Breaking Down Brand Hatred: An Investigation of Online Shopping Discontent in Pakistan

Khadija Hassan[1*], Dr. Anum Tariq[2]

[1,2]The University of Faisalabad, Pakistan

Abstract

To understand how online shopping customers have become dissatisfied with misleading information, this research has focused on how internet retailers have misled the customers. The aim of the research is to investigate the impact of the service quality disconfirmation on negative word of mouth in online shopping sector in Pakistan. Another objective of this research is to investigate the relationship between online shoppers and brand hate through the negative word of mouth. The hypotheses show that brand hate is positively corelated to negative word of mouth, and disconfirmations due to poor service quality provided by online e-shops. Data was collected through the survey method, and the set of questionnaires were distributed to 202 individuals who were regular online shopping participants. SPSS was used for the analysis purpose, and Lahore, Pakistan, was our major data source. This research showed the relationship between the construct negative word-of-mouth, brand hate, and service quality disconfirmation. These factors are interlinked and affecting the attitudes and behaviors of online shoppers. The relationship between service quality disconfirmation and brand hate was mediated by negative word of mouth as per the finding of research. It is shown in the study that the "Failure of service quality will result in spread of negative word of mouth, which is determinant of brand hate." This also revealed the importance of negative word of mouth; therefore, we propose that to lessen negative word of mouth organizations should monitor social media and the internet to rapidly handle any unfavorable comments or responses. Open and honest communication is another method to establish trust and credibility with your consumers.

Keywords: brand hatred, online shopping, discontent, Pakistan etc.

Introduction

One of platforms available for online shopping and selling of goods and services is the internet. Online shopping allows customers to order products or services and have them delivered to their homes while they're at home. Customers can use credit cards to make purchases and visit other websites to learn more about the attributes of products. It is getting more and more convenient for the general public these days. Online shopping can be done by visiting the websites of various brands through a variety of sources, such as OLX, Amazon, and daraz.pk. People are too busy with their schedules to have the time to visit stores and browse the shelves; therefore, shopping online saves their time. Because they are psychologically content with the things they use, both in terms of quality and price, many people find online shopping to be comfortable and satisfying. These days, one may buy any kind of product or accessory online, including gadgets, travel reservations, stationery, food items, clothes, and accessories. Online websites are used for the product sales. E-trail helps sellers and buyers by removing obstacles related to time and space. Customers can purchase products on e-trail's platform with ease and access to data from above. Perhaps most importantly, online shopping relieves customers of the hassle of parking tickets and crowded stores (Bhatt, 2014). E-trail offers sellers a highly dynamic and easily accessible display area. The trend of spending is shifting due to online shopping. Its greatest benefit is that we can review the reviews or ratings left by consumers who have already used those things; reading positive reviews might make us feel good about ourselves. Without a doubt, online buying is becoming more and more popular in Pakistan (Abrar, 2017).

In Pakistan, the number of transactions conducted online for business-to-business deals, cell phone accessories, and clothing is increasing. Although Pakistani online shopping has not reached its zenith, its growth rate is gradually rising due to the country's growing daily internet usage. With US$40 million being spent on online purchases, the proportion of internet users in Pakistan in 2018 has shown exponential boom characteristics in recent years. This presents an incredibly favourable picture for the future, with estimates indicating that the size of Pakistan's e-commerce market will surpass US$850 million by 2025 (Ahmed, 2023). Although there are 88 million internet users in Pakistan out of the country's nearly 241 million total population, there are 71.7 million active social media users, 191.8 million smartphone users, and 56.7 million users who access social media via their phones. By 2025, the overall anticipated value of e-commerce is expected to surpass $20 billion (Global Digital Insights, 2023).

Asia's online shopping trend is expanding quickly, but a number of issues, including those related to price, promotions, refunds, trust, and cultural considerations, have been identified as roadblocks. While many other firms, including Amazon, eBay, and OLX, have launched their services and products and received positive feedback, the response has not been as strong as it would be in Asian nations like China, Pakistan, India, and Japan. The literacy rate is a major obstacle to online shopping in

Asian nations including Bangladesh, India, Pakistan, Sri Lanka, Malaysia, Iran, and Turkey. There are benefits to online shopping if the correct data and knowledge are given, as the literacy rate is lower than we may realise (Sims, 2022).

The main issue with online shopping is lack of trust. The majority of businesses act dishonestly, and the products are not what is displayed. This approach discourages many people from shopping online since it not only betrays the confidence of customers but also harms the reputation of reputable, well-known online businesses (Shi, 2016). While operating on a global scale, these organisations provide customers the same degree of quality, quantity, and uniqueness as sites like Amazon, eBay, and OLX, among others. Discounts and promotions are crucial when it comes to internet purchasing. Because between 60% and 80% of customers wait for their reliable brands to release special offers, limited-time discounts, and seasonal bargains during the Christmas season. Before making an online purchase, 59% of shoppers look for a discount code, and 22% of shoppers only buy products from their favourite companies when they're on sale or have a coupon (Shamout, 2016).

The formation of brand hatred in online shopping environments is a complex phenomenon that is impacted by a range of psychological, sociocultural, and economic reasons. It is imperative for academics and practitioners to comprehend the historical context of the e-commerce phenomenon in Pakistan, given its recent exponential expansion. By the end of 2020, the country's internet penetration rate was estimated by the Pakistan Telecommunication Authority (PTA) to be around 47%, with a large proportion of the populace using smartphones to access the internet (Pakistan Telecommunication Authority, 2020). The swift digitization process has enabled the growth of e-commerce platforms, providing customers with unparalleled accessibility to an extensive array of goods and services.

Online shopping has made purchasing easier and more accessible, but Pakistani customers are growing more and more displeased with some brands and e-commerce sites. Pakistani consumers frequently view online shopping as unsafe because they have doubts about the legitimacy, quality, and dependability of deliveries, according to Khan and Qazi (2020). Customer trust has been damaged and brand hatred has been stoked by incidents involving the receipt of bogus or inferior goods, as well as delivery delays or catastrophes.

Cultural influences have a big impact on Pakistani consumers' brand preferences and attitudes regarding internet purchasing. Consumer behavior and brand perceptions are influenced by Pakistani society's collectivist nature, which is defined by strong family ties and communal influence (Iqbal & Zakaria, 2016). Recommendations from friends and family as well as social approval are extremely powerful when it comes to making purchases. In addition to causing damage to a business's reputation, unfavourable experiences that are disseminated via social networks have the potential to amplify negative feelings against the brand. According to Riaz (2017), cultural norms such as "face-saving" and "saving grace" encourage individuals to keep their complaints to themselves in order to avoid social stigma. This further contributes to the discontent of consumers.

Part of the reason for the widespread hate of brands in Pakistan's online shopping environment might be attributed to economic considerations. Despite the growing middle class and rising levels of disposable income, a sizeable portion of the population continues to be price- and value-conscious (Javed & Hussain, 2018). This occurs despite the fact that the middle class is expanding. It is a universal fact that a customer will feel cheated or angry if the value he or she receives is less than what was promised. Some internet retailers' aggressive marketing and price-based advertising efforts exacerbate customer hatred and distrust for certain businesses. This study attempts to address the relationship between negative word-of-mouth, brand hate, and service quality disconfirmation in the context of Pakistan's e-commerce industry. Service quality disconfirmation is when the propounded service delivery standard differs from the actual service delivery standard. Negative word-of-mouth, a type of tale-telling where a bad opinion or experience is shared or told, is much more effective in a consumer goods-based society like Pakistan. Brand hate, which refers to the disgust and active avoidance of a specific online store, typically arises as dissatisfaction manifests itself. This creates a very intricate labyrinth that influences a client's conduct and is quite challenging for an e-retailer enterprise that aspires to build a dedicated client base and a dependable brand image. As a result, it is imperative to grasp and develop a system that aids in the reduction of dissatisfaction-driven behavior for Pakistan's e-commerce industry.

Research Questions
1. Why does service quality disconfirmation lead to negative word of mouth for Pakistan's online shopping consumers?
2. What are the causes of negative word of mouth among Pakistan's internet shopping consumers concerning service quality disconfirmation?
3. What causes negative word of mouth to drive brand hate?

Research Objectives
- To determine the effect that service quality disconfirmation has on negative word of mouth in Pakistan's online shopping.
- Find how negative word of mouth has an effect on brand hate in Pakistan's online shopping.
- Understand the relationship between negative word of mouth and brand hate.

Literature Review
Service Quality Disconfirmation
As a part of consumer behavior research, service quality disconfirmation is a measuring tool that helps to assess the difference between what a consumer expects and the actual service they get from a provider. The core of the event is critical about how people perceive brands and how satisfied they are when shopping online in Pakistan. According to Parasuraman et al. (1985), "customers' perceptions of the actual service delivery may be better or worse than they had expected, which leads to disconfirmation of service quality." This dissonance can either improve or worsen the customer's attitude towards their service experience depending on how the actual service delivery surpassed or failed the customers' expectations. During online shopping, service quality is directly influenced by product quality, the website that either helps to search for something quickly

or wastes a lot of a person's time, and the reliability and quickness of delivery or customer support service. A company's ability to meet the customer's standards or exceed them directly depends on how you understand this concept. According to Sweeney and Soutar (2001), consumers' satisfaction and loyalty to your online shopping market depend significantly on how a person feels about the service quality.

According to Smith and Vogt (1995), angry customers are more likely to spread negative information about a business by complaining to other people. This could affect what other customers think and do. When people in Pakistan shop online, negative word-of-mouth about poor customer service can have a big effect on the brand's image and people's trust in it. This is especially true on social media sites and review websites where people can say what they think.

Bhatti et al. (2017) say that Pakistani buyers are more concerned with service quality when they buy things online, like how quickly their orders are filled, how well the website works, and how quickly they get help from customer service. As a result, discrepancies between the service levels that are provided and those that are expected might cause consumers to feel differently about their whole shopping experience, which in turn affects how they perceive the brand.

Ali and Hussain (2016), customers' opinions of service quality have a big influence on how much they trust e-commerce sites and how eager they are to make purchases online. As a result, incidents of inconsistent service quality have an impact on both the satisfaction of specific customers and the development of general perceptions of online shopping among Pakistani consumers. Online businesses looking to acquire a competitive edge and cultivate customer loyalty must maintain continuous and high-quality service delivery in an ever-evolving e-commerce landscape marked by fierce rivalry and rapid technology improvements.

Negative customer service experiences have a long-lasting effect on consumers' opinions of a company, frequently leading to a decline in trust and loyalty (Cheema and Imran, 2016). In Pakistan, where consumers continue to be sceptical of and cautious about e-commerce platforms, cases of disconfirmation in service quality can seriously damage brand equity and jeopardise initiatives to build strong ties between brands and consumers. Therefore, in order to successfully handle customer issues, limit negative effects, and improve overall brand performance, online retailers operating in the Pakistani market must have a thorough awareness of the causes and implications of service quality disconfirmation.

Negative Word of Mouth

Word-of-mouth advertising was essential for informing consumers about the product, the business, and its standing in the industry (Talwar et al., 2021). Customers who have had either favourable or negative experiences with the brand and its reputation in the past are usually involved in word-of-mouth advertising (Nguyen et al., 2021). While solely studying positive and negative verbal interchange, the bulk of authors have mentioned it. Rather than consumer exchanges regarding current items, it is usually described in terms of educating respondents about new products (dissemination of innovations). An examination of initiatives investigating the impact of unpleasant news on clients (Donthu et al., 2021). Expressions of active responses might be either direct or indirect. Indirect active actions include complaints, such as anti-brand websites and anti-brand acts, whereas direct active actions include retaliatory behavior and negative word-of-mouth (Furrer et al., 2021).

Gois et al. (2009), brand hatred leads to a wish to avoid or a desire for vengeance. In contrast to the latter, which speaks of "customers' urge to punish and bring harm to firms for the damages they have caused," the former arrests "customers' need to distance themselves from any dealings with the firm." declares that the degree to which a customer harbours hatred influences the consequences of hatred.

Kucuk (2019) makes the argument that when people participate in acts of hatred, it is frequently not totally their own feelings but rather the result of prejudices that are influenced by society. To put it another way, the individual or thing that is being disliked is frequently the subject of the hatred because society has instilled a negative image about them. This is not necessary about a direct personal hatred from the individual; rather, it is about mirroring larger biases that are prevalent in society. Word of mouth stood out from the mainstream press and media in a special way. The set of respondents is compelled to trust negative data when someone publicly supports it or purposely provides a negative review. (Casidy et al., 2021).

Brand Hate

Brand hatred shows a negative emotional connection between the brand and consumers, whereas brand love shows a nice and pleasant relationship between customers and the brand (Aziz and Rahman, 2022). In addition to being linked to customer behavior that conveys negative feelings by boycotting or disliking company items, brand hatred is also linked to the deliberate rejection or disregarding of a brand (Zhang and Laroche, 2020). Dissatisfaction had only been shown to account for a very small portion of complaining behavior, despite the fact that discontent was a substantial trigger for complaining behavior (Fetscherin, 2019). Based on their reaction to their least satisfied customer experience, just 20 to 35 percent of those customers had complained to the marketer.

Brand hate is the intensity of a person's hate for a specific brand. The variety of emotions that one feels in a hostile atmosphere is referred to as the "brand hate phenomenon". It encompasses sentiments of disgust (Rodrigues et al., 2020), aversion, and humiliation (Noor et al., 2021). When a consumer is misled by a brand and grows hateful of it, they will constantly attempt to diminish or at least disparage it (Curina et al., 2020). According to Fahmi and Zaki (2018), hate is prevalent but conveyed with a relative lack of favour when interpersonal ties are strong. They just walk away, or they give up on the topic. Thus, we may argue that when customers have a strong emotional bond with a brand, they will be more likely to be hateful of the brand if they see a change in the firm's actions or an ideological shift that differs from their own.

Name Hate speech is defined as negative statements made, either in public or privately, about a brand's commercial endeavours. Customers' initial feedback on this technique is overwhelmingly negative due to its small size. The degree of dissatisfaction then determines the strength of hate, which governs the phenomenon of hatred. Previous researchers thought that was a significant factor in negative word-of-mouth (Kucuk, 2019). Customers start using all of their resources and

influence to spread negative data about the brand. They intend to ensure that everyone who is currently a customer or who might become one would think twice before buying anything from that company, in addition to damaging the brand's reputation. Their ruthless defamation aims to punish the brand and identify the people accountable for the mistake. In a manner similar to this, voters who don't like a political party start critiquing it in an attempt to undermine it. When sizable portion of voters express this viewpoint, it might become extremely detrimental to the party.

The effect of this kind of defamation, however, depends on the size of the voter group that is engaged in the process, as a political party is a far bigger entity than a single voter (Bayarassou et al., 2020). Respondents buy goods from the market to fulfil their desires and requirements. After a negative product experience, consumers are less likely to stick with a firm or purchase from them again because they may feel awful about the product or disregard the brand as a result of their negative encounter. This can be the result of a product flaw resulting from usage, warranty, or expiration dates (Kucuk, 2019). This is why the research on customer hatred in consumer-brand relationships remains incomplete. It is critical for businesses to recognize these phenomena more routinely, given customers' increased capacity to both positively and negatively affect others (Cioppi et al., 2019). Brand attitude cognitions encompass the general positive and negative feelings and evaluations that customers have about a brand (Akram et al., 2022). These mental processes encompass the broader feelings that customers experience toward the brand in the form of shock, dread, despair, and wrath (Abbasi et al., 2022). To explain the cognitive processes behind brand hate, Zhang and Laroche (2020) catalogue and name these thoughts. These thoughts are critical in explaining why customers have such strong neutral thoughts and opinions regarding particular brands (Jabeen et al., 2022). This study contributes to an understanding of the mental processes behind consumers' reactions to brands, which has implications for the development of advertising and brand management approaches. Brand betrayal is an absurd manifestation of dissatisfaction with a brand. In actuality, these two conditions can erode customer resentment, impair brand connections, and diminish brand trust. Therefore, this inquiry is relevant and significant (Pauls et al., 2022).

As a result, these emotions are more resistant to experiencing a decline in one's sense of self or to experiencing anxiety following the termination of the brand. Furthermore, because the relationship criteria have not been compromised, discontent should be more reluctant to jeopardise the brand connection itself, hence preventing feelings of negative luck (Hossny, 2022; Reimann et al., 2018). Customer are against the brand seems to be sparked by dissatisfaction (Ali et al., 2020; Kim et al., 2019). Under-satisfaction of assumptions for a utilisation objective is a sign of dissatisfaction (Oliver, 2014). It stands to reason that the more notable the under-satisfaction of the utilisation objective (Madadi et al., 2021) (i.e., the more customers feel let down, the more customers will detest the brand). Brand hatred often results from feelings of dissatisfaction with goods or services that do not live up to expectations or from a belief that businesses do not bear enough responsibility for maintaining morally righteous goals and values.

Consumer anti-branding behaviors, which include acts like distancing oneself from the brand or expressing direct criticism and hostility against it through brand avoidance, are commonly observed as manifestations of the phenomenon of brand hate (Khan et al., 2019; Wai Lee et al., 2021; Yigit & İrfanoğlu, 2020). Consumers will avoid a particular brand due to its quality failure or unmet expectations from a particular brand (Kumar & Nayak, 2014; Yigit & İrfanoğlu, 2020), will feel disappointment (Tan et al., 2021), and will start hating brand as a consequence of poor quality (Akrout & Mrad, 2023). The emergence of online platforms has made it possible for people to communicate anonymously, which has resulted in an increase in grievances and negative experiences with businesses (Awasthi et al., 2012; Kour et al., 2019).

Theoretical Framework

Brand hate is a very important and rare construct with regard to consumer behavior literature. It involves extreme negative feelings and brand aversion that leads to anti-brand behavior (Hegner, Fetscherin, & van Delzen, 2017). The Theory of Planned Behavior (TPB) states that behavioral goals, attitudes, subjective standards, and perceived behavioral control drive individual behavior (Ajzen, 1991). Brand hatred is a result of bad encounters that alter Pakistani internet shoppers' opinions towards brands, influencing their online purchases and social media posts.

Brand hatred is often caused by service failure and poor recovery, especially in e-commerce (McCollough, Berry, & Yadav, 2000). Pakistan's internet shopping infrastructure is still developing; therefore, customers often experience delayed deliveries, poor customer support, and low-quality products. EDT gives a solid foundation for understanding these processes. EDT implies customers create expectations from past experiences. Dissatisfaction and brand hatred result when performance falls short of consumer's expectations (Oliver, 1980). Understanding the disparity between expected and actual service quality is crucial to analysing brand hatred in Pakistan's online buying sector.

Psychological Contract Theory (PCT) highlights consumer brand expectations. PCT, originally created in organisational behavior to characterise employee-employer interactions, has been used to consumer-brand relationships to emphasise consumers' implicit promises and obligations (Rousseau, 1995). Misleading ads or missed promises can cause betrayal and brand animosity in Pakistani online buying. This theoretical perspective emphasises the importance of trust and reliability in consumer-brand relationships and brand hatred prevention.

Social Identity Theory (SIT) illuminates brand hostility collectively. According to SIT, social groups shape people's identities (Tajfel & Turner, 1986). Online groups allow like-minded consumers to vent about brands. Anti-brand communities in Pakistan express their issues on social media and consumer review platforms, fostering brand hatred (Kucuk, 2016). Social identity impacts individual attitudes and mobilises collective actions against companies in these communities.

Pakistan's strong collectivism and power distance affect consumer brand expectations and reactions (Hofstede, 1980). Family and community perspectives shape customer experiences and brand perceptions in collectivist societies. The huge power distance in Pakistan means that consumers may be less tolerant of perceived injustices from powerful institutions like large e-commerce brands. This cultural context illuminates the rise of brand animosity in internet shopping.

The Technology Acceptance Model (TAM) helps explain Pakistani internet commerce adoption. Technology adoption is driven by perceived usefulness and simplicity of use, according to TAM (Davis, 1989). Online buying might be viewed as complicated and risky in Pakistan, where digital literacy is low. Technological hurdles and service failures might increase brand animosity. Reducing unpleasant consumer experiences and improving online buying requires addressing these technology issues.

Research Gap

The idea of brand hate reveals a number of research gaps in the context of service quality disconfirmation. The concept of brand hate was operationalized by Kucuk (2019) as hot, cold, and cool brand hate, and it was linked to brand personality. Instead of focusing on the marketing context, Zhang and Laroche (2020) investigated brand hate as active brand hate and passive brand hate using psychological measures. Talwar et al. (2021) investigate the origins and effects of brand hatred. Rodrigues et al. (2020) conducted study on brand hate in cross-channel service contests in recent studies. A research observer discovered that consumer brand connection studies lacked data on brand hatred (Kucuk, 2019). Empirical research and the creation of new scales are required (Noor et al., 2021). Nguyen et al. (2021) demanded more research to examine the negative feelings and the murky aspects of the relationship between consumers and brands. Researchers like Kucuk (2019) argue that the moderating influence of customer personality has to be investigated. The mediating effect of negative word of mouth on service quality disconfirmation and brand hatred is investigated in this study. The proposed model is presented in figure 1.
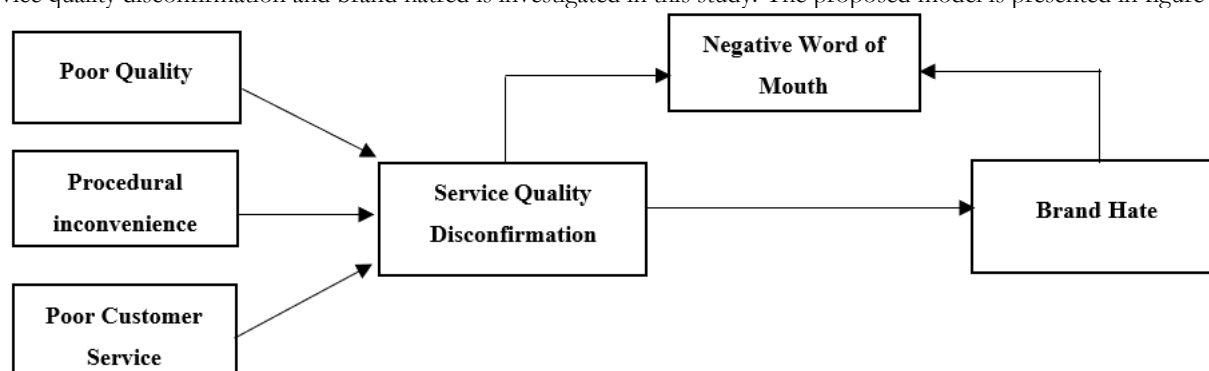

Figure 1: Theoretical Model for Brand Hate

Hypothesis

H_1: Service quality disconfirmation (poor quality, procedural inconvenient, poor customer service) significantly affects negative word of mouth.
H_2: Brand hate is significantly linked to negative word of mouth.
H_3: Negative word of mouth from service quality disconfirmation indirectly affects brand hate.

Research Methodology

For the purpose of gathering data from respondents in Lahore, self-administered survey was utilised. The questionnaire was distributed in Lahore at shopping malls and universities, with the request that respondents fill it out voluntarily. The questionnaire was distributed in order to acquire the data from the samples, the method of purposive sampling was being utilised. By using purposive sampling, one can acquire data from respondents who are genuinely interested in the topic at hand while avoiding those who are not serious about the issue. Questions for screening, such as would you ever like/hate an online shopping? for the goal of ensuring that the respondents are agree with the objectives of the research, is a question that is asked of the respondents. For the purpose of this investigation, a total of 500 questionnaires were distributed, and 241 responses were obtained. Following the completion of the analysis of missing values, the final samples included exactly 202 respondents. Two distinct sections were included in the questionnaire for the survey. The purpose of the first segment is to evaluate the respondent's characteristic profile. Twenty-five items are included in the second portion, which is designed to measure five different research factors. For service quality disconfirmation, self-administrated four items were used to quantify the poor quality, four items were used to measure poor customer service and for measuring procedural annoyance, four items were used. For brand hate, six items that were adapted from Kashif et al. (2021) were used to measure. For negative word of mouth could be quantified using five items that were adapted from Kashif et al. (2021). SPSS v. 25 was used for analysis of data using explanatory analysis techniques.

Results

Table 1 shows that 71.3% of the sample identified as female, while 28.7% of the sample was male. When it came to age distribution, the group of people who were 31–40 years old made up the greatest share of the sample (47.5%), followed by those who were 18–30 years old (30.7%) and 41–50 years old (21.8%). In terms of education, the majority of respondents (38.1%) had completed college, while 17.3% had completed university education. A lower percentage (25.2%) reported having completed college education, while 19.3% reported being illiterate. Furthermore, 73.3% of respondents indicated they like online shopping, while 26.7% said they didn't like it. This suggests that a vast majority of respondents had a preference for online buying.

Table 1: Demographic Information *(N=202)*

Variable		frequency (f)	Percentage (%)
Gender	Male	58	28.7
	Female	144	71.3
Age	18-30 Year	62	30.7
	31-40 Year	96	47.5
	41-50 Year	44	21.8
Education	School Level	51	25.2
	College Level	77	38.1
	University Level	35	17.3
	Illiterate	39	19.3
Like Online Shopping	Yes	148	73.3
	No	54	26.7

Table 2 shows "Pakistani online shopping platforms often deliver low-quality goods" has a mean score of 3.7426, which suggests a modest degree of agreement among the participants. This implies that a sizable percentage of respondents believe there are problems with the quality of the products when they shop online in Pakistan. Similarly, there was less agreement with the statement "Online purchases in Pakistan sometimes have problems or flaws not apparent in product descriptions or photographs," which obtained a mean score of 1.7277. This implies, therefore, that some respondents have encountered disparities between the advertised products and the actual items they received. The statement "Pakistani online shopping sites offer uneven and low-quality products" also has a mean score of 2.0248, indicating that respondents have a similar opinion. Finally, the statement "I've found that most online shopping sites in Pakistan offer low-quality products compared to traditional retail locations" received a mean score of 1.5842, which indicates a relatively strong agreement among respondents and raises questions about the general standards of quality of Pakistani online shopping platforms. Significant unhappiness with procedural inconveniences associated with internet shopping in Pakistan was stated by the respondents. The statement "Pakistani online shopping platform customer support is unresponsive and unhelpful when I have concerns with my purchases" has a mean score of 1.8515, indicating a high degree of agreement among respondents, indicating that a significant number of them have problems with customer support responsiveness. The statement "Pakistani online shopping platforms rarely address my product quality or delivery complaints" also has a mean score of 1.8960, which raises more questions about how well customer care handles complaints from customers. The statement "I often have trouble contacting customer help for online purchase issues" received an extraordinarily high mean score of 4.4851, indicating that contacting customer support while experiencing problems with online purchases is a common challenge for respondents. The statement "Pakistani online shopping sites often deliver poor customer service, and they often make me annoyed and unhappy" had a mean score of 3.8713. This score shows that a lot of people are unhappy with the level of customer service.

Respondents from Pakistan also faced problems with inadequate customer service during their online purchases. This score reveals a high level of dissatisfaction with the delivery service quality among the consumers. The users from Pakistan also encountered issues with unsatisfactory service quality while purchasing goods online. The statement "I often have a hard time checking out, paying for, or keeping track of my online orders in Pakistan" yielded a mean score of 1.6089, which means that over 60% of respondents reported issues with order tracking and checkout. The statement "I have a difficult time navigating and finding things in Pakistani online shopping sites because they're poorly maintained" yielded a mean score of 3.8069, which indicates a high level of dissatisfaction with website quality and navigation. The statement "I often have problems with the delivery of online shopping purchases in Pakistan" yielded a mean score of 1.7228, which means that the respondents regularly experience delivery problems. The statement "Online shopping in Pakistan sucks because the websites are poorly maintained, and it's a hassle to check out and receive" yielded an average score of 2.0099.

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

Statements	Mean	SD
Poor Quality		
Pakistani online shopping platforms often deliver low-quality goods.	3.7426	1.13430
Online purchases in Pakistan sometimes have problems or flaws not apparent in product descriptions or photographs.	1.7277	.44624
Pakistani online shopping sites offer uneven and low-quality products.	2.0248	1.11274
I've found that most online shopping sites in Pakistan offer low-quality products compared to traditional retail locations.	1.5842	.87266
Procedural Inconvenience		
Pakistani online shopping platform customer support is unresponsive and unhelpful when I have concerns with my purchases.	1.8515	.79032
Pakistani online shopping platforms rarely address my product quality or delivery complaints.	1.8960	.75580
I often have trouble contacting customer help for online purchase issues.	4.4851	.50102
Pakistani online shopping sites often deliver poor customer service, leaving me annoyed and unhappy.	3.8713	1.13439
Poor Customer Service		
I often have trouble checking out, paying, or monitoring orders online in Pakistan.	1.6089	.48921

I have trouble navigating and finding things on Pakistani online shopping sites due to their poor management.	3.8069	1.13618
I often have delivery issues while online shopping in Pakistan.	1.7228	.44874
Online shopping in Pakistan can be difficult due to website operation, checkout, and delivery concerns.	2.0099	1.08811

Table 3, the response to the question "Spread the negative word of mouth about this brand" was 1.5891, indicating that most respondents did not agree with this behavior. Comparably, the statement "Criticise this brand in front of my friends" has a mean score of 1.8119, which denotes a significantly larger level of disagreement. Nonetheless, there is a moderate amount of agreement with these behaviors indicated by the higher mean scores for the lines "Tell my friends not to buy anything from this brand" and "Try to influence a lot of people to reject this brand." This shows that respondents are more likely to actively work to deter people from supporting this brand and to discourage others from buying its items. Remarkably, respondents strongly agreed with the statement "Always share my feelings about this brand," which obtained a substantially higher mean score of 4.4604. This implies that respondents are more inclined to share their opinions—whether favourable or negative—with people in their social circles about the brand.

Table 3: Descriptive Statistics of Negative Word of Mouth (NWM)

Because others are also using the same brand and it has become very common in my circles, I will		
Statements	**Mean**	**SD**
Spread the negative word of mouth about this brand	1.5891	.86644
Criticize this brand in front of my friends	1.8119	.78179
Tell my friends not to buy anything from this brand	1.8713	.75526
Always share my feelings about this brand	4.4604	.49967
Try to influence a lot of people to reject this brand	1.5743	.86785

From Table 4, "Others use this brand, I feel insulted" obtained a mean score of 1.8614 showing a low degree of agreement among the participants. The statement "Others use this fashion brand; I do not tolerate this brand and its company" also has a mean score of 1.9059, indicating a similar level of mild disagreement. The statement "The world would be a better place without this brand because now others use it" on the other hand, received a mean score of 4.4802, which is strongly indicative of significant agreement among respondents and suggests a general feeling of contempt towards the brand. In a similar vein, the statement "I'm totally angry about this brand because others are using it" had a mean score of 3.8663, which indicates a high degree of agreement and strong negative feelings related to the brand's popularity. Nonetheless, a lower mean score for some statements indicated a lower level of agreement. The statement "Because others are now using this brand, I feel it as awful" has a mean score of 1.6089, which indicates a moderate level of agreement among the respondents.

Table 4: Descriptive Statistics of Brand Hate (BH)

Statements	Mean	SD
Others use this brand, I feel insulted.	1.8614	.79838
Others use this fashion brand; I do not tolerate this brand and its company.	1.9059	.75710
The world would be a better place without this brand because now others use it.	4.4802	.50085
Because others are using this brand, I'm totally angry about this brand.	3.8663	1.14473
Because others are now using this brand, I feel it as awful.	1.6089	.48921
Because others are using it for their advantage, I hate this brand.	3.7772	1.14382

Table 5 show that there is a positive association between service quality disconfirmation and negative word of mouth, as indicated by the correlation coefficient of .242 between SQD and NWM. This implies that there is a propensity for negative word of mouth to increase in tandem with perceptions of service quality disconfirmation. There is a positive association between brand hate and service quality disconfirmation, as indicated by the correlation coefficient of .155 between SQD and BH. This implies that there may be a little tendency for brand hate to rise in tandem with perceptions of service quality disconfirmation. There is a positive association between negative word of mouth and brand hate, as indicated by the correlation coefficient of .210 between NWM and BH. This implies that there is a minor propensity for brand hate to increase along with an increase in negative word of mouth.

Table 5: Correlation

	SQD	NWM	BH
SQD	1		
NWM	.242	1	
BH	.155	.210	1

Table 6, service quality disconfirmation is positively correlated with negative word of mouth, according to Hypothesis 1 (SQD -> NWM). Service quality disconfirmation strongly affects consumer negative word of mouth, as shown by the p-value of 0.000 and critical ratio of 3.586. Hypothesis 2 (BH -> NWM) explores brand hate and negative word of mouth. The estimated 0.254 shows a positive link between brand hate and negative word of mouth, with a p-value of 0.000 and a critical ratio of

5.940. This shows that brand hate considerably spreads poor brand evaluations among customers. Hypothesis 3 examines the indirect relationship between service quality disconfirmation, negative word of mouth, and brand hatred. The indirect effect of negative word of mouth from service quality disconfirmation on brand hatred is positive at 0.080. This indirect association is statistically significant, with a p-value of 0.000 and a critical ratio of 1.615, supporting the idea that negative word of mouth mediates service quality disconfirmation and brand hatred.

Table 6: Hypothesis Testing

	Hypothesis	Estimate	SE	CR	p-value	Result
SQD→ NWM	H_1	.282	.079	3.586	.000	Supported
BH→ NWM	H_2	.254	.043	5.940	.000	Supported
SQD→NWM→BH	H_3	.080	.050	1.615	.000	Supported

Table 7 show that the F-value is 216.885. With the help of this F-value, the overall significance of the regression model may be evaluated. In this research, the F-value is extremely significant, and the p-value (Sig.) is.000, which indicates that the regression model is statistically significant.

Table 7: ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	94.982	1	94.982	216.885	.000b
Residual	134.884	201	.438		
Total	229.866	202			
a. Dependent Variable: BH					
b. Predictors: NWM, SQD					

Discussion

The obtaining results sheds light on the prevalent impressions that consumers have regarding the quality of service, the inconvenience of procedures, negative word of mouth, and opposition to the brand. Based on these statistics, it is evident that consumers in Pakistan frequently face problems that are associated with items of poor quality, procedures that are inconvenient, and customer service that is not sufficient. These worries add to the bad feelings people have about certain companies. That fits the idea that service quality and the overall customer experience greatly impact people's thinking and behavior, as other studies have already shown (Zeithaml et al., 1996; Sweeney et al., 2000). With it, the likelihood of negative word of mouth and brand hatred increases at the same time people think they receive less quality service. Finally, bad word of mouth and the hatred of the brand connection demonstrate that, when people are told bad things, they are more likely to say bad things about the company too. According to previous research (Cheung et al., 2009; Ha et al., 2018), most of these aspects correlate with other ones when it comes to people's consumer behavior. With all the crucial estimates, this study has shown that not only doubts about the quality of the service but hatred of the brand cause negative word of mouth. The study on the indirect effect has shown that doubts about the quality of the service cause brand hatred because of bad word of mouth (Van Vaerenbergh & Vermeir, 2013; van Doorn et al., 2010). This study's results demonstrate what kind of domino effect service failures have on people's brand attitude and how people make those assessments. The results of this study also show how all these factors interact with each other very delicately.

Because the F-value is so important, it's clear that diversity plays a big part in how people feel and act towards brands. Two pieces of writing, Richard et al. (2003) and Korschun et al. (2014), talk about how diversity management can help create positive brand and customer views. As the body of research that stresses the importance of diversity management grows, this result fits in with it.

Theoretical Implications

This research contributes to the existing body of knowledge on brand hatred among online consumers in Pakistan by establishing a correlation between negative word of mouth, service quality disconfirmation, and brand hatred. This intervention emphasizes the significant impact of consumer dialogues on amplifying dissatisfaction resulting from service failures. The study adds to existing service quality models by highlighting the role of social transmission of consumer experiences in creating brand hatred. This perspective not only enhances discussions on service quality and brand management but also prompts a reevaluation of customer service strategies. It underscores the importance of addressing both direct and indirect effects of service failures in the digital marketplace.

Practical Implications

From a practical perspective, the proposed mediation argument insists that explicit and implicit positive social exchanges must be improved by managers. However, brand contempt from customer dissatisfaction limitations should be addressed. First, proactive and reactive customer care should be prioritized to manage service quality disconfirmation effectively without progressing to brand hatred via negative word of mouth. Real-time monitoring tools and response protocols should be implemented to identify and rectify issues as early as possible. Second, a strong focus on customer service representatives would enable effective problem-solving, granting workers the confidence to take action and adjust plans at the point of control, thus serving valued customers.

Third, companies can inversely reduce negative online shopping perceptions by boosting positive word of mouth among potential customers. Customer reward programs aimed at generating positive feedback from customers can significantly improve attitudes. Establishing thorough follow-up measures after service interactions is essential. When customers describe their satisfaction and commit to the brand, it reduces the likelihood of negative feedback and increases long-term loyalty. This approach suggests that understanding and implementing these strategies will help companies prevent negative public perceptions and ensure long-term brand reliability and social value.

Conclusion

In conclusion, the extensive research reveals the intricate phenomena of brand hate, negative discourse, and customer dissatisfaction. The authors revisited the relationships between brand hate (BH), negative word of mouth (NWM), and service quality disconfirmation (SQD). Customers in Pakistan frequently encounter poor-quality products and inadequate customer service. This gap leads to negative sharing with close ones and deep-seated brand hatred. Additionally, the relationships between the constructs were clarified, indicating that negative word of mouth mediates the connection between service quality disconfirmation and enshrined brand hate.

Future Research Directions

Based on the current study findings, valuable extensions could be seen in evaluating the phenomenon under context-specific conditions in different cultures and countries. While this study conducted the analysis from the perspective of online shopping consumers in Lahore, Pakistan, it would be particularly interesting to verify whether the relationships indicated above are universal to be generalized for people residing in other cities or even countries with distinct socio-economic status and behavioral patterns. Such comparative studies might shed light on the cultural dimensions' role in shaping consumer reactions to service quality disconfirmation through the first-moment effect of NWM and brand hate. Furthermore, a longitudinal approach may help to track the changes in the identified relationships in time and understand better how brand hate persists or disappears among consumers.

Future research could also manipulate the moderation variables to find out in what circumstances the identified structural links vary due to the influence on the strength and direction of the effect. Consumer loyalty status, previous brand's history, or personal strengths in terms of personality differences should be evaluated to see how factors influence the mediating role of NWM between service quality disconfirmation and brand hate. Moreover, those studies could apply more advanced data analysis and machine learning algorithms to analyze large data samples from multiple platforms to enhance the results' robustness and power of generalization. Thus, such extensions would broaden the theoretical understanding of the investigated phenomena and provide practical implications for online retailers to better manage negative consumer outcomes.

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