Journal of Digital Content Management (JDCM)
Vol. 7, Issue 3, 2026; P 82-115
dcm.atu.ac.ir
DOI: 10.22054/dcm.2026.88686.1284

ATU PRESS

Original Research Accepted: 16-02-2026 Revised: 06-02-2026 Received: 07-11-2025 eISSN: 3116-1448 ISSN: 3116-1715

From Clicks to Conflicts: A Digital Brand Hate Model for Fashion

Mohsen Sharbatiyan — M.A., Department of Executive Master of Business Administration, Faculty of Management, Islamic Azad University of Tehran Central Branch, Iran

Shahnam Zandieh * — Assistant Professor, Department of Industrial Management, Faculty of Management, Central Tehran Branch, Islamic Azad University, Tehran, Iran

Hoda Baradaran Bagheri — Assistant Professor of Business Administration, Faculty of Economics and Management, Urmia University, Iran

Abstract

Purpose: This study aimed to investigate the phenomenon of digital brand hate in the fashion industry and to develop a comprehensive model explaining its antecedents, mechanisms, and consequences. Despite the increasing level of consumer–brand interactions in digital environments, limited research has examined how negative emotions are amplified through online platforms. This study sought to conceptualize digital brand hate as a distinct construct beyond traditional dissatisfaction, focusing on how factors such as low product quality, unethical practices, and unmet expectations contribute to brand hostility in digital contexts.

Method: The research employed a qualitative grounded theory approach, using semi-structured interviews with 22 experts, including marketing professors and fashion industry executives, selected through purposive sampling. Data were analyzed using open, axial, and selective coding with

∗ Corresponding Author: mohsen.sharbatiyan@gmail.com

How to Cite: Sharbatiyan, M., Zandieh, S., Baradaran Bagheri, H. (2026). From Clicks to Conflicts: A Digital Brand Hate Model for Fashion, Journal of Digital Content Management, 7(3), 82-115. DOI: 10.22054/dcm.2026.88686.1284

ATLAS.ti software. Reliability was ensured through triangulation, test–retest reliability, and inter-coder agreement, while validity was established through construct, content, and external validation procedures. For the quantitative phase, the statistical population consisted of clothing consumers, and a sample of 384 respondents was selected based on an unlimited population. A questionnaire was developed based on the qualitative findings, and the proposed model was tested using structural equation modeling (SEM) in AMOS 23 software.

Findings: The results revealed six causal conditions (e.g., poor product quality and inappropriate pricing), five contextual conditions, and five intervening conditions (e.g., ethical violations and legal misconduct), three strategic responses (cost management and production expansion), and three main consequences (brand boycott, negative word-of-mouth, and economic instability). The core category identified was brand hate, which emerged from unmet expectations and ethical conflicts intensified by digital interactions. The results of the quantitative phase also indicated that the proposed model demonstrated a good fit.

Conclusion: The proposed Digital Brand Hate Model provides a structured understanding of how digital environments amplify consumer hostility toward brands. It offers practical strategies for fashion brands to enhance transparency, improve service quality, and engage in ethical practices in order to mitigate reputational risks and foster long-term brand resilience in the digital marketplace.

Keywords: Digital Brands, Brand Hate, Consumer Behavior, Fashion Industry

Introduction

In recent years, the digital transformation of the fashion industry has fundamentally reshaped the way consumers interact with brands, influencing not only how they discover, evaluate, and purchase products but also how they express dissatisfaction, disappointment, and hostility toward those brands (Tahmasebifard et al., 2018). Unlike the traditional retail environment, where consumer dissatisfaction was often expressed privately or within limited social circles, the digital environment amplifies negative emotions, enabling brand hate to spread rapidly across social media platforms, e-commerce websites, online communities, and digital forums (Kashif et al., 2021). This shift toward digital consumer–brand interaction has given rise to a new phenomenon—digital brand hate—which refers to intense negative emotions directed toward fashion brands in online environments. Such hostility may manifest in various forms, including brand boycotts, negative online reviews, viral anti-brand campaigns, and even digital activism (Kieran et al., 2024). The challenge is that although the fashion industry has invested heavily in digital marketing, influencer collaborations, and e-commerce, relatively little attention has been devoted to understanding the dynamics of digital brand hate, its underlying causes, and its consequences for brand sustainability and consumer relationships in an increasingly connected marketplace (Brandão et al., 2023).

The fashion and apparel industry, valued at more than $1.5 trillion and employing over 75 million people worldwide, is widely recognized as one of the most important sectors of the global economy. However, the industry has faced criticism for a variety of reasons, including poor product quality, high prices, and ineffective marketing strategies (Priya et al., 2024). The phenomenon of brand hate, defined as an intense and enduring negative reaction toward a brand, can have serious consequences for companies (Shoaib et al., 2025). This sentiment may arise from unfavorable experiences, dissatisfaction with product quality, misleading advertising, or ethical concerns associated with a brand. Consequently, brand hate can lead to declining sales, reduced customer loyalty, and significant damage to brand reputation (Aziz & Rahman, 2022).

The digital environment has created both opportunities and challenges for fashion brands. On the one hand, digital platforms enable brands to reach global audiences, personalize consumer experiences, and build strong online communities. On the other hand, these same platforms empower consumers with unprecedented ability to hold brands accountable for perceived misconduct, whether related to product quality, pricing strategies, sustainability practices, labor conditions, or cultural sensitivity in advertising campaigns. As consumers become increasingly digitally literate and socially conscious, their expectations regarding transparency, responsibility, and authenticity continue to rise. When these expectations are not met, negative emotions may evolve into brand hate, amplified by the viral nature of digital content sharing. Consequently, the issue is not merely the existence of brand hate but its amplification within digital environments, where it can become a powerful force that poses serious reputational risks to fashion brands and undermines long-term customer loyalty. Despite the growing significance of this issue, the academic and managerial literature has yet to fully explain how brand hate manifests in digital contexts, how it differs from traditional offline settings, and how it can be systematically modeled to inform both theory and practice (Odoom et al., 2024).

The complexity of digital brand hate lies in its multidimensional nature. Unlike dissatisfaction, which is often temporary and situation-specific, brand hate in digital environments tends to be more enduring, emotion-driven, and collective. Online platforms provide fertile ground for the sharing of negative emotions, allowing consumers to connect through common grievances and reinforce one another's hostility toward a brand. The emergence of hashtags such as #BoycottBrandX and viral videos criticizing unethical fashion practices illustrates how individual negative experiences can rapidly escalate into widespread digital backlash. Furthermore, the anonymity and immediacy of online interactions lower the barriers to expressing hostility, making digital brand hate more visible and pervasive than its offline counterpart. For example, while a dissatisfied customer in a physical store may complain privately to staff, a dissatisfied online customer can instantly post a highly critical review that influences thousands of potential buyers within minutes. This dynamic demonstrates that digital brand hate is not merely an extension of traditional consumer dissatisfaction but a distinct phenomenon that requires its own conceptualization and theoretical framework. Without a clear understanding of its antecedents, mechanisms, and consequences, fashion brands remain vulnerable to reputational crises that can undermine even the most carefully designed digital marketing strategies (Nguyen, 2021).

Adding to this challenge, the fashion industry is uniquely vulnerable to digital brand hate due to its strong reliance on image, identity, and cultural symbolism. Fashion brands do not merely sell clothing or accessories; they sell lifestyles, aspirations, and values that often become closely intertwined with consumers' self-concepts. When a fashion brand fails to align with consumer values or is perceived as violating its identity promise, the resulting backlash can be particularly intense. In digital environments, such backlash is often intertwined with broader sociopolitical issues, including gender equality, environmental sustainability, cultural appropriation, and labor rights. For example, consumers may initiate digital hate campaigns against a fashion brand accused of using sweatshop labor or engaging in environmentally harmful production practices. Similarly, culturally insensitive marketing campaigns have repeatedly triggered waves of online criticism, resulting not only in financial losses but also in the long-term erosion of brand trust. This connection between fashion branding and sociocultural values makes digital brand hate a phenomenon that extends beyond individual dissatisfaction, encompassing collective moral outrage and digital activism. Failure to address these dynamics leaves a significant gap in both academic research and managerial practice, as fashion brands struggle to navigate an increasingly complex digital landscape characterized by persistent reputational risks.

Despite its growing importance, digital brand hate in the fashion industry remains underexplored, particularly with regard to comprehensive models that explain how and why it emerges. Existing studies on brand hate have largely focused on offline consumer behavior, examining issues such as product failures, poor service experiences, and unethical practices in traditional retail settings. Although these insights are valuable, they do not adequately capture the unique dynamics of the digital ecosystem, where information spreads rapidly, consumer opinions are highly visible, and the boundaries between personal expression and public activism are increasingly blurred. Furthermore, traditional models of consumer dissatisfaction and brand disloyalty are insufficient to explain the intensity and scale of digital brand hate, which often involves emotional contagion, collective mobilization, and long-term reputational damage. This gap in understanding presents a practical challenge for fashion brands operating in digital environments, as they lack evidence-based tools to anticipate, monitor, and mitigate the risks associated with digital brand hate. Therefore, there is a pressing need for a comprehensive model that integrates the antecedents, processes, and consequences of digital brand hate within the fashion industry (Taghi et al., 2024).

The consequences of ignoring digital brand hate are severe and far-reaching. From a financial perspective, widespread online hostility can lead to declining sales, increased customer churn, and loss of market share as consumers shift to competitors perceived as more ethical or authentic. From a reputational perspective, digital brand hate can damage a brand’s image for years, making recovery extremely challenging even with extensive public relations efforts. From a societal perspective, unresolved brand hate can fuel polarization within digital communities, reinforce negative stereotypes, and deepen mistrust between brands and consumers. Furthermore, the persistence of digital brand hate undermines the effectiveness of digital marketing investments, as even the most creative campaigns may be overshadowed by consumer-generated negative content. Fashion brands that fail to address this issue risk not only immediate backlash but also the long-term erosion of consumer trust, which is particularly damaging in an industry where brand equity and emotional resonance are critical assets. Therefore, the central challenge is that, without a structured understanding of digital brand hate, fashion brands cannot effectively protect their reputations, sustain consumer relationships, or maintain long-term competitiveness in an increasingly digitalized marketplace (Khatoon & Rehman, 2021).

A Digital Brand Hate Model for the fashion industry is therefore essential to address this gap. Such a model would provide a structured framework for identifying the antecedents of digital brand hate, including perceived hypocrisy, ethical misconduct, poor product quality, cultural insensitivity, and unmet expectations in digital experiences (Papamichael et al., 2023). It would also clarify the mechanisms through which digital brand hate develops and spreads, including emotional contagion, viral content sharing, and the formation of online anti-brand communities. Finally, it would illuminate the consequences of digital brand hate, ranging from consumer disengagement and boycotts to reputational crises and financial decline (Kumar et al., 2023).

By systematically modeling these dynamics, scholars can advance the theoretical understanding of consumer–brand relationships in digital contexts, while practitioners in the fashion industry can develop proactive strategies to mitigate risks and foster more resilient digital brand identities. Importantly, such a model would also acknowledge the role of digital platforms themselves, as algorithms, recommendation systems, and social media affordances can either amplify or mitigate the spread of brand hate. This perspective highlights that digital brand hate is not solely a consumer-driven phenomenon but rather an ecosystem-level issue shaped by the interaction among brands, consumers, and digital infrastructures (Hegner et al., 2017). For example, Kamboj and Sharma (2023) found that brand hate can lead to formal complaints and the widespread dissemination of negative opinions on social media. Similarly, Odoom et al. (2024) emphasized that negative word-of-mouth generated by brand hate can significantly damage brand reputation.

In summary, the problem motivating this research is that the rise of digital platforms has transformed the nature of consumer–brand interactions in the fashion industry, creating new opportunities while simultaneously exposing brands to the distinctive and powerful threat of digital brand hate. Unlike traditional consumer dissatisfaction, digital brand hate is amplified by online environments, deeply embedded in sociocultural discourses, and capable of causing long-lasting reputational and financial harm. Yet despite its growing prevalence, the phenomenon remains insufficiently conceptualized and modeled within the academic literature, leaving both researchers and practitioners without the tools needed to fully understand or effectively address it. This research therefore highlights the need to develop a Digital Brand Hate Model specifically tailored to the fashion industry. Such a model can explain the antecedents, mechanisms, and consequences of digital brand hate while providing actionable insights for managing brand–consumer relationships in the digital era. Only by addressing this gap can fashion brands effectively navigate the delicate balance between digital engagement and digital conflict, ensuring not only their survival but also their ability to thrive in an increasingly competitive and socially conscious marketplace.

Literature Review

Brand Hate

Hate is a complex and powerful emotion that can have significant negative effects on both individuals and society. The Oxford Dictionary (2018) defines hate as “a strong feeling of dislike or disgust toward someone or something.” Some studies suggest that the intensity and expression of hate vary across individuals (Aziz & Rahman, 2022). This emotion is often associated with anger, hostility, and disgust and may manifest in behaviors such as violence or acts intended to demean others (Vanderl Frahn, 2021).

The origins of hate may stem from fear of the unknown, previous harmful experiences (Hermann, 2015), or environmental influences such as social norms and media exposure. Hate is often expressed through aggressive tendencies, emotional rejection, or group-based prejudice. Furthermore, accompanying emotions such as anger and disgust may lead to outcomes including verbal and physical aggression (Bilowich et al., 2021) as well as discriminatory behavior (Khan et al., 2013).

From a psychological perspective, hate can have profound and destructive effects on both mental well-being and behavior. Internalized emotions such as chronic anger and persistent resentment can negatively affect an individual's psychological health, contributing to conditions such as depression and anxiety. In addition, social relationships may deteriorate under the influence of hatred, potentially leading to social isolation (Baumeister & Leary, 2017). This intense emotion can impair rational decision-making and increase the likelihood of harmful behaviors, including violence and self-destructive actions. Therefore, understanding the origins, manifestations, and consequences of hate from a psychological perspective is essential for reducing its negative effects on individuals and society (Wall & Wall, 2020).

Due to its close association with personal identity, cultural values, and social norms, the fashion and apparel industry provides a particularly relevant context for examining brand hate. Consumers frequently express negative emotions, including brand hate, toward certain brands. This form of hate differs from interpersonal hatred and can have serious consequences for brands. Brand hate can significantly influence consumer perceptions, purchasing behavior, and even a brand’s competitive position in the marketplace (Sameeni et al., 2024).

Roots of Brand Hate

The roots of brand hate can be categorized into three main factors: individual, organizational, and social.

Individual Factors: Personal negative experiences with a brand's products or services—such as poor quality, product malfunctions, or failure to meet customer expectations—are among the primary reasons for developing brand hate (Bayarassou et al., 2024). Additionally, inadequate after-sales service and inappropriate employee behaviour can further intensify this feeling (Fetscherin et al., 2023). Consumers often share such experiences with others, amplifying the intensity of brand hate.

Organizational Factors: Unethical corporate behaviours, such as violating social responsibilities, environmental misconduct, exploiting cheap and inhumane labour, and disseminating misleading or offensive advertisements, play a significant role in intensifying brand hate (Zhang & Laroche, 2020). In the fashion and apparel industry, specifically, the use of substandard raw materials or a lack of transparency in the supply chain can contribute to the emergence of this negative sentiment (Kucuk, 2019).

Social Factors: The role of media and social networks in rapidly spreading consumers' negative experiences is a key factor in shaping and amplifying brand hate (Sharma et al., 2022). Cultural and social influences, such as a brand's misalignment with societal values or its support for controversial issues, can further exacerbate these negative perceptions (Hegner et al., 2017).

Digital Brand Hate

Digital brand hate refers to the intense negative emotions, attitudes, and behaviors that consumers develop and express toward a brand within digital environments, such as social media platforms, e-commerce websites, online forums, and virtual communities. Unlike simple dissatisfaction or temporary disappointment, digital brand hate is characterized by its intensity, persistence, and public visibility. It often emerges when consumers perceive a brand as unethical, hypocritical, culturally insensitive, or incapable of meeting its promised standards, while digital platforms provide the means to amplify and disseminate their dissatisfaction. Expressions of digital brand hate may include negative reviews, boycott campaigns, hostile comments, memes, viral hashtags, and the formation of anti-brand online communities, making it a collective and contagious phenomenon rather than merely an individual grievance (Walter et al., 2023).

What distinguishes digital brand hate from traditional offline brand hate is the unique role of digital technologies in accelerating its diffusion and amplifying its impact. The immediacy and interactivity of digital platforms enable consumers not only to express their hostility instantly but also to influence others through emotional contagion, algorithm-driven visibility, and the mobilization of online communities. In this sense, digital brand hate is both an emotional and a social process, deeply embedded in the dynamics of the digital ecosystem. It represents a significant challenge for brands because it can rapidly escalate into reputational crises, disrupt consumer–brand relationships, and erode brand equity in ways that are often difficult to manage. Consequently, digital brand hate has emerged as a critical concept in understanding consumer behavior and brand management in the digital era (Kamboj & Sharma, 2023).

Brand Hate in the Fashion Industry

The fashion and apparel industry is particularly vulnerable to brand hate due to its reliance on consumer preferences and strong connection to personal and social identity. Brand hate in this industry can arise from several key factors:

1. Ethical Issues: Using cheap labour and poor working conditions in developing countries is a significant source of consumer outrage (Rodriguez et al., 2021). Many brands have faced harsh criticism due to a lack of transparency in their supply chains (Sharma et al., 2022).
2. Cultural Conflict: Offensive advertisements or inappropriate use of cultural symbols can provoke disrespect and disgust among consumers (Abbasi et al., 2023). For example, advertising campaigns that ignore or mock the values of a particular culture often trigger widespread adverse reactions (Monahan et al., 2023).
3. Environmental Damage: The fashion industry is one of the world’s most polluting industries. Environmentally conscious consumers often avoid brands that fail to use sustainable materials or contribute to environmental degradation (Singh & Wagner, 2024; Yadav & Chakrabarti, 2022).
4. Poor Product Quality: Offering low-quality products or failing to provide adequate customer service can also significantly generate brand hate (Kumar et al., 2023).

As a result, brands in this industry must carefully address cultural, social, and environmental concerns to prevent the emergence and spread of brand hate and its associated consequences. The theoretical framework of brand hate encompasses multiple dimensions, including individual factors (such as negative experiences and value conflicts), organizational factors (such as a lack of corporate social responsibility), and behavioral consequences (such as brand avoidance and retaliatory actions). This framework helps explain the underlying causes of brand hate while also providing insights into strategies for managing and mitigating its effects. Previous studies suggest that effectively managing customer expectations and delivering positive brand experiences can reduce the negative impact of brand hate (Kucuk, 2019; Roy et al., 2022).

Woodside et al. (2023) conducted a study entitled Consumer Hate and Brand Boycott Communication in Socially Irresponsible Fashion Brands: Applying Complexity Theory in Psychological and Marketing Research. The study examined consumers’ negative reactions toward luxury and mass-market fashion brands perceived as socially irresponsible. The sample consisted of consumers from France, the United Kingdom, and the United States. The findings indicated that consumers who harbor strong negative feelings toward a brand are generally more likely to support boycotting it. Furthermore, among consumers who perceive a brand as fundamentally different from themselves, those who view the brand’s behavior as socially irresponsible are more likely to develop brand hate. The predictive models proposed in the study demonstrated strong generalizability and introduced novel approaches for examining brand hate and boycott behavior within the fields of psychology and marketing.

Purpose of the Study

The purpose of this study was to investigate the phenomenon of digital brand hate in the fashion industry and to develop a comprehensive model that explains its antecedents, mechanisms, and consequences. Although previous research has examined consumer dissatisfaction and brand disloyalty in offline settings, limited attention has been paid to the ways in which digital environments reshape and intensify negative consumer emotions. In the digital era, online platforms have enabled consumers to express dissatisfaction more visibly, collectively, and rapidly, transforming individual grievances into widespread hostility.

Accordingly, this study sought to address a critical gap in the literature by conceptualizing digital brand hate as a distinct construct that extends beyond traditional frameworks of consumer dissatisfaction, particularly within the fashion industry, which is heavily influenced by identity, cultural symbolism, and consumer perceptions.

Furthermore, the study aimed to provide practical insights for both scholars and practitioners, particularly in developing countries where the fashion industry faces additional challenges, including economic instability, limited regulatory oversight, and heightened consumer sensitivity to ethical and cultural issues. By systematically identifying the causal, contextual, and intervening conditions that contribute to digital brand hate, as well as its strategic responses and behavioral consequences, the study sought to advance both theoretical understanding and managerial practice. Ultimately, the goal was to provide fashion brands with a structured framework for anticipating, monitoring, and mitigating digital brand hate, thereby enhancing organizational resilience, strengthening consumer trust, and supporting long-term competitiveness in an increasingly digitalized and socially conscious marketplace.

Method

The present study is developmental–applied in terms of its purpose and a cross-sectional survey in terms of its research design and data collection period. Data were collected using semi-structured interviews and a questionnaire based on a five-point Likert scale. The reliability of the questionnaire was assessed using Cronbach's alpha and composite reliability, while convergent validity was employed to evaluate its validity. This study adopted a qualitative approach to develop a model of the antecedents and consequences of brand hate in the fashion industry. Therefore, in terms of research orientation, it can be classified as an exploratory study. Key indicators were identified through systematic analysis and expert interviews, and an initial conceptual model was developed. The qualitative data were analyzed using grounded theory and ATLAS.ti software.

After identifying the preliminary indicators related to the antecedents and consequences of brand hate in the Iranian fashion and apparel industry, the final indicators were extracted. Subsequently, a questionnaire based on a five-point Likert scale was used to collect quantitative data and validate the proposed research model. Structural equation modeling (SEM) and AMOS software were employed to test and validate the final model.

Population and Sampling

The qualitative research population consisted of marketing experts, university professors, and executives working in the fashion industry. The selection criteria for experts were as follows:

- Holding a master's degree in marketing, management, or business studies.
- Having at least 10 years of relevant work experience in branding and managerial positions.
- At least five years of experience in fashion services and brand management.

Based on these criteria, 22 qualified experts were selected for the study. A purposive, non-probability sampling method was employed.

The study examined prominent brands in the Iranian fashion and apparel industry, including Mashhad Leather and Novin Leather. These brands are recognized manufacturers of leather products, including bags, shoes, belts, accessories, and leather apparel. Their products are exported to various international markets, including the United Arab Emirates, Kuwait, Japan, Germany, Sweden, the Czech Republic, and Russia, and they regularly participate in international trade exhibitions. In addition to serving the domestic market, these brands maintain business operations in countries such as Iraq, Canada, Russia, and several European markets. The quantitative research population consisted of active customers in the Iranian fashion and apparel industry. The total number of customers in this industry exceeded 8.5 million individuals. To identify active customers, the criterion of purchasing clothing at least once and up to twenty times per week was applied. Based on this criterion, the number of active customers was estimated at approximately one million individuals, which was treated as an unlimited population for sampling purposes. Given the unlimited population, the sample size was calculated using the following formula:

$$n = \frac{{Z_{\propto/2}}^{2} \times p(1-p)}{\varepsilon^{2}} = \frac{(1.96)^{2} \times .5 \times .5}{(.05)^{2}} \cong 384$$

In this study, the confidence level was considered to be 95% ($\propto$=0.05) and the precision (ε) was considered to be 0.05. The standard deviation was also obtained according to the relationship σ=(5-1)/6, equal to 0.677. The questionnaire was distributed electronically.

Data Collection

Data were collected through both library research and semi-structured interviews. First, the theoretical foundations, previous studies, and key concepts related to the antecedents and consequences of brand hate in the fashion industry within developing countries were reviewed using academic books and peer-reviewed journal articles. Subsequently, semi-structured interviews were conducted with marketing experts and fashion industry executives to gain a deeper understanding of the phenomenon and to identify the relevant research indicators. Based on a set of pre-designed yet flexible questions, these interviews provided rich and practical insights into the variables under investigation and the relationships among them.

Reliability and Validity

In qualitative research, particularly when developing theoretical models such as the Brand Hate Model in the fashion industry, ensuring the validity and reliability of the findings is essential. Therefore, this study employed several procedures to enhance the credibility and rigor of the research.

Reliability refers to the consistency and stability of research findings over time and across different observers or contexts (Creswell & Poth, 2016). In the present study, reliability was enhanced through the following approaches:

Triangulation: Data triangulation was achieved by drawing on multiple sources of evidence, including literature reviews, expert interviews, and case studies. In addition, methodological triangulation was employed by integrating qualitative techniques, including grounded theory and systematic analysis using ATLAS.ti software (Patton, 2014).

To assess test–retest reliability, several interviews were randomly selected from the interview pool and coded twice within a short and predetermined time interval. The resulting codes were then compared to evaluate their consistency (Kvale, 1996). In this study, three interviews were selected for the test–retest procedure, and each interview was coded twice by the researcher with a seven-day interval between coding sessions. The results are presented in Table 1. It should be noted that the number of agreements is reported in the form of paired codes.

Table 1. Calculation of Test-Retest Reliability

Interview Number	Total Codes	Number of Agreements	Number of Disagreements	Test Reliability
3	27	12	3	89 %
10	13	6	1	91 %
15	24	11	2	92 %
Total	64	29	6	90 %

Also, to calculate the reliability of the interviews using the intra-subject agreement method between two coders, a professor of business management marketing was asked to participate in the research as a second coder and code three interviews. The percentage of intra-subject agreement was then calculated using the formula shown in Table 2.

Table 2. Calculation of inter-coder reliability

Interview Number	Total Codes (Two Coders)	Number of Agreements	Number of Disagreements	Test Reliability
3	45	19	7	84 %
10	28	13	2	93 %
15	43	17	9	79 %
Total	116	49	18	83 %

Validity assesses the degree to which research correctly reflects the desired phenomenon (Lincoln, 1985). This research guarantees validity by the following measures.:

- Construct Validity: The research framework was developed based on an exhaustive study of prior research on brand hate (Fetscherin et al., 2023). Industry professionals approved the constructions to guarantee their applicability to the fashion business.

- Content Validity: Developed based on accepted theoretical frameworks (e.g., Kucuk, 2019), interview questions were tested by academic specialists in marketing and consumer behaviour prior to data collecting.
- External Validity: The sample included various Iranian industry professionals and managers from many fashion fields. This improves the generalizability of results within comparable impoverished countries (Rodríguez et al., 2021).
- Confirmability and Dependability: An impartial auditor examined the approach and results to help reduce researcher bias. Reflexivity was also preserved in researcher notebooks recording possible biases and presumptions (Guba & Lincoln, 1994).

Combining these validity and reliability criteria guarantees that the research results are strong and reliable and significantly add value to the body of knowledge already in publication on brand hate in the fashion sector.

Based on the background and library studies, interview questions were designed. Interview questions include:

1- Please introduce yourself and explain your work history in the fashion and apparel industry.
2- How did you become familiar with the concept of brand hatred and why is it important to you?
3- In your opinion, what factors can cause brand hatred among customers?
4- How can social and cultural changes in Iran affect customers' attitudes towards brands?
5- How important is the role of product quality, pricing, and after-sales service in creating brand hatred?
6- How can mismanagement of crises and public problems lead to brand hatred?
7- How does brand hatred affect customers' purchasing behavior?
8- Can brand hatred lead to negative behaviors such as publishing negative reviews or anti-brand campaigns? How?
9- How does brand hatred affect the overall image of the brand and its reputation in the market?
10- What is the impact of brand hatred on customer loyalty?
11- In your opinion, how can brands reduce or eliminate customer hate?
12- What strategies are effective for rebuilding customer trust after brand hate has developed?

13- How can brands prevent customer hate from occurring? What steps should they take?
14- What advice do you have for fashion and apparel brands in Iran to successfully manage brand hate?
15- In your opinion, what does the future of brands in Iran look like given social and cultural changes?

Findings

This research is based on the grounded theory method, which involves three main stages of coding:
- Open Coding: At this stage, the data were broken down into smaller meaningful units and systematically analyzed. Concepts were extracted from the data and assigned appropriate labels. Through a detailed review of the interviews, observations, and collected data, the initial codes related to the phenomenon under investigation were identified and recorded. A total of 104 open codes were extracted, covering issues such as poor product quality, unreasonable pricing, after-sales service problems, ethical violations, and other related topics. These codes formed the foundation for the subsequent stages of analysis.
- Axial Coding: At this stage, the open codes and concepts were organized into broader categories. The primary objective was to identify relationships among the codes and develop a coherent analytical structure. Categories such as causal conditions, strategies, consequences, and contextual conditions were established, each encompassing several related concepts. For example, codes such as lack of product warranty and mismatch between product quality and customer needs were classified under after-sales service issues within the category of causal conditions. In other words, the open codes were consolidated into more abstract and generalized categories. A total of 20 axial categories were identified, including poor product quality, inappropriate pricing, brand avoidance, after-sales service issues, legal and ethical violations, and contextual conditions (economic, legal, demographic, market, and governmental factors).
- Selective Coding: In the final stage, the core category of the study was identified, and all other categories were linked to it through causal, contextual, intervening, strategic, and consequential relationships. The core category identified was brand hate, which served as the central element of the proposed model. The remaining categories, including causal conditions, strategies, and consequences, were organized around

this central concept. The final framework consisted of six main causal conditions, five main contextual conditions, five main intervening conditions, three main strategies, and three main consequences.

The number of codes generated at each stage illustrates how the coding process transformed fragmented data into well-structured categories, facilitating the development of the final analytical framework (Figure 1). Table 3 presents the results obtained across all three stages of the coding process.

Table 3. Results of the Three-Stage Coding of Research Data

Open Coding	Axial Coding	Selective Coding
The product does not meet the specifications	Low Product Quality	Causal Conditions
Use of substandard raw materials		
Incomplete production information		
Product quality does not match customer needs.		
Sudden price changes	Improper Pricing	
Unreasonably high prices		
There are no special conditions for high prices.		
High maintenance costs		
Experiential avoidance	Brand Avoidance	
Identity avoidance		
Ethical avoidance		
Belief-based avoidance		
Negative experiences of other customers	Negative Word-of-Mouth	
Rumours and misinformation		
Inappropriate brand decisions and behaviours		
Social media and online reviews		
Failure to respond to complaints appropriately		
Experiences of Others		
Lack of technical support	After-Sales Service Issues	
No product warranty		
No product replacement		
Unresponsiveness to complaints		
Brand incompetence	Brand Commitment Failure	
Failure to meet previous standards		
Inability to meet customer needs		
Failure to fulfil brand promises		
Legal and regulatory violations	Legal Violations	Intervening Conditions
Unauthorized use of a brand		
Trademark counterfeiting		
Brand registration fraud		

Use of substandard raw materials	Manufacturing Violations	
Offering substandard goods or services		
Use of expired raw materials		
Marketing deception	Ethical Violations	
Dishonesty with customers		
Lack of social responsibility		
Deceptive advertising		
Negative recommendation advertising		
Perceived immorality		
Neglect of social justice		
Disgust	Experiential Violations	
Anger		
Negative experience		
Avoidance and rejection of brand		
No brand preference		
Negative brand interactions		
Incompatibility of products and services		
Intense hatred		
Contempt		
Resentment towards brand		
Brand shame		
Consumer pride		
Symbolic incompatibility	Identity Violations	
Ideological incompatibility		
Consumer narcissism		
Lack of brand authenticity		
Mental norms		
Economic sanctions	Economic Conditions	Contextual Conditions
Exchange rate fluctuations		
Market economic instability		
Lack of access to high-quality raw materials		
Lack of market oversight	Legal Conditions	
Absence of regulatory standards		
Lack of strict quality control laws		
Resistance to new products in society	Demographic Conditions	
Resistance to high prices		
Resistance to new technologies		
High cost of gaining public approval		
Different social norms		
Unfair competitive market	Market Conditions	
Unconventional marketing by competitors		
Competitor deception and public manipulation		
Competitor behavioural fluctuations		
High number of competitors		

Lack of support for domestic production	Governmental Conditions	
Lack of governmental support for innovation		
Lack of financial support for new product development		
Failure to prevent smuggled products		
The excessive influx of Chinese products		
Reducing the cost of high-quality raw materials	Cost Management	Strategies
No spending on production equipment		
Reducing costs for employees and resources		
Cutting down production process costs		
Managing inventory and resources		
Emphasizing quantity over quality	Increased Production Volume	
Increasing profit margins		
Using simpler production processes		
Responding to market demand		
Reacting to specific conditions	Target Market Specification	
Need for producing specific products at specific times.		
Need for producing specific products in certain locations.		
Need for producing specific products for certain minorities.		
Filing complaints against the brand	Brand Complaints	Consequences
Protesting the brand		
Consumer rebellion		
Retaliation against the brand		
Criticism of the brand		
Spreading negative information on social media		
Legal actions against the brand		
Stopping support for the brand	Brand Boycott	
Negative word-of-mouth		
Retaliation against the brand		
Supporting competitors		
Cutting ties with the brand		
Decrease in sales	Economic Instability	
Discontinuation of profitability		
Reduction in existing customers		
Failure to attract new customers		
Loss of competitive advantage		
Loss of market share		

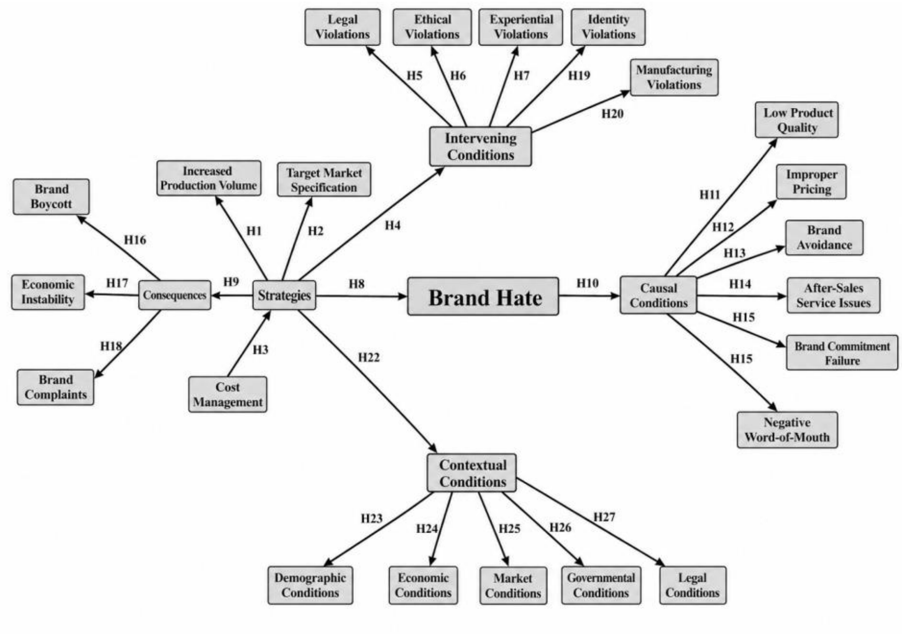

Figure 1. Paradigmatic Model of Brand Hate

In the second stage of the research, based on a questionnaire designed and using the confirmatory factor analysis method, the designed model was validated. Before addressing this section, a summary of descriptive statistics is presented as follows:

- H0: The distribution of data related to the variables is normal
- H1: The distribution of data related to the variables is not normal.

Table 4. Data normality test

Variables	Kolmogorov-Smirnov statistic	Significance level	Test result
Causal Conditions	1.367	0.109	Normal
Contextual Conditions	0.978	0.157	Normal
Intervening Conditions	1.113	0.156	Normal
Strategies	1.243	0.132	Normal
Consequences	1.165	0.134	Normal

Based on the results of the Kolmogorov–Smirnov test, the significance values obtained for all variables were greater than the specified significance level (0.05). Therefore, there is insufficient evidence to reject the null hypothesis, indicating that the data are normally distributed.

Examining the Significance of the Environmental Protection Cultural Model

After confirming the factor structure of the research constructs, structural equation modeling (SEM) was employed to examine the relationships among the variables. Structural equations were used to test the research hypotheses. A structural equation model represents a specific causal structure among a set of latent (unobservable) constructs. It consists of two components: a structural model, which specifies the causal relationships among latent variables, and a measurement model, which defines the relationships between latent variables and their observed indicators.

Using SEM, it is possible to examine both the relationships among latent variables and the relationships between each latent variable and its corresponding measurement items. Unlike bivariate approaches, which assess the relationship between only one independent variable and one dependent variable at a time, structural equation modeling enables the simultaneous evaluation of complex multivariate theoretical models.

Multivariate analysis refers to a set of analytical techniques whose primary characteristic is the simultaneous examination of multiple independent and dependent variables. This approach provides a more comprehensive understanding of the relationships among variables and allows researchers to test complex theoretical frameworks more effectively.

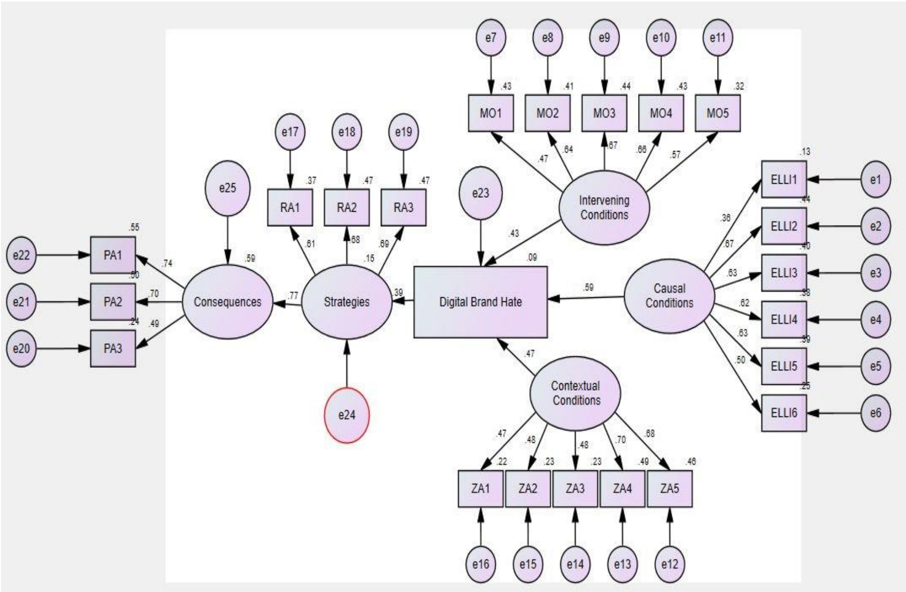

Figure 2. Structural model being estimated by Amos software

All factor loadings are above 0.3. To express the acceptability of the model, the Bentler-Bonnet normalized fit indices, relative fit, incremental fit, adaptive indices and perfect square have been used. The results obtained from the model are shown in Table (5).

Table 5. Model fit indices

Model	X2/df	RMSEA	NFI	CFI	GFI	IFI	RFI	PRATIO	PNFI	PCFI	SRMR
Acceptable Rate	1-3	0.1>	0.9<	0.9<	0.9<	0.9<	0.9<	0.09<	0.8<	Acceptable Rate	1-3
Calculated	1.33	0.065	0.98	0.99	0.95	0.95	0.98	0.16	0.90	Calculated	1.33

The following is an examination of the impact of the identified factors on each other:

Table 6. Examination of the impact of the identified factors of the data-based model on each other

Hypothesis	Path coefficient	t-statistic	Hypothesis Result
Causal factors on the main category	0.59	5.254	0.000
Contextual factors on strategies	0.47	6.113	0.000
Intervening factors on strategies	0.43	5.110	0.000
Main category on strategies	0.39	5.143	0.000
Strategies on outcomes	0.77	6.354	0.000

According to the table, the factors identified in the data-based model have influenced each other. The factor loading of causal factors on the main category is 0.59 and its T-statistic is 5.254, the factor loading of contextual factors on strategies is 0.47 and its T-statistic is 6.113. The factor loading of interfering factors on strategies is 0.43 and its T-statistic is 5.110. The factor loading of the main category on strategies is 0.39 and its T-statistic is 143.5. Finally, the factor loading of strategies on outcomes is 0.55 and its T-statistic is 6.354. Therefore, it can be said that the research model is approved.

Discussion

This study aimed to develop a brand hate model for the fashion and apparel industry in developing countries by examining the factors that shape negative consumer emotions and their consequences. The findings revealed that negative customer experiences, including poor product quality, inappropriate pricing, after-sales service problems, and the failure to meet customer expectations, are among the primary antecedents of brand hate in this industry. These findings are consistent with previous studies on brand hate, such as the work of Japutra et al. (2021), which highlighted the role of poor quality and an unfavorable price–value relationship in fostering negative consumer attitudes. In addition, Pantano (2021) identified negative word-of-mouth as a major consequence of brand hate, a finding that was also supported by the results of the present study.

In conclusion, the emergence of digital brand hate in the fashion industry highlights the transformative role of digital platforms in shaping consumer–brand relationships. Unlike traditional forms of consumer dissatisfaction, digital brand hate is driven by the immediacy, visibility, and interconnected nature of online environments, enabling negative sentiments to spread rapidly and intensify across digital communities. This phenomenon underscores the vulnerability of fashion brands, which rely heavily on image, identity, and cultural symbolism, making them particularly susceptible to consumer backlash when expectations are not fulfilled or when ethical and social values are perceived to be compromised. Consequently, the digital environment functions not only as a marketplace but also as a public arena where brand reputations are continuously constructed, challenged, and reshaped.

The proposed Digital Brand Hate Model offers a comprehensive framework for understanding the antecedents, mechanisms, and consequences of this complex phenomenon. By illustrating how factors such as perceived hypocrisy, cultural insensitivity, unethical practices, and unmet consumer expectations can evolve into collective digital hostility, the model contributes to both academic research and managerial practice. The findings suggest that digital brand hate should not be viewed merely as an extension of offline consumer dissatisfaction; rather, it represents a distinct phenomenon shaped by the socio-technical characteristics of digital platforms. Understanding these dynamics enables fashion brands to move beyond reactive crisis management and adopt proactive strategies centered on transparency, ethical engagement, and consumer trust-building within digital environments.

Ultimately, addressing digital brand hate is not merely a matter of damage control; rather, it requires fostering sustainable, authentic, and responsible brand practices in the digital era. Fashion brands that recognize the influential role of consumers in shaping digital narratives can transform potential conflicts into opportunities for dialogue, co-creation, and long-term relationship building. By incorporating insights from the Digital Brand Hate Model into their strategic decision-making, brands can more effectively navigate the risks associated with digital conflicts while enhancing their resilience and relevance in an increasingly competitive and socially conscious marketplace. In doing so, they can not only mitigate the adverse effects of brand hate but also strengthen their ability to thrive in the interconnected worlds of fashion and digital culture.

The antecedents of brand hate were examined across three broad categories: causal conditions, intervening conditions, and contextual conditions.

Within the category of causal conditions, factors such as poor product quality, non-transparent marketing practices, and service-related problems were identified as key drivers of declining consumer trust and intensified negative emotions toward brands. These findings are consistent with those of Bayarassou et al. (2020), who emphasized the critical role of product quality and customer service in reducing and managing brand hate.

The intervening conditions included ethical and legal violations by brands, such as infringements of consumer rights and non-compliance with production standards. The findings indicated that neglecting corporate social responsibility and ethical principles contributes to deeper consumer dissatisfaction and facilitates the spread of negative word-of-mouth. These results support the findings of Tosun et al. (2024), who highlighted the importance of ethical compliance in preventing adverse brand-related outcomes.

The contextual conditions focused on economic and regulatory influences. The results demonstrated that economic instability, high inflation, and stringent yet ineffective regulatory frameworks contributed to higher prices and lower product quality, thereby intensifying brand hate. These findings are consistent with the work of Noor et al. (2022), which examined the influence of demographic and economic factors on consumer behavior.

The consequences of brand hate—including brand avoidance, the spread of negative rumors, and declining public trust—were found to have significant adverse effects on brand performance. These findings are in line with those of Corina et al. (2020), who identified customer complaints and reduced loyalty as direct outcomes of brand hate. Furthermore, unfavorable economic conditions were found to diminish consumers' purchasing power and increase dissatisfaction, a pattern that has also been documented in studies examining the economic dimensions of brand-related behavior.

Conclusion

The findings of this study have several practical implications for managers in the fashion industry and brand strategists. Understanding the antecedents and consequences of brand hate enables organizations to develop effective strategies for reducing negative consumer attitudes and strengthening brand relationships. First, brands should prioritize improving product quality and ensuring transparency in pricing and promotional activities to enhance customer trust and satisfaction. Second, implementing effective customer service mechanisms, including responsive complaint-handling systems and reliable after-sales support, can help reduce consumer dissatisfaction and prevent brand avoidance. Third, companies should demonstrate responsible corporate behavior by adhering to ethical business practices, supporting environmental sustainability initiatives, and engaging in corporate social responsibility activities, thereby minimizing consumer dissatisfaction arising from ethical concerns. Furthermore, leveraging social media platforms to address customer concerns and facilitate two-way communication can help brands rebuild trust and mitigate the negative effects of adverse word-of-mouth.

This research also has important social implications, particularly with regard to consumer behavior and societal attitudes toward brands. Brand hate can generate widespread negative word-of-mouth, influencing both consumer decision-making and public perceptions of brands. The findings highlight the growing importance of ethical conduct, environmental sustainability, and social responsibility in shaping consumer attitudes. As consumers increasingly expect organizations to behave responsibly, brands that fail to align with prevailing social values may face substantial reputational damage. The study further emphasizes the role of digital platforms in amplifying brand hate, suggesting that brands should adopt transparent, authentic, and consistent communication strategies to reduce negative consumer sentiment. Understanding the broader social consequences of brand hate can help policymakers and business leaders work together to promote ethical business practices and strengthen consumer protection within the fashion industry.

In conclusion, linking the concept of digital brand hate to established theories of consumer behavior and branding, particularly brand equity, provides a stronger theoretical foundation for understanding this phenomenon. Digital brand hate can be viewed as a destructive force that undermines brand equity by weakening favorable brand associations, reducing perceived quality, and eroding customer loyalty. In digital environments, the speed and reach of negative information sharing intensify this process, allowing brand hate to extend beyond individual attitudes and develop into a collective perception of the brand. As a result, digital brand hate represents not only a challenge to consumer–brand relationships but also a significant threat to the long-term value and sustainability of brands operating in increasingly connected marketplaces.

From another perspective, Social Identity Theory provides a valuable framework for understanding the identity-based dimensions of digital brand hate. In digital environments, consumers act not only as buyers but also as members of social groups, evaluating brands through the lens of "us" versus "them." When a brand is perceived as conflicting with the values, norms, or identity of a particular group, brand hate may emerge as a form of collective response. This response is often reinforced through online campaigns, hashtags, and shared anti-brand narratives, which amplify both the intensity and persistence of negative sentiments.

Ultimately, linking digital brand hate to these established theoretical perspectives demonstrates that it is not merely a short-term emotional reaction but a phenomenon deeply rooted in consumers' cognitive, social, and identity-based processes. Such a perspective facilitates the development of more comprehensive conceptual frameworks in which brand hate is understood as part of the broader and dynamic consumer–brand relationship. This theoretical advancement not only enriches the academic literature but also provides a foundation for designing effective managerial strategies aimed at preventing, managing, and repairing damaged brand relationships in digital environments.

In conclusion, this study demonstrated that brand hate is a multifaceted phenomenon driven by a range of underlying factors that can significantly affect brands. Fashion brands operating in developing countries should focus on improving product quality, ensuring pricing

transparency, and providing effective after-sales services. Key managerial actions include:
- Adhering to ethical principles and maintaining transparency in advertising and customer interactions.
- Properly managing legal and production violations to maintain public trust.
- Conducting continuous market research to identify the needs of different customer segments and respond to them appropriately.

The proposed model, validated through structural equation modeling, showed that implementing effective strategies—such as cost management, quality improvement, and precise market targeting—can reduce brand hate and strengthen brand–consumer relationships. The model demonstrated satisfactory statistical fit and can serve as a valuable tool for brand managers and marketers seeking to navigate the complexities of consumer emotions in competitive markets.

To improve managerial effectiveness, two practical, low-cost, and immediately applicable communication tools are recommended:
1. Brands can establish a dedicated dashboard to monitor indicators of brand hate through social listening tools, including the analysis of social media conversations, comments, hashtags, and user-generated content. The dashboard should track metrics such as the intensity of negative sentiment, complaint frequency, hate-related themes (e.g., perceived unfairness or threats to consumer identity), and the speed at which negative content spreads across digital platforms. Such a tool enables managers to identify emerging issues early and intervene proactively before dissatisfaction escalates into a reputational crisis.
2. As an operational communication tool, brands should develop a standardized protocol for responding rapidly, transparently, and empathetically to negative digital content. This protocol should include response templates, communication guidelines, response-time standards, and the designation of a trained digital brand spokesperson. Implementing such a protocol can help consumers feel acknowledged and heard, reducing the likelihood that frustration will escalate into brand hate, digital boycotts, or retaliatory online behavior.

Overall, this research highlights the importance of strategic planning and a strong commitment to corporate social responsibility in mitigating the adverse consequences of brand hate and fostering a positive brand image among consumers. Based on the findings, several recommendations are proposed to reduce brand hate and promote more positive interactions between fashion brands and consumers in developing countries:

- Improving Product Quality: Brands should focus on using high-quality raw materials, monitoring production processes, and ensuring product quality. Providing credible product warranties can strengthen customer trust.
- Transparency in Pricing: Adopting fair pricing strategies based on market analysis and customers' financial capabilities can help reduce negative sentiments. Offering discounts and special promotions can also increase customer satisfaction.
- Enhancing After-Sales Service: Brands should establish efficient systems for handling customer complaints and providing adequate after-sales service. Quick responses and practical solutions to customer problems can significantly reduce dissatisfaction.
- Promoting Ethical and Social Responsibility: Adhering to ethical principles, such as transparency in advertising, respecting consumer rights, and using environmentally friendly materials, can enhance customer trust and improve the brand's image.
- Effective Communication with Customers: Building a positive relationship with customers requires utilizing communication channels like social media to gather customer feedback and transparently inform them about price changes and brand policies.

To provide a comprehensive model of brand hate antecedents and consequences in the fashion and apparel industry of developing countries, the following research suggestions can deepen and refine the analysis:

- Analysis of Technology's Role in Reducing Brand Hate: Investigate the use of modern technologies, such as artificial intelligence and data analytics, to identify and manage customer dissatisfaction and improve brand-consumer interactions.
- Study in Other Industries: Examine the brand hate model in other industries, such as technology, food and beverage, or automotive, to compare the influential factors and consequences across various sectors.
- Cultural and Social Impact Analysis: Explore the influence of cultural and social characteristics specific to developing countries, such as Iran, including collectivist values or ethical norms, on the formation of brand hate.

- Long-Term Study: Investigate the long-term effects of brand hate reduction strategies and examine the sustainability of positive changes in customer behaviour over time.
- Advanced Modeling: Develop more advanced models using latent variables and complex structures to provide a more precise analysis of the factors influencing brand hate.

CONFLICT OF INTEREST: The authors declare that they have no conflicts of interest regarding the publication of this manuscript.

References

Abbasi, A. Z., Fayyaz, M. S., Ting, D. H., Munir, M., Bashir, S., & Zhang, C. (2023). The moderating role of complaint handling on brand hate in the cancel culture. Asia-Pacific Journal of Business Administration, 15(1), 46–71.

Aro, K., & Suomi, K. (2024). Interrelatedness of brand love and brand hate: The case of a female personal political brand in Finland. Corporate Reputation Review, 1–18.

Aziz, R., & Rahman, Z. (2022). Brand hate: A literature review and future research agenda. European Journal of Marketing, 56(7), 2014–2051.

Baumeister, R. F., & Leary, M. R. (2017). The need to belong: Desire for interpersonal attachments as a fundamental human motivation. Interpersonal Development, 57–89.

Bayarassou, O., Becheur, I., & Valette-Florence, P. (2020). Fight or flight: Coping responses to brand hate. Journal of Product & Brand Management, 30(3), 492–511.

Bayarassou, O., Becheur, I., & Valette-Florence, P. (2024). Who hates your brand? An analysis of consumer brand hater typology. Asia Pacific Journal of Marketing and Logistics.

Bilewicz, M., Tempska, P., Leliwa, G., Dowgiallo, M., Tanska, M., Urbaniak, R., & Wroczynski, M. (2021). Artificial intelligence against hate: Intervention reducing verbal aggression in the social network environment. Aggressive Behavior, 47(3), 260–266.

Brandão, A., Ribeiro, B., & Gadekar, M. (2023). You ruined our love story, but I just cannot hate you—A moderation–mediation analysis of past experienced brand love and brand hate. International Journal of Consumer Studies, 47(3), 1126–1138.

Creswell, J. W., & Poth, C. N. (2016). Qualitative inquiry and research design: Choosing among five approaches. Sage Publications.

Curina, I., Francioni, B., Hegner, S. M., & Cioppi, M. (2020). Brand hate and non-repurchase intention: A service context perspective in a cross-channel setting. Journal of Retailing and Consumer Services, 54, 102031.

Fetscherin, M., Konecnik Ruzzier, M., Ivanov, S., & Ruzzier, M. (2023). Brand hate internationally: A validation study from Slovenia. Journal of International Consumer Marketing, 35(4), 436–447.

Guba, E. G., & Lincoln, Y. S. (1994). Competing paradigms in qualitative research. In N. K. Denzin & Y. S. Lincoln (Eds.), Handbook of qualitative research (2nd ed., pp. 163–194). Sage Publications.

Hegner, S. M., Fetscherin, M., & Van Delzen, M. (2017). Determinants and outcomes of brand hate. Journal of Product & Brand Management, 26(1), 13–25.

Herman, J. L. (2015). Trauma and recovery: The aftermath of violence—from domestic abuse to political terror. Hachette UK.

Japutra, A., Roy, S. K., & Pham, T. A. N. (2021). Relating brand anxiety, brand hatred and obsess: Moderating role of age and brand affection. Journal of Retailing and Consumer Services, 60, 102465.

Kamboj, S., & Sharma, M. (2023). Dark side of consumer-brand relationships: A brand hate perspective in anti-brand social media communities. Journal of Global Marketing, 36(4), 245–267.

Kashif, M., Korkmaz Devrani, T., Rehman, A., & Samad, S. (2021). Love is not blind: Investigating a love-hate transition among luxury fashion brand consumers. Journal of Fashion Marketing and Management: An International Journal, 25(4), 625–643.

Khatoon, S., & Rehman, V. (2021). Negative emotions in consumer brand relationship: A review and future research agenda. International Journal of Consumer Studies, 45(4), 719–749.

Kiran, F., Lodhi, S. A., Shabbir, R., & Zubair, A. (2024). Consumers' journey toward brand loyalty using social media brand community engagement: A case of fashion brands. Journal of Promotion Management, 30(1), 129–156.

Kucuk, S. U. (2019). Consequences of brand hate. In Brand hate: Navigating consumer negativity in the digital world (pp. 87–101).

Kumar, R., Jebarajakirthy, C., Maseeh, H. I., Dhanda, K., Saha, R., & Dahiya, R. (2023). Two decades of brand hate research: A review and research agenda. Marketing Intelligence & Planning, 41(6), 763–789.

Kvale, S. (1996). The 1,000-page question. Qualitative Inquiry, 2(3), 275–284.

Lincoln, Y. S. (1985). Naturalistic inquiry. Sage.

Monahan, L., Espinosa, J. A., Langenderfer, J., & Ortinau, D. J. (2023). Did you hear our brand is hated? The unexpected upside of hate-acknowledging advertising for polarizing brands. Journal of Business Research, 154, 113283.

Nguyen, H. N. (2021). Antecedents and consequences of brand hate among netizens: Empirical evidence from Vietnam. The Journal of Asian Finance, Economics and Business, 8(7), 579–589.

Noor, U., Mansoor, M., & Rabbani, S. (2022). Brand hate and retaliation in Muslim consumers: Does offensive advertising matter? Journal of Islamic Marketing, 13(6), 1395–1413.

Odoom, R., Kosiba, J. P. B., & Odoom, P. T. (2024). Brand hate experiences and the role of social media influencers in altering consumer emotions. Journal of Brand Management, 1–14.

Pantano, E. (2021). When a luxury brand bursts: Modelling the social media viral effects of negative stereotypes adoption leading to brand hate. Journal of Business Research, 123, 117–125.

Papamichael, I., Voukkali, I., Loizia, P., & Zorpas, A. A. (2023). Construction and demolition waste framework of circular economy: A mini review. Waste Management & Research, 41(12), 1728–1740.

Patton, M. Q. (2014). Qualitative research & evaluation methods: Integrating theory and practice. Sage Publications.

Priya, Berry, S., & Agrawal, P. R. (2024). Sustainable textile production in the developing countries: Major challenges or concerns and their possible solutions. In Dye pollution from textile industry: Challenges and opportunities for sustainable development (pp. 263–278). Springer Nature Singapore.

Rodrigues, C., Brandão, A., & Rodrigues, P. (2021). I can't stop hating you: An anti-brand-community perspective on Apple brand hate. Journal of Product & Brand Management, 30(8), 1115–1133.

Roy, S. K., Sharma, A., Bose, S., & Singh, G. (2022). Consumer-brand relationship: A brand hate perspective. Journal of Business Research, 144, 1293–1304.

Sameeni, M. S., Qadeer, F., Ahmad, W., & Filieri, R. (2024). An empirical examination of brand hate influence on negative consumer behaviors through NeWOM intensity: Does consumer personality matter? Journal of Business Research, 173, 114469.

Sharma, I., Jain, K., & Gupta, R. (2022). The power to voice my hate! Exploring the effect of brand hate and perceived social media power on negative eWOM. Journal of Asia Business Studies, 16(4), 652–675.

Shoaib Ul Haq, Ray Yiu-Keung Kwok; When hate does not last: the evolution of brand schema in online communities. Qualitative Market Research: An International Journal 26 August 2025; 28 (4): 625–651. https://doi.org/10.1108/QMR-06-2024-0105

Singh, S., & Wagner, R. (2024). Environmental concerns in brand love and hate: An emerging market's purview of masstige consumers. Asia-Pacific Journal of Business Administration, 16(5), 1202–1225.

Tahmasebifard, H., Pouyan, M. M., & Mirzaagha, M. (2018). Latent functions of brands and brandings. Business and Management Horizons, 6(1), 89.

Taqi, M., Bagozzi, R. P., Tuğrul, T., & Yaprak, A. (2024). The phenomenon of brand hate: A systematic literature review. Journal of Marketing Theory and Practice, 1–28.

Tosun, P., Cagliyor, S. I., & Gürce, M. Y. (2024). Reducing consumer–brand incongruity through corporate social responsibility and brand trust: Exploring negative word-of-mouth (NWOM). International Journal of Consumer Studies, 48(6), e13099.

Vendrell Ferran, Í. (2021). Hate: Toward a four-types model. Review of Philosophy and Psychology, 1–19.

Wahl, K., & Wahl, K. (2020). Fear, hate, and hope: A biopsychosociological model of the radical right. In J. Jost & D. Hegi (Eds.), The radical right: Biopsychosocial roots and international variations (pp. 21–60). Psychology Press.

Walter, C. E., Vale, V. T., Au-Yong-Oliveira, M., Veloso, C. M., & Sousa, B. B. (2023). The dark side of the brand and brand hate: A review and future research agenda. Administrative Sciences, 13(11), 234.

Woodside, A. G., Akrout, H., & Mrad, M. (2023). Consumer hate and boycott communications of socially irresponsible fashion brands: Applying complexity theory in psychology and marketing research. Psychology & Marketing, 40(10), 1986–2015.

Yadav, A., & Chakrabarti, S. (2022). Brand hate: A systematic literature review and future research agenda. International Journal of Consumer Studies, 46(5), 1992–2019.

Zhang, C., & Laroche, M. (2020). Brand hate: A multidimensional construct. Journal of Product & Brand Management, 30(3), 392–414.

How to Cite: Sharbatiyan, M., Zandieh, S., Baradaran Bagheri, H. (2026). From Clicks to Conflicts: A Digital Brand Hate Model for Fashion, Journal of Digital Content Management, 7(3), 82-115. DOI: 10.22054/dcm.2026.88686.1284