service recovery paradox" refers to the phenomenon where successful efforts to address service failures not only reduce the negative effects on consumer attitudes but also restore customer satisfaction (McCullough et al., 2000). Nevertheless, attempts to restore the business generally prove unsuccessful, intensifying clients' unfavourable perceptions (Hart et al., 1990). Double deviation occurs when a customer perceives that a company did not effectively address or respond to initial service faults in their delivery system (Bitner et al., 1990). This concept amplifies unfavorable repercussions. When a company's attempt to resolve a situation fails, it exacerbates customers' negative perceptions, leading to extreme dissatisfaction. The technology-centric nature of web-based retail stores makes them more prone to service problems, reducing the firm's control and resulting in unforeseen issues (Kelley et al., 1993). This might result in more failures in the recovery service, as it restricts the firm's capacity to rapidly and effectively address and resolve initial failures (Harris et al., 2006a, b; Forbes et al., 2005). The lack of personal touch in online environments further complicates addressing the psychological impact on customers (Eroglu et al., 2003). This impersonal environment prevents the development of relationships that could reduce tension and hostility in failure situations (Mattila, 2001; Snellman & Vihtkari, 2003).

Service can be described as a sequence of occurrences in which a customer may encounter one or more instances of service failures with a seller. According to cognitive theories of emotions, the relationship between distinct emotions and their intensity is directly related to the assessment of the event that elicits the emotional reaction. Lazarus (1999) posits that stressful cognitive assessments lead to unpleasant feelings. In our study, the double deviation results in stressful cognitive assessments. When consumers experience an initial service failure followed by an unsuccessful recovery, they have a poor consumer experience. As a result, failed service recovery efforts make people angrier and more hostile towards underperforming brands than usual. Our study builds on past research by looking into the moderating effect of service recovery failure on the relationship between dissatisfaction and brand hate. The research emphasises the emotional resilience of individuals suffering double deviation effect due to corporate acts and recovery failure, resulting in powerful responses. Frequent double deviation failures elicit significant emotional responses of anger, directly impacting satisfaction with service recovery. Furthermore, failed service recovery exacerbates dissatisfaction and the unpleasant emotions associated with brand hatred.

H6: Service recovery failure positively moderates relationship between dissatisfaction and brand hate.

Cognitive-Appraisal Theory of Emotions

The goal of this study was to analyze the phenomenon of brand hatred using the appraisal theory of emotions. According to the cognitive-appraisal theory, emotions arise when an individual assesses an event as a new, unexpected, and hard-to-control situation. The process begins with the affective factor and develops to the cognitive appraisal stage, ultimately leading to the occurrence of emotions (Arnold, 1960). In other words, brand hatred occurs when people perceive something as unjust and experience service failure disconfirmation, generating dissatisfaction and leading to the emotion of brand hatred. Service recovery failure acts as a moderator, strengthening the link between the cognitive aspect of customer dissatisfaction and the emotion of brand hatred.

Research Gap

A number of study gaps in the context of services are revealed by the review of the literature on the idea of brand hatred. The notion of brand hatred was operationalized by Kucuk (2018) as cold, cool, and hot brand hatred, and the author associated brand hatred with the personality of the brand. Rather than focusing on the commercial environment, Zarantonello et al. (2016) investigated the concept of brand hatred within the framework of psychological measures, specifically active brand hatred and passive brand hate. The authors Hegner et al. (2017) investigate the factors that lead to and the effects of brand hatred. In recent research, Curina et al. (2020) investigated the issue of brand hatred in the context of service contests that took place across channels. A research observer discovered that there is a paucity of study on brand hatred in consumer brand relationship studies (Curina et al., 2020; Kucuk, 2018). Zarantonello et al. (2016) recommend developing new scales and doing empirical research. Fetscherin (2019) suggested more research on the negative side of

consumer-brand relationships. Several researchers, notably Kucuk (2019), want to study customer personality's moderating effect. Additional research is required to attain a comprehensive understanding of brand hatred, as indicated by the identified gaps and the need for further study. This study developed a conceptual model using the appraisal theory of emotion for online shopping to fill gaps in the literature. According to a comprehensive literature review, there are various perspectives that might be seen as antecedents of brand hate. Two antecedent categories were used in this investigation. First is disconfirmation-related service failure, and second is injustice (Kucuk, 2021). This study examines the antecedents of brand hatred to fully understand what drives it. Additionally, (Casado-Díaz et al., 2007) suggest studying the moderation effect of service recovery failure in brand hate research models. Brand hate is a very negative emotion, and this study examines the relationship between dissatisfaction and brand hate, revealing whether failed service recovery intensifies negative emotions and strengthens brand hate.

Service recovery failure (double deviation) as a moderator boosts the study's comprehensiveness, revealing the relationship between dissatisfaction, failure of service recovery, and brand hate.

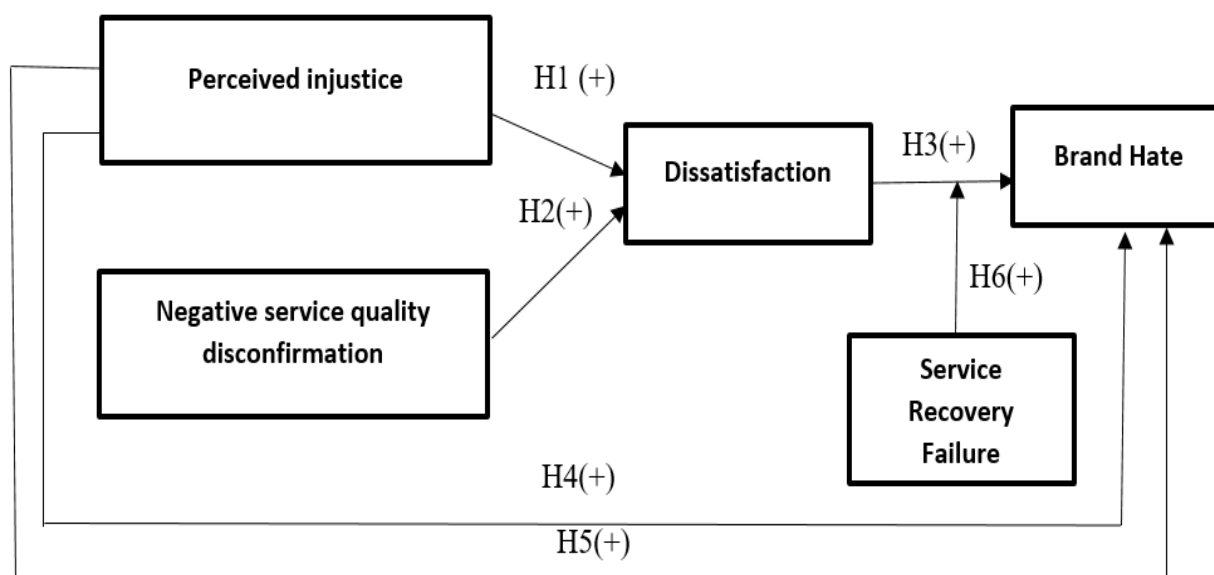


Figure 1: Model of Research Study

Research Methodology

Sampling and Procedure

For data collection, Pakistani internet users were contacted using a self-administered survey form. In the major cities of Pakistan, the questionnaire was distributed with an offer for voluntary participation in offices, parks, shopping malls, and universities. The questionnaire aimed to gather information from the samples using purposive sampling. This method allows data collection from respondents who are genuinely interested in the topic while eliminating responses from those who are not. To ensure respondents agreed with the research goals, screening questions such as "Have you ever shopped online or hated online shopping?" were asked. A total of 599 questionnaires were distributed for the research, and all were returned, resulting in a total sample of 599 responses being entered into SPSS.

Measures

The survey questionnaire was divided into two fundamental sections. At the very initial level, the objective of study was to compute demographic features of the participants. Within the second section, there were fifty-six items that were utilized to measure seven different study variables. Six questions that were developed from the research conducted by Ambrose and Schminke (2009) were utilized in order to measure perceived injustice. A negative service quality disconfirmation was assessed using an eight-item scale that was adapted from the works of McKinney et al. and Tsai et al. Approximate three-item scales for measuring dissatisfaction were developed by Mannan et al. (2017). The six-item scale utilized to quantify brand hatred was derived from the work of Hegner et al. (2017). To assess the moderating variable of interest, service recovery failure, a six-item questionnaire adapted from the works of Bitner (1990), Brown and Leigh (1996), and Davidow (2000) was utilized. The study employs a five-point Likert scale, where zero denotes "strongly disagree" and five represents "strongly agree."

Data Analysis

IBM SPSS Statistics 25, was used for analyzing the data that has been collected for the research study. SPSS has been selected for conducting analysis for its exception capability to handle statistical data. Hypothesis were tested and regression analysis was run in SPSS as this statistical tool is particularly helpful to conduct successful quantitative research, as it ensures correctness of the findings (Field,2013).

Results

Table 1: Demographic Information (N=599)

Gender	Frequency (f)	Percent (%)
Male	417	69.6
Female	182	30.4
Age		
1.0	139	23.2
2.0	248	41.4
3.0	201	33.6
4.0	11	1.8
Status		
1.0	308	51.4
2.0	30	5.0
3.0	213	35.6
4.0	48	8.0
Education		
1.0	106	17.7
2.0	10	1.7
3.0	200	33.4
4.0	282	47.1
5.0	1	.2
Total	599	100.0

The frequency table presents a breakdown of demographic variables in the study. For gender, 69.6% of participants identified as male (417 participants) and 30.4% as female (182 participants), totaling 599 responses included in this study. Age distribution shows that 139(23.2%) participants are in category 1, 248 participants (41.4%) in category 2, 201(33.6%) participants in category 3, and 11(1.8%) participants in category 4. In terms of marital status, 308(51.4%) reported being in Category 1, 30 (5%) participants followed in Category 2, 213(35.6%) participants in Category 3, and 48(8%) participants followed in Category 4. Lastly, the educational level distribution includes 106(17.7%) participants consists in Category 1, 10(1.7%) in Category 2, 200(33.4%) in Category 3, 282(47.1%) followed in category 4, and only 1(0.2%) participant followed in category 5.

Table 2: Descriptive Statistics of Service Quality Disconfirmation (SQD)

Statements	Mean	SD
Service quality disconfirmation		
The website accurately predicted the delivery date of the products/services I had purchased; this exceeded my initial expectations.	1.8598	.70855
The quality and quantity of the services and products I received were both superior to my expectations and precisely as I had requested.	1.7346	.74824
Beyond my expectations, the organisation and structure of the online catalogue were logical and straightforward to navigate during the purchasing process.	1.9115	.71803
The level of security I experienced when entering personal information to complete online purchases exceeded my initial expectations.	1.8898	.76583
The clarity and readability of the payment, warranty, and return policy terms and conditions surpassed my expectations.	1.9666	.75551
I was able to reach a customer service representative via telephone with relative ease, surpassing my initial expectations.	1.8948	.72966
The website provided prompt responses to my inquiries, which surpassed my expectations.	1.9533	.71146
The website's response time to my inquiries for information surpassed my expectations.	1.9249	.71255

This table explained descriptive statistics of service quality disconfirmation. Mean \pm S. d of “The website accurately predicted the delivery date of the products/services I had purchased; this exceeded my initial expectations.” was $1.8598 \pm .70855$. Mean \pm S. d of “The quality and quantity of the services and products I received were both superior to my expectations and precisely as I had requested.” was $1.7346 \pm .74824$. Mean \pm S. d of “Beyond my expectations, the organization and structure of the online catalogue were logical and straightforward to navigate during the purchasing process.” was $1.9115 \pm .71803$. Mean \pm S. d of “The level of security I experienced when entering personal information to complete online purchases exceeded my initial expectations.” was $1.8898 \pm .76583$. Mean \pm S. d of “The clarity and readability of the payment, warranty, and return policy terms and conditions surpassed my expectations” was $1.9666 \pm .75551$. Mean \pm S. d of “I was able to reach a customer service representative via telephone with relative ease, surpassing my initial expectations” was $1.8948 \pm .72966$. Mean \pm S. d of “The website provided prompt

responses to my inquiries, which surpassed my expectations “was $1.9533 \pm .71146$. Mean \pm S. d of “The website's response time to my inquiries for information surpassed my expectations.” was $1.9249 \pm .71255$.

Descriptive Statistics of Perceived Injustice

This table explained descriptive statistics of perceived injustice questionnaire. Mean \pm S. d of “In general, I count online shopping to be unfair” was $4.0217 \pm .58795$. Mean \pm S. d of “In general, the treatment I receive during online shopping is unfair” was $3.9967 \pm .67193$. Mean \pm S. d of “Overall, I'm treated unfairly by online retailers” was $4.1653 \pm .66774$. Mean \pm S. d of “Usually, the ways things work in online shopping are not fair” was $4.0818 \pm .69997$. Mean \pm S. d of “For the most part, many online retailers treat its customers unfairly” was $4.1703 \pm .67521$. Mean \pm S. d of “Most of the people who shop online would say they are often treated unfairly by online retailers” was $4.1185 \pm .67762$.

Table 3: Descriptive Statistics of Dissatisfaction

Statements of <i>Perceived Injustice</i>	Mean	SD
In general, I consider online shopping to be unfair.	4.0217	.58795
The treatment I receive during online shopping is generally unfair.	3.9967	.67193
Overall, I'm treated unfairly by online retailers.	4.1653	.66774
Usually, the way things work in online shopping is not fair.	4.0818	.69997
For the most part, many online retailers treat their customers unfairly.	4.1703	.67521
Most people who shop online would say they are often treated unfairly by online retailers.	4.1185	.67762
Statements	Mean	SD
<i>Dissatisfaction</i>		
In general, I was not satisfied with my order in the e-shop.	3.9750	.67023
Overall, my negative experiences outweighed my positive ones.	3.9750	.69953
Overall, I was not satisfied with the e-shop.	4.2654	.71803

This table explained descriptive statistics of dissatisfaction questionnaire. Mean \pm S. d of “On the whole, I was dissatisfied with my purchase in the e-shop” was $3.9750 \pm .67023$. Mean \pm S. d of “Overall, my negative experiences outweighed my positive experiences” was $3.9750 \pm .69953$. Mean \pm S. d of “In general, I was unhappy with the e-shop” was $4.2654 \pm .71803$.

Table 4: Descriptive Statistics of Brand Hate

Statements	Mean	SD
<i>Brand Hate</i>		
I personally want to disconnect from shopping online.	4.0217	.62114
I want to distance myself from online shopping.	3.9382	.63970
There is no way online shopping can express me.	4.1452	.69200
I am so disgusted with what online shopping represents	4.1152	.62961
I feel repelled when I think of shopping online.	4.1169	.69617
I am very averse to online shopping.	4.1686	.68911
I am so angry with online shopping.	4.0768	.69694
I am so mad at online retailers.	4.1202	.69560
I am so outraged by online shopping.	4.1152	.68799
I am so furious with online shopping.	4.1987	.67611

This table explains descriptive statistics of the brand hate questionnaire. Mean \pm S. d of “I personally want to disconnect from shopping online” was $4.0217 \pm .62114$. Mean \pm S. d of “I want to distance myself from online shopping” was $3.9382 \pm .63970$. Mean \pm S. d of “There is no way online shopping can express me” was $4.1452 \pm .69200$. Mean \pm S. d of “I am so disgusted with what online shopping represents” was $4.1152 \pm .62961$. Mean \pm S. d of “I feel repelled when I think of shopping online” was $4.1169 \pm .69617$. Mean \pm S. d of “I am very averse to online shopping” was $4.1686 \pm .68911$. Mean \pm S. d of “I am so angry with online shopping.” was $4.0768 \pm .69694$. Mean \pm S. d of “I am so mad at online retailers” was $4.1202 \pm .69560$. Mean \pm S. d of “I am so outraged by online shopping.” was $4.1152 \pm .68799$. Mean \pm S. d of “I am so furious with online shopping.” was $4.1987 \pm .67611$.

Table 5: Descriptive Statistics of Service Recovery Failure

Statements	Mean	SD
<i>Service Recovery Failure</i>		
I am not happy with how my issue had been handled and resolved.	2.0885	.76974
I'm not satisfied with how they resolved the situation.	1.9783	.80000
The way the employees resolved the problem was not satisfactory for me.	2.0200	.81351
I am not satisfied with the procedure and resources used to solve the problem.	1.9733	.85345
I believe that the firm did not provide an acceptable solution to this issue.	2.0267	1.9733
I am not satisfied with the compensation offered by the firm (restoration of service, refunding my money, etc.).	.77758	.76676

This table explains descriptive statistics of the Service Recovery Failure questionnaire. Mean \pm S. d of “I am not satisfied with the way my problem was dealt with and resolved” was $2.0885 \pm .76974$. Mean \pm S. d of “I am not happy with the way my problem was solved” was $1.9783 \pm .80000$. Mean \pm S. d of “I am not satisfied with the treatment from the employees involved in resolving the problem” was $2.0200 \pm .81351$. Mean \pm S. d of “I am not satisfied with the procedure (way of working) and the resources used to solve the problem” was $1.9733 \pm .85345$. Mean \pm S. d of “In my opinion, the firm didn’t provide a satisfactory solution to this particular problem” was 2.0267 ± 1.9733 . Mean \pm S. d of “I am not satisfied with the compensation offered by the firm (restore service. refund money and similar).” was $.77758 \pm .76676$.

Table 6: correlation coefficient between IV’S and D

Correlation Coefficient		Brand Hate	Perceived injustice	Dissatisfaction	Service Recovery	Negative Service Disconfirmation	Quality
Pearson Correlation	Brand	1.000	.357	.424	-.244	-.251	
	Hate		.000	.000	.000	.000	
			599	599	599	599	

In this table, we checked the correlation coefficient and also checked its significance between brand hate with other IVs included in this study. A total of 599 participants were included in this research. Brand hate has a 35.7% correlation with perceived injustice with it has a significant effect at a p-value of 0.000. There 42.4% correlation between brand hate and dissatisfaction but it's significant at a p-value of 0.000. there is a 24.4% negative correlation between service recovery and brand hate but it has a significant effect at p-value 0.000. negative service quality disconfirmation also has a 25.1% negatively significant effect on brand hate at a p-value of 0.000.

Table 7: Hypothesis Testing

Hypothesis		Estimate	SE	CR	p-value	Result
H1	PI→DIS→BH	.237	.021	9.005	.000	Supported
H2	NSQD→DIS→BH	.265	.030	10.072	.000	Supported
H3	DIS→BH	.292	.026	11.434	.000	Supported
H4	PI→BH	.342	.037	9.330	.000	Supported
H5	NSQD→BH	-.197	.031	-6.336	.000	Supported
H6	DIS→SR→BH	.067	.009	7.661	.000	Supported

According to our 1st hypothesis in which we are checking the DIS effect as a mediator between PI and brand hate, so there is a significant effect of DIS between PI and brand Hate on a critical ratio of 9.005 at a p-value 0.000 which supports our 1st hypothesis. In the 2nd hypothesis similarly, DIS has significant effects as a mediator in between NSQD and brand hate on a critical ratio of 10.072 at a p-value of 0.000. DIS directly has a significant effect on brand hate with a critical ratio of 11.434 at a p-value of 0.000. PI also has a significant effect on brand Hate with a critical ratio of 9.330 at a p-value of 0.000 which is supported by our 4th hypothesis. NSQD has a significant effect on bard hate at a critical ratio of -6.336 at a p-value of 0.000. in the 6th hypothesis, we checked SR as a moderator between DIS and Brand hate with a critical ratio of 7.661 at a p-value of 0.000.

Discussion

Present research study gives us valuable understanding of the relationship between bad service quality disconfirmation and felt injustice in the context of online shopping. Our study reveals that when customers experience a difference between their expected service quality and the actual service quality they receive, known as negative service quality disconfirmation, it significantly contributes to their dissatisfaction. Oliver (1980) supports the expectancy-disconfirmation hypothesis, which suggests that unfulfilled expectations significantly contribute to consumer dissatisfaction. This aligns with the assertion given above.

Another contributing reason to this discontent is the feeling of injustice, whether it is related to the distribution of resources, the fairness of procedures, or the quality of interactions. If consumers believe they have been treated unfairly, whether due to inadequate compensation (distributive injustice), unfair procedures (procedural injustice), or disrespectful treatment (interactional injustice), their dissatisfaction is intensified (Tax, Brown, & Chandrashekar, 1998). The perception of injustice intensifies the emotional response, leading to a considerably greater hatred towards the brand.

Dissatisfaction has the potential to evolve into brand hatred, a potent and enduring form of negative sentiment that intensifies over time. Kucuk (2019) defines brand dislike as a strong aversion towards a brand, which includes actively avoiding the brand and intentionally spreading negative information to destroy its reputation. As per our study's findings, dissatisfied clients genuinely have a strong propensity to feel incredibly negative about the business, and eventually to hate it. Note this since brand hatred affects companies more than consumer satisfaction. Negative word-of-mouth, or nWOM for short, is one such behavioural effect that can be linked to a mindset of intense hatred or animosity against the brand. A customer with a bad reputation for a brand will feel forced to talk about their terrible experience with that brand, claim Hegner, Fetscherin, and van Delzen (2017). This is done merely to tell people about whatever they have gone through, or

to discourage other customers from dealing with this company. Anything similar could discourage prospective customers from buying the in issue good or service. Any company might suffer greatly from bad word-of-mouth.

A very angry and dissatisfied consumer, on the other hand, will complain nonstop during the transaction. This describes the further harmful conduct expressed orally. Actually, according to research by Grégoire, Laufer, and Tripp (2010), people who have a bad impression of a brand are more inclined to express their discontent by contacting the businesses directly or by posting their complaints on social media. People may become even more angry about your brand at that point if you did not fix the initial mistake. Though it is a good habit to handle complaints well, mishandling one might make matters worse and increase brand antagonism to the maximum. Not to mention, one of the biggest fallouts from dissatisfaction and dislike of the company is not buying anything from the brand. "There is an implication that consumers place absolutely no trust or loyalty in a brand, if they choose to ignore it," say Lee, Conroy, and Motion (2009). From their research, one can conclude as much. As so, there are clear consequences to take into account for the company's profitability. Ignorance of brands: The client would completely neglect a brand if it is not concerned about helping them on every level because of the unfavourable feedback they get. We call this procedure avoiding a brand.

In conclusion, the research results have shown us that online service providers should uphold fair practices and appropriate supervision of service quality to avoid the general state of the customers from declining due to perceived dissatisfaction and resentment towards the company. We must put in place no less than perfect service recovery procedures in order to prevent these negative impacts and to ensure equity in all of the relationships we build with our clients. Future research should go further and examine these interactions in more detail to identify specific treatments that these interactions entail in order to identify specific interventions that allow online businesses to offer better experiences for their customers.

Theoretical Implications

the present study significantly add to the theoretical understanding of brand hate construct specifically among online shopping users in Pakistan. The study clearly mentions how negative service quality disconfirmation and perception of injustice during online shopping leads to feelings of dissatisfaction and how such feelings of dissatisfaction converts to hate for online shopping. In this way the present study enhances our understanding of brand hate and its causes. Cognitive appraisal theory of emotions is used by current study, which sets perfect to uncover how service quality failures affects consumers emotional responses towards certain brands. Service recovery failure has been used as a moderating variable in the study emphasizing how failure in handling consumer complaints regarding service quality failure in online shopping give rise to feeling of injustice and amplifies dissatisfaction, as a consequence of amplified effect, brand hate increases. This study is particularly helpful in highlighting the complex relation between cognitive processes and emotional responses in a consumer-brand relationship in e-shopping sector. A comprehensive framework for understanding complex nature of brand hate has been used in study providing useful guideline for both industry practitioners and managers to effectively manage emerging brand hate in online shopping.

Practical Implications

Along with the theoretical contributions of the present research, the practical contributions of the study are exclusively fruitful for the practicing managers in several ways. Stakeholders and managers can use the framework of study to access standard of services being provided to customers in order to prevent loss of a its customers. Furthermore, as the present research tells us how negative service encounters leads to brand hate so this study allows managers of different online stores to devise useful and relevant strategies to deal with dissatisfied customers. Brands can provide compensation to customers as a result of service failure. Moreover, the study shows reactions of consumers depends on how effective recovery has been offered to customers after initial service failure and if recovery has not been offered then how service recovery failure magnifies brand hate among customers of e-stores. Dissatisfied customers should be compensated with effective recovery strategies in order to retain customers and to prevent turning of dissatisfaction into hate. Therefore, this study is practically helpful in understand the whole scenario of online shopping hate and steps required to be taken to mitigate negative perceptions of online shopping consumers.

Limitations and Future Direction

On the other hand, despite the fact that it is an exhaustive study, every research project has its limitations. Faisalabad and Lahore were chosen as the locations for the study's research because of the limited amount of time and resources available. In this way, researchers in the future will be able to broaden the scope of data collecting to include other cities. As a result of time constraints, the current research study utilised a cross-sectional research design, which meant that the data was collected at a single moment in time. Additionally, the nature of the study was cross-sectional. For the purpose of obtaining more significant findings regarding the behaviour of the consumer, the research should have been conducted over a period of time that was based on longitudinal and time lag data. Furthermore, it is possible that the variables and items that were chosen will not produce comparable results for other serving sectors. In order to conduct research in the future, it is possible to examine various service quality scales and dimensions according to the distinct characteristics of the services. The potential outcomes of brand hatred were not investigated in this study; nevertheless, it is possible that future research will also investigate the implications of brand hatred. In conclusion, this study used the failure of service recovery as the sole moderating variable. It is possible for future research to take into account other traits that are considered dark, such as psychopathy and Machiavellianism, in order to investigate the impact of dark personality on brand hatred.

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