

The Awful Side of Brands: The State of the Art of Consumer Negative Brand Relations

Abstract

In terms of brand management, the negative relations between costumers and brands are in evidente increase, taking up more and more space in discussions regarding the impact on brand value, as well as forcing organizations and brands to look for alternatives to react to their impacts. However, studies related to this theme are scarce, since positive brand relationships are commonly prioritized in studies, and the negative approach to this relationship is often ignored. The purpose of this paper is to review the state of the art of negative consumer brand relations (NCBR). An overview of the topic is presented for the first time. The article also brings the limitations found in the research as well as suggestions for further studies.

Keywords: Consumer, State of the Art, Strategy, NCBR, Brand Value.

INTRODUCTION

Understanding the aspects of negative brand relationships is as important as understanding the positive aspects of brand relationships (Hogg and Banister, 2001, Lee, 2009 et al). Both consumer relations with a brand can influence their buying behavior, so understanding both sides is of paramount importance.

When consumers use a particular product or service, an evaluation process takes place, and initially an assessment is made between their initial expectations of the product or service, and what was actually evidenced by the consumer, and in that sense, the expectations of the consumer can be confirmed or not (Halstead, 1989). When your expectations for the product or service purchased are not confirmed, you are likely to result in dissatisfaction (Hasteald, 1989; Oliver, 1980) and consequently other negative feelings and frustration.

For Roseman et al. (1990), the negative relation that a consumer can have with a brand not only come from how the costumer feels about a particular brand, but also from the relationship with the brand. In this sense, the theory of evaluation demonstrates that events which may have been caused by the negative costumer experience may cause feelings such as guilt, shame, and regret, so events that were caused by others may generate different feelings, such as anger, dislike, and displeasure, contempt. (Fournier and Alvarez, 2013).

In this sense, the sources that cause a certain consumer negative experience with a brand directly influence the way feelings will be expressed by the consumer. Fournier and Alavarez (2013) complement, that consumers, when angry at a particular brand, consider moving against it, becoming an anti-brand activist, therefore, in addition to moving away from the brand, it also

has a tendency to influence others to move away from the brand, for those who have not faced a similar experience.

Negative Consumer-Brand Relationships– NCBR

For Yi and Baumgartner (2004), in your negative brand relationship study (not using that exact term yet), only emotions of anger, contempt, and hatred are taken into account, resulting in distancing from the brand. However, we must also consider issues that are hidden about a particular brand, which cannot yet be measured at first, such as subjects considered by the consumer to be secret, unrequited love and love-hate relationships, encompassing more dimensions that have not yet been evaluated (Fournier and Alavarez, 2013). In this sense, it can be stated that the consumer when interviewed, may have secret negative feelings for a particular brand, thus feeling coerced in responding sincerely to the variables, if the interview is conducted face-to-face, one can then consider conducting the research self-responsibly (consumer responds to survey without interviewer interference). Lane and Wegner (1994), argue that secrecy can drive a wide range of feelings, which in turn trigger behaviors, attitudes and tendencies.

When the consumer's values are not in accordance with the values that the brand appears to the consumer, it will be avoided by the consumer (Elsbach and Bhattacharya, 2001; Bhattacharya and Elsbach, 2002). Friedman (1985), points out that avoiding the brand and boycotting the brand have subtle differences, even if some areas are synonymous. The boycott is to avoid buying a brand until the disagreements between the consumer and the brand are resolved, when there will be a resumption of brand consumption. Different scenario is projected when the consumer avoids the brand, since in this context the chance of the consumer to use the brand again is null.

The negative feelings linked to the brand have several explanations about the way in which they are conducted, and the way the consumer responds to them. The NCBR (Negative Consumer-brand Relationships) is a large set of feelings and actions that can be considered for the most part as a form of brand repulsion.

The NCBR does not have a well-defined concept in the literature, as it is a set of negative emotions that the consumer may have experienced with a brand and that may lead to a behavior, it may be caused by an action of the consumer himself or others, However, it can be define as

the negative relation that the consumer had with a particular brand before or after consumption. These negative relations have been studied in different dimensions, such as those presented by Almeida and Brandão (2018):

- Brand Avoidance - (Lee et al., 2009);

- Brand Aversion - (Park, Eisingerich, & Park, 2013);

- Anti-brand activism - (Romani, Grappi, Zarantonello, & Bagozzi, 2015);

- Anti-consumption - (Chatzidakis & Lee, 2012; Cherrier, 2009; Dalli et al., 2006; Hogg, Banister, & Stephenson, 2009; Lee, Motion, et al., 2009);

- Brand Dislike - (Dalli et al., 2006);

- Brand Divorce - (Sussan, Hall, & Meamber, 2012);

- Brand Hate - (Grégoire, Tripp, & Legoux, 2009; Hegner, Fetscherin, Delzen, 2017; Zarantonello, Romani, Grappi, & Bagozzi, 2016).

STUDY METHOD

At first, the search for the terms “Negative Consumer Brand Relationship” OR “Negative Consumer Brand Relationships” in the databases ISI (Web of Science), Scopus, Spell and Scholar Google, and found 41 jobs, and after the removal of repeated works, 26 publications were identified and analyzed, which are presented according to their authors, year of publication, purpose, method, results and the existence of a possible scale, and the terms found referring to the NCBR. (There are differences between the results of the terms “Relationship” and “Relationships”, but both are presented in the results.).

In the second analysis of the NCBR, a table was constructed that shows the main research and findings about the term, from the beginning of the research until the close of the research.

PRESENTATION AND ANALYSIS OF RESULTS

After the first survey of the articles about the NCBR, 41 documents were found within the databases Scopus, Spell, Web of Science and Google Scholar. Of these 41 articles, after excluding repeated articles, 26 articles remained.

In the first analysis performed, the main studies on the NCBR so far, which demonstrate findings, concepts, modifications in the literature, or that may in any way influence future studies and research on the subject, are shown in Chart 1:

NCBR Timeline until July 2019		
Year	Author (s)	Event
2008	Trump	The term Negative Brand Relationships first appears in work titled “ <i>Self-brand overlap and dissociation in cognitive structure</i> ” bringing cognitive and affective issues with brand relationships.
2012	Awasthi, Brijesh; Sharma, Rajesh; Gulati, Urvashi	First time the term Anti-branding is finding together with the NCBR, in addition to focusing on online communities, that is, Negative word of mouth.
2013	Fournier and Alvarez	First time terms Brand Aversion, Brand attachment, Brand revenge appear in a job, beyond the terms Brand avoidance and Negative word of mouth.
2015	Koo	First time the term Brand Hate , but from that point, almost all published works have such a term. The present paper also addresses the Negative word of mouth on social networks.
2016	Pavelka	The term Brand dislike appears for the first time in works with NCBR, along with Negative Word of Mouth and Brand Hate.
2016	Zarantonello, Romani and Grappi	The first and most widely accepted concept about Brand Hate is created: “a constellation of negative emotions that is significantly associated with different negative behavioral outcomes, including complaints, negative WOM, protest, and reduction / termination of sponsorship.”
2017	Almeida, Brandão	First time the term Anti-consumption appears as part of negative relations with the brand, besides bringing other terms such as: Brand avoidance, Brand hate, Anti-branding, Negative word of mouth, Brand aversion, Anti-brand communities.
2017	Macedo	To evaluate the effect of different sponsorship contexts, Music and Football, on the Brand-Bios Relationship Model
2018	Kucuk	It brings a new concept to Brand Hate : "In other words, brand hate is more than just a single emotion, it is covered by many layers of different negative emotions." In this article the author also discusses Anti-branding.

2018	Park and MacInnis	Negative relationships with the brand are beginning to gain ground within research at the academy, and the first call for a special issue on the topic is published.
2018	Reimann, MacInnis and Folkes	First research that addresses the new term Brand Betrayal within negative brand relations, performing psychometric and neuroimaging tests with its participants.
2018	Zarantonello, Romani and Grappi	The authors address a new concept within NCBR, which is Brand image , and identify five different types of brand hatred.
2019	Fetscherin	The author states that Brand hate is within NCBR and brings different scopes found, such as: Disgust, contempt, anger, brand retaliation, public complaining, brand switching.
2019	Kucuk	The author creates a scale to measure the level of hatred for a brand.
2019	Odoom and Kosiba	The authors create the first scale to measure Brand Avoidance, with five different dimensions.

Chart 1: Linha do tempo sobre NCBR até Julho de 2019

Fonte: Elaborado pelo autor

Chart 1: NCBR to July 2019 Timeline

Source: elaborated by the author

The term “Negative Consumer Brand Relationship” was first found in 2008 in Trump's work (2008) indicating that it is a relatively new field of study. In the works found, quantitative studies were found to verify the negative impact of negative publicity. (Awasthi et al, 2012); examine the impact of Facebook-related activities on consumer brand relations and consumer welfare (Koo, 2015); to evaluate the effect of different sponsorship contexts, Music and Football, on the Brand-Bios Relationship Model (BCBR) (Macedo, 2017); understand if brand anthropomorphization increases consumer trends to cultivate negative relationships with them in the context of anti-brand communities on social networks (Almeida and Brandão, 2018); Identify factors that may influence consumer behavior (Mishra, 2018); using Quality and reliability scales, price and quality ratio, moral values and ethnocentrism, unwanted self-image and opposition to brand loyalty; Find out the hate level with the brand (Kucuk, 2019), among others.

It is possible to identify in the first analysis that the term "Brand Hate" or "Hatred to brand", is closely linked to Negative Relations with the Brand, appearing several times in different works. (Koo, 2015; Pavelka, 2016; Zarantonello et al., 2016; Almeida and Brandão, 2017; Kucuk, 2018; Park and MacInnis, 2018; Fetscherin, 2019; Kucuk, 2019).

From this, it is also possible to verify that Brand Hate is considered a high impact term within NCBR in current research, given the published journals (see references).

After this first analysis, a second research was conducted on the negative relations of consumers with the brand, aiming to identify the methods used in the research, objectives, main results, and whether there are ways to measure each of the articles found (Chart 2).

After verifying the scales, it was possible to verify that there is not yet a specific scale to measure the behavior of negative relationships with the brand, evaluating only the behaviors that are consequent to the affective and cognitive to the consumer. It is also possible to verify that there is a link between Brand Hate and the Consumer Negative Relations with the brand in articles published from 2015 (Koo, 2015).

Summary of works found with the term Negative Consumer Brand Relationship							
Authors	Year	Title	Objective(s)	Method	Main results	Escala	Terms found
Trump	2008	Self-brand overlap and dissociation in cognitive structure	Research on social cognition illustrated the overlap in the cognitive representation of self and one's neighbor.	Interviews and analysis of response time are used.	Using a response time methodology, the present research finds that beloved brands are incorporated into the mental representation of the consumer's self (self-brand overlay), while unappreciated brands are dissociated from the psychological self (self-brand dissociation).	-	Brand image, Brand dislike
Awasthi, Brijesh; Sharma, Rajesh; Chakraborty, Ujjwal	2012	Anti-Branding: Analyzing Its Long-Term Impact	It aims to analyze negative consumer branded relationships from the Anti-branding perspective, focusing on online and offline communities.	Using the Coca-cola and Pepsi brands, it was investigated whether negative advertising had any negative impact on the brand-consumer relationship in a quantitative way.	The results indicate that the long-term impact of anti-branding is mitigated for strong brands, and emotional attachment based on regular use of branded products seems to be just one of the contributing factors.	Scale created by the authors.	Anti-branding, Negative word of mouth
Fournier and Alvarez	2013	Relating badly to brands	Two theoretical extensions are offered: (1) self-control versus emotional; and (2) distinctions between neutrality and variations of emotional ambivalence.	Quantitative survey of 4000 respondents from 4 countries on 48 brand relationship attributes.	The most general point of this paper is that there are many types of negative and aversive relationships and this diversity is important. Most important to current theory: Negative relationships do not involve distanced self-connections and low interdependence between partners.	Scale created by the authors themselves with different feelings.	Brand aversion, Brand Attachment, brand avoidance, Revange, Negative word of mouth,

Sreejesh, and Mohapatra	2013	Mixed method research design: an application in consumer-brand relationships (CBR)	Develop a guide that assists in research in the field of consumer relations with the brand, identifying CBR conceptualizations and CBR dimensions.	Theoretical and Quantitative.	CBR conceptualization, better understanding of the brand relationship with the consumer.	Interviews	-
Koo	2015	Assessing the Impact of Consumers' Brand-Related Facebook Activities on Brand Attitude and Consumer Happiness	Examine the impact of Facebook-related activities (eg, posts, participation in promotions) on consumer brand relations and consumer welfare. consumer brand relationships.	Experimental and survey.	Active consumer participation of brands in social media has influenced marketing results, such as brand attitude	Life satisfaction and positive and negative affects (Diener et al., 1999); UCLA Loneliness (Russell, 1996); Tédio (Farmer e Sundberg (1986).	Brand Hate, Negative word of mouth
Pavelka	2016	Phenomenon of brand hate. Behavioral consequences and managerial implications	Book that aims to explain the consequent behavior in relation to brand hate.	In-depth interviews with 20 consumers.	The bottom line is that a significant proportion of consumers are more likely to be displeased than to hate brands, and that consumers' willingness to engage in WOM and online activism is particularly low.	-	Brand Hate, Dislike, Negative Word of mouth

Zarantonello, Romani and Grappi	2016	Brand Hate	It aims to investigate the nature of brand hate, its consequences and antecedents.	2 quantitative studies.	The study conceptualizes brand hatred as a constellation of negative emotions that is significantly associated with different negative behavioral outcomes, including complaints, negative WOM, protest, and sponsorship reduction / cessation. The reasons for brand hatred related to corporate irregularities and breach of expectations are associated with "attack-like" and "approach-like" strategies, while the reasons related to taste systems are associated with "avoidance" strategies.	Developed by the authors, they divide brand hate into passive and active, and passive has the dimensions of disappointment, fear, dehumanization, and shame, and for hate the brand has anger, contempt, and disgust.	Brand Hate, Brand love, Anti-branding, Anti-branding communities, Brand disgust.
Vong, Helberg and Melander	2016	Why Do Consumers Avoid Certain Brands?: A Study of Brand Avoidance Within the Swedish Cosmetics Industry	Investigate Brand Avoidance reactions with female consumers in Sweden with cosmetic products.	Semi-structured interviews with 18 Swedish women conducted by Skype.	The research showed that the Brand Avoidance drivers were experience, identity, morale, product value deficit, and advertising.	-	Brand avoidance

Macedo	2017	Influence of Different Sponsorship Contexts in the Bios*: Consumer Brand Relationship Model (BCBR Model) Mutualism and Antagonism Clusters and Purchase Intention	To evaluate the effect of different sponsorship contexts, Music and Football, on the Brand-Bios Relationship Model (BCBR)	Individual interviews, focus group and internet / digital research; and Phase II, a quantitative method approach, to analyze whether there were effects of mutualism and antagonism in different sponsoring contexts, as well as purchase intent.	The results show that the BCBR model and its new different language are valid. Sponsorship influences CBR constructs and different contexts lead to different influences. Music increases Brand Trust, while football has a greater influence on Brand Affect.	The scale created by the author for BCBR	-
Rebecca and Hanna	2017	When Integrated Marketing Communication leads to Brand Avoidance	The purpose of this thesis is to investigate and gain a broader understanding of why consumers deliberately chose to avoid certain brands because of their marketing communication efforts.	In the data collection method, focus groups were used and complemented by semi-structured interviews.	The study results resulted in a revised category called BMI avoidance, based on Knittel et al. Advertisings (2016) Advertising prevention. That's because the findings showed that there are more important communication tools than advertising that influence brand avoidance behavior. The BMI avoidance category includes six components: advertising, direct marketing, interactive / internet marketing, sales promotion, advertising / public relations, and personal sales.	-	Brand avoidance
Rodrigues and Rodrigues	2017	Antecedents to Brand Hate Among Generation Y: A Consumer Cross-Cultural Study	It aims to investigate the antecedents of brand hatred using as focus of study the generation Y.	The authors explored weak Inovativity, perceived quality, social responsibility of the brand and impact of brand personality on brand hate.	With the results, the authors were able to identify which antecedents of a brand in relation to brand hate may vary depending on the culture and country in which the samples are used.	Brakus et al. (2009); Grohmann e Bodur's (2015), Geuens et al. (2009) and Yoo et al. (2000)	Brand hate

Ruiz-Mafe, Aldas-Mas	2017	Communicating Brands in an Increasingly Complex and Global Environment	Book covering various topics about consumer behavior and general marketing.	Literature revision.	-	-	-
Almeida and Brandão	2018	Negative Consumer-Brand Relationships and Brand Anthropomorphism: The Case of Social Media Based Anti-Brand Communities	Understanding if brand anthropomorphization enhances consumer trends to cultivate negative relationships with them in the context of anti-brand communities on social networks.	There are two studies, in study 1 is a netnographic analysis of six Facebook-based anti-brand communities that considers the following brands: Apple, Nestlé, McDonalds, and Uber. The study2 is an online questionnaire applied to the consenting anti-brand communities.	The netnographic study reveals that consumers who tend to attribute human characteristics to brands often attribute responsibility and intentionality to their actions. In addition, content analysis revealed that negative past shopping experiences and ideological incompatibility are the main reasons for brand hatred and that blaming has a significant impact on brand hatred and that ideological incompatibility moderates the relationship between anthropomorphization and brand hate.	BH by Zarantonello (2016); negative shopping experiences with the Mano and Oliver brand (1993); Incompatibility of ideology Hegner et al. (2017); Anthropomorphism of the brand (Wayts et al., 2010), Culpa (Campos Ribeiro et al., 2018); Identification with virtual community (Von Loewenfeld (2006); and interaction preference (Wiertz and ruyter, 2007).	Brand avoidance, Brand hate, Anti-branding, negative word of mouth, Brand aversion, Anti-consumption, Anti-brand communities.
Ahmed and Ashim	2018	The moderating effect of brand recovery on brand hate and desire for reconciliation: a pls-mga approach.	Propose a new concept called “brand recovery” that aims to help brand hate issues managing the best way.	The method used was the experiment with 5 groups.	The results show that the group that received the 3 interventions obtained better results in the brand hate recovery than the other groups tested in the experiment.	Developed by the authors themselves.	-

Andreini, Pedeliento, Zamboni	2018	A renaissance of brand experience: Advancing the concept through a multi-perspective analysis	Advance knowledge of the concept through an extensive literature review.	Theoretical	By addressing the micro, macro, and meso levels of the proposed structure, a research agenda was designed to support the revival of the brand's experience in the literature.	-	Brand personality, Brand attachment, Brand love.
Kucuk	2018	What Is Brand Hate?	Theoretical study to conceptualize the brand hate.	Bibliographic survey	Brings the concept of Brand Hate: "In other words, brand hate is more than a single emotion, it is covered by several layers of different negative emotions." (Kucuk, 2018, p. 29)	-	Brand Hate, Anti-branding, Brand bullying.
Mashegede, shafik and Radwan	2018	Brand Avoidance: A qualitative study on why consumers make conscious decisions to avoid social medial platforms like Facebook	The purpose of this research is to analyze Facebook's role as an online service provider and explore the reasons behind the decisions to leave Facebook.	Semi-structured interviews with the snowball method.	The five components identified were privacy, security, confidentiality, information overload and social overloadThe revised framework not only provides insight into brand avoidance management, but also adds insight into the growing field of brand avoidance for academics and marketing managers, providing new insights from an under-explored domain of brand avoidance in the field of social media.	-	Brand avoidance, brand hate, negative word of mouth, anti-consumption
Mishra	2018	Anti-Consumption Brand Behavior: A Study of Indian FMCG Sector	Identify important factors that influence consumer brand behavior in the consumer goods sector in India.	Survey Application	The "electronic negative word-of-mouth" can negatively affect long-term sustainability due to consumer activism and anti-brand communities favoring confrontation against these brands.	50 variables that measure: Quality and reliability, price / quality ratio, moral values and ethnocentrism, unwanted self-image and opposition to brand loyalty.	Brand avoidance, Anti-consumption and Negative word-of-mouth

Park and MacInnis	2018	Introduction to the Special Issue: Brand Relationships, Emotions, and the Self	Call for special edition publication.	-	-	-	-
Reimann, MacInnis and Folkes	2018	Insights into the experience of brand betrayal: From what people say and what the brain reveals	Better understanding of brand treason.	A large-scale psychometric study shows that brand betrayal (vs. dissatisfaction) is associated with feelings of psychological loss, self-punishment of the previous relationship with the brand, anger focused on indignation versus frustration, and rumination.	These effects suggest that compared to brand dissatisfaction, brand betrayal is likely to be more detrimental to both the brand and the brand relationship, and more difficult for marketers to deviate from, with longer lasting consequences..	-	Brand Betrayal
Safana	2018	Brand Avoidance: An Insight from Ghanaian Service Consumers	This study aims to determine brand avoidance drivers among Ghanaian service consumers; and examine the mediating role of brand hatred in the relationship between brand leakage and its drivers.	A large-scale quantitative study with a sample size of 318 respondents within the Greater Accra metropolis was conducted. Data were analyzed using Structural Equation Modeling. (MEE) no AMOS.	The study's findings revealed that of the five proposed drivers, three drivers - unmet expectations, symbolic incongruity, and unacceptable trade-offs - have been shown to influence brand avoidance..	-	Brand avoidance, Brand Hate.
Zarantonello, Romani and Casareto	2018	Trajectories of brand hate	Identify how consumers feel about brand hate.	A series of qualitative interviews	The authors identify 5 types of traits from hate to brand that are: "Negative all the way", "Down-up", "Downward slope flattens", "Roller coaster", and "Steady decrease"	-	Brand hate, Brand love, Brand Image, Brand attachment.

Fetscherin	2019	The five types of brand hate: How they affect consumer behavior	Based on Sternberg's triangular hate theory (2003), this article conceptualizes and tests the theory in the context of.	Based on two studies of 712 consumers (study 1 = 349; study 2 = 363) that mentioned 266 brands they hate, the authors first validate Sternberg's (2003) theory of interpersonal hate relationships in relation to brand relationships.	Empirical analysis confirms that brand hatred is a multidimensional construct consisting of three key emotions: disgust, contempt, and anger.	Sternberg's interpersonal hatred (2003)	Disgust, contempt, anger, brand retaliation, public complaining, brand switching.
Kucuk	2019	Consumer Brand Hate: Steam rolling whatever I see	Study the two types of haters, the true haters and the regular haters	Structured survey application composed of 13 variables.	The author identifies the causes of hate levels based on the five major areas of hate.	Scale for measuring the level of brand hate.	Brand hate
Odoom and Kosiba	2019	Brand avoidance: underlying protocols and a practical scale	Create a scale of brand avoidance	575 participants respondents in a survey research.	Brand avoidance it is a multidimensional, second-order construct with five first-order dimensions: moral avoidance, identity avoidance, deficit value avoidance, experiential avoidance, and advertising-related avoidance. The article further validates this scale by testing with non-purchase intent and identifies its positive relationship to brand avoidance.	Created a scale to measure brand avoidance, with 5 dimensions, which are 5-variable experience, 5-variable identity, 5-variable moral, 4-value deficit, and 4-variable advertising.	Brand avoidance, Anti-branding

Ramirez and Merunka	2019	Brand experience effects on brand attachment: The role of brand trust, age, and income	The purpose of this study is to examine how brand attachment is related to brand experience. The model tests the partial mediating role of brand trust and the moderating role of age and income.	334 participants consuming brands with experience offer completed an online questionnaire in a cross-sectional study.	Brand experience is positively related to brand attachment and even more to younger consumers. This relationship is valid for both hedonic and utilitarian brands. The results demonstrate the partial mediation of brand trust in this relationship, especially for utilitarian brands, and with a weaker indirect relationship for high-income consumers.	Brand attachment, brand avoidance, brand hate, brand trust.
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Chart 2: Summary of the works found with the term Negative Consumer Brand Relationship.

Source: Prepared by the authors.

After surveying the studies on the negative relations of the consumer with the brand, it is possible to observe some main points, which may indicate new ways for research on the subject.

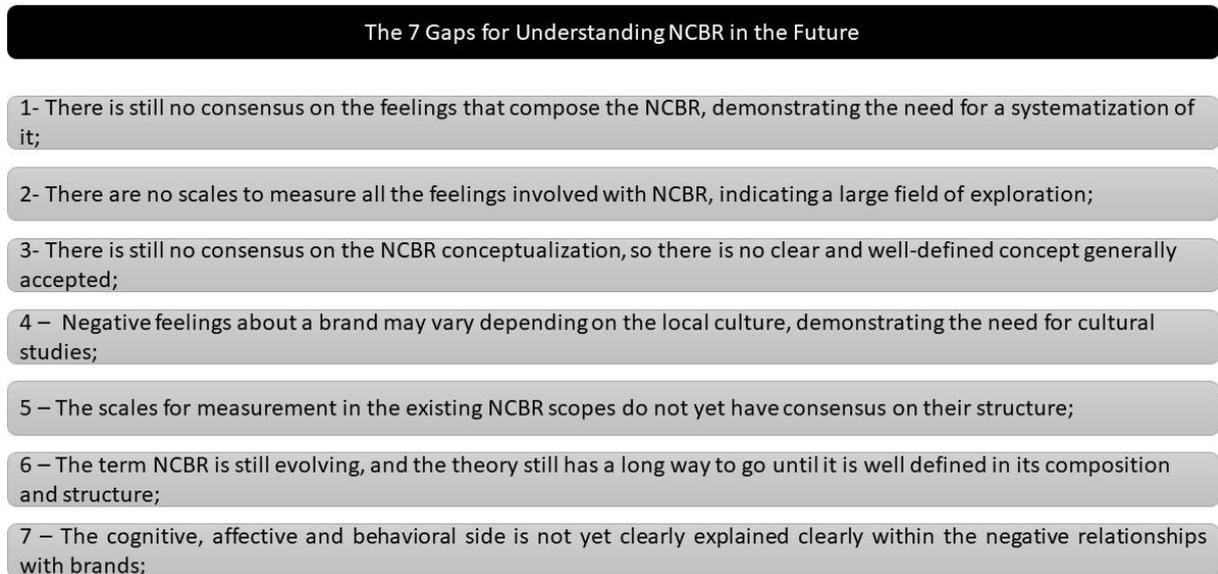


Figure 1: Indications for future studies
Source: Prepared by the authors

In the current studies on the NCBR, it is possible to verify that even though there are researchers engaged in the subject, there is still much to discover. And this is an area that is in continuous growth, which can be observed in the annual publications on the subject.

CONCLUSION

The aim of this paper was to characterize the studies developed in NCBR published in the database, Scopus, Spell, Web of Science and Scholar Google. Through this analysis, 41 articles were found, after excluding repeated articles, 26 publications remained. It is evident that this study was developed in August 2019, and during the year new research may have been included in these platforms involving the NCBR theme.

Through the results obtained in the present research, it was possible to identify that most publications have a theoretical nature, with a smaller participation of studies with a practical / empirical approach. Among those using the empirical approach, most employ the Survey research method. The limitation of this research is found in the results, because although the main existing databases were used, the number of articles cataloged after deleting the duplicates was 26 publications, revealing a tiny theoretical framework related to the NCBR theme. Another limitation found through this study is the fact that only a specific niche of authors addresses the aforementioned theme.

Understanding the initial stage of development of the NCBR theoretical scope, It is believed that it is fundamental to carry out empirical research and that they use both quantitative as well as qualitative research, using methods such as the Case Study, for example, are

interesting alternatives for further studies, seeking to reach a broader and deeper knowledge of the factual reality for the conception of theoretical propositions.

After the research, regarding the verification of the scales, it was found that until now there is no specific scale capable of measuring the behavior of negative relations with the brand, only scales capable of assessing the behaviors consequent to the affective and cognitive to the client were found.

NCBR's concept models have been gaining ground, but their concept is still under construction as it is a relatively new theme in the field of branding. Therefore, as a suggestion for further studies, the creation of a scale capable of measuring NCBR is indicated, as well as the elaboration of a systematic review of the theme, since the theoretical development should accompany the methodological development of research in the area.

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