

Antecedents of Brand Hate: Mediating Role of Customer Dissatisfaction and Moderating Role of Narcissism

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Abstract

The purpose of the current study is to investigate the impact of antecedents of brand hate with the mediating effect of customer dissatisfaction and moderating effect of narcissism in the cellular industry. This study utilizes appraisal theory of emotions to examine the phenomena of brand hate. A survey questionnaire is administered to collect the data from cellular subscribers in Pakistan. Data analysis is conducted using partial least squares structural equation modelling PLS SEM with Smart PLS software. The results confirm that perceived price unfairness, poor call quality, procedural inconvenience and poor customer services were significant predictors of dissatisfaction which further leads to brand hate. The results also demonstrate that narcissism strengthens the relationship between customer dissatisfaction and brand hate. The findings of the study offer practical implications for industry stakeholders to understand that adverse service experience resulting in consumer brand hate and development of marketing strategies according to customer orientation and type of personality.

Keywords: brand hate, narcissism, procedural inconvenience, cell phone service providers, cellular subscribers.

1. Introduction

Consumer brand relationships have significantly transformed the marketing theory and practice into a relationship-based approach from a transactional perspective (Fetscherin and Heinrich, 2014). Relationship marketing believes in interactions with stakeholders

and building networks to enhance customer value and long term profitability (Payne and Frow, 2017). Relationships and interactions are influenced by emotions and feelings (Van Tonder and Petzer, 2018). Most of the marketing literature till to date focuses on the positive emotions of consumption intentions, such as emotional attachment (Grisaffe and Nguyen, 2011), customer loyalty (Jaiswal and Niraj, 2011), affection (Yim, Tse and Chan, 2008) and brand love (Batra et al., 2012; Aro et al., 2018). However, not all consumers have a similar relationships with brands (Alvarez and Fournier, 2016). Where some consumers display feelings of love for specific brand, others may feel negative emotions towards that brand (Khan and Lee, 2014). Negative emotion is a state of mind when someone feels sad, dissatisfied, angeriness, or hatred toward other object (Romani et al., 2012). When a firm fails to meet customer expectations, customer experience negative emotions like anger and hate, and adopt coping behavior such as retaliation, negative word of mouth, complaining to reduce the effect of dissonance (Do et al., 2019). Though negative emotions are found as the most displayed set of emotions (Choraria, 2013), people are more likely to recall negative events rather than the positive ones, and the tendency of reinforcing negative over positive emotions have stronger impact (Laczniak et al., 2001). The concept of emotions is well studied and acknowledged as important construct in psychology literature (Ito et al., 1998; Graham et al., 2008), consumer behavior studies (de Hooze, 2014), and neuroscience-based studies (Zeki and Romaya, 2008). However, the literature on negative emotions toward brand is scarce and has gained the attentions of marketing scholars very recently (Correia Loureiro, 2018; Kucuk, 2019; Curina et al., 2020). Negative emotions may develop in the result of service failure (Kucuk, 2018). Technological revolution of recent times equipped consumers with authority to raise voice for their negative experiences and feelings instantly on social media (Kucuk, 2019). Organizations are facing a constant threat from this consumer empowerment, so by reinforcing them to study the antecedents of such deep negative emotions (Hegner et al., 2017; Bryson and Atwal, 2019).

1.1 Brand Hate and Personality

The sentiments of consumers about the brands define the likelihood to either purchase or avoid a brand (Fetscherin et al., 2019). Like other relationships, consumer-brand relationships can either be positive or negative (Bagozzi et al., 2017). A negative relationship described as brand hate (Zarantonello et al., 2018) needs to be studied in association with its relationship with consumer's personality (Veloutsou and Guzmán, 2017). The consumers have different personality traits with varying levels of ability to love or hate something (Kucuk, 2019). Brand hate may get intensified with respect to personality of consumers such as narcissistic trait and unforgiving nature etc. (Fetscherin, 2019). In most cases, it was found that consumers do not find a fit between their own personality and brand personality, and this misfit leads towards brand hate. While in some cases, consumers could not find common a ground to associate brand with their personality and hate those brands (Kucuk, 2019).

1.2 Significance of the Services Sector

The services sector can assume an influential role in the development of an economy. Undeniably, it is agreed that the services sector contributes more than 60 percent share in

the Gross domestic production (GDP) and presented as a model sector in the services industry that acts as a stimulus for other services sectors (PTA, 2018). In services sectors, cellular services sector is acknowledged as one of the significant contributors of economy and accounted for 50% of foreign direct investments in 2019 (PTA, 2019). The cellular market of Pakistan is open and deregulated, serving as the level playing field for services operators. The tele density of the country reached to 74.4% and ranked fourth in the world. Total revenue reaches to 488 billion rupees. The cellular market is shared by four service providers: Jazz 37 % (Mobilink plus Warid), Telenor 29 %, Zong 20.5 %, and Ufone 13.5 % (PTA, 2018). The last decade was more difficult for cellular service providers in Pakistan. Cellular companies are facing this situation due to expensive and considerable investments in 3G/4G networks. According to the PTA (2019), earlier reports and webpage indicator, market shares are changed between four cellular providers such that Jazz and Telenor fall in market share, while market share of Zong and Ufone has increased. This change in market share is happening due to portability which is a process by which one user can switch to another network withholding the same cell number. When a subscriber feels discomfort or dissatisfaction from services of a brand he/she has an option to easily switch to another brand. This is the outcome of a brand hate with the previous brand (Fetscherin, 2019).

Brand hate is a consumer disinterest from brand. Brand hate of cellular users is growing due to service quality failure, and this service quality failure is a multidimensional concept, such as call quality, procedural convenience, customer support, value-added services, and price, etc. Kucuk (2019) stated that failure to meet consumer perception of service quality leads to dissatisfaction. Brand hate is a consumer detachment from brand due to deeply held negative emotions (Kucuk, 2018). Brand hate is relatively new concept and examined in different context such as macro-level and micro-level brand hate (Kucuk, 2018), Cool hate, hot hate, simmering hate, burning hate and boiling hate (Fetscherin, 2019), active and passive brand hate (Hegner et al., 2017), attitudinal and behavioral brand hate (Kucuk, 2019) and self-congruity (Islam et al., 2019). Some of the research observers also attempted to study brand hate concept in services industry such as Bryson and Atwal (2019) and Curina et al. (2020). This study seeks to examine the antecedents of brand hate with the mediating effect of dissatisfaction and moderating effect of narcissism in the cellular industry. This study is mainly based on mobile-services issues, which is a well-recognised model to study the service quality-related satisfaction or dissatisfaction of cellular services (Kim and Yoon, 2004; Huang, Lin and Fan, 2015; Mannan et al., 2017; Aslam and Frooghi, 2018).

The primary underpinning goal of this study is to investigate the relationship of perceived price unfairness, poor call quality, procedural inconvenience, and poor customer service, and customer dissatisfaction. Besides these relationships, this study has further checked the moderating impact of narcissism as a personality trait between dissatisfaction and brand hate. The research questions for the study are given below:

- Does customer perception of price unfairness, poor call quality, procedural inconvenience, and poor customer service have a significant impact on customer dissatisfaction?

- Does customer dissatisfaction act as a mediator between antecedents of customer dissatisfaction (i.e., perceived price unfairness, poor call quality, procedural inconvenience, and poor customer service) and brand hate?
- Does narcissism (as a personality trait) act as a moderator between customer dissatisfaction and brand hate?

It is affirmed that literature shows both managerial implications and theoretical perspectives. The existing literature encompasses a preliminary overview leaving behind the gap for in depth quantitative exploration (Zarantonello et al., 2016). This study explains the user's negative behavioural emotion (i.e., brand hate), its antecedents in the cellular industry of Pakistan. Further, the study considers the moderating role of narcissism between customer dissatisfaction and brand. Narcissistic behavior consumer strengthening the brand hate behavior as they demand more self-respect feels own self more respected, they have lack of empathy and required unique services (Johnson and McGuinness, 2014; Herman, 2015).

For a sustainable consumer-brand relationship, it is vital to understand negative emotions. Negative emotion regarding brand leads to the extreme negative emotion of brand hate and associated outcome (Kucuk, 2019). This research can enhance the existing body of knowledge and act as a base study for future researchers in the process of brand hate. Besides, this research can help managers and marketers to anticipate on the motivations of consumers who hate a brand and, with that, prevent a negative identity for the company. Further, this study is particularly helpful in the cellular service sector to provide direction on how to avoid brand hate and how to manage a sustainable relationship with consumers.

The below section of the literature review primarily discusses the antecedents of customer dissatisfaction from services related factors, i.e., perceived price unfairness, poor call quality, procedural inconvenience, and poor customer service. Besides this brand hate, other attributes (customer personality traits) are also discussed. Also, the subsequent section encompasses the method and data analysis.

2. Literature Review

2.1 Brand Hate (BHAT)

The concept of brand hate is gaining focus, as several scholarly articles are published such as (Fetscherin, 2019; Fetscherin et al., 2019; Curina et al., 2020). This concept explains a wide range of negative emotions and is defined as: "consumers detachment from a brand and its associations as a result of consumers intense and deeply held negative emotions" (Kucuk, 2019; Kucuk, 2019). Recently, at least three different streams of research on branding have alarmed for more exploration of the negative emotions experienced by the consumers during the consumption process. Fournier and Alvarez, (2013) Park et al. (2013) are first to highlights the importance of negative consumer-brand relationships and call for further investigation. Secondly, the prior literature demonstrated that anti-brand groups exist, and consumers join together to share their negative experience and emotions regarding certain brands and discuss the strategies to cope the hated brands (Krishnamurthy and Kucuk, 2009; Hollenbeck and Zinkhan,

2010). This behavioural response of consumer is of a particular concern for brands that are highly appreciated and loved; at the same time, such highly accepted brands are subjected to hate too, as explained by "negative double jeopardy" concept (Kucuk, 2008). Third, the marketing literature exhibits how the consumers develop negative emotions as brand hate while they are going through the negative experience (Grégoire et al., 2009; Jain and Sharma, 2019). Such negative feeling leads to adverse consequences for business organisations and associated brands, while consumer complains and avoids brand affiliation (Fetscherin, 2019).

The extent of literature about the negative consumers-brands relationships have concentrated their focus on products or without the distinction of services and products (Knittel et al., 2016; Davvetas and Diamantopoulos, 2017; Sudbury-Riley and Kohlbacher, 2018). However, only a few studies attempted brand hate in a services context (Islam et al., 2019, Curina et al., 2020). Within the domain of negative emotions of customers, brand hate is a recent and understudied phenomenon (Bryson and Atwal, 2019).

2.2 *Perceived Price Unfairness (PPUN)*

Perceptions about the monetary value of products or services refers to the mental weighing between value gained and value sacrificed while using a product or service (Suri et al., 2003; Sahut et al., 2016). Any mismatch resulted out of this assessment is called an unfairness. Herrmann et al., (2007) stated that perceived price unfairness is considered as the divergence between the internal reference price and the external reference price. However, value in terms of monetary aspects is considered as the exchange between consumer and seller (McMahon-Beattie, 2002). Customers' perception about monetary value is the key contributing factor in customer satisfaction (Mcdougall and Levesque, 2000). According to Xia et al. (2004), concepts of price unfairness are louder and purer as compared to fairness. When a consumer uses product or service, they can easily recognise what is unfair, while it becomes hard to analyse what is fair.

On the same side, specifically for the services industry, there are significant predictors for the switching behaviour of consumers (Hong et al., 2008). Accordingly, to the equity theory (Adams, 1965), price unfairness is the customer perception of a difference in price and quality among the competitors' price and quality delivered (Kaura et al., 2015). When perceived quality balances costs, it creates positive perceived monetary value, which in turn increases customer satisfaction, while when costs outweigh perceived quality, it leads to customer dissatisfaction (Herrmann et al., 2007). When the value scarifies, outweigh the value gain customer feel dissatisfaction (Dodds et al., 1991). For the seller, consumer's perceptions of price unfairness might lead to unfortunate outcomes such as negative word of mouth, negative relationship, switching, or revenge related behaviours. (Dodds et al., 1991; Khandeparkar et al., 2020).

Consumers perceive a price to be fair if the outcome of the transaction is reasonable and up to some standards (Xia et al., 2004). Consequently, price unfairness arises when consumers perceive the outcome of transactions unequal or unsatisfactory (Oliver and Swan, 1989). These perceptions about the unfair price precede customer dissatisfaction

(Nimako et al., 2012). Hence perceived price unfairness of brand may influence dissatisfaction and complaint behaviour (Bozkurt and Gligor, 2019; Katyal et al., 2019; Riquelme et al., 2019). Thus, the consumer perception of price unfairness arose an appraisal of customer dissatisfaction. Hence based on the existing body of literature, it can be hypothesised:

- **H₁**: Perceived price unfairness leads to customer dissatisfaction.

2.3 *Poor Call Quality (PCQU)*

Call quality is considered as a core element of service quality or technical part of service quality in cellular industry. Call quality is the key driver for customer perception about the service in the telecom (Mannan et al., 2017; Lema, 2020). Core service quality in terms of cellular quality refers to mobile network providers ability to enable their customers to use their offerings (such as the internet, communications, voice of call), area coverage, without interruptions (Kim et al., 2004). A number of studies found the service quality as a significant predictor of customer satisfaction (Ahn et al., 2006; Suyanto et al., 2019, Kumar et al., 2017). Customer perceptions about service quality represent the difference between customer expectation before use and evaluation of actual performance after use (Asubonteng et al., 1996). It was suggested that service quality should comprise of both service outcomes and service delivery (Lehtinen and Lehtinen, 1991). Considering the role of technology in mobile telecommunication services, service quality should be conceptualised as a technological outcome that customers receive.

Several studies found technological aspects in the context of mobile telecommunications services as a predictor of customer satisfaction (Hosseini et al., 2013; Huang et al., 2015; Hadi et al., 2019). The call quality (mobile calls and internet calls) of the cellular service providers has a significant role in the shaping of satisfaction or dissatisfaction of the customer. It is proposed that poor call quality of cellular services significantly influence customer dissatisfaction level. Hence based on the existing body of literature, it can be hypothesised:

- **H₂**: Poor call quality leads to customer dissatisfaction

2.4 *Procedural Inconvenience (PINC)*

Procedural convenience may refer to the suitability of performing actions as per requirements (Dabholkar et al., 1996). It was found that the procedures involved are more important in determining perceived outcomes rather than the actual outcomes (Kim et al., 2018). The core value failure includes the procedural delays, wrong billings, service mistakes, long ques, delayed response to queries and other service catastrophes (Gautam, 2015, Heo et al., 2017). Perceptions about the procedures are considered as the essential contributing element to increase the likelihood of satisfaction that will be essential for the emergence of long-term relationships (Gómez-Suárez, 2019). On the other side, the most significant reason for service switching, as explained by 44% of customers is core service failure (Keaveney, 1995). It is also found that service encounter failure, employee responsiveness to a service failure, pricing, and inconvenience are significant predictors of mobile network switching behaviours (Aslam and Frooghi, 2018). More importantly, feelings about the procedures are more likely to define the outcomes like

satisfaction/dissatisfaction. Hence based on the existing body of literature, it can be hypothesised:

- **H₃:** Procedural inconvenience leads to customer dissatisfaction.

2.5. Poor Customer Service (PCSE)

Quality of customer services/care is considered as one of the crucial factors for customer retention (Turnbull, Leek and Ying, 2000). Customer care is defined as the exchange of information between firms and customers in response to the queries via face to face, email, or telephone (Gerpott et al., 2001). Brown (2014) found different aspects of customer care as accessibility which represents the level of convenience customer may feel while doing business with firm; availability represents the provision of assistance when needed; affability is the friendliness of employees with customers; agreeability terms as saying 'yes' to possible customer request and deny respectfully whenever not possible; accountability refers to the liability owned to issues and needs; adaptability, is modifications in dealing as per customers desires and ability is the measure of the provision of an appropriate solution to customers. It was found that superior customer care increases the likelihood of customer satisfaction (Chen and Cheng, 2012). It was found that the perceptions about customer support service are a crucial element to customer satisfaction (Reibstein, 2002), and lack of customer care, inadequate quality, and price create dissatisfaction (Helms and Mayo, 2008). It is also found that service failures, service encounter failure, employee responsiveness to service failure are strong predictors of mobile network switching behaviours (Aslam and Frooghi, 2018). In line with the earlier literature, it can be hypothesised that:

- **H₄:** Poor customer service leads to customer dissatisfaction.

2.6 Customer Dissatisfaction (CDIS)

Customer dissatisfaction is known as disconfirmation (Oliver, 1980). The discrepancy between hopes/expectations and actual outcomes defined as disconfirmation (Zhang and Vásquez, 2014). However, customer dissatisfaction is well-thought-out as the result of an individual's affective and cognitive process (Venkatesh and Goyal, 2010). Mostly, negative emotions develop due to an unfavorable experience of a product or service (Yang and Mattila, 2012). In services context, service-related factors such as service failure, inconvenience, and price as antecedents of dissatisfaction and its effects on customer negative emotion (Yang and Mattila, 2012; Banda and Tembo, 2017). Hence based on the existing body of literature it can be hypothesised:

- **H₅:** Customer dissatisfaction leads brand hate.

2.6.1 Customer dissatisfaction as mediator

The perceptions about price unfairness, poor call quality, low-level procedural convenience, and lack of customer support lead dissatisfaction among customers. These customer perceptions are considered as antecedents of customer dissatisfaction. Literature acknowledged dissatisfaction as a determinant of brand hate (Bryson and Atwal, 2019). As individuals perceive that brand may cause dissatisfaction, the likelihood to feel

negative emotions like brand hate will be high (Hegner *et al.*, 2017). Bougie, Pieters and Zeelenberg (2003) also found dissatisfaction as a mediator between services related factors and negative customer behaviour. Many firms face ongoing customer disliking towards their brands. Sometimes disliking cannot be considered dissatisfaction due to lack of brand love, but results are customer termination and retaliation activities. Analysing customer's hate towards brands might help the firm's reply successfully and stop it. Thus, it can be proposed that:

- **H₆**: Customer dissatisfaction acts as a mediator between perceived price unfairness and brand hate.
- **H₇**: Customer dissatisfaction acts as a mediator between poor call quality and brand hate.
- **H₈**: Customer dissatisfaction acts as a mediator between procedural inconvenience and brand hate.
- **H₉**: Customer dissatisfaction acts as a mediator between poor customer service and brand hate.

2.7 Narcissism (NARC)

Narcissism (as a Personality Trait) refers to "a sense of grandiosity, coupled with a strong need to obtain attention and admiration from others" (Thomaes *et al.*, 2013). In literature, a variety of terms are used to explain narcissism such as self-esteem (Barry, Loflin and Doucette, 2015). Researchers have suggested that relationship styles, as well as environmental factors, can affect personality traits such as narcissism (Paulhus and Jones, 2015). Narcissism has a greater tendency towards interpersonal problems, misbehavior, and mental disorder in the form of adverse outcomes (Lee-Rowland *et al.*, 2017, Fastoso, F., Bartikowski, B., & Wang, S., 2018). Narcissistic individuals indulge in the superiority complex and are very keen on others' evaluations (Turel and Gil-Or, 2019). They cannot regulate their emotions and have a lack of tolerance (Raskin and Terry, 1988). Narcissists are the ones who are low in agreeableness and high in openness (Rose, 2002). Therefore, it is essential to understand its effect on specific emotions, such as negative emotion/brand hate.

2.7.1 Narcissism as Moderator

Customers select brands related to their psychological traits or self-concept (Sung & Huddleston, 2017). Hence, according to Rosenberg *et al.*, (1995), self-concept is considered as consumer's feelings and thoughts about himself as an object. Based on earlier literature, particularly on functional congruence, it can be inferred that a lack of utilitarian aspects of product/services creates brand hate. Hence, in a product, functional congruence characterises the ideal features that consumers want. In the service sector, service quality is a mixture of individual elements that matters to the customer (Griffith and Lee, 2016). Earlier researchers have found causes for product or service failure, such as unfavourable store environment, high prices, and absence of quality that create brand hate (Hegner *et al.*, 2017). From product or services quality context, functional incongruence might create customer dissatisfaction as well as brand hate. Brand hate also has been examined from the self-congruity theory from both perspectives, i.e., functional, and symbolic incongruency (Islam *et al.*, 2019). The current study further extends the existing body of literature by offering the moderating role of narcissism between customer dissatisfaction and brand hate. The literature highlights the emotional

status/strength of narcissists and their allied reactions are different from ordinary consumers. Based on these arguments, this study proposes that:

- **H₁₀**: Narcissism acts as a moderator between customer dissatisfaction and brand hate.

2.8 Theoretical Development based on Cognitive-Appraisal Theory

This study attempted to examine the concept of brand hate by using the appraisal theory of emotion as a theoretical lens. Cognitive-Appraisal theory stated that emotions are caused by an appraisal of the stimulus from the expectation and difficult to control. So, it starts from a factor that acts as a stimulus, then move to the cognitive process of appraisal, which leads to emotions (Arnold, 1960). So, for the process of brand hate from its service failure (PPUN, PCQU, PINC, PCSE) (stimuli), which creates dissatisfaction (cognitive appraisal), and dissatisfaction leads brand hate (emotion). Besides this process, the user personality-related factor used as a moderator (narcissistic) that strengthens the relationship of the cognitive process of customer dissatisfaction and emotions of brand hate.

2.9 Research Gap

The review of literature on brand hate concept opens several research gap in services context. Kucuk (2018) operationalized the concept of brand hate as cold, cool, and hot brand hate and associate the brand hate with brand personality. Zarantonello et al. (2016) examined the brand hate as active brand hate and passive brand hate in terms of psychological measures rather than marketing context. Hegner et al. (2017) explore the causes and consequences of brand hate.. In recent studies, Curina et al., (2020) researched brand hate in service contest of the cross channel. Research observer found dearth of research on brand hate in consumer brand relationship studies (Curina et al., 2020; Kucuk, 2018). There is need for empirical studies and development of new scales (Zarantonello et al., 2016). Furthermore, Fetscherin, (2019) called for further investigation to explore the negative emotions and the dark side of the consumer-brand relationship. Some of the research scholar such as Kucuk, (2019) demand to examine the moderating effect of consumer personality. The above mentioned gaps and call for future research demand further research for a comprehensive understanding of brand hate. This study aimed to fill these open literature gaps through developing a conceptual model based on appraisal theory of emotion in context of cellular industry. Specifically, this study postulated PPUN, PCQU, PINC, PCSE as predictors of customer dissatisfaction which lead towards brand hate. This study also examine the mediating role of customer dissatisfaction and moderating role of narcissism.

The proposed model is presented in figure 1.

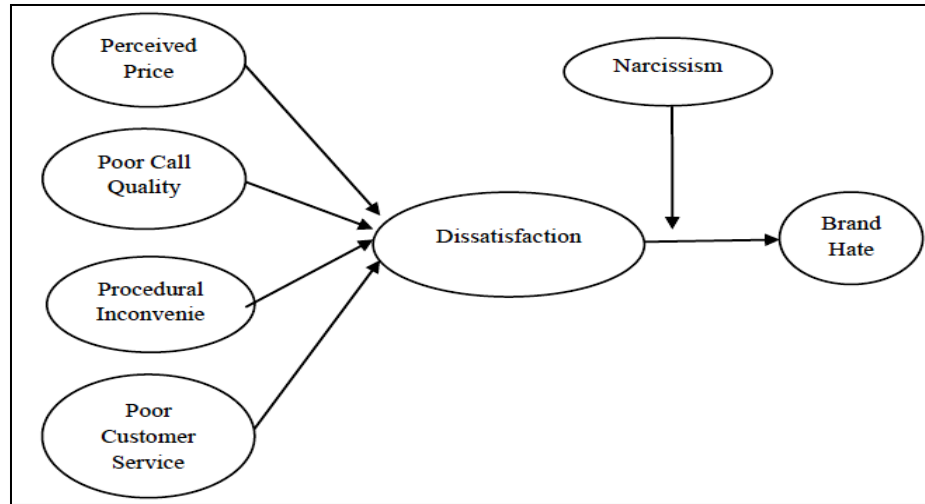


Figure 1: Theoretical Model for Brand Hate

3. Research Methodology

3.1 Sampling and Procedure

A self-administered survey was employed for obtaining data from cellular subscribers (i.e., Ufone, Telenor, Mobilink, and Zong) in Pakistan. The questionnaire was administered at shopping malls, parks, universities, and offices in metropolitan cities of Pakistan with a request to fill the questionnaire voluntarily. The questionnaire was pilot tested for 50 cellular subscribers to ensure the validity and reliability of the survey. The purposive sampling method was used to collect the data from cellular subscribers. Purposive sampling provides the advantage to collect from genuinely interested respondents and avoid non-serious respondents. Screening questions such as do you ever dislike/hate any telecom brand? Is asked from the respondents to make sure that the respondents are in line with the purposes of the research. In this study, total 1000 questionnaires were administered and received 641 responses. After missing values analysis, the final samples consisted of 606 subscribers, producing a 60.6 percent response rate.

3.2 Measures

The survey questionnaire constituted of two sections. First section is intended to measure the respondents profile. Second section is comprised of thirty-two items to measure seven study variables. The perceived price unfairness and poor call quality measured with four items each, adapted from Mannan et al. (2017). Poor customer service was measured with six items adapted from Mannan et al. (2017). Procedural inconvenience was measured with four items adapted from Aslam and Frooghi (2018). Customer dissatisfaction measured with three items adapted from Mannan et al. (2017). Brand hate was also measured through six items adapted from Hegner et al. (2017). The moderating

variable of narcissism was measured with thirteen items adapted from (Paulhus and Jones, 2015). A seven-point Likert scale, with anchors ranging between 1 "strongly disagree" to 7 "strongly agree" is used to record the responses.

3.3 Data Analysis

In current decade survey-based research, structural equation modelling (SEM) works as a tool of the trade. This tool has two method approaches: covariance-based (CB-SEM) and variance-based SEM (Henseler and Chin, 2010). Second one become more used tool in marketing studies and commonly used tool through PLS method (Steenkamp and Baumgartner, 2000; Hair et al., 2012). This method of SEM objective aiming to explain variance and prediction of dependent variable while on other side CB_SEM aims to repeating the theory(J. Hair et al., 2017). In current research, main aim of study is to explain the antecedents of brand hate and focus is to find the variance and prediction in brand hate rather than testing the theory of brand hate. So PLS SEM is good tool for analyses of data through Smart PLS.

4. Results

4.1 Descriptive Statistics

The demographic characteristics of statistical results show that the observed sample of the population consists of young adults. The other factors include education, gender, and brand currently using.

4.2 Common Method Bias

As per the recommendation of (Podsakoff et al., 2003), there might be an issue of common method bias in data when data was obtained from a single source. In PLS-SEM, the standard method bias issue tackled through the analysis of overall variance inflation factor (VIF) as recommended by (Kock, 2015), and the results must equal to or less than 3.3. In the current study, the overall VIF observed between 1.697 to 2.91. Therefore, there is no serious issue of common method bias.

4.3 Measurement Model

Table 1: Measurement Model Results

Variable	Items		λ	A	CR	AVE
Perceived Price Unfairness	PPU1	Prices for calls by my mobile network operator are unfair.	0.79	0.78	0.86	0.60
	PPU2	Prices for SMSs by my mobile network operator are unfair.	0.79			
	PPU3	Prices for internet services by my mobile network operator are unfair.	0.79			
	PPU4	Discount offers by my mobile network operator are unattractive.	0.73			
Poor Call Quality	PCQ1	I face significant voice call quality issues	0.76	0.77	0.85	0.59
	PCQ2	I face significant call drop issues.	0.76			
	PCQ3	I am not satisfied with the area coverage of the network.	0.74			

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	PCQ4	I am not satisfied with the speed of the Internet.	0.81			
Procedural Inconvenience	PIN1	An insufficient number of retailers/kiosks (franchises).	0.76	0.78	0.85	0.60
	PIN2	Shorts hours of operations at retailers.	0.82			
	PIN3	Long transaction processing time at the franchise.	0.72			
	PIN4	Limited choices in prepaid phone cards.	0.80			
Poor Customer Service	PCS1	The personnel at the call centers are not friendly.	0.74	0.79	0.85	0.60
	PCS2	The call centers do not help provide proper solutions.	0.75			
	PCS4	Customer care centers do not help providing proper solutions.	0.78			
	PCS6	The customer care centers are not	0.82			
Customer Dissatisfaction	CDI1	I am not satisfied with my current mobile network operator.	0.81	0.71	0.83	0.63
	CDI2	According to me, my mobile network operator does not meet all the reasonable requirements.	0.74			
	CDI3	My mobile network operator does not meet my all needs.	0.66			
Brand Hate	BHA1	I am disgusted by my network operator	0.80	0.82	0.88	0.65
	BHA2	I do not tolerate my network operator.	0.80			
	BHA3	The world would be a better place without my	0.80			
	BHA6	I hate my network operator.	0.82			
Narcissism	NAR2	I hate being the center of attention. (reversal)	0.85	0.88	0.91	0.59
	NAR4	I get bored hanging around with ordinary people.	0.69			
	NAR5	Many group activities tend to be dull without	0.81			
	NAR8	Those with talent and good looks should not hide them.	0.77			
	NAR9	I like to get acquainted with important people.	0.70			
	NAR12	I have been compared to famous people.	0.82			
	NAR13	I am likely to show off if I get the chance.	0.71			
λ : factor loadings, A: Cronbach Alpha, C.R.: Composite Reliability, AVE: Average Variance Extracted						

In this research, to assess the measurement model initially, factor loadings (λ) of all items were examined. The factor loadings of all items are above threshold value 0.50 except six items (NAR1, NAR3, NAR6, NAR7, NAR10, and NAR11) of narcissism and two items of brand hate (i.e., BHA4 and BHA6) that are dropped as per the recommendation of Hair et al. (2017). To ensure the validity and reliability of constructs engaged in this study, we used four necessary tests to ensure the internal consistency, convergent validity, and discriminant validity (Hair et al., 2011). The minimal required threshold for all constructs is met as Cronbach's alpha (α) and composite reliability (C.R.) resultant values of all constructs are greater than 0.70 (Fornell and Larcker, 1981, Hair et al., 2017). Moreover, average variance extracted (AVE) values of all constructs are greater than 0.50 (Hair et al., 2012). Therefore, results write down acceptable reliability and convergent validity, results are given in Table 1. Discriminant validity also exists as per the criterion of

Fornell and Larcker (1981). The square root of AVE of all constructs is greater than their respective correlation values that assured that discriminant validity existed.

4.4 Structural Model

The outer model that is also known as structural model has been examined through PLS-SEM technique using Smart PLS software. Bootstrapping procedure has been adopted in current study for the analysis of structural model that is recommended by (Hair et al., 2013). While the p-value represent the significance of path which is < 0.5 and if it is > 0.5 than this cut-off value mean that hypothesis is not significant and not supported. Coefficient beta also obtained that show the strength of relationship of path from exogenous variables (PPUN, PCQU, PINC, PCSE) to endogenous variables (CDIS, BHAT).

Firstly, the main aim of this study is to focus on model assessment with investigation of direct-relationships and secondly to examine the hypothesised relationships between the variables via inner model. In current research 10 hypotheses have been tested, all hypothesis has significant p value and supported. However, Figure 2 reveals the influence of every latent construct on brand hate. The Figure 2 displays the output results generated with the help of Smart PLS 3.2.6, clearly illustrate the path p-value, coefficient value also the standard errors. Based on these standard values the hypothesis decision has been made about each hypothesis significance level (Ringle et al., 2015).

At the outset, H₁ proposed that PPUN has a significantly positive impact on CDIS. Figure 2 and Table 2 prove a positive significant association among PPUN and CDIS ($\beta = 0.21$, p-value=0.00) supporting H₁. H₂ articulated that PCQU have a significantly positive influence on CDIS. Figure 2 and Table 2 prove there is a significant association among PCQU and CDIS ($\beta = 0.14$, p-value=0.00) supporting H₂. H₃ predicted that PINC have a significantly positive influence on CDIS. Figure 2 and Table 2 prove the significant relationship between PINC and CDIS ($\beta = 0.50$, p-value=0.00) supporting H₃. Similarly, H₄ predicted that PCSE has a significantly positive influence on CDIS. Figure 2 and Table 2 prove a positive significant association among PCSE and CDIS ($\beta = 0.09$, p-value=0.00) supporting H₄. H₅ predicted that CDIS have a significantly positive influence on BHAT. Figure 2 and Table 2 illustrate a positive strong relationship between CDIS and BHAT ($\beta = 0.65$, p-value=0.00) supporting H₅.

Mediation analysis is also performed to study the mediating effect of customer dissatisfaction. The result of the specified indirect effect showed that customer dissatisfaction mediates the relation between perceived price unfairness and brand hate, which confirms the H₆ ($\beta = 0.13$, p<0.00). Likewise, the value of the specified indirect effect showed that customer dissatisfaction mediates the relation between poor call quality and brand hate, which confirms the H₇ ($\beta = 0.09$, p<0.00). In the same way, the value of the specified indirect effect showed that customer dissatisfaction mediates the relation between procedural Inconvenience and brand hate, which confirms the H₈ ($\beta = 0.32$, p<0.00). In the last, the result of specified indirect effect showed that customer dissatisfaction mediates the relation between poor customer service and brand hate which confirms the H₉ ($\beta = 0.06$, p<0.00).

Table 2: Structural Model Results

Hypothesis	Relationship	β	p-value	Decision
H ₁	PPUN→CDIS	0.21	0.00	Supported
H ₂	PCQU→CDIS	0.14	0.00	Supported
H ₃	PINC→CDIS	0.50	0.00	Supported
H ₄	PCSE→CDIS	0.09	0.00	Supported
H ₅	CDIS→BHAT	0.65	0.00	Supported
H ₆	PPUN→CDIS→BHAT	0.13	0.00	Supported
H ₇	PCQU→CDIS→BHAT	0.09	0.00	Supported
H ₈	PINC→CDIS→BHAT	0.32	0.00	Supported
H ₉	PCSE→CDI→BHAT	0.06	0.00	Supported
H ₁₀	CDIS*NARC→BHAT	0.10	0.00	Supported
* represent interaction term between customer dissatisfaction and narcissism, β : path coefficients PPUN: Perceived Price Unfairness, PCQU: Poor Call Quality, PINC: Procedural Inconvenience, PCSE: Poor Customer Service, CDIS: Customer Dissatisfaction, NARC: Narcissism, BHAT: Brand Hate				

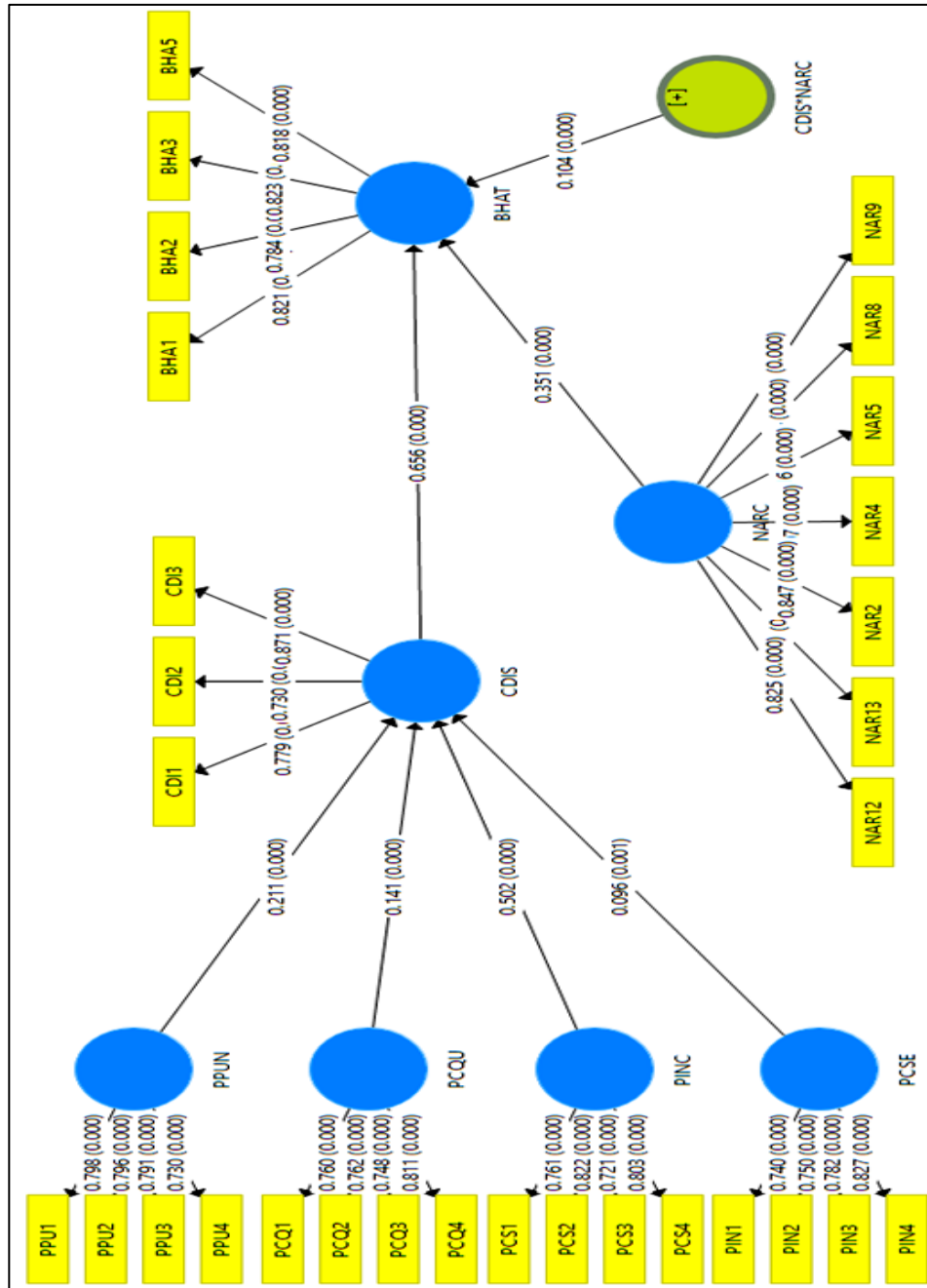


Figure 2: Structural Model and Path Analysis

A test of moderation, as illustrated by Ramayah et al. (2011), that the moderator variable selected for this research narcissism affects the strength of association among the dissatisfaction and brand hate. This study used product indicator approach for moderation analysis using Smart PLS 3.0. Therefore, to analyze the moderating effect, the researcher run PLS algorithm to get the beta coefficient values. The statistical results for the moderating effect of narcissism between the CDID with a cellular service provider and BHAT to prove significant relationship, supporting H₁₀ ($\beta = 0.10, p < 0.00$). The results of table 3 and figure 2 show that narcissism further strengthens the relationship between CDIS and BHAT. The graphical representation of the moderating relationship given in figure 3. In this figure as a high narcissistic behaviour so there is more BHAT.

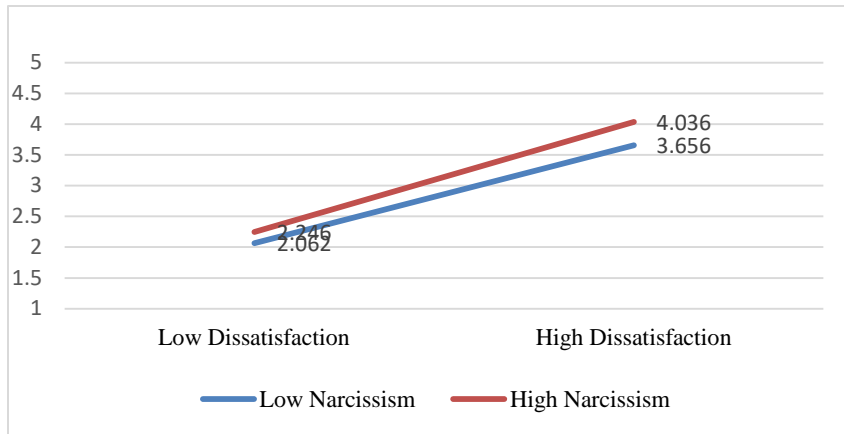


Figure 3: Moderating Role of Narcissism

According to Hair et al. (2017) standardized the R² value for the behavioral research, and a value above than 0.2 is considered high and acceptable. In current exploration, the constant of determination value (R²) for CDIS with (PPUN, PCQU, PINC, PCSE) is 0.775 and in terms of BHAT later of CDIS is 0.934. Further, the study opts for the blindfolding technique to evaluate the relevance of exogenous variables and models, which is a simple reuse procedure (Hair et al., 2017; Mikalef and Pateli, 2017). Hair et al. (2017) defines the procedure as "This technique is a combination of function fitting and cross-validation, and examines each construct's predictive relevance by computing changes in the criterion estimates (Q²)", and recognizes an outcome value of Q² > 0 show predictive relevance of the model. This study results for blindfolding technique (Q²) show that CDIS with (PPUN, PCQU, PINC, PCSE) is (Q²=0.458) and for BHAT is (Q²=0.597) having satisfactory predictive relevance as the values are above the cut off level.

5. Discussion

The current research was intended to examine the concept of brand hate by utilizing the theoretical lens of appraisal theory of emotion. The theoretical model was tested by using the data of cellular subscribers. The statistical results show that stimuli factors PPUN, PCQU, PINC, and PCSE characteristics of service influence the user appraisal CDIS level with the service. This CDIS develops aversive negative emotion of BHAT.

These results are in line with the earlier findings of (Hegner et al., 2017; Islam et al., 2018; Zarantonello et al., 2018). As such studies confirm that BHAT created from negative experience and CDIS is a disconfirmation state which arose from services failure (PPUN, PCQU, PINC, PCSE) in cellular industry.

The results of the structural model showed that the likelihood of CDIS is higher if brand prices are perceived as unfair. Results confirm the earlier findings as customers feel more satisfaction when the brands cost less and is fair as compared to competing brands of identical features. In a dynamic price-setting, there might be price variation over the period (Haws and Bearden, 2006). Consumers perceive price difference as unfair, or all the costs do not consider to be proper. These feelings of unfairness resulted in dissatisfaction of the customers and required to educate customers about the fairness of the price. Results for call quality showed that poor call quality resulted in dissatisfaction of the customers. Customers are expecting good call quality for a satisfying experience (Kim et al., 2004). The quality of call provided by a cellular company to use their services significantly change the level of satisfaction of the customers. Poor call quality may result in a disruption during use of services, which leads to customer dissatisfaction. Procedural convenience was also found as a significant contributing factor towards the dissatisfaction of the customers (Lis and Fischer, 2020). Customers felt more satisfaction with user-friendly producers. The negative feeling towards procedures resulted in dissatisfaction of customers. Procedural inconvenience being the core value failure, increase the likelihood of customer dissatisfaction. When customers feel hard to opt for the procedure to purchase services in an effective manner, they feel dissatisfied with those services. It was also found that customers are also seeking better customer support services. The services offering with poor customer services precedes towards customer's dissatisfaction (Mannan et al., 2017). Customers need their quires to be addressed whenever they asked for it. Furthermore, sometimes they require more information for better use of services. Poor customer support service is a sign of unsupportive behavior that significantly contributes to customer dissatisfaction. Results are also in support of the proposition that negative emotions are usually the result of an unfavorable experience. Findings showed that customer with a higher level of dissatisfaction has unfavorable service or purchase experience that cause brand hate (Yang and Mattila, 2012). Customers believes to receive the expected or greater than their expectations. These undesired outcomes cause dissatisfaction among customers that arose hate towards those brands. Customers' feelings about that brand may cause dissatisfaction to increase the feeling of brand hate. Results are also in support of the significant moderating effect of narcissists between dissatisfaction and brand hate (Kucuk, 2019). Consumers are looking to create a fit between their personality and personality of brands. If consumers found misfit between their personalities with brand personalities, the propensity to hate those brands is high. Narcissists consumer have a greater sense of entitlement and consider they are better than others and deserve more than ordinary. Thus, they are more likely to hate those brands they are dissatisfied with.

5.1 Theoretical Contribution

This study increments the existing literature in multiple ways. First, this study enhances the current literature on the cellular industries of Pakistan and addresses the adverse consumer experience with service delivery standards. Second, the study increases the literature and theory through testing and validation the conceptual model, which include service quality dimensions for cellular industry and confirmed the results of (Mannan et al., 2017) and (Hegner et al., 2017). The structure successfully applied service quality standards to study consumer dissatisfaction and brand hate. Further, this study is the first in the domain of cellular services that have successfully incorporated the process of brand hate according to appraisal theory of emotion. In addition, this study uses the moderating role of narcissism, which further elaborates on the role of an individual's personality characteristics in developing brand hate and confirmed the results of (Kucuk, 2019). Thus, the proposed and empirically examined structure will be helpful literature to understand why some consumers have a negative feeling towards certain cellular service providers.

5.2 Practical Implementation

Besides the theoretical contributions, the current study makes some valuable practical considerations for practising managers. First, the study is helpful for the managers and other stakeholders to evaluate the service standards following the structure provided in this study to avoid consumer base loss. The active consumer base is forefront in organisational success. Second, the study highlights the critical role of adverse service experience and consumer brand hate. Managers can design the service structures to tackle the dissatisfied consumer in a better manner, such as offering some other incentives to avoid customer loss. Third, the study introduces the role of narcissism with dissatisfaction and brand hate model, which shows that consumer response to brand hate can vary depending on the type of the personality of an individual customer. Business leaders can train their customer interaction teams with skills to tackle the consumer according to their orientation and type of personality.

5.3 Limitations and Future Direction

Although it is a comprehensive study, but every research work has a limitation. The study was conducted in Islamabad and Rawalpindi due to time constraints and financial resources. Thus, future researchers can expand the circle of data collection from other cities. The current research study used cross-sectional research design where data was collected at one point of time and the nature of study was cross-sectional because of time restraint. Ideally, the study should have been spread over a time based on longitudinal and time lag data for drawing more meaningful results about the behaviour of the consumer. Moreover, the selected variables and items might not supply comparable results for other servicing segments, for future research, different service quality scale and dimensions can be checked according to the nature of services. The outcome of brand hate not tested in this study, and the future study may also check the consequences of brand hate; in last, this study takes the narcissism as the only moderating variable. Future research can consider the other aspects as dark triad, such as Psychopathy, and Machiavellianism to check dark personality impact on brand hate.

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