

Relationship Between Social Corporate Disparage, Indigent Corporate Philanthropy, Consumer Recognition Leading to Consumer Disenchantment : Assessing the Moderating Role of Gender

*Ashutosh Rai*¹

*Udit Chawla*²

*Subrata Chattopadhyay*³

Abstract

Purpose : Effective brand management is critical to the success of any organization. Managing the animosity and hostility of customers is one crucial aspect. In the marketplace, brand hatred is common and has the power to damage a company's reputation seriously. Consumer trust could be undermined by this kind of animosity, which might stem from perceived shortcomings, ethical dilemmas, or competitive competition. This study aimed to examine the moderating role of gender on consumer recognition, business philanthropy for the impoverished, societal-corporate disrespect, and consumer disillusionment.

Design/Methodology/Approach : Structured questionnaires were used to collect the data. Data was gathered by visiting shopping malls in major metropolitan areas across India. AMOS 26.0 was used for analysis purposes. Systematically, this study tested the validity of all the constructs.

Findings : Comparatively speaking, women have a positive moderating influence on consumer recognition, consumer disillusionment, corporation discredit in society, and impoverished corporate giving. Customers' disillusionment is greatly influenced by societal-corporate disparity, poor corporate generosity, and customer recognition.

Practical Implications : The study could help businesses by improving their understanding of brand haters and could be used by managers as a tool to identify factors of brand hate and better deal with it. Businesses could use this information to make marketing tactics to combat negative perceptions of brands.

Originality / Value : This paper is one of the pioneering efforts to investigate the moderating impact of gender on brand hate constructs, and it proposes a unique model.

Keywords : brand hate, moderation, gender, anti-branding, consumer negativity

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¹ *Ph.D. Scholar*, University of Engineering and Management, Kolkata, University Area, Plot No. III, B/5, New Town Road, Kolkata - 700 160, West Bengal. (Email : ashutoshrai493@gmail.com)

ORCID iD : <https://orcid.org/0000-0003-3177-3543>

² *Associate Professor (Corresponding Author)*, Business Analytics, University of Engineering and Management, Kolkata, University Area, Plot No. III, B/5, New Town Road, Kolkata - 700 160, West Bengal. (Email : dr.uditchawla@gmail.com)

ORCID iD : <https://orcid.org/0000-0002-1017-5635>

³ *Professor*, Marketing, Institute of Engineering & Management, Gurukul Campus, Y-12, Sector – V, Salt Lake Electronics Complex, Kolkata - 700 091, West Bengal. (Email : subrata.chattopadhyay@iem.edu.in)

ORCID iD : <https://orcid.org/0000-0003-3712-0316>

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Brand hatred is a common phenomenon in the marketplace. Researchers like Fetscherin (2019), Hegner et al. (2017), Kucuk (2018, 2021), and Zarantonello et al. (2016, 2018) have conducted a notable study on brand hatred. Every brand and business depends on the consumer. The consumer is the focal point of a business. There is always a relationship between the consumer and the brand (Bayarassou et al., 2020; Fournier & Alvarez, 2013). This relationship between the consumer and the brand may be positive, neutral, or negative. There might be various reasons for developing any emotions in the mind of the consumer. For example, a consumer might develop a perception of the brand from its uses, value associated with it, advertisement, price associated with it, information from the internet, and many other ways (Kucuk, 2021). Companies should not overlook the unfavorable characteristics of their industry (Bayarassou et al., 2020; Bryson et al., 2013; Zhang & Laroche, 2020). Each brand has to know why a customer feels negatively about it, why they don't like it, or why they associate it with something unfavorable. This negativity can cost more to the brand, and every brand must understand the antecedents of the hatred. Nowadays, the internet has a huge influence and penetration into the life of the consumers. Every brand uses the internet for its purpose and success, so the consumers use it to raise their agenda and highlight their points (Brandão & Popoli, 2022). Brand hatred is the result of strong, complex, unfavorable emotions from consumers (Bryson et al., 2013). The consumer can distance himself/herself from the brand and can be very cold about the brand. A consumer might be very excited about the brand but after its use, due to several reasons, he/she might start hating the brand (Zarantonello et al., 2016, 2018). There might be a hundred reasons to like, but one reason for dislike can potentially make a consumer dislike the brand (Zhang & Laroche, 2020). Brand hatred is categorized into cold brand hate, cool brand hate, and hot brand hate. The consequences of brand hate are attack, avoid, or approach (Kucuk, 2021). Research on brand hatred and how it gets affected by gender is very few. Aziz and Rahman (2022) and Yadav and Chakrabarti (2022) conducted a recent review of the literature on brand aversion. This paper looks into how gender affects brand hatred moderately.

Gender is a very important demographic variable, and it helps in product segmentation (Roschk et al., 2013). Gender plays a very important role in the socialization and consumerism of brands (Babin et al., 2021). The current study provides empirical support for the significant link between brand hatred and gender.

✍ **RQ1 :** How does gender moderate consumer disenchantment? Do males and females behave differently against brand hate?

✍ **RQ2 :** Do societal-corporate disparage, indigent corporate philanthropy, and consumer recognition significantly influence consumer disenchantment?

There is a research gap when it comes to how collectively societal, corporate, and consumer recognition leads to disenchantment. These factors are studied separately but this paper shows the relation between societal-corporate disparage, indigent corporate philanthropy, consumer recognition, and consumer disenchantment. This research puts forth a novel model of the relationship between gender and customer disillusionment. To effectively manage their brand, brand managers will benefit greatly from understanding how their products support moderate gender roles.

Theoretical Background

The communication style between brands and consumers has changed from being commercial to personal. Research on brand animosity is scarce (Kucuk, 2021; Zarantonello et al., 2016). Brand hatred has been conceptualized by eminent researchers (Bryson et al., 2013; Kucuk, 2021; Zarantonello et al., 2018). Consumers are expressing themselves a lot on digital platforms. Consumers are making anti-forums and target groups.

According to Shimpi (2018), social media is a highly powerful tool that may be used to target larger brands and possibly do harm. According to Yadav and Chakrabarti (2022), there is a rise in the research on brand hatred. Consumer disenchantment should be studied more keeping in mind male and female aspirations. The first definition of brand hate was given by Bryson et al. (2013) as intense negative emotion toward the brand. Brand hate is first termed in brand love literature as the opposite of love (Zhang & Laroche, 2020). Positive consumers become negative, and brand hatred is sparked by brand betrayal (Reimann et al., 2018). Brand image, brand social views, and brand vision, when violating consumer views, trigger brand hatred (Bayarassou et al., 2020). Brand fake communication, moral violations, and consistent values also cause brand hatred. Brand hatred has been identified and studied, with “consumer disenchantment,” “consumer recognition,” “social-corporate disparages,” and “indigent corporate philanthropy” being the main contributing reasons.

Consumer Disenchantment

Many customers are dissatisfied with service failures and items that do not work effectively, or they have a bad encounter with the brand (Kucuk, 2018; Zhang & Laroche, 2020; Zarantonello et al., 2016). Sternberg (2003) established the duplex theory of hate, which offers an integrated framework to comprehend the essence and elements of hate. By utilizing the duplex theory of hate in relation to the concept of “consumer disenchantment for brand hate,” we can examine the ways in which these dimensions manifest themselves in consumers' attitudes and feelings around a brand. Recent work on brand hatred based on duplex theory is done by researchers such as Fetscherin (2019) and Zhang and Laroche (2020). Hate is a multidimensional construct based on emotions of anger, contempt, and disgust (Zarantonello et al., 2016). If customers believe there is a significant gap between the brand's reality and their expectations or promises, consumer disillusionment frequently results. This discrepancy may cause unpleasant feelings like disappointment, annoyance, or resentment (Kucuk, 2019). Customers may, therefore, discount the brand's value proposition, doubt its value, or see it as a source of annoyance or dissatisfaction. This dismissiveness is a reflection of the declining inclination of consumers to interact with or support the brand as well as the negative attitude they form toward it. The malevolent dimension of hate, which includes thoughts of hostility, rage, or aggression toward the target of hatred, is also taken into account by the duplex theory of hate. Even though strong feelings of malice may not always accompany consumer dissatisfaction, it can nonetheless have a minor unfavorable emotional impact on the brand.

Customers voice their opinions online and in various venues. Direct and aggressive complaints from customers can harm a brand (Menon, 2021), and social media influences customer preferences and likes (Singh, 2018). Feelings of dishonesty, infidelity, and extremely unpleasant resentment are brought on by subpar goods or services, negative past encounters, and failure to live up to expectations. Keeping consumers connected to brands is essential since failing to do so could cause the brand to suffer significant harm.

Consumer Recognition

Consumers are more powerful, confident, and demanding these days. Consumers have many alternatives for a product or service, and they may readily voice their dissatisfaction with a brand. A conceptual framework called consumer culture theory aims to comprehend the intricate interaction between consumers and the larger cultural setting in which they reside (Davvetas & Diamantopoulos, 2017). It investigates how cultural norms affect customers' attitudes toward brands and consumption as well as their beliefs, values, and behaviors (Curina et al., 2021). We can learn more about how cultural elements affect consumers' recognition and acknowledgment of brands they strongly despise by applying the consumer culture theory to the concept of “consumer recognition for brand hate.” The recognition and acceptance of a brand that generates very unfavorable emotions, beliefs, and

repulsion is referred to as consumer awareness of brand hate. Due to a variety of factors, including unhappiness with the product or service, bad experiences (Hegner et al., 2017), perceived illicit conduct, or inconsistency with their beliefs, customers must identify the brand as one that they strongly loathe or even despise.

The analysis of cultural meanings connected to consumption is a crucial component of consumer culture theory. Brands frequently have symbolic connotations beyond their functional characteristics. When a brand doesn't align with the expectations people have for their identity or their sense of self, this is known as brand hate. A brand loses recognition and reputation when it is thought to be in opposition to its moral or cultural values. Consumer culture theory also emphasizes the social aspects of consumption and the value of peer groups and networking. Customers may find it useful to recognize a brand if they can determine whether it is frequently disliked or criticized in their social network or peer group. A crucial consideration for brands is the personality of the consumer. In order to gain consumer trust, brands need to be dependable (Panda et al., 2014).

Societal-Corporate Disparage

Customers who are politically and socially conscious assess brands based on their opinions and are generally aware of what is happening in their community (Pawar & Raut, 2019). It is explained by social identity theory (SIT), a psychology research hypothesis. It suggests that people's identities are shaped by the communities they are a part of in a variety of ways, including attitudes, behaviors, and how they see other people. Social identity theory can be used to analyze how people's collective identities influence their disapproval of certain companies (Itani, 2021). This will help us understand how social corporate disparagement for brand hatred works. Many researcher's work on brand hatred is based on social identity theory (Itani, 2021). Brand rivalry and hatred are caused by groups having strong likes and dislikes, resulting in polarization. Social identity theory holds that people tend to form groups based on ethnicity, occupation, and consumer preferences. An individual's group identity becomes significantly shaped by these relationships with groups. Due to shared values, interests, or lifestyles, consumers commonly associate themselves with specific consumer groups or brands (Bryson et al., 2013). These consumer tribes or brand communities constitute a significant component of the person's social identity. Therefore, it can result in social disapproval of the company or brand hatred if its corporate behavior or activities conflict with the beliefs or standards of the consumer's social identity.

Furthermore, according to the social identity theory, there is a connection between self-worth and social affiliation. Strong emotions can be elicited by a brand's actions that compromise or jeopardize the good aspects of an individual's social identity (Zarantonello et al., 2016). These emotions include anger, annoyance, and disappointment. These negative emotions contribute to the development of brand hatred or extremely negative opinions about the brand.

Social formation and brand community are reliant on shared beliefs and values. In these clients, corporate social irresponsibility breeds hostility toward the brand. Corporate irresponsibility is a major reason why many consumers detest a brand (Kähr et al., 2016). Customers are growing more conscious of brands' potentially harmful environmental business practices, social justice issues (Brandão & Popoli, 2022), derogatory public remarks made by the CEO, personal scandals involving the CEO, and health risks. Due to claims that numerous foreign companies are linked to deforestation and human rights abuses, consumers have boycotted them.

Indigent Corporate Philanthropy

The attribution theory states that consumers may ascribe information about a brand's indigent corporate philanthropy. The attribution theory states that people usually use internal (dispositional) or external (situational) causes to explain conduct. People's thoughts and emotions toward the conduct and the involved actor are

influenced by these attributions (Jain & Sharma, 2019). Brand hatred is the result of strong brand attachment and traits of betrayal. The actions and characteristics of brands greatly influence brand love and brand hatred.

Customers, however, might ascribe a brand's indigent corporate philanthropy to other reasons if they think it's motivated by self-interest, public relations tactics, stereotypical advertising, or attempts to hide negative behavior (Bayarassou et al., 2020). They consider the brand's charitable efforts to be dishonest or superficial and relate them to situational reasons rather than real care. These external attributions can breed doubt, cynicism, and even hatred for a certain brand. Consumers may believe that the business is using philanthropy as a ruse or to divert attention from other negative parts of its business practices. The social responsibility of corporations is vital (Shetty et al., 2022). Strong emotions and brand hatred can be evoked by celebrities involved in promotional campaigns as well as the advertising's message. Today, a lot of consumers expect the businesses they do business with to reflect their concerns, aspirations, and viewpoints for a better society (Hashim & Kasana, 2019). The corporate social responsibilities of a brand influence the consumer, and it can generate word-of-mouth impressions (Kang & Sivadas, 2018).

Brand hatred outcomes have been negative word of mouth to the internal circle of friends and family (Japutra et al., 2021). Public complaints have also been one of the prime outcomes of brand hatred. Consumers are making online digital forums and posting their anger and frustrations (Zarantonello et al., 2016, 2018). Many consumers are more aggressive and even go for financial and physical damages. Some passive consumers go for avoidance of the brand and maintain a distance from the brand.

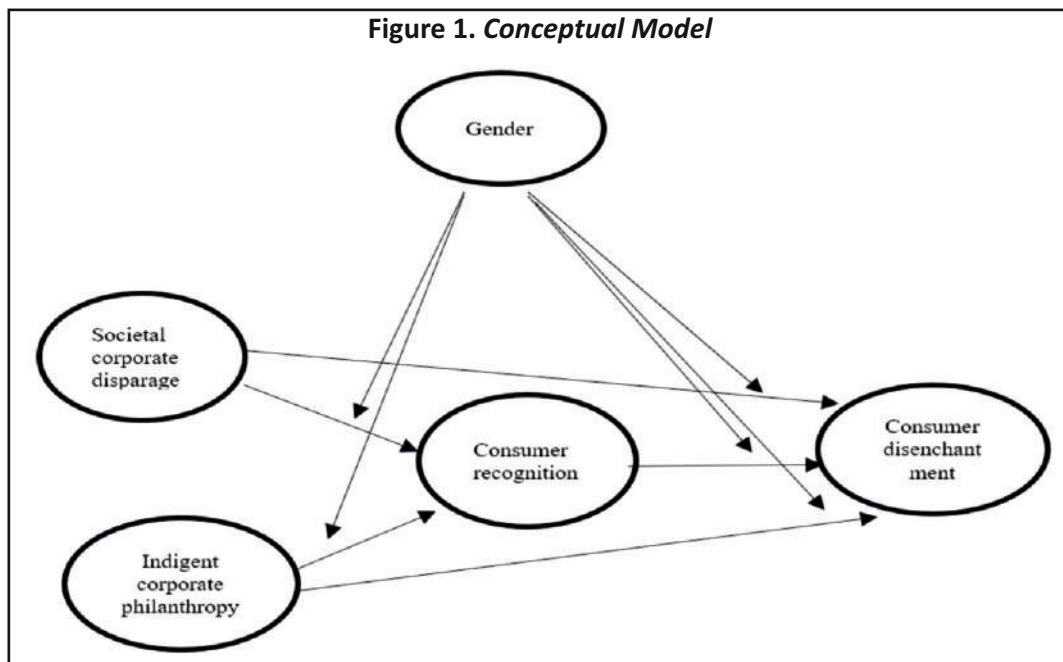
The Moderating Role of Gender

Brand hatred has gained considerable attention among researchers. Most of the studies have been done on brand image, brand loyalty, and brand satisfaction but research on brand hatred is very few (Kucuk, 2021). This paper seeks to investigate the moderating effect of gender on brand hatred and adds valuable insights into the role of gender in explaining brand hatred (Chen et al., 2018). Every brand must live up to expectations in order to prevent brand animosity. There are sociodemographic factors that influence brand hatred (Gupta et al., 2015). It is necessary to investigate the relationship between demographic characteristics and consumer purchasing. One of the most popular segmentation methods employed by marketers in general and advertisers in particular has been and continues to be gender.

Men and women have different opinions when related to brands, and the same brand can inspire or generate a different image in men, but not so in the case of women (Kiani et al., 2016). Men and women have distinct goals in terms of social, physiological, and physical aspects of life. The experiences of women in combating brand hatred also vary from those of males. Men tend to be more physically violent, while women are deeply enraged by hatred. Word-of-mouth communication has a gendered connotation as well, with differing meanings for men and women. Therefore, it would not be shocking if men and women behave differently when it comes to brand aversion. There are ethical behavioral differences between men and women. There are significant differences in how men and women react to brand avoidance and brand retaliation. The social role theory states that differences in men's and women's aptitude and personality traits typically represent gender roles in society. According to this line of thinking, men are primarily influenced by controlling inclinations that emphasize assertiveness, self-efficacy, and mastery. Such self-centered goals often have major negative effects on their personal lives and are vigorously pursued by men. Marketing segmentation makes sense given the notion that men and women have different personality traits and the observation that each gender's judgments are influenced by unique information and interests related to their respective social positions. Additionally, gender-neutral brand goods and services are created by brand managers. Table 1 presents a selection of brand hatred research that has been moderated and mediated.

Table 1. Brand Hate Research on Moderation/Mediation

Researchers	Nature of Work	Theoretical Background	Antecedents	Outcomes	Mediator/ Moderator
Johnson et al. (2011)	Empirical	Self-congruity theory	Self-relevance, critical incidents, relationship	Negative word-of-mouth, Anti brand behaviors, threats	Emotion of shame
Romani et al. (2012)	Empirical	Duplex theory of hate	Moral misconducts	Anti-brand activities	Consumer empathy
Bayarassou et al. (2020)	Empirical	Self-congruity theory, attribution theory, social identity theory	Fallacious character	Brand hatred	Impact of narcissism
Zhang & Laroche (2020)	Empirical	The duplex theory of hate, social identity theory	Anger, sadness, and fear	Brand hatred	NA
Zhang et al. (2020)	Empirical	The duplex theory of hate, attachment–aversion relationship theory, dis-identification theory	Anger, dissatisfaction, and betrayal	Brand hatred	Brand love
Japutra et al. (2021)	Empirical	Attachment–aversion relationship theory	Brand anxiety	Brand hatred	Age, brand affection



We propose the below hypotheses based on the theoretical foundation and the conceptual model, as shown in Figure 1, using gender as a moderating variable.

✎ **H1** : Gender plays a moderating role in the positive relationship between societal-corporate disparage and consumer disenchantment.

- ⇒ **H2** : Gender plays a moderating role in the positive relationship between indigent corporate philanthropy and consumer disenchantment.
- ⇒ **H3** : Gender plays a moderating role in the positive relationship between consumer recognition and consumer disenchantment.
- ⇒ **H4** : Gender plays a moderating role in the positive relationship between societal-corporate disparage and consumer recognition.
- ⇒ **H5** : Gender plays a moderating role in the positive relationship between indigent corporate philanthropy and consumer recognition.

Research Methodology

The stated hypotheses were tested by empirical investigation using a deductive approach within the positivist paradigm. The positivist philosophy ensures that there is no bias in data collection and that the research is free from the researchers' "emotions." The questionnaire was consistent with the literature review, and it highlights various constructs and determinants of brand hatred. We understood the theoretical background first, and then data collection started. Participants were asked about their past negative experiences, unfulfilled expectations, and ideological mismatch about the brand they hated the most. Questionnaires were also asked about corporate wrongdoing and image incongruence. Participants were also asked whether their emotions towards the brand, like anger, fear, disappointment, shame, and disgust, are reasons for brand hatred.

To achieve the study's goal, data were properly cleaned and validated before being used for a number of multivariate analyses, which allowed for a thorough examination of every aspect of brand hatred. We gathered information from India's major cities, including Delhi, Mumbai, Kolkata, and Chennai. A structured questionnaire was used to collect the data. Shopping malls were visited to collect the data from the customers. We have used a 5-point Likert scale (that ranges from 1-*strongly agree* to 5-*strongly disagree*). A convenient sampling technique is used for selecting the sample respondents. Individual consumers are sampling units, and 550 samples were collected. The period of the study is from January 2022 to December 2022. Delhi received 140 responses to the poll, Mumbai received 135 responses, Chennai received 140 responses, and Kolkata received 135 responses. We protected the respondents' privacy. We additionally protected the respondents' privacy and anonymity and made an effort to eliminate social prejudice. Two programs are utilized for analysis: AMOS 26.0 and SPSS 29.0. The moderating effect of gender is analyzed. We have done the multi-group analysis. Table 2 shows the demography of the survey respondents.

Table 2. Sample Demographics of the Survey Respondents		Business	16.7
		Service	83.3
Age	%	Income	%
18–25	30.9	Less than 10,000	11.5
26–35	33.6	10,000–20,000	8.9
36–40	23	20,000–30,000	12.2
Greater Than 40	12.5	30,000–40,000	23.1
Gender	%	Greater than 40,000	44.3
Female	50	Marital Status	%
Male	50	Married	10.5
Occupation	%	Unmarried	89.5

Analysis and Results

Fitness is the term used to describe a model's capacity to replicate the evidence, which is often the variance-covariance matrix. Good-fitting models don't always need to be re-specified because they are fairly accurate with the information at hand. It should come as no surprise that there is much disagreement over what is meant by "fairly coherent with the evidence." Before analyzing the structural model's causal paths, a well-fitting measurement model is also necessary. In order to assess the measurement model, we examined and assessed item validity in terms of the standardized loadings (>0.70) and t -values (>1.96) (Hair et al., 2013). We have analyzed each item's validity and contribution to the factors. The convergent validity and construct reliability of the measurement model (i.e., composite reliability and Cronbach's alpha) were then investigated. We were then able to determine the discriminant validity by comparing the square root of the AVE and the correlation between the components. All instances met the requirement that the AVE's square root be larger than the related inter-construct correlations. In conclusion, the measurement tools showed respectable validity and reliability. Table 3 shows the constructs and their definitions. Table 4 describes the correlations, measure of reliability, and validity. Table 5 gives the model fit indices.

Table 3 . Items Included in the Questionnaire

Dimensions/Construct	Definition
Societal Corporate Disparage	
SC1	Social identity mismatch causes brand hatred.
SC2	Ideological mismatch leads to consumer brand hatred.
SC3	Policies and programs against society develop brand hatred.
Indigent Corporate Philanthropy	
IC1	Poor corporate social performance leads to brand hatred.
IC2	Unfair treatment or injustice leads to brand hatred.
IC3	Misleading the public via false activities and advertisements creates brand hatred.
Consumer Recognition	
CR1	A power struggle between a brand and consumers can lead to brand hatred.
CR2	Negative word of mouth leads to brand hatred.
CR3	Anti-branding activities can lead to brand hatred.
CR4	Brand hatred happens due to brand-high switching costs or monopoly.
CR5	Anger, fear, disappointment, shame, and disgust cause brand hatred.
CR6	False representation to the public and consumers leads to brand hatred.
CR7	Brand dilution can be the reason for brand hatred.
CR8	Consumer personality affects brand hatred.
CR9	Contravention of consumer rights leads to brand hatred.
Consumer Disenchantment	
CD1	Product or service failure causes brand hatred.
CD2	Past negative experiences are one of the reasons for brand hatred.
CD3	An intense negative emotion causes brand hatred.

Note. SC stands for Societal Corporate Disparage, IC stands for Indigent Corporate Disparage, CR stands for Consumer Recognition, and CD stands for Consumer Disenchantment.

Table 4. Correlation and the Measure of Reliability and Validity

Factors	CR	Cronbach's Alpha	AVE	SC	IC	CR	CD
SC	0.893	0.84	0.737	0.858			
IC	0.945	0.83	0.853	0.552	0.923		
CR	0.989	0.87	0.775	0.83	0.7	0.88	
CD	0.955	0.88	0.877	0.753	0.623	0.763	0.936

Note. The square root of the AVE (main diagonal) is, in all cases, superior to the correlations among the constructs, which shows discriminant validity.

Table 5. Model Fit Indices

df	CMIN	CMIN/df	RMSEA	GFI	AGFI	CFI
122	288.979	2.369	0.071	0.898	0.857	0.955

Moderating Effect

This study evaluates the relationship between consumer disenchantment, consumer recognition, societal-corporate disparage, and indigent corporate philanthropy, as these are very important factors of brand hatred and the moderating effect of gender on it. In Table 6, the structural relationship is displayed. Table 7 displays the moderation test. Consumer dissatisfaction is positively correlated with societal business disparagement, and H1 is acknowledged. Consumers are very sensitive towards brand corporate and environmental responsibilities, and thus, indigent corporate philanthropy has a positive effect on consumer disenchantment, which leads to a significant association; thus, H2 is accepted. Consumer recognition is very crucial for the brand, and customer needs and demands against the brand must be recognized and taken care of; otherwise, it leads to consumer disenchantment and brand hatred. Consumer recognition has a positive effect on consumer disenchantment, and H3 is accepted. Societal corporate disparage has a positive impact on consumer recognition as society influences the consumers' choices of brands and their perception of likes and dislikes, and thus, H4 is accepted. Structural relationship Table 6 shows a positive association between indigent corporate philanthropy and consumer recognition. Since corporate influence has a high correlation with consumer recognition, H5 is acknowledged.

Table 6. Structural Relationships

	Estimates	S.E	P	Hypotheses Support
SC --> CD	0.149	0.171	***	H1 Support
IC --> CD	0.247	0.07	***	H2 Support
CR --> CD	0.609	0.187	***	H3 Support
SC --> CR	0.726	0.089	***	H4 Support
IC --> CR	0.264	0.049	***	H5 Support

Note. *** statistically significant at the 0.01 level.

Table 7. Test for Moderation

Relationship	Direct Effect	Indirect Effect	Results	Hypotheses
SC --> CR --> CD	0.726	0.442	Partial moderated	H4 Supported
IC --> CR --> CD	0.264	0.161	Partial moderated	H5 Supported

Figure 2. Measurement Model for Females

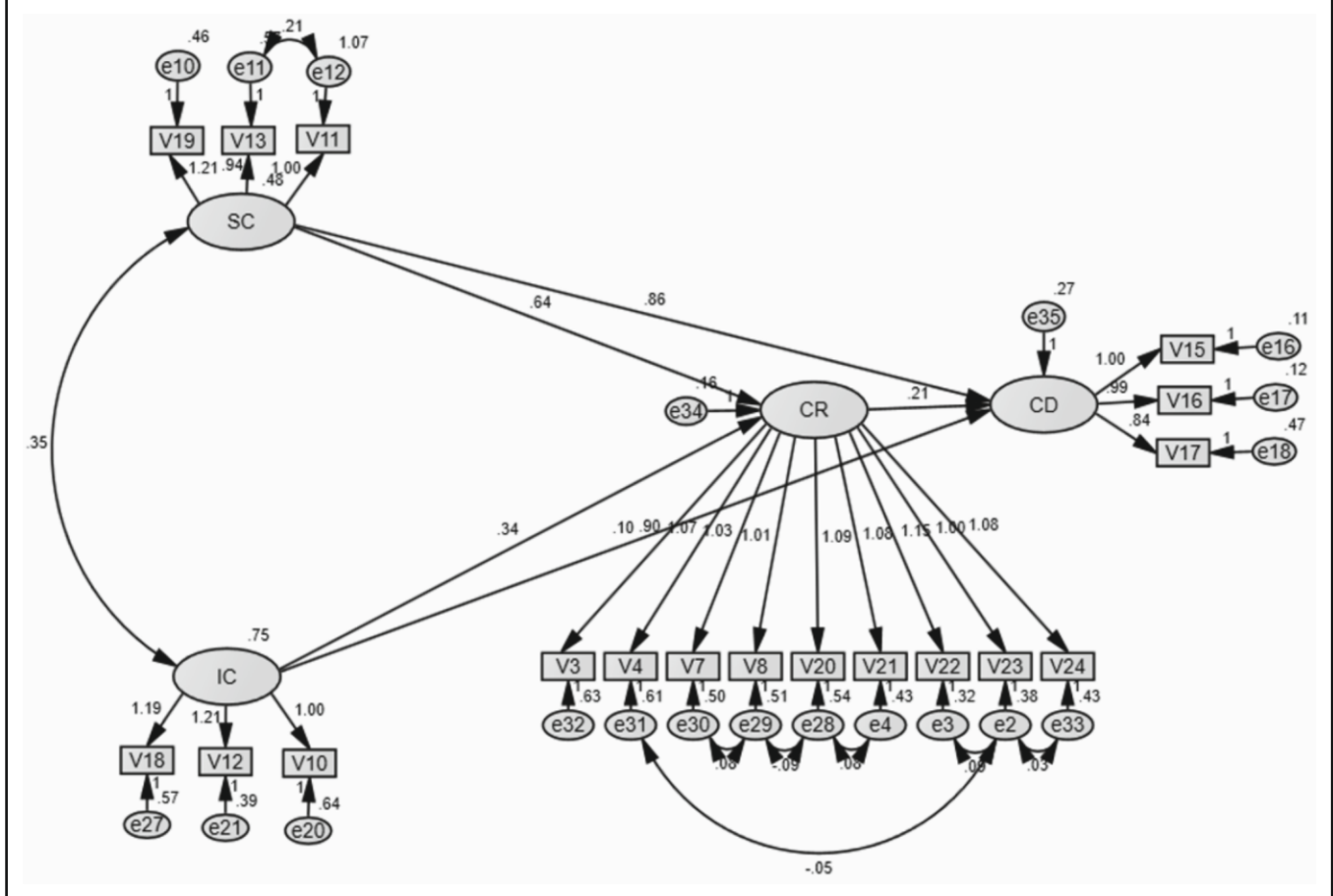


Figure 2 shows the measurement model for females. Females have a positive moderating effect on societal corporate disparage, indigent corporate philanthropy, consumer recognition, and consumer disenchantment. Males do not have any moderating effect.

Implications

Theoretical Implications

This research provides a thorough grasp of consumer disenchantment through a detailed and perceptive investigation of the issue. It deftly examines several elements that the body of research on brand hate has identified as critical, such as consumer recognition, corporate charity that is impoverished, and societal corporate disparage. Study papers by authors like Rahimah et al. (2023) that were just released in this field have significantly advanced this goal. The scope of these pieces was limited, though, as they mostly discussed the origins and consequences of consumer disillusionment rather than its social, consumer, and business aspects. Zhang and Laroche (2020) found that the outcomes align with previous research. This work presents a novel model of consumer disillusionment and examines how gender influences it. It illustrates how customer recognition, disillusionment with consumers, business benevolence for the impoverished, and society disparagement are related. This work responds to the requests of scholars (Japutra et al., 2021; Yadav & Chakrabarti, 2022) for additional research in the field.

Social Implications

This research has social implications as it finds how brand social image, social work, and societal corporate disparage lead to consumer disenchantment. Indigent corporate philanthropy and consumer recognition are also very important factors. Every society is diverse, and this research underlines that brands should give importance to it. Brands must focus on the consumer and recognize their aspirations. Consumer disenchantment can be reduced a lot if brands focus on society and the consumer.

Managerial Implications

Every brand must focus on minimizing the brand hatred phenomenon whether it is behavioral, intellectual or social, or in any form. Consumer brand relationships are very critical for the success of a brand (Fournier & Alvarez, 2013; Mohan & Sequeira, 2013). Gender can act as a moderator by affecting how people perceive and react to certain problems. By their choice of gender, people may perceive and react in various manners, which can result in various levels of disenchantment. So, this paper is significant for managers as it gives them valuable insights regarding brand hatred. This study would help the managers position their brands better and foster a positive relationship with the consumers. Managers should be proactive, very adaptive, and creative to mitigate the impacts of brand hatred. This study will help managers make marketing strategies against brand hatred. Every step should be taken for a positive and meaningful relationship with the consumer so the brands contribute to the life of the consumer. In order to reduce brand hatred, every business should hire and develop staff who can build strong relationships with customers. Even if it is hard to please every customer, attention should be paid to lessen unfavorable comments and brand animosity. According to Goswami and Balasubramanian (2022), brand managers have to devise targeted marketing approaches in order to foster client loyalty.

Conclusion

The conceptual field of brand hatred and the moderating function of gender in it both benefit greatly from this study. The results shed light on brand animosity and demonstrate how it is gender-specific. This study contributes to the current body of research on brand hatred by providing a deeper understanding of it. This study uses real data to demonstrate how gender influences brand hatred. Managers will have better knowledge from this study, which is very valuable.

Limitations of the Study and Scope for Further Research

This study focuses solely on India's metropolitan cities. We need to cover urban regions as well. Because this work is only being done in India, the results must be validated in a wider range of geographical areas and countries. To identify a variety of moderating variables and their impact on consumer dissatisfaction, more investigation is necessary. Additional constructs should be included in future studies, along with their relationships. Other different demographics should be the subject of more inquiry. Future studies ought to examine the impact of mediation on dissatisfaction among consumers.

Authors' Contribution

Ashutosh Rai extracted research papers with a high reputation, filtered these based on keywords, and generated concepts relevant to the study design. Dr. Udit Chawla conceived the idea and developed a quantitative design to

undertake the empirical study. Dr. Subrata Chattopadhyay supervised the study. The numerical computations were done by Dr. Udit Chawla using SPSS 29.0 and AMOS 26.0. Ashutosh Rai wrote the manuscript in consultation with both the authors.

Conflict of Interest

The authors certify that they have no affiliations with or involvement in any organization or entity with any financial interest or non-financial interest in the subject matter or materials discussed in this manuscript.

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About the Authors

Ashutosh Rai is currently working as a Research Scholar at the University of Engineering and Management, Kolkata. His areas of interest are marketing, brands, sales, and brand hate. He is an experienced industry professional having more than 10 years of industry working knowledge.

Dr. Udit Chawla is an accomplished Associate Professor and a strong education professional focused on business analytics, data science, machine learning, and artificial intelligence. He has published more than 20 articles in reputed international journals which are indexed in ABDC, Scopus, SCI, etc.

Dr. Subrata Chattopadhyay is an MSc, MBA, and Ph.D. from IIT-ISM Dhanbad. He is currently a Professor of Marketing at the Department of Business Administration, Institute of Engineering & Management, Kolkata. He has contributed to international journals and has published papers in seminars and conferences.