



Faculty of Economics and Business

**Brand Avoidance Behaviour and Moderating Role of Brand Recovery on
Social Networks in Islamabad's Passenger Car Market**

Kamran Maqbool

**Doctor of Philosophy
2023**

Brand Avoidance Behaviour and Moderating Role of Brand Recovery on
Social Networks in Islamabad's Passenger Car Market

Kamran Maqbool

A thesis submitted

In fulfillment of the requirements for the degree of Doctor of Philosophy

(Marketing)

Faculty of Economics and Business
UNIVERSITI MALAYSIA SARAWAK

2023

DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of University Malaysia Sarawak. It is original and is the result of my work, unless otherwise indicated or acknowledged as referenced work. The thesis has not been accepted for any degree and is not concurrently submitted in candidature for any other degree.



Signature

Name : Kamran Maqbool

Matric Number: 15010093

Faculty of Economics and Business

University Malaysia Sarawak

Date : 21st August 2023

ACKNOWLEDGEMENT

I wish to express my deepest appreciation and gratitude to all the people who have contributed to the completion of this dissertation.

Firstly, this work would not have been accomplished without the endless support and considerate guidance of my supervisors, Dr. Sharizal Hashim and Dr. Mahani binti Mohammad Abdu Shakur. I am very grateful for their guidance and encouragement. Their profound knowledge provided me the opportunity to broaden my knowledge and to make significant progress. I wish here to acknowledge their invaluable advice and ideal supervision throughout this research. They withheld no effort in devoting their time and energy throughout the preparation of my thesis.

I also would like to express my gratitude to University Malaysia Sarawak for providing me the Zamalah Scholarship to uptake this degree. I mainly want to express my acknowledgements to my entire family for their unwavering support. I would like to acknowledge a debt of gratitude that could never be repaid to my father for supporting my decision to follow my PhD dream with enormous love and encouragement. I dedicate this thesis to him and my late mother as well as to my wife and children's.

ABSTRACT

In Pakistan, the automobile industry has faced several challenges due to drastic changes in customers' preference and technological innovations. The purchase of imported cars instead of locally manufactured cars is the consequence of the brand avoidance of consumers towards local brands due to perceived risk and animosity. The main objective of this research is to examine the impact of brand avoidance behaviour on Pakistan's automobile industry. Majority of the research on the topic of brand avoidance is usually qualitative, analysing only singular brand avoidance reason, whereas this study employs a quantitative method to analyse brand avoidance, including different brand-related stimuli such as undesired self-congruence, negative social influence, perceived animosity, perceived risk, organizational disidentification, boycotting, brand forgiveness, etc. Although past researches have examined the effect of different brand-related stimuli on brand avoidance, only limited research has investigated the role of brand recovery on social networks as a moderator between brand avoidance and brand forgiveness. This research was planned to fill this gap by investigating the effect of the said moderating variable between brand avoidance and brand forgiveness. The most significant contribution of this research is the introduction of brand recovery on social networks as moderator between brand avoidance and brand forgiveness to reduce existing gaps on perspective and theory related to brand avoidance. Moreover, the majority of past studies on brand avoidance were conducted in western countries and very few have focused on emerging markets such as Pakistan. This research was designed by using quantitative methods in which the data is collected in quantifiable manner to analyse the brand avoidance behaviour among the customers of the Pakistani automobile industry. The sample consists of 800 passenger car users in Islamabad. A questionnaire was developed through a series of steps consisting of measurement scales for

each item measuring nine key constructs. For the purpose of data analysis, statistical tools such as SPSS analysis and partial least squares structural equation modelling were used. The results obtained were: there is a positive influence of consumer's perceived animosity on brand avoidance behaviour in the automobile sector of Pakistan, as well as their perceived risk on brand avoidance behaviour in the automobile sector of Pakistan. The results also indicated that organisational disidentification favourably affects the brand avoidance behaviour of consumers in the automobile sector of Pakistan. Lastly, the research has also concluded that social networks play a vital role in maintaining brands' perceived value among consumers.

Keywords: Anti-consumption, brand avoidance, organizational disidentification, brand recovery on social networks, brand forgiveness.

Gelagat Mengelak Jenama dan Peranan Penyederhanaan Pemulihan Jenama pada Rangkaian Sosial dalam Pasaran Kereta Penumpang Islamabad

ABSTRAK

Di Pakistan, industri automobil telah menghadapi beberapa cabaran berikutan perubahan drastik dalam keutamaan pelanggan dan inovasi teknologi. Pembelian kereta import adalah akibat daripada pengelakan jenama pengguna terhadap jenama tempatan kerana risiko dan perseteruan. Objektif utama kajian adalah untuk mengkaji kesan gelagar mengelak jenama dalam konteks industri automobil Pakistan. Sebahagian besar kajian lepas mengenai pengelakan jenama biasanya bersifat kualitatif, hanya menganalisis sebab pengelakan jenama tunggal, manakala kajian ini menggunakan kaedah kuantitatif untuk menganalisis pengelakan jenama, termasuk rangsangan berkaitan jenama yang berbeza seperti keselarasan diri yang tidak diinginkan, pengaruh sosial negatif, perseteruan yang dirasakan, persepsi risiko, penyahcaman organisasi, pemuluan, pengampunan jenama dan sebagainya. Walaupun kajian lepas telah mengkaji kesan rangsangan berkaitan jenama yang berbeza terhadap pengelakan jenama, namun hanya sebahagian kecil kajian lepas menumpukan mengkaji peranan pemulihan jenama pada rangkaian sosial sebagai penyederhana antara mengelak jenama dan pengampunan jenama. Justeru, kajian ini dirancang untuk mengisi jurang ini dengan menyiasat kesan pembolehubah penyederhana tersebut antara pengelakan jenama dan pengampunan jenama. Sumbangan penting kajian ini adalah pengenalan pemulihan jenama di rangkaian sosial sebagai penyederhana antara pengelakan jenama dan pengampunan jenama untuk mengurangkan jurang yang sedia ada antara perspektif dan teori yang berkaitan. Selain itu, kebanyakan kajian lepas mengenai pengelakan jenama tertumpu di negara barat dan sangat sedikit yang memberi tumpuan kepada pasaran membangun seperti Pakistan. Kajian ini direka bentuk dengan

menggunakan kaedah kuantitatif di mana data dikumpul dalam cara yang boleh diukur untuk menganalisis tingkah laku mengelakkan jenama dalam kalangan pelanggan industri automobil Pakistan. Sampel terdiri daripada 800 pengguna kereta penumpang di Islamabad. Satu soal selidik telah dibangunkan yang terdiri daripada skala pengukuran bagi setiap item yang mengukur sembilan pembolehubah utama. Untuk tujuan analisis data, alat statistik seperti analisis SPSS dan pemodelan persamaan struktur kuasa dua terkecil separa telah digunakan. Keputusan yang diperoleh ialah: terdapat pengaruh positif persepsi permusuhan pengguna terhadap tingkah laku mengelak jenama dalam sektor automobil Pakistan, serta tanggapan risiko mereka terhadap tingkah laku mengelak jenama dalam sektor automobil Pakistan. Keputusan juga menunjukkan bahawa penyahcaman organisasi memberi kesan positif kepada tingkah laku mengelak jenama pengguna dalam sektor automobil Pakistan. Akhir sekali, kajian juga telah membuat kesimpulan bahawa rangkaian sosial memainkan peranan penting dalam mengekalkan nilai persepsi jenama dalam kalangan pengguna.

Kata kunci: *Anti-penggunaan, pengelakan jenama, penyahcaman organisasi, pemulihan jenama pada rangkaian sosial, pengampunan jenama.*

TABLE OF CONTENTS

	Page
DECLARATION	i
ACKNOWLEDGEMENT	ii
ABSTRACT	iii
ABSTRAK	v
TABLE OF CONTENTS	vii
LIST OF TABLES	xii
LIST OF FIGURES	xiii
LIST OF ABBREVIATIONS	xiv
CHAPTER 1: INTRODUCTION	1
1.1 Research Background	1
1.2 Problem Statement	5
1.3 Research Questions	8
1.4 Research Objectives	8
1.5 Contribution of the Research	9
1.6 Scope of the Research	10
1.7 Significance of Research	12
1.8 Definition of Key Terms	15
1.9 Organization of the Thesis	17
1.10 Summary	18
CHAPTER 2: LITERATURE REVIEW	19
2.1 Introduction	19
2.2 Underpinning Theory	19

2.2.1	Disconfirmation Theory	20
2.2.2	Theory of Reasoned Action	24
2.2.3	Brand Equity Theory	28
2.2.4	The Social Identity Theory	33
2.2.5	Comparison of Four Theories	36
2.3	Brand Avoidance	40
2.3.1	Categories of Brand Avoidance	44
2.3.1.1	Experiential Avoidance	45
2.3.1.2	Identity Avoidance	46
2.3.1.3	Moral Avoidance	46
2.3.1.4	Deficit Value Avoidance	48
2.3.1.5	Categories of Brand Avoidance Applied in this Research	49
2.3.2	Brand Avoidance and Purchase Intention	50
2.4	Factors Affecting Brand Avoidance	58
2.4.1	Undesired Self-Congruence	58
2.4.2	Negative Social Influence	61
2.4.3	Perceived Animosity	63
2.4.4	Perceived Risk	66
2.4.5	Organizational Disidentification	68
2.4.6	Boycotting	70
2.5	Brand Forgiveness and Brand Avoidance	71
2.6	Consumer Negativity and Brand Avoidance	74
2.7	Negative Emotions and Behaviour of Consumers towards Brands	76
2.8	Brand Recovery on Social Networks	79

2.9	Brand Forgiveness	89
2.10	Conceptual Framework	91
2.11	Research Hypothesis	98
2.11.1	Undesired Self-Congruence and Brand Avoidance Behaviour	100
2.11.2	Negative Social Influence and Brand Avoidance Behaviour	101
2.11.3	Consumer Perceived Animosity and Brand Avoidance Behaviour	102
2.11.4	Consumer Perceived Risk and Brand Avoidance Behaviour	103
2.11.5	Organizational Disidentification and Brand Avoidance Behaviour	105
2.11.6	Boycotting and Brand Avoidance Behaviour	106
2.11.7	Brand Avoidance Behaviour and Brand Forgiveness	107
2.11.8	Moderating Effect of Brand Recovery on Social Networks between Brand Avoidance Behaviour and Brand Forgiveness	109
2.12	Summary	111
CHAPTER 3: RESEARCH METHODOLOGY		112
3.1	Introduction	112
3.2	Research Philosophy	114
3.3	Research Design	116
3.3.1	Research Approach	117
3.4	Population and Sampling	118
3.4.1	The Population of the Study	118
3.4.2	Sample Size	119
3.4.3	Sampling Strategy	120
3.4.5	Data Collection Procedure	121
3.5	Survey Instrument	123

3.6	Expert Judgment	129
3.6.1	Expert Judges	130
3.6.2	Pre Test	131
3.6.3	Main Survey	132
3.7	Data Analysis Techniques	133
3.7.1	Justification of PLS-SEM	133
3.8	Research Ethics	136
3.9	Summary	137
CHAPTER 4: RESULTS		138
4.1	Introduction	138
4.2	Preliminary Survey Report	139
4.3	Main Survey Report	143
4.4	Demographic Profiling and Frequency Analysis	145
4.5	Data Cleaning	149
4.5.1	Preliminary Testing	151
4.6	Measurement Model (Confirmatory Factor Analysis)	152
4.7	Algorithm and Bootstrapping (Path Assessment)	159
4.8	Evaluation of Quality of the Model	163
4.9	Effect Size Assessment Using F-Square	165
4.10	Predictive Relevance of the Model Using Blindfolding	167
4.11	Summary of Proposed Hypotheses	168
4.12	Key Findings of the Study	171
4.13	Summary	179

CHAPTER 5: DISCUSSION AND CONCLUSION	180
5.1 Introduction	180
5.2 Discussion of Objectives	180
5.3 Summary of Findings	187
5.4 Recommendations	192
5.5 Limitations	194
5.6 Future Implications	194
5.7 Conclusion	197
REFERENCES	199
APPENDICES	235

LIST OF TABLES

	Page
Table 3.1 Total of Scale Items Used in Research	125
Table 3.2 Undesired Self-Congruence Scale Items	126
Table 3.3 Negative Social Influence Scale Items	126
Table 3.4 Perceived Animosity Scale Items	126
Table 3.5 Perceived Risk Scale Items	127
Table 3.6 Organizational Disidentification Scale Items	127
Table 3.7 Boycotting Scale Items	128
Table 3.8 Brand Recovery on Social Networks Scale Items	128
Table 3.9 Brand Avoidance Behaviour Scale Items	129
Table 3.10 Brand Forgiveness Scale Items	129
Table 4.1 Pre Test Results	143
Table 4.2 Demographic Characteristics	145
Table 4.3 Cronbach's Alpha Value For Constructs	151
Table 4.4 KMO and Bartlett	152
Table 4.5 Convergent Validity and Reliability of the Constructs	153
Table 4.6 Assessment of Discriminant Validity	156
Table 4.7 Fornell - Larcker Criterion	158
Table 4.8 Path Assessment	162
Table 4.9 Quality of Model (R-Square)	164
Table 4.10 Effect Size (F-Square)	166
Table 4.11 Blindfolding (Q-Square)	167
Table 4.12 Summary of Research Hypotheses	170

LIST OF FIGURES

	Page
Figure 2.1 Conceptual Framework	96
Figure 4.1 Bootstrapping	163
Figure 4.2 Measurement Model	165
Figure 4.3 Blindfolding Techniques	168

LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
BAB	Brand Avoidance Behavior
BFG	Brand Forgiveness
BRNS	Brand Recovery on Social Networks
BT	Boycotting
CFA	Confirmatory Factor Analysis
CMV	Common Measure Variance
HOCs	Higher-Order Components
LCVs	Light Commercial Vehicles
LOCs	Lower-Order Components
MSCI	Morgan Stanley Capital Investment
NSI	Negative Social Influence
OD	Organizational Disidentification
PA	Perceived Animosity
PLS-SEM	Partial Least Squares Structural Equation Modelling
PR	Perceived Risk
USC	Undesired Self-Congruence

CHAPTER 1

INTRODUCTION

1.1 Research Background

The automotive sector has a huge impact today since it offers opportunity for businesses and organisations to improve their work processes through digital technology De Munck (2019). The frameworks of the automotive sector have seen a significant transformation with the emergence of digital technology. Additionally, the industry is characterised by fierce competition, which has a significant impact on all production and manufacturing procedures. Automobile firms emphasize a great deal to gain advantages in order to acquire a competitive edge in the market. Positively, brand preferences have a significant impact on consumer behaviour, highlighting the significance of brand management.

According to Hegner et al. (2017), to boost sales and ensure the business' success, the automobile industry has entered a technological and innovative race. However, according to Walker (2019), the factors of brand avoidance and brand forgiveness play a crucial role in reducing and increasing a company's sales. The idea of the brand evasion alludes to keeping clients away from utilizing or buying a specific brand predominantly due to their terrible encounters or discernments Knittel (2016). Brand avoidance may be caused by a variety of factors such as product quality, customer service, ethical considerations, and societal and cultural issues. Because it has the potential to harm a company's sales and reputation, brand avoidance is also regarded as a crucial topic in the fields of marketing and branding Khan (2014).

Fransen et al. (2015) revealed that the idea of brand avoidance has changed over time since the beginning of advertising till today. Early 20th century advertising predominantly targeted the print media, and surveys and market research were employed to gauge brand recognition. However, with the introduction of radio and television, advertising expanded and got more advanced; as a result, the concept of brand avoidance grew more complex. According to Murphy et al. (2016), during 1960s and 1970s, brand avoidance was examined through researches that analysed the impacts of advertising on consumer behavior. These research studies revealed a huge impact of advertising on consumer's buying attitudes and also identified a slight link of brand avoidance factor with this process Cortez et al. (2017). At present, the concept of brand avoidance has emerged as the central component in the researches of marketing fields.

The study of Ulke-Demirel (2019) showed a link between customer satisfaction and brand avoidance in the automobile sector. The study emphasized that the level of customer satisfaction is important in the process of branding since it makes an individual loyal towards the particular brand. It makes clear that the consumers make a deliberate choice for the rejection or to keep distance from a particular brand, and this distance and avoidance of brand is completely based on their satisfaction level with the quality of their services. However, the study of Ulke-Demirel (2019) needed to catch up with the influence of contextual and cultural factors' identification on brand avoidance and the satisfactory level of customers in the automobile sector. This gap restricts the exposure of comprehensive dynamics of brand avoidance. Other factors such as brand trust, perceived value and switching costs which could give a robust understanding of complex dynamics, were also not considered in Ulke-Demirel's study, and this can be considered a gap in this study.

However, brand forgiveness is the next factor that gives the companies an advantage. The concept of brand forgiveness is comparatively new in the domain of branding and marketing. It deals with a brand's capacity to bounce back from a bad incident or circumstance and win back the patrons' respect and loyalty Fetscherin and Sampedro (2019). To put it another way, brand forgiveness refers to the procedure by which a brand may restore its reputation following an error, a crisis or a scandal. In late 1990s and early 2000s, when businesses started to realize the value of reputation management in the digital era, the idea of brand forgiveness developed Christensen (2016). As social media and online review sites have grown in popularity, unfavourable comments and reviews about a company might spread swiftly and hurt its reputation. This prompted businesses to emphasize brand forgiveness, or the capacity to bounce back from bad situations and win back customers' confidence Kaul et al. (2015).

Brand avoidance and brand forgiveness have a complicated and nuanced relationship. On the one hand, brand avoidance might make it more challenging for a business to bounce back from bad situations and win back patrons' respect and loyalty Cortez and Johnston (2017). Even if a business has made substantial efforts to boost its image and win back consumers' confidence, it may be less inclined to give it another opportunity if consumers have a poor view of it or are actively avoiding it. Brand forgiveness, on the other hand, could moderate this link.

However, there is a moderating role of brand recovery on social networks of the business. Without a physical presence, brand recovery on social networks can still be successful because it enables businesses to interact with customers, respond to their

concerns, and re-establish confidence. At present, brands heavily depend on social media to engage with consumers and develop bonds with them. Social media platforms give businesses a strong platform to interact with consumers, respond to complaints and issues, and demonstrate their commitment to the customers regarding their current efforts of improvements in their goods and services Melancon and Dalakas (2018). On the other hand, in the context of brand avoidance and brand forgiveness, social networking of a business plays a very strategic role in moderating the link between the concepts of brand avoidance and brand forgiveness Kaul et al. (2015). According to Tsimonis and Dimitriadis (2014), brands that have been the subject of unfavourable incidents or impressions can utilise social media to show their dedication to enhance their goods and services, address consumer grievances and issues, and highlight their initiatives to win back their customers' trust.

The automobile industry of Pakistan provides an interesting case study of the relationship between brand avoidance and brand forgiveness. In late 1990s and early 2000s, the industry faced a significant crisis due to a lack of quality control and safety standards. This led to a series of high-profile accidents and fatalities, which damaged the reputation of the industry as a whole Haque et al. (2021). Resultantly, the great reluctance was displayed by the customers in purchasing cars from Pakistani manufacturers. Since customers perceived local brands of automobile industry as poor in quality and entirely unsafe. Ultimately, this unfavourable perception resulted in high brand avoidance and low economic decline for the automobile industry of Pakistan. However, Pakistani automakers understood the value of reputation management and started to take action to restore the fame of their brands.

The use of social media in this situation was a crucial component of brand revival. Pakistani automakers started interacting with their customers on social media, responding to their complaints and concerns, and showcasing their efforts to enhance their goods and services. In order to strengthen their brands and win back their customers' trust, they also pushed to raise quality control and safety standards Qadir (2016). These efforts eventually started to bear fruit, and Pakistan's auto sector recovered from the crisis. The sales of automobiles manufactured in Pakistan started to rise as consumers started to see them more favourably.

1.2 Problem Statement

As per the study of Haugh et al. (2010), the automobile industry contributes to the economy of the respective country. Brand avoidance is one of the key factors that negatively impact the manufacturing in automobile industry. The customers reject the cars assembled by the respective companies and prefer other brands or imported vehicles to local ones, which causes a huge loss to the company Adusei et al. (2019).

Brand avoidance and brand forgiveness have posed serious problems for Pakistan's auto sector in recent years Haque et al. (2021). The industry has struggled to combat consumers' unfavourable perceptions of quality assurance and safety regulations, which have resulted in widespread brand avoidance. The leading brands of the Pakistani automobile industry such as Suzuki, Honda and Toyota are now losing their position in the market as the quality of their products are decreasing day by day and customers have changed their preferences and are now preferring imported cars to locally manufactured cars Naeem and

Sami (2020). In addition, the price of both imported and local cars are almost the same, but there is a huge quality difference noted between them.

However, having got awareness of the value of reputation management, the Pakistani automakers have started to take action to rebuild their brands, including using social media to interact with consumers and enhance their goods and services Qadir (2016). Despite these efforts, there is still much to learn about how brand avoidance, brand forgiveness, and the moderating effect of brand recovery on social networks relate to Pakistan's automobile sector. In particular, it is necessary to investigate how successfully brand recovery tactics work in eradicating unfavourable views and brand avoidance, as well as the elements that affect customers' brand forgiveness. In addition to this, there is also a dire need to comprehend how social media use affects brand forgiveness and recovery in this situation and to find the best practices for interacting with customers on social networks to enhance brand perception and boost sales. There are significant knowledge gaps on the components of brand avoidance, brand forgiveness, and the moderating effect of brand recovery on social networks in the context of brand recovery in Pakistan's automobile industry. Firstly, the efficiency of particular brand recovery strategies employed by Pakistani automakers on social media platforms must be examined. Knowing which tactics eliminate negative perceptions and lessen brand avoidance would be helpful for brand managers. Additionally, in the Pakistani automotive industry, it is necessary to identify the factors that affect customer brand forgiveness. To gain a deeper knowledge of brand forgiveness, it would be helpful to investigate elements such as the perceived sincerity of the brand's apology, the scope of the company's recovery efforts, and the perceived value proposition provided to

customers. A fuller knowledge of brand recovery, avoidance, and forgiveness dynamics in Pakistan's auto industry would fill these theoretical gaps.

The current study is designed to address issues with brand avoidance and brand forgiveness in Pakistan's auto sector. Due to customers' widespread brand avoidance caused by poor perceptions of quality control and safety standards, the sector has recently faced considerable hurdles. Due to this, Pakistani automakers have seen a decline in sales and revenue, as well as harm to their reputations and brand equity Javed and Ali (2020). Although, Pakistani automakers have started to take significant action to restore their brands after realising the value of reputation management. This includes interacting with clients through social media to enhance products and services, which has the potential to enhance brand perception and boost sales.

On the other hand, regarding the relationship between brand avoidance, brand forgiveness, and the moderating function of brand recovery on social networks, there is still much to be investigated thoroughly to address the problems of targeted area. This study has identified best practices for brand forgiveness and recovery in Pakistan's automobile industry by delving deeper into these problems. This could help the Pakistani manufacturers to increase sales and revenue, and hence enhancing their reputation and brand equality. Moreover, this study has broader ramifications for comprehending how brand avoidance and forgiveness relate to different contexts and businesses. Therefore, the current study may contribute to future research on reputation management and brand equity in a variety of contexts by identifying the variables that lead to consumer brand avoidance and company's brand forgiveness as well as the efficacy of brand recovery tactics. On the other hand, to

understand the challenges faced by the automobile industry of Pakistan due to the brand avoidance behaviour of customers, a quantitative method is used in which the data is collected in a quantifiable manner to analyse the behaviour of brand avoidance and brand forgiveness in the automobile industry of Pakistan. Moreover, this study intends to analyse the association among variables, too.

1.3 Research Questions

Based on the above problem statement, this research aims to address the following research questions:

- 1.3.1 Does undesired self-congruence, negative social influence, perceived animosity, perceived risk, organizational disidentification and boycotting have any significant influence on brand avoidance behaviour?
- 1.3.2 Does brand avoidance behaviour have any significant influence on brand forgiveness?
- 1.3.3 Does brand avoidance behaviour mediate the relationship between undesired self-congruence, negative social influence, perceived animosity, perceived risk, organizational disidentification, boycotting and brand forgiveness?
- 1.3.4 Does brand recovery on social networks moderate the relationship between brand avoidance behaviour and brand forgiveness?

1.4 Research Objectives

Based on the above problem statement, the present research aims to meet the following objectives:

- 1.4.1 To investigate undesired self-congruence, negative social influence, perceived animosity, perceived risk, organizational disidentification and boycotting that can have any significant influence on brand avoidance behaviour.
- 1.4.2 To investigate if brand avoidance behaviour has any significant influence on brand forgiveness.
- 1.4.3 To investigate the moderating effect of brand recovery on social networks between brand avoidance behaviour and brand forgiveness.

1.5 Contribution of the Research

Amir et al. (2018) found that many consumers and industry experts would like to talk about the current trends in brand avoidance in Pakistan. However, there is a lack of authentic cases that can help the industry to build appropriate plans. This research intends to fill that gap by providing information about the Pakistani automobile industry. The previous studies that have been conducted did not use the data from Pakistan's industries. This made the research incomplete because it lacked a contextual aspect. The data used in this research was taken from cases in Pakistan. This helped to fill the contextual gap present in the literature.

The researchers looked at research papers from previous studies to help them understand how brands are managed and how consumers' needs and interests are determined. The researchers only looked at a limited number of papers in order to understand how a particular industry has been doing since international brands have come to Pakistan. People have different opinions about brand avoidance and forgiveness. But there is a gap between how people see the two sides of the relationship with local brands in Pakistan. The

research found data that it can help reach its goals. The data was analysed to understand the market and what people want Ansari et al. (2021).

This research shows that the main reason people avoid brands is because they feel animosity towards them, or they think the brand might be risky. And since there are now so many different brands out there, people can easily choose which ones they like and which ones they do not like. People share their negative views about brands so that other people should also know how to avoid them. This research is helpful for people who buy cars. They now know which brands to avoid Ahmad and Ullah (2020).

1.6 Scope of the Research

The aim of this study was to investigate the relationship between brand avoidance, brand forgiveness, and the moderating role of brand recovery on social networks in the context of the automobile industry in Pakistan. The study was mainly focused on consumers and manufacturers of automobiles in Pakistan. However, the study explored the relationship between brand avoidance, brand forgiveness, and the moderating role of brand recovery on social networks with a specific focus on the automobile industry in Pakistan. The focus area of the study was Pakistan's automobile industry. Additionally, the study was conducted over a period of six to eight months, whereas the primary purpose of this study was to identify the factors that influence brand avoidance and brand forgiveness in the automobile industry in Pakistan and to identify the effectiveness of brand recovery strategies with a particular emphasis on the use of social media. The study used quantitative approach to attain authentic and genuine findings regarding the selected area.

In the context of Pakistan's automobile sector, the current study has the potential to significantly advance the understanding regarding brand avoidance, brand forgiveness, and the moderating function of brand recovery on social networks. This study may assist to guide future research on reputation management and brand equity in a variety of settings by identifying the variables that affect brand perception and the tactics that are most effective for enhancing brand perception and generating sales.

The goal of this study is to better understand brand avoidance behaviour and the moderating impact of brand recovery on social networks in the passenger automobile market in Islamabad. With reference to brand avoidance and automobile purchases, the study focuses on understanding the attitudes, beliefs and behaviours of car purchasers in Islamabad. It aims primarily at those who have avoided certain brands or who have relevant experiences with local automakers. The passenger automobile market operates in Islamabad, Pakistan, which is the geographic setting for the research. It is undertaken over a predetermined time period to gather the most recent consumer attitudes and actions about brand avoidance and recovery.

The study's goals are to obtain an understanding of the variables affecting brand avoidance behaviour and investigate the efficacy of social media brand recovery initiatives. By filling up a vacuum in the literature, the study advances the understanding of brand avoidance behaviour in the vehicle market in Islamabad, which may have unique market dynamics and customer preferences. Additionally, by examining the moderating function of brand recovery on social networks and providing helpful advice for firms to handle brand avoidance and reclaim consumers' confidence successfully, the study intends to fill a

vacuum in the research. The study adds to the larger body of knowledge on consumer behaviour and decision-making by offering insightful information about the factors influencing brand avoidance through its assessment of attitudes, beliefs and behaviours.

1.7 Significance of the Research

It has been analysed in the previous sections that the country's automobile industry has the potential to reflect her revenue per capita. If the automobile industry of the country progresses, the per capita revenue of the country also increases. When people would not avoid brands, they would not be selective in buying different products, which would have positive impacts on automobile industry of Pakistan Faridi (2021). This study aids us in determining the main cause behind Pakistan's automobile industry's brand avoidance. As a result of this research, we may be able to focus on something that might help reduce the problem of brand avoidance. As a result of this thesis, Pakistan's revenue may be increased, which is its significance.

Various organizations, both local and international, working in Pakistan could learn why their goods are favoured or avoided based on this study. The difficulties of long-term development would dramatically rise, and the management would have more freedom to alter their sales' techniques Haque et al. (2021). People want to buy more cars, but no one is sure why. This study may allow companies in the automobile sector of Pakistan to understand why people like or avoid their products and how they might improve their marketing strategies. For example, it would be easier for them to evaluate how social identity theory shapes the purchasing intentions of the customers and the strategies they should

continue or avoid. This research also helps to fill the gap that the automobile industry of Pakistan has been facing for a few years now. This is done by analysing different factors that affect brand avoidance behaviour among consumers and developing effective conclusions. In order to improve strategies, potential recommendations are also established Scheepers and Ellemers (2019).

The significance of this research is multifold. Firstly, brand avoidance behaviour in the automobile industry of Pakistan is going to be the first advancement in the existing literature. This research may contribute to the theoretical understanding of consumer behaviour in emerging markets such as Pakistan by examining in depth the factors that influence brand avoidance with regards to cars specifically. The study may help enhance the understanding of consumer decision-making processes; it may further provide valuable insights into the psychological and social factors that influence brand avoidance behaviour.

Secondly, this research may have practical implications for the automobile industry in Pakistan. The most important and fastest-growing industry in Pakistan is the automobile industry with significant contributions to the country's economy. Therefore, it is quite understood that consumer behaviour and development affect the brand recovery strategies which are critical for the success and sustainability of the industry Faridi (2021). The findings of this study will develop effective strategies to mitigate its negative effects on brand forgiveness and sales, whereas it may help automobile manufacturers in Pakistan to identify the reasons behind brand avoidance.

Thirdly, the role of social media in brand recovery and forgiveness may help to contribute to the literature in this research. It has become a critical platform for brand management and recovery due to the increasing use of social media by consumers Haque et al. (2021). This research helps in providing valuable insights into the efficiency of social media by analysing the role of social media in brand recovery and forgiveness in the automobile industry of Pakistan as it can be used as a brand recovery tool.

Finally, in the context of an emerging market, the broader field of marketing is examined as the relationship between brand avoidance and brand recovery is critical to analyse. This study may have to work on providing a unique perspective by focusing on an emerging market although most of the existing literature on brand avoidance and recovery is based on developed markets such as Pakistan. But this may also help to fill the gap in the literature on brand avoidance and recovery in emerging markets and provide a more complete understanding of the factors that influence consumer behaviour in these markets.

The research has its importance because it mainly focuses on both theoretical and practical reasons. This study is to contribute to the theoretical understanding of consumer behaviour in emerging markets of Pakistan, whereby identifying the factors that contribute to brand avoidance and examining the effectiveness of brand recovery strategies. Additionally, the practical implications for the automobile industry in Pakistan is analysed through the findings of this study as it also has insights into the development of effective brand recovery strategies. Finally, this research may contribute to the broader field of marketing by examining the role of social media in brand recovery and forgiveness, and also

by providing valuable insights into the use of social media as a tool for brand management and recovery.

1.8 Definition of Key Terms

Brand: A name, term, sign, symbol or design, or a combination of them, intended to identify the goods or services of a seller or group of sellers and to differentiate them from those of competitors Kenton (2020).

Branding: Branding is the when attitudes are to be established and maintained in a consistent way related to a product or service The Branding Journal (2015).

Anti-consumption: A resistance to, distaste of or even resentment of consumption Merriam Webster (2020).

Brand Avoidance: It refers to the phenomenon whereby customers deliberately choose to keep away from or reject a brand Johansson et al. (2016).

Undesired Self-Congruence: It mainly refers to the extent to which a person perceives that the consumption of a particular brand is inconsistent with his or her self-concept Yi and Gong (2013). In this study, by asking respondents to rate the degree to which they felt that using a particular brand of automobile was inconsistent with their self-concept and this way Undesired Self-Congruence has been operationalised.

Negative Social Influence: It has always been referred to the extent to which an individual's social network discourages the use of a particular brand Guan and So (2016). In this study, Negative Social Influence is used by asking respondents how they rate their social network discouragement to use of a particular brand of automobile.

Perceived Animosity: It has been defined as the enmity or degree of hostility that a person has perceived towards a particular brand or company Siamagka and Birkbeck (2016). When asking respondents to rate the degree to which they felt that a particular brand or company was hostile or unfriendly towards them, this study utilises the Perceived Animosity.

Perceived Risk: It is defined as there is an uncertainty or a potential degree of harm when a person associates with the use of a particular brand Zia et al. (2019). In this study, Perceived Risk is denoted by asking respondents to rate the degree to which they perceived a particular brand of automobile as risky or potentially harmful.

Organizational Disidentification: The reference of an individual who does not feel the need to be loyal towards one specific brand or company Guan and So (2016). In this study, Organizational Disidentification is used to ask respondents to rate the degree to which they no longer identified with or felt a sense of loyalty towards a particular brand of automobile.

Boycotting: It is described as a response to an allegedly severe act or behaviour by a corporate. The factors that help to motivate consumers to engage in boycotting of particular

brands or companies John and Klein (2003). In this study, Boycotting factors are used in order to ask the respondents to rate the degree to which they would be motivated to boycott a particular brand or company based on factors such as ethical concerns, perceived unfairness, and negative social influence.

Brand Forgiveness: It refers to the consumer's cognitive, affective and behavioural response to a brand's (perceived) misbehaviour Siamagka and Birkbeck (2016).

Brand Recovery: It refers to brands' regret, restitution and justification Joireman et al. (2013).

1.9 Organization of the Thesis

The presented thesis is organized in the following described structure:

The 1st chapter of the presented study includes the research background which is then followed by problem statement, research questions, objectives of the research, research significance, research contribution and definition of the key concepts and terms.

The 2nd chapter of the presented study comprises a detailed literature review focusing mainly on brand avoidance behaviour, factors affecting the brand avoidance behaviour, brand recovery on social networks and brand forgiveness. The following study has also covered foundational theories that were crucial for this study.

The 3rd chapter of the presented study consists of research methodology and the approaches and techniques which have been used for the collection of the data and for its analysis in order to devise the results of the research. The procedures which are used for the sampling are also determined in this chapter; moreover, this chapter also highlights the techniques which have been taken into consideration for the analysis of the data.

The 4th chapter presents the findings and the results which have been produced by the research and a detailed discussion on the obtained results is elaborated.

In the 5th chapter of the given research, the comprehensive summary of key findings of the study are given along with the conclusion and the future recommendations for the relevant researches. Moreover, the implications of the study and its limitations are also discussed in this chapter.

1.10 Summary

The research background is covered in this chapter, along with a list of research issues. Additionally, the study questions and objectives are outlined in this chapter. Moreover, this chapter contains the contributions of the study, research scope and finally the significance of this study. In short, this chapter gives a brief view of what the study is about, and how future scholars can get benefit from the research and how the marketers and the important personals of the automotive industry may get benefit from the presented study. Theories and literature that are appropriate for the study have been discussed in the subsequent chapter.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

Recent years have witnessed some intriguing advancements in studies related to brand avoidance. The research on the idea of brand avoidance and its dimensions is covered in this chapter. It also offers a thorough analysis of the research on the variables influencing brand avoidance behaviour such as negative social impact, perceived hostility, perceived risk, unfavourable self-congruence, organisational disidentification, boycotting, and their effects on brand avoidance behaviour. Moreover, this chapter discussed the past but related studies regarding preventing and alleviating brand avoidance, brand forgiveness and brand avoidance, consumer negativity and brand avoidance, negative emotions and behaviour of consumers towards the brand, brand recovery on social networks and brand forgiveness. The relevant theories are also discussed critically. Looking at the importance of brand avoidance, it can be said that the performance of brands relies on many issues and factors, which are highlighted in this chapter. The performance of the brands also depends on using brand equity because it also impacts the brand performance and thereby revenues generated by them.

2.2 Underpinning Theory

Four theories are utilised as the basis for the present study: expectation disconfirmation Theory, Theory of Reasoned Action, Brand Equity Theory, and Social Identity Theory. These theories help analyse different factors that can affect brand avoidance behaviour.

2.2.1 Disconfirmation Theory

The disconfirmation theory, which relates to segmented elements of the (dis)confirmation theory, is being underpinned in the research. This theory posits that satisfaction is influenced by negative and positive disconfirmation between performance and expectations. Although, four main constructs in this theory are found to be performance, expectations, satisfaction, and disconfirmation. This theory further evaluated that if the product is likely to fulfil the expectations, it will lead to positive disconfirmation. If the product fails to meet the expectations, it will lead to negative disconfirmation. However, customers' expectations can either be determined or unconfirmed by taking into consideration the comparison of the expectations of the customers and the service or product which is being received by the customer.

Conversely, disconfirmation happens when the customer experiences expectations which are either above or very below. The following situation leads to unhappiness, which can occasionally lead to anti-consumption attitudes such as brand avoidance, disown, or rejection. The brand attachment theory also defines two styles of attachment which are customer anxiety and customer avoidance, which explain how a person's tendencies in close relationships seem to influence their behaviour in interactions with customers. Avoidance, on the other hand, is the adoption of one's perspectives towards others, with high avoidance suggesting a negative opinion of the others, and anxiety catches one's view of the self (with high anxiety indicating a terrible or very bad perspectives) Nepomuceno et al. (2017).

The recent global recession has shown many brands that they have not been able to win their target audience's trust resulting in terms of brand avoidance. Therefore, a brand

must be able to reassure its target audience that it is still relevant in the market Nepomuceno et al. (2017). It possesses the skill, vision, and expertise required in the given industry to bring out its value and influences the consumers.

According to Tosun and Gürce (2018), consumers having high scores on avoidance and anxiety mainly experience emotions which are positive in nature and are high rate of satisfaction. They are commercial as the brand is known as the asset of the market. They are of positive equity adding value for the company by enhancing as well as sustaining the cash flows particularly for the company. It is evaluated that brand is known as the equity that is consumer-based when the customers act more and less favourably for the brand as compared to similar service, or product that is not named or fictitiously named. The characteristics of the brands are very important for marketers, whereas brand equity is regarded as the most valuable component of the company's asset. It also leaves a positive impact on the company in terms of brand avoidance.

As a result, it is illustrated by two extreme nodes on the continuum of consumer-brand relationships; their expectations and experiences with brands may either degrade or alleviate the influence of the results of the satisfaction levels. According to a survey of the literature, there are less research on bad consumer-brand connections than there are on good views towards brands. However, given the shifting dynamics of the customer and the complexity of consumer behaviour, studies on consumption and purchasing behaviour constantly alter. Understanding negative sentiments in comparison to favourable ones is, therefore, particularly crucial to distinguish the numerous study strands on customer behaviour towards companies. It can be stated that once a brand crisis has occurred, various

steps should be taken. First, it is essential to formulate a plan of action in line with the nature of the problem. It is also necessary to identify the root cause of the crisis. The next important step is to devise a strategy of action that should address these issues. Finally, it is essential to quickly implement these measures to avoid further damage done to the brand and its reputation.

However, Expectancy disconfirmation theory has been applied in different researches to analyse and understanding the satisfaction of the consumers (Sinha et al., 2020; Lee et al., 2022; Boihang & Yessoufou, 2022). Likewise, Sinha et al. (2020) in their study analyse that disconfirmation theory helps the researcher in understanding the behaviour of the consumer while focusing on mind. Similarly, Lee et al. (2022) in their study used disconfirmation theory to analyse the expectation of the consumers in relation to the external characteristics (i.e., age, gender, income) of the consumers. On the contrary, some researchers argued that disconfirmation theory alone cannot be considered to analyse the behaviour of the consumers due to certain limitations. The same way, Boihang and Yessoufou (2022) in their study pointed out that conceptualization of expectation is different across studies as expectation is considered to be based on pre-consumption beliefs, while others considered it to be based on expectancy theoretic sense. Moreover, some researchers argued that expectancy disconfirmation theory does not consider the changes in consumers' expectation and their impact on cognitive processes Sinha et al. (2020). Therefore, when employing disconfirmation theory, it is essential to consider the switching behaviour of the consumers.

Since it provided a theoretical framework for comprehending consumers' judgements of brand performance and their consequent brand avoidance behaviour, the *disconfirmation* theory was essential in the current research. According to this idea, people assess how their expectations and experiences are compared, and if there is a sizable disconfirmation between the two, it results in pleasure or discontent. The disconfirmation hypothesis aids in analysing how customers' perceptions about automobile brands coincide with their actual experiences affecting their decision to avoid specific brands in the context of brand avoidance.

Survey questions were created to measure participants' views of brand performance and their level of disconfirmation in order to apply the disconfirmation theory to the research. The participants were then asked to rank the brands based on their real interactions with them. The degree of disconfirmation might be determined by contrasting their expectations with their actual experiences.

Items to gauge participants' satisfaction with or discontent with the disconfirmation were also included in the survey. In light of their experiences, participants were asked to assess their overall happiness with the brand as well as their propensity to steer clear of or keep making purchases from it. These inquiries assisted in determining the participants' brand avoidance tendencies and their intents to steer clear of or to interact with particular automakers.

In conclusion, by highlighting participants' expectations, real-world experiences, and the disconfirmation that occurred from them, the disconfirmation theory helped to develop

survey questions. By using these indicators, the research was able to quantitatively evaluate the effect of disconfirmation on brand avoidance behaviour among car purchasers in Pakistan's passenger car sector. The findings of the survey offer important data for studying the relationship between customers' perceptions of a brand's performance and their subsequent choices to avoid it.

2.2.2 Theory of Reasoned Action (TRA)

According to LaCaille (2020), Theory of Reasoned Action (TRA) helps in examining the discrepancies in behaviour through Expectancy Value Models. This idea was first developed in psychological studies to evaluate the changes in behaviour of the people while considering both verbal and non-verbal communication. Additionally, Montaña and Kasprzyk's (2015) in their study added that concept of the theory of reasoned action is the prediction of behavioural intention, spanning predictions of attitude and behaviour. This is also the reason to appropriate this theory for this study because of its performance in predicting consumer behaviour and explaining that behaviour. According to the principle of reasoned action, one's behaviour is dependent upon their purpose to follow out the behaviour. In turn, the intentions related to behaviour is efficiently predicted by both views and kinds of attitudes which include the positive attitude towards the evaluation of performing a specific behaviour or the negative one respectively. Consumers, for instance, will prefer to buy specific brands if they have a favourable or positive attitude toward them; on the other hand, if they have a negative or unfavourable attitude toward them, they may not buy them Azhar (2014).

Unfavourable attitude towards brands indicates a lack of brand awareness which is a vital condition for the formation of brand image. Wolter et al. (2016) highlighted in their research that when a brand is entrenched in memory, it is simpler to connect relationships and a strong connection with the brand. Brand should comprise five aspects: extravagance and luxury brands, prominent worth, one of a kind worth, social worth, decadent worth and quality so as to be viewed as an extravagance and luxury brands. Brand awareness gives the item personality by connecting certain brand components to an item such as class and buying circumstance. Moves Royce, for instance, is the model case of an extravagance and luxury brands vehicle since it is so unequivocally connected with the item class of extravagance and luxury brand autos. It likewise illuminates clients about their needs that the brand is intended to satisfy the customers through its items.

It can be stated that no brand name can represent the entire product line. Brand names must be limited to one brand name per line. Some companies have a single brand name, while others have more than one per line. This brand name is usually found on the bumper side of a vehicle. It promotes the car's manufacturer, model, year and performance history Vajkai and Zsóka (2020). However, people can also find brand names on the instrument panel, instrument trim or console. It only acts as a symbol, which identifies a specific company. We know that the automobile industry is a trillion-dollar market. Every brand name a company uses will directly or indirectly affect auto products' purchases in the market Vajkai and Zsóka (2020). Company marketers and advertising agencies usually use the brand name to attract new customers. They use a brand name to create a positive association in their customers' minds regarding the products or services that are offered. Some companies even create brand names for their products and names to market them. Branding is useful for

an extended period of time if appropriately used, and the brand name can define the core values and characteristics of a product. A brand name is significant because customers familiar with a brand name are more likely to purchase the product Jayasimha et al. (2017).

However, theory of reason action deployed in different domains to analyse the changes in the behaviour of the consumer (Tommasetti et al., 2018; Fan et al., 2020; Frawley et al., 2020; Tiffany et al., 2022). Likewise, Tiffany et al. (2022) in their research used theory of reason action in education sector to describe the technological changes in information system. Additionally, Tommasetti et al. (2018) in their research has also applied TAR to accept the technological advancement in banking sector. The author further added that e-banking has significantly helped in increasing the satisfaction of the consumers, and competitive advantage for banks. Similarly, in the context of Automobile industry, TAR model has also been applied while researching on manufacturing firms in the US Frawley et al. (2020). The author found that changes in operation of automotive sector has shaped the behaviour towards the system. Moreover, Fan et al. (2020), in another important research also added that digitalisation and innovations in automotive sector has significantly influenced the manufacturing process of the industry. Fan et al. further evaluated that it generally increases the efficiency of the organisation in manufacturing, distribution and other functions.

On the contrary, some researchers argued that TRA cannot be considered as an effective measure to analyse the influence on consumer behaviours (Galetsi et al., 2019; Aldahmash et al., 2019). Similarly, Galetsi et al. (2019) in their research argued that TRA is not much effective to analyse the influence of changes in system on behaviour because

changes in intention of the consumer does not necessarily mean changes in the actual behaviour of the people. Additionally, Aldahmash et al. (2019) in their research while analysing the changes in behaviour argued that TRA cannot be used to predict the changes in actual behaviour as it requires essential opportunities, skills, conditions and resources. However, while considering the limitations of TRA, it has been applied in this research to identify critical norms and behaviours that influence brand avoidance behaviour among consumers of automobile in Pakistan. This theory determines pre-existing attitudes among customers that lead to brand avoidance and brand forgiveness after they went through negative social influence and undesired self-congruence.

Focusing on attitudes is important since individual preferences, requirements and perceptions have a significant impact on brand avoidance behaviour and automobile purchase decisions. Individuals' opinions and overarching positive or negative sentiments towards a certain action or thing are represented by their attitudes. In this situation, attitudes would be essential to comprehend how buyers see various auto-brands and the reasons behind their avoidance of particular companies.

The social pressures and norms that people believe to be present around a certain behaviour are referred to as subjective norms and beliefs. They demonstrate how societal expectations and other people's opinions affect a person's ability to make decisions. Subjective standards might not have as much of an impact on automobile purchases and brand avoidance behaviour in Islamabad's passenger car market.

In this market, individual requirements, financial concerns and personal tastes frequently take precedence over social factors when determining which automobile to buy. Due to Pakistan's unique auto market characteristics and difficulties, such as its constrained selection of vehicles, price sensitivity and supply-demand imbalances, the influence of arbitrary standards on customer behaviour may be lessened.

Due to the particular market dynamics and individual decision-making processes in this context, the theory of reasoned action may not be as useful for examining subjective norms and beliefs even though it can be used to explore attitudes towards brand avoidance behaviour and car purchases in Pakistan's passenger car market.

2.2.3 Brand Equity Theory

First, a brand name involves the cost of creating a brand name. Second, a brand name involves the risk of losing its value if it is not successful in attaining market recognition. Third, brand name involves investing resources such as time, effort, and money for promotions and advertising. Fourth, brand name involves the reputation of the product in the market. Fifth, a brand name involves using technology to promote the product Vajkai and Zsóka (2020). Some companies do not brand their products because they believe they will not need to market their brand name. They do not brand their products to protect their brand name from being copied by other companies, while some companies engage in brand name creation activities to build their brand name. Lastly, brand name involves the maintenance of brand name by consumers. Brand name must be defined in the marketing research, and it should be identified in the research of consumer response. It should also be promoted in order to maintain its recognition among consumers. Moreover, the brand name should be

protected from imitations and the actions of competitors Jayasimha et al. (2017). The major objective of brand equity metrics is to analyse the worth of brands for the consumers in the competitive market. The brand incorporates the image, name, perception and logo that analyse the service, goods or supplier in the customer's mind. It provides strategies to shape packaging, marketing communication tools, and advertising to create a strong relationship with the customers. The brand represents the promise to the customer regarding the product or service performance, quality, and other affective dimensions, which affect consumers' choices between challenging products Theurer et al. (2018).

Brand avoidance behaviour is developed in the company when the management of an organisation did not develop an effective strategy to maintain the brand equity because brand equity chiefly focuses on fulfilling the consumer demands in order to gain a competitive advantage in the global market. Furthermore, the brand equity in the automobile industry presents the values attached to a particular brand due to the strong relationships which were established with its customers and various stakeholders over a long period of time Ali and Muqadas (2015).

According to the research conducted by Hazée et al. (2017), the brand avoidance behaviour is developed in the company when social image, trustworthiness, brand performance, attachment and brand value are not majorly recognised by the management of the company. Additionally, it has been analysed that quality and choice intention are the key elements for the company and if it is neglected by the organisation, brand avoidance behaviour is easily developed by the consumers. Moreover, Ahmad and Butt (2012) highlighted that this theory also presents brand equity in an organisation which shows the

previous knowledge of the customers and related perceptions. These perceptions influence the linked attitudes of customers towards a brand which allows it to clearly make the differences from competitors and also allows to obtain competitive advantage over its competitors. This way, customers' overall perceptions towards the value of a brand demotivate them to acquire, maintain, or decrease their possession of something to meet certain needs, wants, purposes, or desires.

However, brand equity theory has been applied in different fields and different studies to analyse and predict the changes in the behaviour of consumers towards brand (Hazée et al., 2017; Kegoro & Justus, 2020; Bae et al., 2020; Ozbal, Duman & Topaloglu, 2020). Likewise, Hazée et al. (2017) in their study added that brand equity theory occurs when consumers have awareness regarding brand and it holds a positive relationship in their memory. Additionally, Kegoro and Justus (2020) in their study added that response of the consumer actually depends on the intention of the consumer to purchase a brand. The author further added that Negative or Positive behaviour of consumer is associated with strong or weak brand. On the contrary, some researchers argued that brand equity theory cannot be considered in creating brand identity and behaviour of the consumers Bae et al. (2020). Additionally, Ozbal et al. (2020) in their study using brand equity theory analyse that it requires a higher talented team to maintain the equity of the brand. However, in this research it can be claimed that this theory implements to analyse the impact of brand avoidance behaviour on the automobile industry of Pakistan in such a way that it provides an effective concept on how that company creates brand equity strategies that help mitigate brand avoidance behaviour by the consumer. Social media is crucial in helping to change how consumers and companies communicate in the conventional way. Additionally, it enables

customers to generate opinions about the company based on their performance, quality, and other factors Ding and Tseng (2015).

The topic of brand avoidance has drawn a plenty of attention from brand equity researchers. It alludes to customers' conscious attempts to stay away from or stop using particular brands. Numerous researches have investigated brand avoidance behaviour from various brand equity perspectives, illuminating its fundamental causes and effects.

One area of study focuses on the connection between brand image and brand avoidance. It implies that brand avoidance behaviour may result from a poor brand image. Brands with a damaged reputation, low quality, or bad connotations are typically avoided by consumers. For instance, a research by Campbell (2017) found out that customers actively avoid businesses that engage in unethical business practices because of the bad reputation those brands have. Similar to this, a research by Agrawal et al. (2017) emphasised that customers steer clear of businesses with a poor environmental track record. These results highlight how crucial it is to preserve a favourable brand perception in order to avoid brand avoidance.

The part that brand trust plays in brand avoidance is another viewpoint. According to research, customers' brand preferences are significantly influenced by trust, which is a critical component of brand equity. When trust is betrayed, it might result in brand avoidance. For instance, a research by Knittel et al. (2016) discovered that customers steer clear of businesses that have had to deal with product recalls because they lack confidence

in them. Consumers place a high value on trust, and any betrayal of that trust can have a negative effect on how likely they are to interact with a business.

The research has also looked at how brand personality affects consumer brand avoidance. Customers often avoid companies that do not complement their individual aesthetics or personalities. According to Neale et al. (2016), customers are more inclined to reject businesses whose traits contradict with their own sense of identity. In this situation, customers may preserve consistency between their self-concept and brand affiliations by avoiding brands.

Studies have also been done on the results of social influence and brand avoidance. Online reviews and word-of-mouth are social aspects that can influence how customers feel and act towards businesses. Negative internet reviews have been demonstrated to have a considerable impact on brand avoidance behaviour according to research by Ja'afreh et al. (2020).

The brand avoidance theory is extremely pertinent to this study since it offers a conceptual framework for understanding and researching consumers' active avoidance of particular brands. The brand avoidance theory is used in this study to investigate the underlying causes of brand avoidance behaviour in the passenger automobile market in Islamabad. It will provide a deeper understanding of why people choose to avoid particular brands by identifying the precise attitudes and opinions held by buyers towards automobile brands. The idea may also be used to examine how brand recovery on social networks plays

a moderating function, revealing possible tactics for businesses to win back consumers' trust and lessen brand avoidance.

2.2.4 The Social Identity Theory

According to the research conducted by Hogg (2016), it is discussed that the theories presented by various scholars that the negative behaviour are many and are also presented in high numbers by the scholars. The social identity theory was presented by Islam (2014), and it plays an important role in the development of brand avoidance. Social identity theory clarifies that customers have a tendency to organise themselves into societal classes. This way, it assists in self-identification contained by their own socio-cultural environment. The social identity theory suggests that individuals should explain their concepts by using their connections with social groups and businesses. According to Stets and Serpe (2013), the existing literature in the context of brand avoidance and social identity is becoming increasingly substantial. Stets and Serpe (2013) supported this argument by writing that individuals who want to be a part of the brand community are also looking for support from the brand management.

The research conducted by Baker (2012) further highlighted in the findings that ongoing examination and investigations demonstrate that the social identity approach could overlook the interrelations between individual and social identity. In other words, when one sees oneself related to a social gathering, they logically lose their self-accentuation to support gathering esteems. Consequently, individuals may pursue the gathering standard, at the same time neglect to completely connect with their remarkable selves to the gathering. Given that it is said that brands respond to reflected consumers' needs for a strong connection to the

brand -- a sense of belonging and buyer accountability. Brands may be used to the Pakistani automobile sector as well to improve customers' self-personality. When brands are perceived as gradually special, original and different, and that is only the highest point of the iceberg recognised, they will generally have a greater sense of self and individuality. As a manifestation of the brand-aspiration as well as development and implication, which is represented by the concept of brand character, the notion that customers may have a feeling, a strong link, and an ongoing relationship with diverse Pakistan automobile manufacturers and brands. According to Guan and So's (2016) research, a brand may be associated with a variety of personality traits. It is this combination of traits that distinguishes unique brands from those of their competitors. Furthermore, via engagement with the company, customers form assumptions and form impressions.

Extravagance and luxury brand vehicles satisfy higher needs, for example, confidence and self-actualisation as they are related with a feeling of broadened self and wish satisfaction because of their abnormal attractive quality. Extravagance and luxury brands give purchasers more non-practical advantages than needed items, for example, the capacity to communicate their economic well-being and achievement. The peculiarity, selectiveness and uncommonness of extravagance and luxury brands, autos take into account extraordinary profundity of brand awareness Huang et al. (2014).

The broadness of brand awareness estimates the scope of procurement and utilisation circumstances that ring a bell. Iglesias et al. (2019) highlighted in their research that on the off chance that the customer's choices are made at the purpose of procurement. At this point, brand acknowledgement is generally significant. On the off chance that buying choices are

made away from the purpose of procurement, at that point, the brand review will be essential. On account of extravagance and luxury brand vehicles, most customers settle on buying choice beforehand; the buy of an extravagance and luxury brand vehicle includes objective setting and earlier thought instead of spontaneous basic leadership which happens at the purpose of procurement.

Zhang (2015) highlighted that in terms of brand equity, with the right amount of alleviation of brand avoidance and consideration of brand equity, 2018 turned out to be a positive year for the market as far as data from various automakers on the Pakistani market is considered. Numerous Chinese automakers have taken into account the justifications provided by the vehicle agreement and were quick to catch an offer in Pakistan auto advertisement. In a major success, for the part, Volkswagen – the world’s biggest car producer went into a concurrence with a neighbourhood extravagance brand vendors for the assembling of vehicles in Pakistan, turning into the second European car maker that will make advances to catch the Japanese-ruled market. This is a positive result that was bought with the right amount of branding techniques discussed above.

The consequences of the examination and investigation demonstrated that the buyers accepted that the costs of the privately made vehicles are high. Along these lines, rather than purchasing extravagant privately fabricated vehicles, they like to buy imported autos. Another examination and investigation demonstrated that there is a huge factual relationship and a strong connection between the items and the buying aims, and the outcomes demonstrated that the one of the most significant components on which practically every one of the respondents concurred was brand item quality Zeugner-Roth et al. (2015). They

concurred that imported vehicles are of good, dependable and of steady quality in contrast with privately produced autos. The other two autonomous factors after deal administration and brand reliability demonstrated unimportant outcomes. These findings delineated that purchasers favoured components of brand item quality and cost while making a buying of cars instead of being brand steadfast. Because of the serious challenges, many car organisations present new models of vehicles consistently after one year. Besides, the organisations additionally have the knowledge that the inclination of the buyers changes with time Axsen et al. (2013).

2.2.5 Comparison of Four Theories

Drawing upon above-given theories, it can be stated that perceived animosity and perceived risk are the key attributes of brand avoidance. It is imperative to examine how these dimensions affect brand credibility and the effects of country-of-origin familiarity. It also examines the role of subjective well-being in brand credibility Nepomuceno et al. (2017). In addition, these dimensions may help marketers determine how to better connect with Millennial. According to the research conducted by Montaña and Kasprzyk (2015), there are many reasons why people avoid a brand, and one of them is a negative brand experience.

According to Tosun and Gürce (2018) in a similar case study, identity brand avoidance is found where a consumer avoids a brand because of perceived identity or moral implications. This study takes an interpretive approach, adopting a historical realist ontology and social constructionist epistemology. It utilizes a grounded theory methodology to analyse quantitative data from 800 passenger car customers to examine brand avoidance

causes, consequences and processes. The results from the research are interpreted from three different perspectives such as society, company, and consumer. Thus, Koenderink (2014) asserted that the influences of product and country-of-origin familiarity are broadly consistent across all studies. Intangible product concepts and general product categories, such as clothing, cosmetics, and food are particularly vulnerable to the country-of-origin cue. In addition to identifying the brand name and country of origin of a product, consumers also consider the image of its country of origin when assessing its quality.

Montaño and Kasprzyk (2015) suggested that when comparing television brands, consumers were asked to rate their familiarity with GE, JVC, and Grundig brands. GE was perceived as being five times more familiar than Samsung and Grundig. The effects of country-of-origin familiarity were evaluated through multiple regressions. The research of White et al. (2012) discussed the results showing that undesired self-congruence is the strongest predictor of brand avoidance across all markets. Nevertheless, negative social influence is another factor that can negatively impact a brand. Therefore, managers should be vigilant about negative word-of-mouth about their brands. Social identity theory is a promising avenue for predicting brand avoidance. The findings are consistent with other studies.

Drawing upon the theories, it can be stated that studies showing conflicting findings have been reported regarding the effect of product familiarity on brand avoidance. However, despite the contradictory results, one major problem remains that research into country-of-origin cues on product familiarity is inconsistent.

In addition to the inconsistent results, the findings confirm using the “made in” label as a proxy. According to Liu (2019), this theoretical review also supports the distinction between the cue’s confidence and predictive value, validating previous theoretical work. However, the low R-squares suggest that there may be other factors that influence brand avoidance besides country of origin. In addition, Hegner et al. (2017) suggested that the effects of country-of-origin familiarization on brand avoidance differ for various autos. Automobiles recalled in one country may have a higher recall rate than cars from another country. In Pakistan, while consumers familiar with the brand are less likely to avoid it, their perceptions may be affected by their country of origin. Nevertheless, this is an essential factor to consider when assessing the brand recall rate.

However, based on the findings, it has been analysed that disconfirmation theory has been significantly helpful in analysing the changes and satisfaction of the consumer, but this theory alone cannot be considered to analyse the behaviour of the consumers due to certain limitations (i.e., does not consider the switching behaviour of the consumer). Additionally, the theory of reason action has also helped to analyse the changes in people’s behavior considering verbal and non-verbal communication. On the contrary, some researchers argued that TRA could not be considered an effective measure to analyse the influence on consumer behaviours as changes in behaviour do not necessarily mean changes in the actual behaviour of the people. Moreover, some other researchers also argued that TRA cannot be used to predict the changes in actual behaviour as it requires essential opportunities, skills, conditions, and resources. Further, brand equity theory was also considered to analyse the brand avoidance behaviour in Pakistan’s automotive industry as it focused on fulfilling consumer demand to gain a competitive advantage in the global market. Moreover, it also

enables customers to generate opinions about the company based on their performance, quality, and other factors. Hence, it also has limitation as brand equity theory requires a higher talented team to maintain the brand's equity. Lastly, social identity theory was also considered to analyse the brand avoidance behaviour in Pakistan's automotive industry and improve customers' self-personality. However, it also involves certain limitations. Hence, based on the analysis of underpinning theories, each theory has its own benefits and limitations. Therefore, single theory cannot be considered to analyse the brand avoidance behaviour in Pakistan, but it will work better when they are integrated.

In order to perform research on brand avoidance behaviour and brand recovery through social networks in Pakistan's passenger automobile industry, the Disconfirmation theory, Theory of Reasoned Action (TRA), Brand Equity theory, and Social Identity theories have been integrated. To begin with, the Disconfirmation theory may be used to evaluate how customers perceive a brand's performance and how this affects their future brand avoidance behaviour. According to this idea, customers assess how their expectations and experiences compare, and if there is a substantial discrepancy between the two, it results in satisfaction or discontent Rahim (2017). Customers may avoid a certain automobile brand if their expectations are not satisfied or if there is a disconfirmation of the brand's performance that is unfavourable in the context of brand avoidance. Second, the TRA is useful for assessing consumer attitudes about brand avoidance and auto purchases. According to the hypothesis, people's attitudes towards a behaviour and the subjective standards attached to it influence behavioural intentions. This study uses the TRA to examine consumers' views about brand avoidance behaviour, including their opinions, assessments, and overall positive or negative sentiments towards certain automakers. Additionally, it may evaluate how

subjective standards like social pressures or cultural expectations impact customers' decisions to avoid a brand.

Thirdly, the Brand Equity theory sheds light on how brand value and brand avoidance are related. Brand equity includes several factors, such as perceived quality, brand loyalty, brand awareness, and brand image Trott et al. (2016). The research can explore how these factors affect consumers' brand avoidance behaviour by considering brand equity. For instance, a weak brand with bad connections and disgruntled consumers may cause brand avoidance, whereas a strong brand with good associations and devoted followers may minimise brand avoidance.

Finally, Social Identity theories can help us comprehend how brand recovery via social networks influence consumers. According to social identity theory, group memberships significantly impact how people perceive themselves and their social identities. To fit in with a particular social group or to stay true to their self-identity, people may shun certain automobile brands in the context of brand avoidance. The research can explore how brand recovery initiatives through social networks affect consumers' views, group identities, and consequent brand avoidance behaviours by combining Social Identity theories.

2.3 Brand Avoidance

Customers' deliberate and active efforts to avoid engaging with particular brands or products are referred to as brand avoidance Knittel (2016). It indicates a poor customer

reaction characterised by a deliberate choice not to use, buy or associate with a certain brand. Avoiding a brand may take many different forms, such as actively looking for alternatives, disregarding marketing messages, or expressing hostility against the brand.

Brand avoidance is a theoretical concept that aids academics in comprehending and explaining consumer behaviour concerning certain brands. It focuses on the causes and drivers of customers' avoidance behaviour and offers insights into the variables affecting their brand preferences Ahmed et al. (2015). By analyzing brand avoidance, researchers can investigate the underlying causes, antecedents, and effects of consumers' disengagement from certain brands. The idea of brand avoidance serves as a conceptual framework for the current study on brand avoidance behaviour and brand recovery through social networks in Islamabad's passenger automobile market. It enables researchers to look at consumers' attitudes, convictions, and actions about their avoidance of particular auto brands. The study can have more information about customers' preferences, wants, and perceptions that affect their brand selections and avoidance behaviour in the auto industry by looking at the factors for brand avoidance.

Additionally, examining the moderating function of brand recovery via social networks is made more accessible by using brand avoidance as a theoretical construct. It enables researchers to evaluate the possible impact of brand avoidance behaviour on attempts to improve a business' reputation and win back customers on social media platforms.

Zarantonello et al. (2016) provided a proper framework and investigated the different factors that might contribute to brand avoidance behaviour. They have suggested that brand avoidance is not a single concept, and there are different facets and, therefore, each facet could have a different way to affect the behaviour of the consumers. The study of Zarantonello et al. (2016) is still considered to be very effective in the area of brand avoidance that has investigated that there are four main factors that affect brand avoidance which includes undesirable social influence, perceived enmity, potential risk, and desired self-congruence. It is evaluated that brand avoidance is mainly known as the phenomenon in which the consumers mainly choose to keep away from a particular brand or reject it in which financial means are not considered as the dilemma and conscious actions are comprehended. Although Zarantonello et al. (2016)'s study considerably improved our knowledge of brand hate, it also revealed a number of potential gaps that might be filled in further research. First, the study focused on investigating the trajectories of brand hate as well as its origins and consequences, but it only skimmed the surface of the contextual factors that can affect these trajectories. It would be beneficial to look more thoroughly at elements like cultural variances, industry-specific dynamics, or situational triggers to offer us a more complete understanding of the phenomenon.

Second, although focusing at brand hate from three distinct viewpoints (past, present and future), the study relied on individual retrospective accounts rather than tracking people across time. In order to better understand how customers' attitudes towards a brand change over time and may better reflect the dynamic character of brand hatred, longitudinal data collection would be beneficial.

Additionally, the study was primarily concerned with the patterns of brand hatred rather than delving deeply into the underlying psychological mechanisms and processes that underlie these patterns. Deeper understanding of the causes and mechanisms behind consumers' unfavourable sentiments towards certain brands, as well as the evolution of these attitudes over time, might be gained by investigating the cognitive, affective, and behavioural elements of brand hatred.

There are different critiques over this topic as it is evaluated from the study by de Munck (2019) that personal decision plays a major role in avoiding any brand consumption that mainly relies on virtues instead of global concerns. It is claimed that the movement of individuals in directing for regaining the government of the self along with their own perception of choice plays a major role in brand avoidance Hegner et al. (2017). It is analysed that consumers mainly avoid any brand without any previous experience in which the main reason is negative word of mouth regarding the brand, so the main factor that should be considered is customer satisfaction which minimises the negative word of mouth. Word of mouth is known as the informal communication among private parties that deals with evaluating services and goods. The study by Koenderink (2014) shows that consumers mainly discuss their products as well as share their impressions related to the brand regardless of the nature of product and experience. It is evaluated that self-involvement in word of mouth has a major impact on the consuming behaviour of people as the actions of each other are reaffirmed by the consumers that have a major influence on brand avoidance. However, it is evaluated that the message of the product is also considered to be important for the promotion of the brand with the help of its consumers.

The study of Zarantonello et al. (2016) has a significant mediating effect between brand equity and brand hate. When customers think that the two brands are too similar, they do not patronise the first one. As a result, the customer's preferences are not satisfied with the latter brand. The second effect is the similarity between the brands. While the direct effect is small, the indirect effect is significant. The study of Vajkai and Zsóka (2020) has declared that it is also interesting because it identifies the differences between the two types of brand equity Vajkai and Zsóka (2020).

The term is often applied to consumers who reject a particular brand without explanation. This is not a new phenomenon; instead, it is an emerging phenomenon influencing the automobile industry today. A few decades ago, there were very few cases of brand avoidance among consumers. This trend has only recently increased, becoming an industry-wide problem Jayasimha et al. (2017). Whether the brand is made of plastic or metal, the car is likely made of plastic or rubber. In addition, the lack of quality and safety in the automotive industry is an important issue for consumers. A good car withstands all of these factors, so it is vital to ensure that a manufacturer's products are safe King et al. (2012).

2.3.1 Categories of Brand Avoidance

Brand avoidance refers to "a phenomenon in which consumers deliberately choose to stay away from or reject a brand" even if the brand or product is available and affordable Lee et al. (2009). From a consumer perspective, this may be because the brand does not meet the consumer's requirements and expectations. According to known researchers such as Lee et al. (2009a), four aspects of brand avoidance are pointed out, namely experiential, identity, moral and deficit value. This research intends to identify brand avoidance behaviour.

2.3.1.1 Experiential Avoidance

Unfulfilled customer expectations lead to experiential avoidance of both the services and products of the automotive sector. Unfulfilled expectations are the results caused from bad consumer experiences. Consumer loyalty and expectations are established on brand promises; consequently, a brand should be able to live up to its promises especially to the potential customers. Dissatisfaction happens if the brand does not fulfil its promise resulting in brand avoidance Delzen (2014). Thus, Koenderink (2014) asserted that unmet expectations which result from undelivered brand promise are the main drivers for experiential avoidance of a brand. Poor performance, unpleasant store environment and troubling factors are the core elements which influence the experiential avoidance. Extreme discontent with the brand is a result of ineffective and poor performance. Many of the brands not only fail to fulfill their promise and requirements of the customers, but also adds in appropriate complex situation in the lives of their customers, resulting in more complaints from the customers and product rejection which lead to spreading hatred towards the brands in various forms.

This category focuses on brand avoidance due to unfavourable prior experiences or a perception of unsatisfactory goods or services. The study can investigate how customers' bad experiences with auto brands affect their brand avoidance behaviour by including experiential avoidance. It can investigate elements that lead to brand avoidance, such as product calibre, dependability, after-sales support, or prior unfavourable experiences. Understanding experiential avoidance may help automotive manufacturers to identify their areas for development and inform strategies for reviving their brands via improved product and service experiences.

2.3.1.2 Identity Avoidance

The research of White et al. (2012) discussed that consumers utilise brands to build their identities and purchase products of those brands which positively influence their personality or give them benefit in any manner. Brands that do not satisfy consumers' needs for symbolic identity are more likely to encounter identity avoidance because they push people closer to the undesirable self. Consumers, who find the brand promises unpleasant things, are inclined to steer clear of such brands. Accordingly, Hegner et al. (2017) hypothesised that customers support businesses that represent their identities and steer clear of many of those who linked to negative reference groups. Because they disagree with their own self-concept and lack mission, consumers steer clear of brands affiliated with negative reference groups. Additionally, consumers avoid counterfeit brands. The concept of de-individuation is represented by the popular services as they are the driving force behind identity avoidance.

This category's inclusion enables the study to investigate the influence that customers' identities and self-concepts play a role in their decisions to shun certain brands. It can investigate if certain automakers are linked to identities, ways of living, or ideals that buyers want to distance themselves from. The ability to reduce brand avoidance and connect brand image and marketing activities with the desired target demographic is a benefit of understanding identity avoidance for the automotive industry.

2.3.1.3 Moral Avoidance

This kind of avoidance or rejection is mainly focused on the level of ideology that is related to the brand's perception and the negative role it plays on society. Moral avoiders or

people with high value believe that it is their own responsibility to stay away from certain brands. Anti-hegemony, which refers to customers avoiding huge firms to prevent monopoly, and country impacts, which refer to consumers rejecting some brands for engaging in corporate irresponsibility, are the two kinds of moral avoidance. Some customers practise moral avoidance because they think big businesses are impersonal and only work for their own good and benefits and do not treat their employees humanly Odoom et al. (2019).

Country effects are related to moral avoidance which are influenced by how customers view the nation of origin of the brand. Consumers are more likely to reject well-known brands from a particular nation when they have a bad opinion of it. People who disagree with American politics, for instance, might refrain from buying products from famous names like Coca-Cola and McDonald. On the other hand, some customers prefer shopping from the local companies and steer clear of global ones because they think these brands can improve the society in which they operate and work in Kavaliauskė and Simanavičiūtė (2015). The study may examine how customers' moral principles affect their brand avoidance behaviour in the auto industry by taking this category into account. When consumers decide to avoid buying a particular brand of automobile, they may take into account aspects like environmental sustainability, corporate social responsibility, or ethical business practices. Having a better understanding of moral avoidance may help automakers develop and promote moral and socially acceptable practices, which will help decrease brand avoidance.

2.3.1.4 Deficit-Value Avoidance

Deficit in value avoidance happens when a brand offers an unsatisfactory cost to benefit trade-off in its relation to the customers. Clients refrain from the brands that make promises that are both functionally and qualitatively unsatisfactory. Consequently, deficit value avoidance merely considers the link between value and cost and it does not require personal contact with the brand Rindell et al. (2014).

According to Liu (2019), it is asserted that unfamiliarity is crucial in the avoidance of deficit values. Because people believe unfamiliar brands to be of inferior quality and that they carry greater risk, consumers are more inclined to choose well-known brands over unfamiliar ones. Additionally, consumers are more likely to associate quality with the aesthetically pleasing aspects of a brand, including packaging. Consumers' economic needs are not addressed when a brand has an unattractive image, which leads to deficit value avoidance. Another kind of deficit value avoidance is a phenomenon, which is known as food favouritism, even though they buy other products from the same brands. They avoid buying certain brands of food that are linked to poor hygiene or have bad deficiency value. This phenomenon demonstrates that consumers are more likely to remain cautious and stay away from strange, tainted, inexpensive or dangerous food.

The term “deficit value avoidance” refers to people avoiding certain brands because they believe they offer less value or advantages than competing products. The research may evaluate how customers perceive the value proposition of various auto manufacturers and how it affects their avoidance behaviour by including this category. It is possible to investigate factors like cost, features, advantages, or perceived value for money to see why

consumers prefer to steer clear of particular automakers. Automobile brands may improve their value offer, meet customer demands, and lessen brand avoidance by understanding shortfall value avoidance.

2.3.1.5 Category of Brand Avoidance Applied in this Research

Within the context of this research, the author emphasised the deficit-value category of brand avoidance since it reflects contradiction between cost and benefit of the offered service or product by the organisation. This research seeks to determine the impact of brand avoidance behaviour on Pakistan's automobile industry and literature revealed that increased price of domestic automobile firm with inferior features as compared to imported vehicles mainly developed brand avoidance behaviour among the Pakistani consumers for local automobile brands. As a result, the deficit-value category of brand avoidance is the main emphasise of this research.

The current study's questionnaire was produced on the deficit avoidance category and contained questions to ascertain consumers' perceptions of the benefits and value of various automotive brands. The questionnaire covers costs, features, benefits, and overall evaluations of value for money. Assessing how deficit value avoidance impacts brand avoidance behaviour is feasible by having participants rate how much they agree or disagree with these claims. This approach, which aids in capturing participants' opinions on the perceived lack of value or benefits in particular vehicle brands, provides insights into the significance of deficit value avoidance in the context of brand avoidance in Islamabad's passenger car market.

2.3.2 Brand Avoidance and Purchase Intention

Brand avoidance has a negative impact on the purchasing intentions of the consumers, and it also depends on various factors explained in this section. According to the research article presented by Zhang (2017), the purchasing intentions of the consumers depend on many issues and factors, which play a part in the development of the company. According to them, brand avoidance depends on products, i.e. range offered to the customers in the price range lying in their affordability, and it should be adequate. The purchasing intentions of the customers should be met by providing them with the products in their affordability.

Intention is emphasised as an independent variable in many consumer purchasing intention models. More complicated innovations, which better meet the demands of consumers today and involve less ambiguity, are associated with greater levels of purchase intention Topolšek et al. (2020). The most recent research, which was published and created measurement models for the adoption of ACs using socio-demographic factors such as perceived advantages, perceived usability, public fears and anxieties, subjective norms, perceived behavioural control, the environment, technology, collaborative consumption, public transportation, and car ownership, are very beneficial Acheampong et al. (2019). The vehicle's perceived cost was also mentioned as a contributing factor. Namely, the direct cost of the car as well as any indirect charges like service fees, insurance premiums, or fuel consumption may deter potential buyers.

One important aspect is also linked to people's particular tastes. Specifically, people's preferences vary when it comes to cars. Some people might choose automobiles with specific attributes that other people would not Arts et al. (2011). Therefore, it may be inferred that a person might buy a certain automobile because of the qualities it offers. On the other hand, some people could choose to purchase a certain vehicle solely because of the implications it has for their influence and social position. Only if the product is utilised in public, does the relationship between social impact and purchase intention become relevant? Innovations must thus be consistent with people's lifestyles Nees et al. (2019).

Additionally, the kind of goods that can sell in a location depend on the demographics of the area where a person resides Hulse et al. (2018). For instance, some automobile models tend to be more popular with younger people than with older individuals Lee et al. (2016). Additionally, a person's capacity to buy and maintain an automobile relies on their yearly income Lin et al. (2016). People with greater incomes and levels of education sometimes have more spending power and opt to purchase automobiles with superior equipment Häuslschmid et al. (2017). Expectations for performance are another element. Performance expectation, according to Leicht et al. (2018), is the degree to which a person thinks that utilising a new product would help him or her perform better.

The negative consequences of personal transportation on the environment need to be addressed at a time when environmental challenges on a local, regional, and global scale are becoming more significant Mairesse et al. (2012). Reducing the usage of traditional diesel and petrol automobiles for personal transportation in favour of using bicycles and public transit is an apparently simple way to lessen the impact of transportation on the environment.

However, most customers are not inclined to give up their automobile as their main mode of transportation. This is mostly because car usage is connected with strong sentiments of freedom and convenience Mairesse et al. (2012). Therefore, it is crucial to encourage consumers to choose alternatives to traditional petrol and diesel automobiles.

A thorough grasp of consumer behaviour determinants is required for any attempt to alter customers' activities and lifestyles. As a result, many researchers turned to Azjen and Fishbein's Theory of Reasoned Action or its modified form, the Theory of Planned Behaviour to explain the attitude-action gap Mairesse et al. (2012). The TBP asserts that behaviour is influenced by an underlying causal relationship between intents and attitudes, which are in turn influenced by perceptions of the results of behaviour, arbitrary standards, and a sense of agency. Azjen and Fishbein noted that attitudes towards a certain behaviour must be assessed in order to uncover satisfying connections between attitudes and behaviour Mairesse et al. (2012).

Another study by Mairesse et al. (2012) sought to investigate the attitude-action gap, which is sometimes referred to as how a general good attitude towards the environment results in a restricted purchase of environment-friendly automobiles. 27 individuals participated in a judgement task on their desire to buy an automobile in the first trial. The possibility of purchasing automobiles with varied purchase prices, environmental performance, running costs, and vehicle quality was assessed by the participants. In a second experiment, 47 participants were asked to state whether they intended to buy cars with different driving experiences, environmental considerations, life-cycle costs, and vehicle quality. The findings from the two studies demonstrate that participants integrate automobile

attribute data using a differential weighting average approach. The values of the model weight and scale point to a favourable attitude towards environmental performance Mairesse et al. (2012). On the other hand, the experimentally established model weights consistently show that other automotive features dominate environmental performance.

Purchase intention is seen as an important aspect in brand marketing since it helps marketers to understand and anticipate consumer behaviour. Additionally, it has been demonstrated by several studies Pi et al. (2011) that purchase intention has a significant role in influencing the actual decision to buy and may encourage recurrent purchases in the future. Purchase intention, according to Tariq et al. (2013), is a multi-step process. Consumers first gather all relevant data about the brand they want. Once they have used the product and have a thorough understanding of it, they will start to assess it by using it. They will buy the product again in the future if it fits them well.

Brand avoidance rate as evaluated by Gharbi and Smaoui (2017) depends on the purchasing intentions of the customers since the customers are always making use of the purchasing intentions of the company. If the brand management wants their customer to not avoid them, then it is the responsibility of the brand management to ensure that their customers are receiving what they want Scheider and Purkis (2016). However, the performance of the brand depends on many issues and factors, which should be the focus of the brand management to be kept in focus. Various authors presented various strategies to overcome brand avoidance problems, which are explained in upcoming sections.

Only one study was found arguing that brand avoidance takes place because of five forces, which are price, product, quality, brand forgiveness, and after sales Khatoon and Rehman (2021). Various countries have various pricing structures and also the quality of product used in the companies vary a lot because of the inflation and currency rates. It is impossible that Pakistan can use the product of the same quality, which is used by Germany, because of high differences in currency rates. Therefore, the companies present in Pakistan should be focussing on deploying the best quality products, which may not be the level of Germany, but should be lying in at least the compatible price and quality Shende (2014).

Three different studies such as (Sampedro, 2017; Shende, 2014; Al-Shammari & Kanina, 2015) argued that customers mostly avoid purchasing automobile products from companies providing them at significantly high prices, demonstrating the impact of price in the development of brand avoidance. As a result, it may be claimed that customers are frequently persuaded by advertisements for goods that are out of their price range. For instance, a buyer of a Suzuki Pakistani firm would never enter a store that sold Mercedes. Additionally, consumer buying habits and factors affecting their purchasing behaviours are some additional elements influencing customers' intents to make purchases.

Consequently, the investigation presented by Kumar et al. (2017) was found arguing that many people also avoid buying a product from their homeland because they know that quality of material used in the product is not good, and it is also because of low currency rates. They also argued that independent variables, such as brand product quality, brand association, and brand forgiveness, are inter-related to each other. Therefore, consumers should be provided with the support by the brand management. Another factor presented by

Izogo (2013) contributing to the brand trust and effective communication among the customers and the management is the mediating role of brand management, which tries to ensure that customer satisfaction is achieved through enhanced productivity and credibility.

In a study carried out by Javed et al. (n.d.), the relationship between product judgment, and consumer ethnocentrism was tested by using variables in the automobile industry. The study found that social pressure, perceived behaviour, and perceived self-identity is directly related to purchasing intentions. However, no other study was found arguing about the statement. Most of the studies which tried to investigate brand avoidance performed an evaluation of consumer purchase intentions because it is the best factor, which provides the assessment of reasons behind brand avoidance Khatoon and Rehman (2021).

In the investigated region of purchasing intentions, the research carried out by Koay (2018) and some other studies present contrasting results. According to Dacko (2017), the purchasing intentions of the customer in automobile industry depend on the willingness of the customer to buy the product, and also on the perceived quality he is looking for. However, another study presented by Gaurav (2016) presented two other variables (store information, and brand) as the major contributor towards the development of the company. Based on the arguments, it is difficult to draw the conclusions since both the authors have presented varying arguments related to the purchasing intentions and brand avoidance.

García-Madariaga and Rodríguez-Rivera (2017) tried to investigate the role of two variables to find out the quality and willingness of people to buy the products. They found that factors such as quality and buying patterns of the consumers are significantly related to

each other. Based on the assessment presented above, the authors concluded that customers operating in the automobile sector will come back to buy again because the automobile is a big sector, and they will not risk their hard earned money on some other brand, which cannot be trusted. Based on the assessment provided above, it can be concluded that purchasing intentions of the customers rely on many factors, which should be kept in consideration while making a purchase.

Lee (2009) provided the discussion related to the contributions to the knowledge of the brand avoidance suggesting that the brand avoidance has many facets and these are the reasons behind the brand avoidance including the identity, moral and deficit value, experiential, and together these constitute the brand avoidance. The following conceptual framework is developed in reference to the literature and theories previously mentioned. Basically, this framework defines the significant factors of the brand avoidance. Also, it tells the reasons that why most of the consumers are reluctant to prefer the brands which have low performance trends, do not consider the needs and expectations of the consumers, and its negative impact on the environment.

Brand avoidance is mainly due to the unmet expectations of the brand. It is stated that people mainly avoid brands when they have to face negative experience from some product or any service. It is analysed that it is a cause of poor performance, inconvenience and hassle, or it is also due to the adverse environment of store. The consumers of the products are said to be most sensitive for their own interactions along with the provider as the result of the attitudes and opinions that mainly help in determining the purchasing behaviour Hegner et al. (2017). In this study, there is a moderating role of brand recovery

on social networks as with the development of technology. The consumers have started to rely on the feedback of other people that have already used the brand. These feedbacks are mainly shared by the people by using social networks as now a days, most of people use social networks. This moderates the relationship among brand avoidance over brand forgiveness. Social networks is about facilitating such people that expresses as well as shares the ideas, opinions and thoughts with others Huang et al. (2014).

It is also related to enable people that helps in connecting with others, such as the things they were doing for previous years. However, it also highlights the importance of social networks. Online tools mainly enables one for many sharing of content of multimedia which can be employed easily for using interface which enables non-specialists for sharing connect. This helps in developing perceptions of people towards a particular drive to brand forgiveness Zeugner-Roth et al. (2015). The consumers that are likely to forgive generate brand hate in relation to brand forgiveness. It is mainly due to the consumers who are more likely to forgive are directly less likely to avoid the brand due to its forgiveness. It is applied inversely for such consumers that are less likely to forgive and are more likely to act in outcomes of brand hate, and more likely to brand avoid.

They prefer to stick with the brand they are satisfied and feel comfortable with. This results in least brand avoidance phenomenon Hegner et al. (2017). The customers that are loyal are less sensitive for pricing and opening up for paying a high price for a particular brand which is opposed to other options. Since consumers have a perception of a unique value in a particular brand which is opposed to other options, it is evaluated that the

customers have a perception of unique value in the brand. Such companies having brand loyal customers stand the advantage for benefits in the market.

2.4 Factors Affecting Brand Avoidance

2.4.1 Undesired Self-Congruence

An individual's view, ideas, and attitudes about oneself are referred to as self-image. It includes all of their innermost feelings, ideas, and assessments of their own traits, skills, and selves. It affects their perception of themselves and their interactions with others. The harmony or alignment between a person's self-image and his/her intended or ideal selves is known as self-congruence. It shows how well a person's opinion of himself/herself aligns with their objectives, principles, and societal expectations. Individuals have a feeling of authenticity and consistency when self-congruence is present, which improves their general wellbeing. Incongruence, on the other hand, can cause unhappiness, internal conflict, and a desire to close the gap between one's actual self and one's ideal self.

Undesired self-concept is mainly known as identity that is least desired and consists of such traits that are negatively valence along with the memories of such experiences that are unhappy situations and are embarrassing events that are fearsome as well as emotional and are unwanted which individuals are mainly motivated for avoiding Vajkai and Zsóka (2020). It is analysed that undesired self mainly predicts the consumer well-being more strongly that is relative to the idealised selves. Undesired self is known as the psychological construct that is relevant to brand avoidance Odoom (2019). It is argued that while comparing the wants of the people, there is a clear idea of people regarding what they do not

want to be. It further pushes the people away from undesired self that is effective as compared to the pull towards the ideal self.

With regards to the automotive purchases, Kressman et al. (2006) investigated the direct and indirect influence of self-image congruence on brand loyalty of customers. The results of the investigation have three important theoretical ramifications. First of all, they emphasize how important self-congruity is in predicting brand loyalty. Self-congruity has a similar impact on brand loyalty as functional congruity and the strength of the brand relationship taken together. Second, the study contributes to the conception and assessment of self-congruity theory by including the idea of brand connection along with quality into it. Prior studies have concentrated on the influence of brand personality and brand transgression on the quality of brand relationships. The study also supports the hypothesis that self-congruity has a negative impact on functional congruity, which helps us better understand how self-congruity biases functional congruity. Meanwhile, Bennett et al. (2018) examined the consumer attitudes in relation to self-image congruence with regards to electric vehicles. According to the study's results, playing the game improved respondents' views towards EVs by an average of 17% and their favourable preconceptions of EV owners by an average of 19%. Average EV ownership self-image congruence is increased by 14%, while EV product knowledge reportedly is increased by 8%. However, the chance of purchasing an EV was not significantly affected. The tiny connection between attitude and intention to purchase was greatly attenuated by stereotype favorability and self-image congruence with EV owners

Zadeh et al. (2022) aimed to forecast Generation Y buyers' intentions to buy electric automobiles in a developing market. Additionally, the impact of attitude, subjective norms, perceived behavioural control, perceived usefulness, perceived risk, perceived environmental self-image, and infrastructural barrier on the desire to purchase electric automobiles was examined. It was shown that attitude was positively impacted by perceived utility and convenience of usage. Attitude, subjective norms, perceived behavioural control, price value, and environmental self-image all positively influenced the intention, but the felt-threat adversely affected the intention. In order to better understand Generation Y customers' intents to purchase electric cars, this study included three additional components to the combined theory of planned behaviour and technology acceptance model (C-TAM-TPB), including economic value, perceived risk, and environmental self-image.

The influence of undesired self-congruence over the Brand Avoidance Behaviour may be specifically strong when the brand is tied closely with the self-identity of consumer or when the consumer perceives the representing values of brand are incompatible with theirs Charmley et al. (2013). Hence, it is significant for the brand to consider the target audience carefully by ensuring that the messaging and branding is potentially aligned with the self-concept of consumer. In the context of automobile sector of Pakistan, the influence of undesired self-congruence over the Brand Avoidance Behaviour can be potential. According to Agyemang et al. (2019), the automobile market in Pakistan is increasingly competitive as there has been growing number of international and domestic brands which are sustainable for the market share and consumer attention. As per the research of Huber et al. (2018), the undesired self-congruence generally occurs when the consumer perceives a mismatch in their self-concept and the brand projected image. This in return outcomes in negative attitude

toward the brand and lowered likelihood for engaging with it, including Brand Avoidance Behaviour. However, in terms of automobile sector of Pakistan where the loyalty of brand is considerably high and the consumer behaviour is impacted by the range of regulatory and economic factors. Therefore, the influence of undesired self-congruence on the Brand Avoidance Behaviour could be significant.

2.4.2 Negative Social Influence

Vehicles are tangible goods that are visible and are typically employed in public settings. Heffetz (2011) discovered that automobiles ranked second among 31 various spending categories in the USA, including clothes, jewellery, home furnishings, and mobile phones, for they are quite apparent to neighbours. If nearby neighbours just buy a certain kind of automobile, individuals are more inclined to buy the same.

It is believed by most of the customers that this element is competent enough to make independent choices, but it is analysed that what is said by other people also influences them, specifically the people having negative attitudes as they mainly influence the decisions. With globalisation, through the use of online social networks such as Twitter, Facebook, and Myspace, society is becoming more intertwined and is considered as an important driver that impacts the attitudes of the consumers. Social influence is known as the degree to which the members of the reference groups influence the behaviour and experiences of one another along with the social pressure in order to perform the particular behaviour Berndt et al. (2019). Similarly, in this way, negative social influence is considered as the degree by which members of the particular reference groups impact each other's behaviour and experience. Negative opinions mainly have a specific strong impact on the attitude of consumers. The

notion also has notable influence on Brand Avoidance Behaviour in terms of the Pakistani automobile sector. The study of Khan et al. (2019) added that the negative social influence generally occurs when the attitude, perception and behaviour of the consumer is impacted by the action or opinion of others in a negative way. In terms of automobile industry, the negative social influence can occur in several different forms such as word-of-mouth recommendation, negative reviews and media coverage in terms of negative incidents Khan and Lee (2014).

The perception of technological and social uncertainty can be lessened with the knowledge from closely witnessing other people's car demonstrations Adjemian et al. (2010). Several researches examine connections between people's car preferences and those who reside in nearby communities. People's decisions reveal a vehicle's dependability and quality, which is especially important for new fuel-efficient cars or body shapes with higher perceived dangers (Adjemian et al., 2010; Heutel & Muehlegger, 2010). The term "neighbourhood effect" refers to a social influence that grows stronger when a new car has more exposure to the public. By demonstrating or experimenting with an invention, potential adopters have a better knowledge of it, which can speed up adoption rates Young (2009).

Another research was carried out by Pettifor et al. (2017) to examine the impacts of social influence on vehicle preferences and how they varied between nations owing to cultural variations. The results showed a significant but small to medium effect size, showing that people's decisions about their mode of transportation are impacted by the attitudes and actions of others around them. This result is in line with other studies on resource conservation practices. The study emphasised that social impact is an important secondary

effect that helps to explain residual variance in auto purchase decisions, but it is not the key driver of vehicle selections when compared to considerations like price and availability. The analysis emphasised the significance of including social influence effects in vehicle choice research since excluding them obscures the social, symbolic, and cultural factors that impact these choices. The study emphasised the role of social influence in encouraging the use of alternative fuel vehicles (AFVs). It recommended that policies emphasising the development of social influence components might encourage the adoption of AFVs. The study also discovered that cultural distinctions among nations as determined by the pragmatic-normative scale, modify the strength of the social influence impact with more normative nations exhibiting higher social influence effects. As adoption propensities vary between nations and should be taken into account in global modeling, these cultural distinctions have consequences for international policies to encourage AFV adoption and climate change mitigation efforts.

In the automobile sector of Pakistan, the consumer notably relies over recommendation and social network for informing their purchase decision; therefore, the negative social influence can be specifically detrimental Mansoor and Noor (2019). In the study by Gilal et al. (2018), it has been found that the word-of-mouth recommendation is a potential information source influencing purchase decision of Pakistani consumer towards automobile.

2.4.3 Perceived Animosity

The concept of animosity is considered to be very old as it is incorporated in literature by presenting and developing the Animosity Model of Foreign Product Purchase. This model

is tested as well as validated in the perspective of attitudes of Chinese consumers towards the products that are made by Japan at the start. The construct of animosity is defined as the remnants of antipathy that is related to the previous and ongoing military, economic and political event. It directly affects the consumer's behaviour of purchasing in the international market Khan et al. (2019). The world is becoming a global village in which there is great access for the companies to access and deliver new products to different countries at the same time; the consumers have liberty for choosing the brands and products from different countries. It is analysed that the country of origin mainly affects the buying decision in such a way that the product judgment is not valued as consumers may avoid brands and products from the country that is offending. It is not because of the poor quality, but it is mainly because they perceive that the country that is exporting is in fact involved in negative acts related to military, political and economic events Jayasimha et al. (2017). Perceived animosity generally has notable influence on the brand avoidance behaviour. This is when the consumer perceives that the brand is linked with bias or negative attitude, they tend to develop a negative perception towards the brand including Brand Avoidance Behaviour Khan et al. (2019).

Animosity is another element that might affect a person's readiness to purchase. This degree of hostility can develop in response to economic, political, and historical events, which are unpleasant emotions that might affect consumer purchasing decisions. According to research by Feng and Yu (2016), customers can determine whether a product is of the proper quality or not. Customers still do not want to purchase the goods; nevertheless, it can be due to the high degree of antagonism against the producing nation.

Research by Souiden et al. (2018) revealed that hostility has a substantial detrimental impact on desire to purchase. The influence of ethnocentrism, hostility, product, nation image, and brand image on the propensity to purchase on Chinese automotive goods was examined in the study by Siahaan et al. (2021). Based on the findings of the structural model testing, the study discovered that two factors accurately predict readiness to buy, whereas two other variables do not do so. The key aspect influencing consumers' propensity to purchase is brand image. Additionally, the most important factor in brand image is the image of the country's products, and it is evident that ethnocentrism has a big impact on hostility.

There are a number of sources of animosity towards another country, and this is mainly due to the minor reason such as two countries that are sharing their border for some serious manifestation. It can be stemmed from military events that took place previously. They can also be related to diplomatic issues or economic disputes, for instance, the disputes among Pakistan and Unites States or Iran and United States Knittel et al. (2016).

The original model of animosity shows that the judgments, as well as attitudes of the consumers, are not mainly examined although there are several studies that have proved that animosity mainly impacts the evaluation of consumers' responses. In term of Pakistan and the automobile sector, the perceived animosity asserts notable influence on the Brand Avoidance Behaviour. The perceived animosity arises because of different factors including the historical tension among Pakistan with other countries, and perceived unfair treatment or negative stereotypes Iqbal and Bilali (2018). It is viewed that perceived animosity is potential barrier towards brand loyalty and engagement. In Pakistan where the consumer

encompasses a strong sense of pride and national identity, the perceived animosity led towards negative behaviour and attitude to products or brand Khan et al. (2019).

2.4.4 Perceived Risk

Since there are several exchanges that are uncertain, it is analysed that consumers want to reduce the risk which is associated with purchasing. Perceived risk theory is mainly used for explaining the behaviour of consumers. There are different definitions of perceived risk as it is defined that perceived risk is known as the type of subjective expected loss. It is also evaluated that perceived risk is the possible loss that can be pursued by the desired result.

There are a number of researchers that have examined the influence over the risk on the traditional processes of consumer decision making Vajkai and Zsóka (2020). It is further evaluated that perceived risk is a construct that is two dimensional and comprises uncertainty which is mainly related to purchasing decision as well as its consequences for taking adverse action. The perceived risk generally has notable influence on the Brand Avoidance Behaviour across the automotive sector. When the consumer generally experiences high risk level linked with the product or brand, they develop negative behaviour and attitude Tran (2020). The perceived risk takes place in variety of ways such as the concern linked with reliability, safety and the performance along with the concern related to the value and cost. In terms of automobile sector, the perceived risk generally becomes salient because of long-term nature and high cost of automobile Reza Jalilvand and Samiei (2012).

The study of Rajendran et al. (2018) investigated the influence of consumer perceived risk in car purchase specifically in the context of the Indian market. Rajendran et al. (2018) conducted a study to examine the theory underlying how consumers see risk relievers. The Friedman test was used, and since the calculated P-value was found to be significant, the hypothesis was rejected. According to the survey, consumers' opinions on risk-reducers varied. The primary risk mitigators were identified by further analysis utilising the Friedman multiple comparison test. The findings indicated that the availability of approved service facilities was the most significant risk reduction, followed by features like country of origin, the look of the car, and word of mouth.

Additional risk-reducers were choosing a high-end edition, brand preference, celebrity imitating, opinion leadership, and dealer reputation. While risk relievers had less of an impact on facility risk, they had a greater impact on a number of other risk categories, including physical, psychological, functional, social, financial, time, choice, and obsolescence risks. The study also discovered that the characteristics of perceived risk tended to decline as customer impression of service quality increased. On the other hand, with regards to the purchase of electric vehicles in Srilanka, Thilina et al. (2019) found that perceived risk plays a mediating role in the relationships between perceived ease of use, perceived usefulness, and purchase intention.

Perceived risk is comprised of five components in marketing literature that are performance risk, financial risk, social risk, physical risk and psychological risk. There is another additional dimension which is known as time risk. Perceived risk is mainly studied in psychology, but it is considerably applied for making decisions in order to explain the

behaviour of the consumers. The purchases of the consumers are mainly influenced by the price, objective, perceived quality, properties and perceived products Odoom (2019). While the process of purchasing the products as well as the consumers would perceive several types of risks, these risks are said to be very important. It mainly influences the customers, reheating different brands and products.

The theory of consumer's perceived risk is proposed as well as suggested while the decision making for purchasing. It is also because of the choice of consumers that affects different risk level. Thus, it is evaluated that perceived risk mainly affects the purchasing of consumers, not the purchasing of a particular brand Jayasimha et al. (2017). So it is concluded that when the level of risk is enhanced, the consumers are more likely to show a negative impact on such brands. The example, in this case, could be that whenever a consumer buys a products, the consumer has certain doubts about the products especially if the product in question is highly priced.

2.4.5 Organizational Disidentification

It is evaluated that organisational factor is one of the major factors that affects brand avoidance as it is suggested that most people have withdrawn themselves from several companies and avoid the products and services they produce that they feel are not related to their values. Since the brand is known as the constellation of values that if a person does not agree with such value that is felt by the consumers, they may feel motivated to avoid the brand.

It is, further, demonstrated that organisational disidentification is considered as the self-perception which mainly relies on the separation that is cognitive among identity and perception of people regarding the identity of the organisation as well as negative relational categorisation for the organisation and the consumers. The organizational disidentification tends to have notable influence on the brand avoidance behaviour particularly in the automobile sector. The organised disidentification refers to the procedure through which the individual generally disassociates himself / herself from specific firm or the brand. It is because of the lack of alignment with their personal identity, belief and values Lock and Filo (2012).

From the study of Knittel et al. (2016) on car purchases, it is concluded that the consumers refrain from using the particular brand or product for impacting the practices of business which promote that it is beneficial for the society as it is considered the part of the need which helps in avoiding social groups, identities and roles. It represents the negative self of a person. Establishing the disidentification mainly exists among targets and customers of the services, products and ideas, which helps in understanding the consequences and antecedents. Marketers are able to foster as well as contain the attitudes, which helps in influencing the behaviour Khan and Lee (2014). Hence, marketers require the understanding of identification along with disidentification and the antecedents and consequences. In terms of automobile sector, the consumers who do not identify or associate with the brand, they would likely be engaged more in Brand Avoidance Behaviour and do not feel a sense of attachment or loyalty towards the particular brand. It is specifically relevant to the automobile sector of Pakistan, where there exists alimited number of domestic brands and

the consumer might feel a strong sense of identification with the brands Ul Zia and Sohail (2016).

It is evaluated that identification is considered as the extent to which the members of an organisation mainly defines them along with reference to their membership in the organisation. Disidentification is mainly considered as the extent to which people define them as not having the similar attributes and principles which are believed to be defining the organisation. However, disidentification and identification can be located at different points semantically over a single continuum, as well as evidence that is documented as they do not mirror images of one another but instead of unique and distinct states of psychology.

In comparison, identification is mainly referred to as the phenomenon that connects individuals with perceived positive aspects of the organisation along with people themselves. On the contrary, the main aim of psychological states is to sustain the identity in positive means, the avenues mainly accomplish the goals in a different manner Khan et al. (2019). It is considered to be very important for understanding the identity of the organisation and its formation process and preservation because it mainly helps in predicting disidentification in the organisation, which mainly affects the brand avoidance behaviour.

2.4.6 Boycotting

It is analysed that political consumerism takes place when the decisions of consumers are based on the attitudes that are related to the justice and values in the society. This is considered as the act which is displayed in a positive manner by increased consumption as well as it also affects in a negative manner due to which consumption decreases. Boycotting

is the term that is mainly used for this that is mainly connected along with the avoidance of brand. However, there are several differences among these two, which is often caused due to the opinions of how any brand is dealing with the decisions that are taken at the political level Jayasimha et al. (2017). Hence, there is a duration of resistance which is considered as the difference, in which boycotting does not normally process.

The phenomenon of boycotting can lead towards a significant influence on the avoidance behaviour of brand particularly in the automobile sector of Pakistan. The phenomenon of boycotting refers to the act of refraining or avoiding the acquisition of product deliberately from specific brand or firm Zhang (2020). As per Jayasimha et al. (2017), the boycotting generally occurs in the form of dissatisfaction and form of expression with the brand or other practices. In terms of automobile sector, the consumer engages in the boycotting behaviour due to various factors including increase in the prices, issues with product quality and dissatisfaction association with brand. The study of Al-Hyari et al. (2012) added that the boycotting is found to be influential driver for the Brand Avoidance Behaviour across the automobile sector. The consumer who has engaged in the boycotting behaviour seek alternative actively with the boycotted brands. These in return led towards declining revenue and market share for the boycotted brand.

2.5 Brand Forgiveness and Brand Avoidance

Understanding what a brand is initially is crucial to comprehending brand avoidance behaviour. A brand is a specific visual identity and a portrayal of a good, service, or business. Consistent marketing efforts that develop brand equity, in fact, makes a brand. According to Berndt et al. (2019), a customer's brand equity or value is derived from the sum of all the

favourable interactions they may have with the company. Customers' brand avoidance behaviour towards a company is likely to be below levels when brand equity in the company is poor Jayasimha et al. (2017).

It is evaluated that the customer mainly responds to develop good relations by the closeness of the relationship. It is acknowledged that the opposite of closeness is avoidance, which is how individuals act as there are negative feelings towards brands. Therefore, brand hates mainly leads towards brand avoidance in which individuals feel negative towards a brand, and thus deliberately choosing to reject the brand. Brand avoidance does not mean that the consumers mainly purchase the services and products from the brand in the previous years; rather, the feelings that avoid surges from negative emotions for a brand and are not necessarily from purchasing the brand.

Brand switching is used for the interchange of brand avoidance as it is considered to be very important for brand forgiveness. In order to achieve loyal customers, Hassan (2015) highlighted in their research that it is important that customers are retained and brand avoidance is brought down. The performance indicators of the company largely depend on brand equity because it allows the brand to sell the products in large markets and at higher prices, which in turn provides the company with a large market share. However, brand equity cannot be achieved without the presence of loyal customers. The framework of the research also illustrates that brand avoidance can only be restricted if the brand equity is increased and negative brand equity decreases Amir and Asad (2017).

A main category of brand avoidance behaviour is Exclusion. This refers to the inability to purchase a particular brand due to the brand name being offensive or unsuitable Khan et al. (2019). For example, suppose a brand is advertised as suitable for the sports fan living in New York City, but a customer from Tennessee cannot bear the thought of watching football because it involves kicking. In that case, the brand name acts as a barrier to the customer. Thus, brand exclusion is a broader term than just brand name rejection. The fourth category is brand loyalty. Loyal customers will spend more money with a brand that they know and love. Thus, loyalty can be defined as a psychological quality that involves an emotional investment, an attitude that can be activated by the recognition or promise of future benefit. This is closely related to brand avoidance behaviour, where customers who cannot get a particular brand have an aversion to spending money with that brand Jayasimha et al. (2017).

Jayasimha et al. (2017) reveals various mechanisms that cause consumers to stop patronising a brand. The most common reason for brand avoidance is perceived similarity Jayasimha et al. (2017). In this case, customers perceive the competitor's offer as not distinguishing. This leads them to stop patronising the brand. This can cause severe damage to a company's ownership. Therefore, brands similar to competitors may have the same reputation as a competitor Azhar (2014). The study by Jayasimha et al. (2017) confirms the existence of a mediating effect between brand equity and brand hate. In contrast, the direct effect between brand equity and brand hate is insignificant. This suggests that brand equity is a deciding factor in brand avoidance. The research has also confirmed that the brand's quality can influence consumers' preference for a particular brand. It is important to remember that a customer's personal preferences are affected by the company's quality of

service Vajkai and Zsóka (2020). The study also highlights the effect of similarity to a competitor's offer. Although the direct effect between brand equity and brand hate is small, the indirect effect is large. The effects of similarity between brands have a negative impact on the company's brand equity and the customer's brand value. The same is true for the other way around. The mediating role between brand equity and brand hate is also significant Azhar (2014).

2.6 Consumer Negativity and Brand Avoidance

A customer always makes use of brand avoidance when the support is not provided by the brand management in the workplace. To begin with, first, the concept of brand avoidance is needed to be presented. According to the research article presented by Bernhard (2015), brand avoidance explains the reasons behind the customers not being willing to buy the product and the reasons which forced them to avoid them. Brand avoidance takes place because of many reasons and issues, but if the rate of brand avoidance is high, companies will face issues in solving them.

According to the research article presented by Head and Spencer (2017), the phenomenon of experiential avoidance is interrelated with the language use of humans. It has a role to play with the motivations of people, and it depends on using verbal expressions, which ultimately leads to re-experience of them. Hassan (2017) supports the argument that this factor has a plenty of power and it can create negative emotions among people, especially when the product quality or price is not adequate. One more argument presented by Fei (2017) which is not given in the previous study, is found that arguing things, events, and emotions are important role players in the development of experiential development if

it is not done adequately. The consumer of the automotive industry of Pakistan is showing brand avoidance towards it because of the poor performance.

Another factor contributing to brand avoidance is titled identity avoidance, which also plays an important role in the development of the company. Fei (2017) supports the argument that consumers' arguments and intentions towards the products with a low degree of purchasing result in the poor identity of the brand. It is argued that self-image congruency forms the attitude, then attitude impacts on intentions, intentions impact on behaviour, and behaviour impacts on avoidance rate Choy (2014). This factor is an important component of brand avoidance, and it can be solved by focussing on the consumer's symbolic meanings, creating undesired symbolic associations between consumers and brands.

Moral avoidance is also an important factor contributing to the brand avoidance rate, and it depends on factors that have contributed to the already present market of the brand. According to the research article presented by Cai and Cao (2013), the consumers of an organisation are always inclined to buy or not to buy from the brand by finding out the reviews given by their peers on the brand quality. Moral avoidance is always driven by the notion of specific individuals who are not provided with high-quality services or products. This lets the consumers avoid the brand and achieve what is required. However, one more factor contributing to brand identity avoidance is based on the effect that a brand has on society instead of a single consumer Choy (2014). Another factor contributing to brand avoidance is titled deficit-value avoidance, which also plays an important role in the development of the company.

2.7 Negative Emotions and Behaviour of Consumers towards Brands

The emotions and behaviour of consumers directly or indirectly impact the reputation of the organisation in the competitive market Juric et al. (2015). Humans are more vulnerable to negative emotions and therefore the chances of talking about the negative event or experience are much higher as compared to the positive events Baumeister et al. (2001). In the studies of the consumer behaviour, this phenomenon of negative talk or feeling is referred to as negativity bias Kanouse and Hanson (1972), which means that people tend to reply more on the negative information rather than the positive information Kanouse (1984). It has been observed that the negative events are taken more seriously by the customers, and it is not easy for the customers to forget about the experience unless they get compensated by the company or get their pay back (Gregoire et al., 2009; Gregoire et al., 2010; Joireman et al., 2013).

In the modern world, one unfortunate incident or event, in an instant, can lead towards the destruction of a business or company's reputation all around the globe as the customers have the power of internet and cyberspace Gregoire et al. (2009). Customers of the modern era share their bad experiences, feedbacks and reviews on the websites which are built to spread hate towards brands; this severely impacts the image of the brand. Some of the brands have an entire website devoted against their brand such as for Coca-Cola. There is a website which goes by the name of "killercoke.org" and for Starbucks there is a website named starbucked.com Kucuk (2015 & 2016).

From a management point of view, companies face significant losses as a result of this negative relationship of consumers with brands (Kucuk, 2008; Fournier & Alvarez, 2013). To cope with the service failure issues and bad customer experience, scholars have

previously found some of the service recovery strategies that can help companies in providing customer satisfaction (Smith et al., 1999; Wirtz & Mattila, 2004; Ringberg et al., 2007; Joireman et al., 2016). Comprehensive literature is available on how recovery strategies and improving the services using apology (Wirtz & Mattila, 2004; Hareli & Eisikovits, 2006) increase the process of recovery (Wirtz & Mattila, 2004), compensation process (Darley & Pittman, 2003; Wirtz & Mattila, 2004; Grewal et al., 2008; Gelbrich et al., 2016), providing the customers with explanation Shaw et al. (2003) and expecting forgiveness using these interventions (Aquino et al., 2006; Joireman et al., 2016) that have controlled and mitigated the negative emotions and experiences of consumers.

It is difficult to handle these negative emotions after they are being provoked and every individual's response to these negative feelings is different. Usually, these hate emotions turn into threats, feeling of vengeance or giving punishment to the company (Allport, 1958; Sternberg, 2003; Rempel & Burris, 2005). To cope with the feelings of the hate, people tend to attack their target, i.e. attacking strategies or avoiding them, i.e. avoidance strategies or facing them, i.e. approaching strategies Zarantonello et al. (2016). Sternberg and Sternberg (2008) stated that to avoid spreading hate, company must accept the responsibility of their mistakes then directly be involved in the forgiveness process to move towards the next step of reconciliation. Sometimes it is difficult and painful to accept your fault and accept the responsibility and apologize for it and therefore the process of forgiveness is not that easy. Moreover, from the victim's perspective, it is also difficult for him/her to forget the incident and accept the apology Sternberg and Sternberg (2008). When victims let their hate go and forgive, they often feel they have completed the process of

forgiveness and have come to neutral terms with the target and even feel they can start the process of reconciliation Flanigan (1998).

According to Christie et al. (2001), the ways which are used to resolve conflicts and bring peace can also help to mitigate hate and are perceived as same. These ways of conflict resolving are explained, and apologising and then building trust relation with victim and creating win-win situations are important (Boardman, 2002; Isenhardt & Spangle, 2000). Sternberg and Sternberg (2008) explained that the best method to mitigate hate emotion is by the use of wisdom. For example, in the first attempt, it is wise to minimize the hate between two people than just begin the process of negotiation. It is proven that to minimize the effects of negative emotions, one must feel responsible for one's mistakes, apologize for one's mistakes, and then start negotiation to ask for forgiveness Sternberg and Sternberg (2008).

Recently, Zarantonello et al. (2016) and Hegner et al. (2017) explained and found that the concept of negative word of mouth, brand ignorance and retaliation are the major factors which begin the brand hate. Kucuk (2016) revealed that the attitude and behaviour of the brand which act as responses after the bad experience by the consumer impacts on the reaction of those people. Moreover, if they are not handled properly, they can lead to spreading bad reviews, comments, or information on internet (eWOM) and even in boycotting the brand.

In this century, most of the social media platforms have emerged, and it is easy for the people to participate in the activities which spread hate against the brand, or the anti-branding activities. Social media have completely changed the processes of bad speeches,

negative thoughts and bad information. They are easy to give and what Kucuk (2016) stated a “complaint mechanism”, is used against brands. Consumers are initiating the process such as negative publicity and spreading hate whenever they feel the brand is acting inadequately (Mazzarol et al., 2007; Sweeney et al., 2014), and these behaviours are a major’s threat to the corporate future stock returns by the consumers Luo (2007).

There is a brand name used to describe a new model or the latest model version of an existing product. It is often associated with a new design, improved performance, or added features. Customers get to see the latest product and decide whether they like it or not. The brand name must be straightforward and easy to remember. The brand name is often difficult to recall, even after seeing it many times. Many brand names have been trademarked. However, they have very little practical difference from each other. So they are often confused with each other. If the companies are trying to establish a brand name for a new product, they can register it under an existing brand name. It should be noted that registering a trademark does not grant them the right to use the brand name forever Jayasimha et al. (2017).

2.8 Brand Recovery on Social Networks

As the world is changing, the interactions of humans along with the computer and related devices are enhancing because it is a need of the society. Although there is no clear definition that defines usability, which takes place but surely it covers the ease of use as well as accessibility with the console and devices. This study mainly characterises the role of social media in which the qualities of web-based social networking make them effective, learnable, simple, conceivable as well as appealing to use for the consumers. Social networks

are considered as the new tool that is emerging and is used for promoting the entities of business along with its offerings Knittel et al. (2016).

It is stated that the most genuine challenges that are used by the entities of business for the formulation of the methods and for the position in social media to motivate the consumers regarding decision-making process are hard to make. It is investigated in the study that the paradigm of using mobile among the young population in which it is suggested that using social networking is transforming the sales of the products Kavaliauskė and Simanavičiūtė (2015). It is evaluated that today social media is accessed with youth, and it is analysed that its usability is very friendly that provides users for interfacing and interacting with the platform without any issue of ambiguity or problem.

In addition to this, social networks are considered the most important part of the life of people nowadays. Facebook, Twitter, LinkedIn and Instagram are considered as the main components of social networks and their users are growing every day. It is evaluated that almost 500 million people are using social networks for interacting with each other.

This increase in social networks users has attracted marketers who have recognised that social media is very important and marketing through these media is the most integral part of the communication strategies of the businesses these days Delzen (2014). In addition to this, social networks mainly help organisations for communicating with their customers. It is evaluated that the interactions with the marketers mainly help in the determination of the needs of the customers; it would also help in understanding the way how their markets look.

The importance of social networks in reducing harmful social impact is one area on which the research focuses. It looks at how supportive brand-related material might balance out unfavourable information and viewpoints on social media. The study attempts to comprehend how social networks may be used to mend and restore a brand's image by examining the effect of such material on customers' views.

Another critical issue that the study looks into is perceived danger. It acknowledges that unfavourable social impact may make customers regard a brand's or product's risk as being higher. The study makes use of social networks to find out whether beneficial social interactions and endorsements within these networks might reduce customers' perceived risk, encouraging a more favourable impression of the brand. The study also explores the link between self-congruence and social networks. Self-congruence is the agreement between a person's view of his/her own beliefs and identity and how a brand presents itself to him / her. The study looks at how brand-related positive social media posts might help customers to feel more in line with their own values. The study investigates the potential for social networks to boost overall brand perception by coordinating the brand's image with customers' self-identities.

Brand avoidance is the practice of avoiding a brand. We all have heard the saying "the customer is always right", which is true when the customer is right, but sometimes the customer is wrong. Sometimes the customer will give feedback that something was made wrong. It should never have been launched in the market Vajkai and Zsóka (2020). It means that the customers have blindly trusted a brand, whether it was well-established or new to the marketplace, and they have now bitten off more than they can chew. They would go as

far as to say that it has bitten them in several places, especially regarding the trust that consumers place in businesses that they do not know enough about. In a word, it makes consumers less likely to buy from them. This happens because when a consumers' behaviour is impacted by brand avoidance behaviour, they are likely to hold back from doing business with them. This is the theory behind the old saying, and it is better to be known in this business than not known at all Nepomuceno et al. (2017).

A company is brand-anxious if it consistently acts contrary to its stated brand image or brand promise. For instance, McDonald is continually coming out with new flavourings that it claims are based on customer demand. If its customers do not like one of these flavourings, they will go elsewhere for their meals. If a brand has consistently failed to live up to its brand promise, it should change its course Odoom (2019).

Unfortunately, many companies refuse to do anything to improve their brand image. Instead, they look for the next marketing opportunity to get involved in. They try to convince consumers that it does not matter, that there is no brand problem, and that they should go along with the trend. Many consumers, unfortunately, fall for this ruse. The answer is simple: it devalues the brand. If consumers do not recognise or respect the brand, they risk losing that very trust and confidence that they have worked so hard to gain. Suppose the brand is mired in constant debate, confusion, or even downright dishonesty. In that case, people may not view the product or service as anything more than an effort to escape from their current circumstances Vajkai and Zsóka (2020).

The only way to ensure that consumers do not take the brand for granted is to consistently communicate the brand promise to them. If the company is brand conscious, then make every effort to be clear, simple, and direct in all of the communications. If the companies are vague with the brand image, they must communicate it precisely and unambiguously. If they are ever in doubt about the brand image or consistency, then they should seriously consider changing course Odoom (2019). Otherwise, the brand image will slowly disappear, and the consumers' behaviour will reflect this distaste. If people want consumers to appreciate the brand, they must give them every reason to. The easiest way to achieve this is to create a consistent, clear, and concise brand image. This means giving the consumers every reason to want and trust the brand. It also means consistently communicating brand promises to them. Brand avoidance, if done consistently and directly, can be the death of the brand. Please consider all this Berndt et al. (2019).

The main factors of the social networks mainly allow the consumers to help in providing an estimation of the products that help in making recommendations for their friends and contacts as they share the purchases by using social networks Hegner et al. (2017). It is analysed that by using social media, there is a great impact on the decision making of the consumers and they decide to avoid a particular brand. As per consumer socialisation theory, it is predicted that communication among consumers affects affective, cognitive and behavioural attitudes.

In addition to this, advertising over social media helps the organisation to engage the consumers so that they cannot avoid the behaviour of consumers. Consumers make purchases on social networks, and they also conduct business over this Zeugner-Roth et al.

(2015). It is further analysed that people avoid any brand by the recommendations of friends or their connections that are present on social networks. Most people rely on the reviews of the people that are available on social networks. The decision-making process also relies on the perceptions of others. If any brand has good responses over the products or services, people get attracted towards that brand, but in case people have negative reviews regarding any brand, they start avoiding the brand.

As stated by Kucuk (2016), it would be very troublesome if companies could not discover and properly manage the hate of their customers. The situation that emerges from this situation will be extremely devastating and the markets will reach towards catastrophe or could initiate a self-destructive mode that destroys the overall economy and digital markets. Kucuk (2016) further explained that if some customers are looking for a way to file their complaint against the company, or are finding solution from the company regarding a specific issue and if the company is not guiding them on these matters and behaving with its customers badly, then they become haters of the company and really wish for the company to face the consequences. Moreover, if firms cannot satisfy consumers' needs and fulfil their complaints requirement, it is believed that the company is willing to accept consumer hostility.

According to Kucuk (2016), a company gets two opportunities to manage consumer complaints. If the business succeeds in satisfying the consumer in the first place immediately after the failure, this will become a good initiative and the consumer will not consider the event as a bad experience. But if the company was not able to meet the consumer satisfaction in the first place, then the consumer becomes a genuine complainer and spreads bad

information, reviews, and feedback about their bad experience. However, companies get another chance to satisfy the consumer requirement by taking into consideration all the requirements of consumer, and if the business fails second time, the consequences will be unacceptable to the company as these consumers tends to become the real haters of the brand or the item.

Three phases: (1) listening, (2) participation, and (3) negotiation with customers, have been identified by Kucuk (2016) which constitute a management process for brand hate. Listening is the first step in investigating and understanding the reasons for the development of feelings of hatred in consumers. By listening, companies can find out what kind of negativity or bad information is spreading against them in the markets and who are spreading and responsible for this hatred. With the modernization of the world, advanced channels of communication have been produced such as social media, which is becoming one of the most acknowledged channels as it provides consumers with a chance to initiate conversations with brands in both ways publicly and privately. So to understand these conversations not just on social media but on other platforms, companies need to develop advanced listening tools.

In order to understand these conversations on social media as well as on other platforms, companies need to start developing and incorporating advanced listening tools in their business practices Kucuk (2016). It is always better to find the source of hate as soon as possible, so businesses can develop strategies to reduce hate before it develops further into its violent forms.

Engaging with the consumers is the second step of handling hate. In this process, the concerns or issues of the consumers are not only listened to, but the response is given according to the issue the customer is facing Kucuk (2016). At this stage, the company fully understands the causes of hateful feelings towards the company and is able to move forward to the next step, which is negotiation. However, if customers do not have any personal issues, negotiation can start. In other words, the final step in the process of addressing brand hate is negotiation in which the requirement of the consumer is met according to the engagement process. Companies need to develop compensation techniques and systems that will support negotiation of recovery efforts and prevent consumers from destroying the brand's reputation and value at this final stage Kucuk (2016).

Kucuk (2016) stated that with all the consumers, it is not always about the compensation instead sometimes customer expects a sincere apology, a respectful response from the company or some attention. In handling brand hate process, these three stages can mitigate the negative effects of hate and move towards rectification process. Kucuk (2016) argued that there are previous studies who gave understanding of the effective complaint management process, but these studies did not provide any information on how to manage this process. Some of the elements of brand recovery are apology, disclosure, and compensation.

Sheraz and Sharizal (2018) introduced three strategies: explanation, apology and compensation for the brand recovery concepts. The first step is apology in the process of brand recovery. It has been identified as an efficient strategy that is useful in changing the relationship between the brand and the customer who feels as a victim in these experiences.

Many scholars have revealed that apology helps in recovery of the broken relationships, which are caused by the bad experiences (Gonzales et al., 1990; Itoi et al., 1996; Takaku et al., 2001). Previous studies of scholars on marketing, management processes and on the psychology, and investigated the concepts of apology, effectiveness of apology and its importance in restoration of the consumer brand relationships which are disturbed because of poor service or product failure (Smith et al., 1999; Kim et al., 2004; Dirks et al., 2009).

Apology tends to end the evil motives of the offender which is being felt by the victim, and it is the key factor which helps in reconciliation process (Tomlinson et al., 2004; Hareli & Eisikovits, 2006). Apology is also perceived as reward in the theories and concepts of social exchange and equity that helps in recovering the respect which is being lost during this broken relationship Walster et al. (1973). When a corporate apologises for bad customer experience caused by the corporate, it is believed that they are offering support, and is giving respect and kindness to the customer who experienced this failure so that they might feel good (Kelley et al., 1993; Hart et al., 1990). When the efforts for the recovery are being made, apology represents the quality treatment for the customers. It is linked with the thought of interactional justice for the customers (Clemmer & Schneider, 1996; Blodgett et al., 1997).

The second strategy of recovery process of brands is compensation. It is believed to be an effective recovery process in critical studies on recovery encounters and poor service failure by the company (Bitner et al., 1990; Kelley et al., 1993; Hoffman et al., 2003). According to the previous studies of the scholars, the compensation process productivity restores the relationship of the consumer and company; compensations is referred to as

minimizing the price, and it eliminates the poor experience and anger of the customers. It also improves the relationship between the two parties after the reconciliation process (Smith et al., 1999; Mattila & Patterson, 2004; Grewal et al., 2008). It is also a common strategy which is used to provide service recovery, and it reduced the anger of the customer and increases the satisfaction rate provided by the company Bitner et al. (1990).

Joireman et al. (2013) explained that firms can recover the loss of customer's event after the double deviation caused by a complete service failure and failed customer recovery, and there is a possibility that they can get second chance to recover their customers. Shiraz and Sharizal (2018) revealed that by the combined use of both the interventions, apology and compensation, together are able to spread more positivity in consumers in the recovery of brand image and encourages the reconciliation process. They also stated that without the use of these interventions, it will be difficult for company to stop the hate.

However, Bitner (1990) stated that if compensation is not supported by disclosure or explanation, it is perceived that the company is guilty, which now leads to more negative evaluations and perceptions about company. Because when a customer must face a failure and tries to get revenge or reconciliation and the company beholds this process to avoid retaliation, the customer gets compensation with no explanation, which makes the consumer feel worse and he feels disrespected. It leads to more negative emotions and feelings towards the company. According to Bitner (1990), explanations impact on the customer attributions and these attributes become factors that influence the customer evaluations. In their second study, Joireman et al. (2013) revealed that in addition to compensating and apologizing, there is another intervention which helps to encourage customers to reconcile and explain the

failure. They also stated that when a firm explained the reason for the bad experience, it is perceived as they were interested and it focuses on the well-being of the customer.

Mattila and Paterson (2004) studied two key attributes on the post recovery process in a cross-cultural context are explanation and compensation of consumer impression. They revealed that compensation is a key factor which determines the perception of the customers. According to Mattila and Paterson (2004), interactional justice field is growing (i.e., the process which explains the reactions of the customers according to the bad experience), but still the research on reducing the severe impacts of failure and poor customer satisfaction is insufficient.

2.9 Brand Forgiveness

Theology and philosophy were the first subjects which introduced the process of brand forgiveness, but recently it has been acknowledged in the business research and marketing industry Fetscherin and Sampedro (2019). Understanding feelings and emotions of the humans is critical to understand the process of brand forgiveness. Although forgiveness should not be equated with excuse, forgetting or denial. Researchers note that forgiveness will have an impact not only on the personal level, but also on the relationship between the two parties Tsarenko and Rooslan Tojib (2011)

There is a very limited amount of research on the process of brand forgiveness Tsarenko and Rooslan Tojib (2011), and therefore the available theory regarding this matter is very little. Previous studies have revealed that the intensity of the transgression has a major influence on the customer's will to forgive the brand Tsarenko and Tojib (2015). However,

the reaction of customer on transgression reveals the possibility of separating brand from transgression and on the continuity of the product's purchase.

Forgiveness can be perceived as a form of progression of human emotional state when the consumer is trying to deal with the service failure Tsarenko and Rooslan Tojib (2011). Various states of emotions such as beliefs, commitment, and attitude towards something either promotes or reduce the forgiveness process, and these emotional states are linked with the progression. The emotional state of either forgiveness or hate will determine the outcome of the relationship of brand with its consumer.

One of the most crucial steps to repair damaged relationships and win the hearts of customers is forgiveness (Sinha & Lu, 2016; Fernández-Capo et al., 2017). One of the natural reactions of people when they have been wronged or go through some bad experiences are either forgiveness, avoidance, compromise, or seeking revenge (Aquino et al., 2006). In general, forgiveness can be referred to as the act of letting go of a bad experience or negative emotion and can be classified as forgiving oneself, forgiving others, and forgiving situations FFetscherin and Sampedro (2019). From a branding perspective, forgiveness can be channelled into marketing and is theorized as a distinctive and important part of emotions, brand forgiveness demands that the consumer forgives the brand after a conflict. Understanding brand forgiveness is crucial as it has the potential to repair broken customers and build loyalty Sinha and Lu (2016). Tsarenko and Tojib (2015) also found that forgiving the brand can help repair stagnated relationships. As a result, a brand forgiveness study can help organizations to identify variables that allow people to forgive the brand after a bad experience or transgression. This is because forgiveness takes a plenty of press and thinking

of its capacity to mend a strained connection between a customer and business Donovan (2012).

2.10 Conceptual Framework

Most of the literature about brand avoidance is focusing on different product categories such as grocery products Nenycz-Thiel and Romani (2011), fashion or clothing products Kim et al. (2013), software or genetically modified products Lee et al. (2012) and lesser considered is the industry of automobile. Even though brand avoidance research pays less attention to service brands, a few studies have been conducted and focuses on fast food or restaurant chains (Krishnamurthy & Kucuk, 2009; Winchester & Romaniuk, 2008), coffeehouse chains Thompson et al. (2006) or banks Winchester and Romaniuk (2008). Thus far, no research study has focused on brand avoidance in the automotive industry, but even though literature of service categories is still limited it can be argued that there is evidence that brand avoidance reasons can be distinctive for different service categories' brands Kavaliauské and Simanaviciuté (2015).

Brand avoidance has a negative impact on the purchasing intentions of the consumers, and it also depends on various factors explained in this section. According to the research article presented by Zhang (2017), the purchasing intentions of the consumers depend on many issues and factors, which play a part in the development of the company. According to them, brand avoidance depends on products and the range offered to the customers in the price range lying in their affordability, and it should be adequate. The purchasing intentions of the customers should be met by providing them with the products in their affordability.

Brand avoidance rate as evaluated by Gharbi and Smaoui (2017) depends on the purchasing intentions of the customers since the customers are always making use of the purchasing intentions of the company. If the brand management wants their customers not to avoid them, then it is the responsibility of the brand management to ensure that their customers are receiving what they want Scheider and Purkis (2016). However, the performance of the brand depends on many issues and factors, which should be the focus of the brand management to be kept in mind. Various authors presented various strategies to overcome brand avoidance problems, which are explained in the upcoming sections.

Only one study was found arguing that brand avoidance takes place because of five forces, which are price, product, quality, brand forgiveness, and after sales Khatoon and Rehman (2021). Various countries have various pricing structure and also the quality of product used in the companies vary a great deal because of the inflation and currency rates. It is impossible that Pakistan can use the product of the same quality, which is used by Germany because of high differences in currency rates. Therefore, the companies present in Pakistan should be focussing on deploying the best quality products, which may not be the level of Germany, but should be lying in at least the compatible quality Shende (2014).

The impact of price is also evident to be playing a part in the development of brand avoidance because three different studies argued that customers mostly avoid buying automobile product from the firms providing them at significantly high prices (Sampedro, 2017; Shende, 2014; Al-Shammari & Kanina, 2015). Therefore, it can be said that consumers are often influenced when they find that product offered to them is not lying in the affordability region. For example, a person who wants to buy a Suzuki, a Pakistani company

will never go in the outlet having Mercedes instead. Moreover, some other factors contributing to the purchasing intentions of the customers are the consumer buying patterns, and the factors, impacting on their purchasing behaviors.

Consequently, the investigation presented by Kumar et al. (2017) was found arguing that many people also avoid buying a product from their homeland because they know that quality of material used in the product is not good because of low currency rates. They also argued that independent variables, such as brand product quality, brand association, and brand forgiveness, are inter-related with each other; therefore, consumers should be provided with the support by the brand management. Another factor presented by Izogo (2013) contributing to the brand trust and effective communication among the customers and the management is the mediating role of brand management, which tries to ensure that customer satisfaction is achieved through enhanced productivity and credibility.

In a study carried out by Javed et al. (n.d.), the relationship between product judgment, and consumer ethnocentrism was tested by using variables in the automobile industry. The study found that social pressure, perceived behaviour, and perceived self-identity is directly related to purchasing intentions. However, no other study was found arguing with the statement. Most of the studies who tried to investigate brand avoidance performed an evaluation of consumer purchase intentions because it is the best factor, which provides the assessment of reasons behind brand avoidance Khatoon and Rehman (2021).

In the investigated region of purchasing intentions, the research carried out by Koay (2018) and some other studies presented contrasting results. According to Dacko (2017), the

purchasing intentions of the customer in automobile industry depend on the willingness of the customer to buy the product, and also on the perceived quality he is looking for. However, another study presented by Gaurav (2016) presented two other variables such as store information, and brand as the major contributor towards the development of the company. Based on the arguments, it is difficult to draw the conclusions since both the authors have presented varying arguments related to purchasing intentions and brand avoidance.

García-Madariaga and Rodríguez-Rivera (2017) tried to investigate the role of two variables to find out the quality and willingness of people to buy. They found that factors such as quality and buying patterns of the consumers are significantly related to each other. Based on the assessment presented above, the authors concluded that customers operating in the automobile sector will come back to buy again because the automobile is a big sector, and they will not risk their hard earned money on some other brand, which cannot be trusted. Based on the assessment provided above, it can be concluded that purchasing intentions of the customers rely on many factors, which should be kept in consideration while making a purchase.

Lee (2009) provided the discussion related to the contributions to the knowledge of the brand avoidance suggesting that the brand avoidance has many facets, and these are the reasons behind the brand avoidance including the identity, moral and deficit value, experience and together these constitute the brand avoidance. The following conceptual framework is developed in reference to the literature and theories previously mentioned. Basically, this framework defines the significant factors of the brand avoidance. It also tells the reasons that why most of the consumers are reluctant to prefer the brands which have

low performance trends; they do not consider the needs and expectations of the consumers, and their negative impact on the environment.

Brand avoidance is mainly due to the unmet expectations of the brand. It is stated that people mainly avoid brands when they have to face negative experience from some product or any service. It is analysed that it is cause of poor performance, inconvenience and hassle, or it is also due to the adverse environment of store. The consumers of the products are said to be most sensitive for their own interactions along with the provider which is also the result of the attitudes and opinions that mainly help in determining the purchasing behaviour Hegner et al. (2017). In this study, there is a moderating role of brand recovery on social networks as with the development of technology. The consumers have started to rely on the feedback of other people that have already used the brand. These feedbacks are mainly shared by the people by using social networks now a days as most of people use social networks. This moderates the relationship among brand avoidance over brand forgiveness. Social networks are about facilitating such people that express as well as share the ideas, opinions and thoughts with others Huang et al. (2014).

It is also related to enabling people that helps in connecting with others, such as the things they were doing for previous years. However, it also highlights the importance of social networks. Online tools mainly enable one for many sharing of content of multimedia which can be employed easily for using interface which enables non-specialists for sharing the connect. This helps in the development of perceptions of people towards a particular drive towards brand forgiveness Zeugner-Roth et al. (2015). The consumers that are likely to forgive generate brand hate in relation with brand forgiveness. It is mainly due to the consumers who are more likely to forgive that are directly less likely to avoid the brand mainly due to its forgiveness. It is applied inversely for such consumers that are less likely

for forgiving that is more likely to act in outcomes of brand hate, and more likely to avoid brand.

They prefer to stick with the brand by which they are satisfied and feel comfortable with. This results in least brand avoidance phenomenon Hegner et al. (2017). The customers that are loyal are less sensitive for pricing and opening up for paying a high price for a particular brand which is opposed towards other options since consumers have a perception of a unique value in a particular brand which is opposed to other options since it is evaluated that the customers have a perception of unique value in the brand. Such companies that have brand loyal customers stand the advantage for benefits in market.

Based on the literature review and underlying theories presented in this chapter, the conceptual framework for this research is presented as follows:

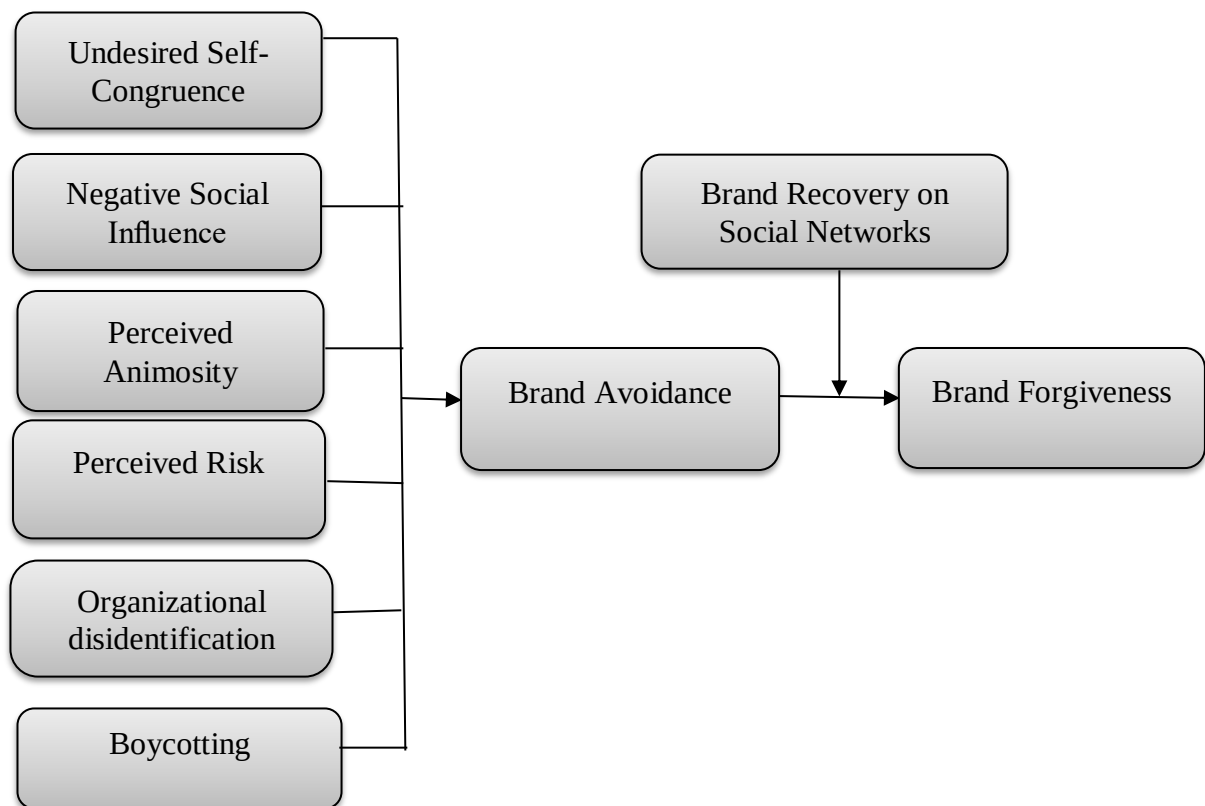


Figure 2.1 Conceptual Framework

The model above is developed on the basis of independent and dependent variables of the research study. From the model above, it can be assumed that the independent variable of the research includes boycotting, organizational disidentification, perceived risk, perceived animosity, negative social influence and the undesired self-congruence. On the contrary, the dependent variable includes brand avoidance behaviour and brand forgiveness. From the model above, it can be perceived that these variables are moderated through brand recovery. These variables have emerged from the literature and found to have notable impact on Brand avoidance behaviour. The impact of these variables has been found through literature in 2.4, where the factors affecting brand avoidance behaviour has been identified. Further, through the literature, it was revealed that the brand avoidance and brand forgiveness are interconnected with one another. Therefore, these two have been used as the dependent variable of the study.

The relationship between these variables was mainly identified after critically analysing the existing literature in similar domains. For instance, the study of Lee et al. (2009) found that the factor of boycotting that leads to brand avoidance is a deliberate decision of the consumer that may be socially influenced or based on reasoning. Thus it can be analysed in light of reasoned action theory and the Social identity theory. The reasoned action theory argues that brand avoidance or boycotting occurs when a consumer includes reasoning in his purchase. Critical thinking regarding the positive and negative aspects of the product and services ultimately affects his or her perception of the brand. Similarly, in light of social identity theory, consumers consider their purchasing as a matter of their social identity which ultimately results in avoiding products from a particular brand Rifi and Mostafa (2021). However, brand forgiveness is also explored critically in the study of

Benthaus et al. (2016). The author highlighted in the findings of his study that brand forgiveness is a significant solution or compensation for the bad experience of the consumers with the brand. Brand forgiveness can also reduce the chances of brand avoidance by convincing consumers of the current improvements in the brand. To give awareness to the consumers regarding the continuous improvements in the product and services of a brand, social media can be used as a vital resource for efficient marketing of the current improvements Macarthy (2021). In a nutshell, the variables of this study, relevant theories and findings of previous studies are consistent on the factors that results in brand avoidance. Additionally, the findings of existing studies also reveal the vital role of brand forgiveness in mitigating the chances of brand avoidance that results in declined sales for the brand.

2.11 Research Hypotheses

This research explores the various methods used to assess brand avoidance behaviour. One such method is social comparison information. This method has significant limitations and is only relevant for consumers who are unaware of the brand's brand name and logo. However, it provides a useful guide to evaluate brand avoidance behaviours Jayasimha et al. (2017). Furthermore, this method demonstrates that great attention is paid to the brand's brand logo and distinctiveness. This can be a key factor in determining the effectiveness of a marketing campaign. The present research shows that a similar competitor's offer decreases brand equity. It is important to recognise that consumers are likely to abandon the brand if it is too similar to a competing product. The current study suggests that companies must carefully evaluate competitor brands to prevent customers from switching to them due to their perceived similarity. Additionally, companies must constantly monitor customer service and social media pages to determine the number of negative customer-brand relationships Nepomuceno et al. (2017).

According to Tosun and Gürce (2018), the research also suggests that firms must carefully analyse their competitors' brands to determine if they can improve their customer-brand relationship. While this process may not be possible for every situation, it can be extremely helpful for marketing managers to prevent a loss of customers due to an offering similar to a competitor's. Further, marketing firms must always monitor their brand's social media pages and customer service to ensure that it does not suffer from a negative brand relationship. In addition, according to the research conducted by Montaña and Kasprzyk (2015), consumers should also assess their brands to avoid negative brand associations.

The same applies to brands that are similar to a competitor's. These consumers may perceive them as unfit for their needs and stop patronising the company. Moreover, customers may perceive them as inferior to their competitors. This leads them to avoid the brand entirely. In addition, consumers' attitudes towards competing products may be influenced by subjective notions of justice or entitlement Nepomuceno et al. (2017). Considering the different factors contributing to brand avoidance, marketers should also consider the customer's brand. If a brand is similar to another, it can make consumers feel uneasy. This leads consumers to avoid the brand altogether. It is important to understand what causes the negative brand associations between competitors. Marketing firms must develop strategies to deal with brand haters. Based on these facts, and in line with research objectives presented earlier, a number of hypotheses are presented in the following section.

2.11.1 Undesired Self-Congruence and Brand Avoidance Behaviour

The term undesired self-congruence refers to self-perception of customers towards the consumption of products and through the identification of social reference groups, they

choose what to consume or not to consume Khan et al. (2019). Khan et al. (2014) postulated that consumers may avoid the use of products, ownership and such activities or purchase that is not owing to willingness which is identified by a group of avoidance. The significance of self-congruity for the buying behaviour of consumers has been consistently proven by researchers Sahin (2019). The least desired identity that a person constantly eschews based on negative aspects, embarrassing situation, undesired emotions and unhappy experiences defines the undesired self Gilal et al. (2020). However, in light of the theory of social identity, it is the intrinsic characteristic of a personality of a person that creates an association with a group that is meaningful and important to him/her Dessart (2020).

According to the theory of social identity, it is the intrinsic characteristic of a personality of a person that creates an association with a group that is meaningful and important to him/her Dessart (2020). Individual based identity and social uniqueness makes the group member's identity. The part of self-concept of individual which develops from the knowledge of emotional attachment of social group's membership defines the term social identity Huang et al. (2019). Dessart (2020) stated that people preserve resemblance with the pattern of group and try to keep away from patterns that are out of group, these concepts of self-congruity are common in group associations. Likewise, consumers are not willing to purchase that automobile product or avoid using them if the avoidance group are also reluctant to that automobile product Eklund and Helme Falk (2019). Based on the above discussion, the following hypothesis is proposed:

H1: Undesired Self-Congruence has a significant influence on brand avoidance behaviour.

2.11.2 Negative Social Influence and Brand Avoidance Behaviour

People with negative thinking can make big alterations in the decision of consumers, and attitudes of other people also affect the customers. On other hand, consumers are able to make independent opinions or decisions regarding the products of automobile Hegner et al. (2017). This idea is also reflected by the theory of reasoned action. Reasoned action theory demonstrates the deliberate choices of the consumers regarding the product and services of a brand; however, sometimes the reason of consumers may get influenced by negative social influence Azhar (2014). The term social influence refers to the extent of degree to which reference group members influence the behaviour of another and face a social pressure to perform a particular behaviour Hudson et al. (2016). Additionally, in the current era of social networking, the community widely used online sites of social networks such as Instagram, twitter and Facebook, and through which they are becoming more inter-connected with brands and services and updated with the latest innovations with regard to products of automobile so that the impact of society's opinions are a significant factor of attitudes of individual customer Kim et al. (2013).

Similarly, Habibi et al (2014) investigated that negative feedback had a specifically strong impact on the performances and attitudes of another individual. They added, those people who have non-positive opinions about yields have potential to become more deleterious if they are participating in discussions of group. It is commonly seen that when people are dissatisfied with a brand or product, they may or may not be involved in the discussion with others based on characteristics of personality Hollebeek and Chen (2014). Nevertheless, this behaviour is observed in introvert or quiet people and socially active people may engage in negative discussion willingly. Socially active people are likely to

contact more others and share their bad experiences with products, especially those consumers who are not satisfied with a purchase of products and discontinued its using and influence on others to avoid it as well Yu et al. (2018). Thus, the following hypothesis is presented:

H2: Negative Social Influence has a significant influence on brand avoidance behaviour.

2.11.3 Perceived Animosity and Brand Avoidance Behaviour

Knittel et al. (2016) coined the phrase “animosity” by presenting and inventing the Model of Animosity Foreign Product Purchase, which they then validated and tested on attitudes of Chinese customers towards Japanese-based goods. They defined animosity as the remains of aversion associated with or prior to present political, economic and military actions that influence customers’ purchasing decisions in the global marketplace. Companies have an approach to transport goods to other states as the world has become a global village, and customers from other countries have more freedom to choose brands and products. As a result of the literature, it is clear that the origin of a product can influence a decision of consumer purchasing, irrespective of the quality of product, i.e., consumers may avoid items from felonious countries not because of the goods’ quality, but because of the economic, political and military actions of exporting country Strandvik et al. (2013).

There may be a variety of reasons for having animosity towards another country, ranging from the simple fact that the two countries share a common border (such as Pakistan and India) or due to more severe representations derived from former military events or

recent diplomatic and economic conflicts such as Pakistan and US, US and Iran Kaplan and Rieff (2000). It also reflects the involvement of reasoned action theory in the purchase of consumers. Although additional research empirically established that animosity is also related to customers' evaluative response, the original animosity model did not evaluate the effect of consumer judgments and attitudes Lee et al. (2020). Furthermore, in a study of Israeli Jewish customers' attitudes towards Israeli-Arab products, Darrat et al. (2013) discovered that enmity had an equivalent impact on the product quality ratings and desire to buy. Similarly Tabassi et al. (2012) found that attitudes of Taiwanese consumers regarding TV programmes coming from China were highly associated with their anger against China. Thus, the following hypothesis is proposed:

H3: Perceived Animosity has a significant influence on brand avoidance behaviour.

2.11.4 Perceived Risk and Brand Avoidance Behaviour

Buyers desire to reduce the risk connected with their purchases because the fate of the trade-in vehicle business in Pakistan is unclear owing to the Covid 19. Risk theory of perceived has been used to explain consumer behaviour Al Kailani et al. (2011). Different definitions of perceived risk can be found in the literature. For instance, Park et al. (2012) described perceived risk as a type of subjective predicted loss, whereas Martin et al. (2015) defined perceived risk as the possibility of losing money when pursuing a goal. Risk's impact on traditional consumer decision-making has been studied by several scholars. Perceived risk is also a two-dimensional concept that includes uncertainty about decision of purchasing decisions as well as the repercussions of choosing a negative action. Although perceived risk has a variety of dimensions and meanings depending on the research goals and objectives,

most scholars agree that consumers' perceived risk is a multidimensional structure. Six forms of perceived risk have been recognised in marketing literature Mohseni et al. (2018). Psychological risk, financial risk, performance risk, physical risk and social risk are the five dimensions outlined by Chang et al. (2012).

Pappas et al. (2016) was the one who discovered the sixth risk parameter, i.e., temporal risk. Initially, the supposed risk was investigated in the psychology, but it is now widely used in decision-making and in analysing consumer behaviour in recent years Hajmohammad et al. (2016). Consumers perceive distinct forms of hazards during the process of purchasing products/brands Pappas et al. (2016). Particularly if the perceived hazards were high, people might be influenced to avoid purchasing that product. In a study conducted by Beneke et al. (2013) proposed the notion of customers' perceived risk, arguing that varying levels of perceptions would influence the choice of consumers during the purchase decision-making process. As a result, customers' perceptions of risk had a big impact on whether or not they bought certain goods. In consequence, we believe that as perceived risk rises, customers are more likely to have a negative view towards such businesses. Thus, the following hypothesis is presented:

H4: Perceived Risk has a significant influence on brand avoidance behaviour.

2.11.5 Organisational Disidentification and Brand Avoidance Behaviour

Abid and Khattak (2017) describe the identity brand avoidance behaviour as the incapability of a brand in order to bear out an individual's representative requirements of

identity. However, this incapability reveals in the three possible ways that are -- it leads in the direction of “an unintended self”, or a projection level of a customer that they are discontented with; it could comrade the customer with an adverse reference group – an assemblage of an individual does not require to be involved in; or it could lead to harm an individual’s identity, called deindividuation Ayma et al. (2016). In addition to that, organisational disidentification proposes that the individuals pull out themselves from the organisations and boycott their services and products because they have a feeling that it is unrelated to the proposed values Powell (2007). Meanwhile, a brand is an assemblage of the values, if an individual does not agree with their values, then she or he will avoid that particular brand Charmley et al. (2013).

However, according to the study conducted by Park and Back (2020), the organisational disidentification refers to self-perception. On the basis of a cognitive parting between one’s distinctiveness and one’s discernment of an identity of an organisation and an undesirable rationale, categorization of an organization and an individual himself is to be looked into. Moreover, literature from various studies identifies that customers may desist from utilising a particular brand or product to influence workplace practices and encourage what is upright for the people living in the society, or as a number of their required needs in order to avoid social role, identities and groups that symbolize the negative self (Taylor et al., 2019; Jahanzeb et al., 2020). Gupta et al. (2020) recognize that the brands may be perceived as exporters of connotation.

In addition, for Anaza et al. (2021), consumers utilize brands as a method that expresses themselves and restate their identity. However, in some circumstances, individuals

combine their identity with the image of the brand, on account that how brands project their identity straight impacts customer's identity Odoom et al. (2019). In that circumstance, an individual either preserves the association with a brand consistent with the alteration of projected understanding or turns out to be disenchanted with it, eventually ensuing in brand avoidance. Thus, the following hypothesis is presented:

H5: Organisational Disidentification has a significant influence on brand avoidance behaviour.

2.11.6 Boycotting and Brand Avoidance Behaviour

This research mainly focuses on the causes which encourage the consumers to avoid a specific brand beyond considering the attributes that are linked to products. In addition, in the existing literature, it is found that many possible causes can encourage an individual to desist from using a particular brand. In addition to that, it is identified in the study performed by consumers who may perhaps boycott a specific brand because of its obvious exchange, defilement of the environment or human rights, or participation in unethical practices in business Kuanr et al. (2022).

Political consumerism is when a customer centres decisions on attitudes concerning justice and values in society Rössel and Schenk (2018). In addition, the action may be displayed both confidently and positively via (boycott) increased consumption and as an undesirable act; on the other hand, the consumption decreases (boycott). According to Odoom et al. (2019), boycotting refers to a term that is largely associated with the behaviour of brand avoidance. On the other hand, the most obvious phenomenon of boycotting is that

it is often instigated by thoughts and opinions about a brand that is allocated to the political decisions.

Therefore, the duration of the opposition is also different although boycotting does not customarily carry on as extensively as boycotting Cambefort and Roux (2019). Although, brand avoidance and boycotting are related behaviours that may perhaps happen simultaneously. Moreover, as per the study by Mostert et al. (2021) on brand aversion, there is not any guarantee that the relationship consumption will recommence in the future. However, in the context of the automobile sector of Pakistan, quality, price and brand familiarity are the most essential criteria in purchasing, consumers continue to penalize the automobile organisation's unethical behavioural aspects by boycotting. Thus, the following hypothesis is presented:

H6: Boycotting has a significant influence on brand avoidance behaviour.

2.11.7 Brand Avoidance Behaviour and Brand Forgiveness

There is uninterrupted progress in investigating positive consumer brand behaviour or relationships in the literature on marketing, negative feelings towards brands and lack of interest towards the brand. However, the research in these areas have been largely neglected Mosayi and Khorasani (2021). Though, it is essential in order to measure how and why consumers build the hate concerning a particular brand over time. Most importantly, measuring how customers discontinue loving a particular brand and begin hating it, the question pertains if there is any possibility for brand forgiveness Abd Rashid et al. (2022).

In addition, Mohammadi et al. (2020) researched about the factors and drivers which can lead the behaviour of customers towards the brand and their interest in searching for the brand. The research highlighted the role of communication as a key attribute to persuade the customer towards making reasoned choices regarding the brand. Mohammadi et al. (2020) further discussed that following proper mediums to communicate with the customers more often helps in getting attracted with the brand. Consequently, as a substitute for the negative behaviours with regard to the hated brands, customers can also participate in brand forgiveness or other surviving strategies Fetscherin and Sampedro (2019).

Additionally, brand forgiveness is defined as an exclusive and central feeling that only needs the customer to forgive the specific brand Costa and Azevedo (2022). In addition, It is a different kind of structure, excusing, absolving, reconciliation, or forgetting, where customer's nature of forgiving must be gained by the company via creating trustworthy behaviour Tsarenko and Tojib (2015). However, the researcher analysed that the customers who seemed less interested and avoided the brand, they switch towards the substitute and thus, the customers do not forget easily about the issues that the brand had created for them. Thus, the following hypothesis is presented:

H7: Brand Avoidance Behaviour has no significant influence on brand forgiveness.

2.11.8 Moderating Effect of Brand Recovery on Social Networks between Brand Avoidance Behaviour and Brand Forgiveness

The concept of brand recovery contains three approaches that are compensation, explanation and apology. Moreover, the idea of recovery of brand generally comes in light

of tracker of two popular theories, i.e. the theory of hate and the balance theory of wisdom. According to Sinha and Lu (2016), the methods that are utilized to decrease hate are mostly considered the same as those utilized in establishing peace and resolving conflicts. The methods which are important to focus are apologizing by providing different promotions and discounts, explaining about the further key features by focusing directly on consumers' minds and feeling and developing trust to create the re-purchase intention of the customer. Apart from these, the best possible way to beat the hate is the utilization of appropriate wisdom Jiménez-Zarco et al. (2021).

Customers use media platforms not only to gain knowledge about the products, write reviews or ask questions but they also use them to voice the complaints in public and then seek a resolution. Various companies are reluctant in handling and coping with openly voiced complaints in public. The study by Einwiller and Steilen (2015) states that companies are more often willing to bear the loss, but they do not want to lose their reputations and customers. The companies put their soul out in bringing back their customers towards their brand and resolve the factors which forced the customer to avoid the brand. There are various differences which are increasingly important for the firms as research shows that customers frequently express their satisfaction or dissatisfaction with service providers' performances on social networks Bacile et al. (2018).

Moreover, the environment of social networks provide flexible opportunities for corporations seeking to adjust and implement crisis response strategies. Social networks play a crucial role in how the consumers discover, research, and share information about brands and products. It has been found out that 60% of the consumers researching products through

multiple online sources learned about a specific brand or retailer through social networking sites Tsarenko and Tojib (2015). Active social network users are more likely to read product reviews online, and 3 out of 5 create their own reviews of products and services Ku et al. (2021). Social networks have been a significant platform for the interactions among the consumers and the firms. Through the social network interaction, consumers are influenced directly and in a meaningful way by observing passively the action of others Ku et al. (2021). A firms attempts to satisfy the complaints made public on social networks are readily accessible and engaging actively with other audiences in the form of proposing comments can be considered informative which can play an important role in determine the responses of the observers Nisar et al. (2020).

Company-related experiences involve services or products' failure and the corporate social irresponsibility through customer-related experiences involves problems in the consumer's personality. Because of the rising abilities and power of consumers, higher expectations of customers are built, and they are the key plunger to motivate anger and exasperation in consumers Rifi and Mostafa (2021). Yuan et al. (2020) described conventionally the need for reconciliation as a willingness of a customer in order to accept an organisation's failure and to encompass the acts of benevolence in maintaining a relationship with an organisation. However, Mafael et al. (2021) state they help to reduce the revenge based behaviours from the customers and enhance forgiveness.

As a result, the drives like creating trust, designing new features in a brand as an apology and compensating the customers who have highlighted the moderating role of brand recovery in effecting the brand avoidance towards forgiving the brand Dong and Sivakumar

(2017). It is also analysed that the brand recovery moderating role had resulted in decrease of negative impressions of the customers which directly affects the nature of avoiding the brand towards forgiving the brand. It usually leads to repurchase intention Mafael et al. (2021). Moreover, in the context of the automobile sector of Pakistan, it is vital for the organisation to build and manage a good relationship not because of the benefits they gain but to escape from the retaliation behaviours of consumers. Based on the above discussion, the following hypothesis is proposed:

H8: Brand Recovery on Social Networks moderates the relationship between brand avoidance behaviour and brand forgiveness.

2.12 Summary

This chapter has critically discussed the relevant literature on the main variables selected in this research. It started by providing detailed coverage on the underpinning theories related to research. Preceded by this was the brand avoidance variable. The brand avoidance variable was discussed in length along with its dimensions and experiential avoidance, identity avoidance, moral avoidance and deficit-value avoidance. Then it proceeded towards explaining the independent variables of the research, which are undesired self-congruence, negative social influence, perceived animosity, perceived risk, organisational disidentification, and boycotting with comprehensive discussions on the variables. After that, an explanation was provided on the dependent variable brand forgiveness. Furthermore, detailed coverage was made on the moderating variable brand recovery on social networks. In the end, the chapter presents the conceptual framework, followed by research hypotheses developed to test the research objectives of this study.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

The third chapter is to present the research method to be used in this research because it is considered a necessary part of the thesis. This chapter identifies the research method used in the research and the design of the research method applied. This chapter of the thesis explains the reasons for selecting the best method and applying it to achieve the results. The chapter explains the ways, used by the investigators for the collection of data, and analysis. It is very important that the research method used for the collection of data is perfect and also following the research aims and objectives of the study.

This chapter of the thesis deals with the methodologies that have been carried out while performing this research. In the course of this chapter, the aspects related to the methodology involved in this study have been discussed. The adopted approaches to carry out the research and processes involved in the collection of data are revealed in depth. Along with these details, the information about participants in the study and the role of researcher is also given. Therefore, this chapter gives details of data collection and data organization procedures of the research. In any study, the methodology chapter reveals the working principle of the research and thus it is necessary to comprehend it properly.

The important points of research methodology which are discussed in this chapter are theoretical framework of the research, research philosophy, research design, the population used for the investigation, research tool, research approach selected, the sampling

method applied for the collection of data, and data analysis techniques are explained in the research.

3.2 Research Philosophy

A research paradigm usually consists of the different components including ontology, epistemology, methodology and the different methods. Ontology is related to the assumptions of the study that are concerned with the things making the reality. Researchers are needed to take a stance about the perceptions about the different things that how they work. The epistemology is related to the nature and the types of knowledge that are about the different forms of knowledge. Epistemological assumptions are related with the knowledge that could be developed, taken and communicated. Epistemology asks different questions related to the nature and the development of the relationship between knowledge and the knower Scotland (2012).

The research philosophy is considered an important part of the study because it is necessary for the identification of the factors and issues being addressed in the study. The study presented by Vainolahti (2006) argues that if the research philosophy is not identified, it becomes difficult for the investigator to find out the appropriate results that also related to the research objectives. There are four main types of research philosophies: realism, positivism, interpretivism, and pragmatism.

In positivism and realism, the research is outlined using objective approach, where the entire phenomenon is critically observed in order to propose the systematic linkages to literature. For the positivist philosophy, there is no dependence on the data and thus, the

objectives of the research are maintained. With respect to the realist philosophy, the results of the research are concluded in terms of the cultural experiences and background Antwi and Hamza (2015).

The other two philosophies, i.e. interpretivism and pragmatism are based on the subjective philosophies in which the research is performed by adding the theories in non-chronological order. On the basis of interpretivist philosophy, the researcher develops the process of understanding the experiences of the participants based on their social life. It requires qualitative research practices from particular sample of the research. In the pragmatist philosophy, both observation and social experiences are analysed to perform the research. Different views are gathered by the researcher, and these views benefit the research practices including the development and adoption of the significant approaches Aliyu et al. (2014).

In the following study, positivist philosophy adequately fits in the research practice in order to maintain the subjective quality of the theme. Easterby-Smith et al. (2008) draw attention to the fact that positivist philosophy is a basis for other recent paradigms. Gephardt (1999) stated that the goal of positivism is to disclose facts by quantitative relationship between variables. The internal, external validity and reliability of the research study also relate to the positivist perspective. Furthermore, objectives of explaining the research facts by quantitative method correspond to the positivist paradigm. Additionally, the associated methodologies used in the study also support the positivist paradigm. The arguments validate the positivist paradigm as rational for this research.

3.3 Research Design

The two research methods are mainly used in performing the research: qualitative and quantitative method. In qualitative method, the data for the research is developed using non-numerical techniques and thus, various sources are analysed to generate the conclusion. In the quantitative method, numerical data is generated which helps to build a statistical relation with the proposed literature Taherdoost (2016). This research was designed by using quantitative methods in which the data is collected in quantifiable manner in order to analyse behaviour of brand avoidance in automobile industry of Pakistan. This research design is mainly used in order to analyse the association among two variables and for this study the focus is over brand avoidance behaviour and the automobile industry of Pakistan.

The behaviour of consumers towards brand avoidance in the automobile industry of Pakistan is the focus of the research. The factors that contribute to brand avoidance behaviour among consumers in the automobile industry of Pakistan are explored by the study and how this behaviour can be mitigated through effective brand recovery tactics. It explores the concept of brand forgiveness, which is closely related to brand avoidance; however, it does not exclusively focus on brand avoidance behaviour. Therefore, brand forgiveness and brand avoidance behaviours among consumers in the automobile industry of Pakistan are part of the research design's consideration. Regarding this research, it mainly focuses on the automobile industry in Pakistan and the behaviour of consumers towards brand avoidance in this particular industry. An insight for Pakistani automobile manufacturers is provided by the research since it looks into how they can improve brand perception and increase sales through effective brand recovery on social networks.

3.3.1 Research Approach

A research approach provides a plan to carry out the research properly step by step in a systematic way. It allows following a proper pattern and collecting the data according to the needs. This research is used as a deductive approach, starting with a theoretical framework and hypotheses that were tested through empirical observation and data analysis. Testing a hypothesis or theory by conducting experiments and collecting data to support or refute the hypothesis is known as the deductive approach Pandey (2019). A logical process that begins with a general theory or hypothesis is deductive approach, which is then tested through observation and experimentation to arrive at specific conclusions Pearse (2019).

The researcher started with a well-established theory or hypothesis and uses it to develop testable predictions as part of deductive approach. It is tested by gathering empirical data through observation, experimentation, or survey methods as part of the hypotheses. The turn supports or refutes the original theory as the data is analysed to either support or refute the hypotheses Pandey (2019). In natural sciences, social sciences, and other fields of research that rely on scientific methods, deductive approach is used quite often. It helps to efficiently test existing theories and hypotheses, and to develop new ones based on empirical evidence Pearse (2019). Using deductive approach in the research ensured that the research process is logical, systematic, and rigorous, and that the results were based on empirical evidence rather than speculation or intuition. It also helped to develop a clear research design and methodology, and provided a framework for analysing and interpreting the results.

3.4 Population and Sampling

3.4.1 The Population of the Study

In this study, the population was comprised of passenger car users in the Pakistani automotive market so that the phenomenon of the brand avoidance can be studied. Particularly, in order to accomplish the research objectives, this study was conducted in Islamabad. Islamabad is the capital city of Pakistan located within Islamabad Capital Territory. It has a population of 1,014,825 (Population and Housing Census, 2017) people. This population was selected as the sample population for this research.

Pakistan is chosen because it is designated as an emerging market by Morgan Stanley Capital International (MSCI). It is an important market for multinational franchising and non-franchising firms. Its population is extremely comfortable with the west and its rapid economic reforms have led to an increase in consumer consumption. The customers who are using any imported car were considered as population of this research study. The reason for selecting this population is that the Pakistani market is becoming active and growing in terms of cars. Pakistan's medium-size economy has reached its strongest point since 2016, with increased investor confidence and eased inflation prompting consumer spending and an elevated demand for new imported cars. The demand for new imported cars can also be attributed in part to more leasing and financing facilities than ever before as the country's automotive industry continues to develop. Buying on credit has enabled consumers to experience an increase in their purchasing power.

Previously, people were not so much aware and conscious of their status patrons. Due to increased social encounter, people are becoming highly conscious of their status

(quo) and moving towards branded imported cars. Eventually, people run after a tag or title of some famous brand. These days, brands are influencing the minds of people. It will not be wrong to say that status consciousness is fast becoming a common culture in Pakistan due to advancement in televised programs that talk about status, and by observing the daily attire of celebrities. We should also not forget the role that internet plays in highlighting latest trends.

Due to a number of car outlets in Pakistan, the record of car sales in Pakistan is higher than it has been in the last five years. People are becoming conscious of their lifestyles and living standards. Their purchase intentions towards cars are increasing. These increasing intentions have attracted car showrooms to open their outlets in Pakistan. The population of Pakistan is selected because no one has done research previously on customers of cars in that area.

3.4.2 Sample Size

The sample size as argued by many scholars should be big because larger the sample size, larger the validity of results Khalilzadeh and Tasci (2017). The population of overall Pakistan is wide and significant; it was not possible to survey the overall population. The specified requirement of the sample is that the respondents should be the residents of Islamabad. The total population of Islamabad (1,014,825) was treated as research frame to extract the sample size. According to Krejcie and Morgan (1970), the appropriate sample size for a population of one million or more is 384. Therefore, following Krejcie and Morgan's recommendation, 384 imported passenger car users in Pakistan meet the minimum sample size. However, in order to reduce the non-response error, the sample size was

doubled, 768 in line with several previous studies (Al Ekam, 2013; Hair et al., 2008; Shamsudin, 2012). It was decided that the data collected from 800 respondents should be sufficient to validate the relations among the theoretical constructs.

Therefore, 800 questionnaires were distributed to the respondents in Pakistan. Besides Lei and Lomax (2005) demonstrated that a sample size of 100 is generally the minimum requirement for analysing data using partial least squares structural equation modelling. They also indicated that a sample size between 250 and 500 is typically the most appropriate sample for studies using PLS-SEM analysis. The reason behind selecting this sample is that it can represent a geographical representation of the research population. Hence, the finalized sample size for this research fulfilling all the probable statistical requirements of PLS-SEM was 800. Therefore, a total number of 800 respondents were surveyed by using the questionnaire as a measurement instrument. The respondents were asked about the brands that are available, accessible and affordable to them.

3.4.3 Sampling Strategy

Two type of sampling designs are commonly used in experimental research. One is probability and the other is non-probability sampling procedure. In probability sampling procedure, the chances of selecting each population member is equal. This becomes important when the research objectives are to generalize its findings Cavan et al. (2001). On the other hand, in non-probability sampling the member of the population does not have an equal chance of being selected.

In the current research, the purposive sampling is found to be effective based on the research aims and objectives. As there is a large number of sample size, purposive sampling has assisted in recruiting the respondents faster and in purposive manner. Campbell et al. (2020) argued that purposive sampling is one of the effective and simple sampling strategies which assists in deliberate selection of the participant on behalf of his/her specific characteristics or criteria relevant to the objectives of study.

This sampling method also enhances the likelihood of attaining in-depth insights, targeted, relevant and purposive data, and the conduct of focused analysis. It ultimately results in efficient utilization of sources and increase in validity of research findings. Therefore, it was appropriate to use purposive sampling procedure in the present study. The research implemented an eligibility criterion for the primary data collection in such a way that it aimed to recruit respondents which were 18-year-old or above.

3.4.5 Data Collection Procedure

There are many ways which researchers can use to collect the data. Some popular methods for data collection include participant observation, telephone interviews, face to face interviews, mail, and self-administered surveys (Sekaran, 2000; Aaker et al., 2001; Zikmund 2003). With the advancement of technology, the internet method is also being used Dillman et al. (2009). Sarantakos (1998) suggests that survey is the most common research method used in research designs. Questionnaire is the survey instrument that many researchers use. Many reasons can be given for using survey research methods, specifically self-administered. For the purpose of this study, the researcher chooses a self-administered questionnaire as an instrument because this method gathers the information in the best possible manner needed for the accomplishment of the established research objectives.

The use of a self-administered questionnaire is appropriate as this study involves gathering information from a large number of respondents or car customers. Furthermore, the use of questionnaires offers advantages in terms of costs, speed, sample size, time and communication Oppenheim (2001). The recommended empirical data, crucial for validation of the hypothesized relations, was gathered by surveying 800 respondents residing in Islamabad, Pakistan.

The stipulated requirement of the respondents was that they should be the residents of Islamabad and that they shall own an imported passenger car. This question was a part of the initial questionnaire which was done before handing them the survey questionnaire. The most representative data was collected from across the possible spectrum of the whole region -- geographical areas, professions, sections of the society and gender within Pakistan.

In this study, the respondents included were imported passenger car users who are also the Pakistani residents. The researcher ensured this by asking for the respondents' CNIC (Computerized National Identity Card) at the start of the survey. This is important as it ensures that the findings are applicable to the general population of Pakistan and not just to a specific group. Through a web-based survey tool, the online questionnaire was distributed. This method was chosen because it is a cost-effective way to reach a large and diverse sample. However, it can be stated that the entire population is not to be representative since all people do not have access in Pakistan to the internet.

The rationale for using this technique was that it is a quick and efficient way to collect data from a large sample. It also allows for anonymity, which may also increase the

likelihood of honest responses from the participants. However, the limitation of this method is that it may not allow for follow-up questions or clarification. The data was collected by recruiting respondents through social media and email invitations. Informed consent was obtained from all participants, and the data was kept confidential and anonymous. Data quality was ensured by using skip logic and validation rules in the survey tool. The researcher also conducted a pilot study to test the survey's reliability and validity, which are important components of the questionnaire. Overall, the data collection process was designed to ensure the validity and reliability of the study's findings.

3.5 Survey Instrument

Empirical validation of the conceptualized model requires a valid and reliable measurement scale to conclude logical, reality-based and widely acceptable results. Therefore, to accomplish the said objectives, a questionnaire was developed through a series of steps consisting of measurement scales for each item measuring nine key constructs. Similarly, the important general demographic information related to the respondents, supported by the literature, was also included in the questionnaire.

The questionnaire consisted of two main sections. First section includes general demographic information of the respondents. Second section includes variables in which certain items of different statements were included. All the statements were measured by five-point Likert-scale, where "1" represents the strong degree of agreement and "5" represents the strong degree of disagreement with a particular argument. The Likert-scales are selected because they take less time, and are easy to answer (McCelland, 1994; Churchill, 1995; Frazer & Lawley, 2000). Furthermore, expert judgment method was used for the

purpose of validating the questionnaire for content validation of a questionnaire as 10 experts were asked to review the research instrument and ensure the validity of it.

There are nine constructs in this research -- Undesired Self-Congruence, Negative Social Influence, Perceived Animosity, Perceived Risk, Organizational disidentification, Boycotting, Brand Recovery on Social Networks, Brand Avoidance Behaviour and Brand Forgiveness. The measurement items for the proposed constructs were adapted from previous studies. Undesired Self-Congruence was measured using 5-items adapted from Khan et al. (2019). Similarly, Negative social influence was measured using 5- items adapted from Gilal et al. (2020). A 5-items scale was used to measure perceived animosity adapted from the study of Heinberg (2017). Perceived risk was measured using 5-items adapted from Hong (2015) and Masoud (2013).

In addition, in order to measure organisational disidentification, there is a 5-items scale that was extracted from the study by Wolter et al. (2016). There is another 5-items scale that is used to measure boycotting taken from the study of Wang et al. (2021).

Brand avoidance part contained questions measuring consumer intention for brand avoidance/rejection behaviour and it was measured using 5-items being taken from Hegner et al. (2017). Brand recovery on social networks was measured using 6-items being taken from Hegner et al. (2017). Additionally, 6-items scale was utilized to measure brand forgiveness adapted from Chung and Beverland (2006). The respondents were asked to indicate their perception on these items. Table 3.1 shows a summary of the number and source of the items used to test each construct.

Cronbach's Alpha was calculated for each variable. The five Undesired Self-Congruence items produced a Cronbach's Alpha as 0.785. The five Negative Social Influence items had a Cronbach's Alpha, i.e., 0.862. The five items for measuring Perceived Animosity produced a Cronbach's Alpha, i.e., 0.871. The Perceived Risk produced a Cronbach's Alpha of 0.897 for five items. Likewise, a satisfactory Cronbach's Alpha score was obtained for each of the following variables: Organizational Disidentification (0.840), Boycotting (0.843), Brand Avoidance Behaviour (0.908), Brand Recovery on Social Networks (0.782), and Brand Forgiveness (0.872). Therefore, all the items produced a satisfactory reliability for each variable.

Table 3.1: Total of Scale Items Used in Research

Constructs	Number of Items	Alpha	Sources
Undesired Self-Congruence	5 items	0.785	Khan et al. (2019)
Negative Social Influence	5 items	0.862	Gilal et al. (2020)
Perceived Animosity	5 items	0.871	Heinberg (2017)
Perceived Risk	5 items	0.897	Hong (2015) and Masoud (2013)
Organizational disidentification	5 items	0.840	Wolter et al. (2016)
Boycotting	5 items	0.843	Wang et al. (2021)
Brand Avoidance Behaviour	5 items	0.908	Hegner et al. (2017)
Brand Recovery on Social Networks	6 items	0.782	Hegner et al. (2017)
Brand Forgiveness	6 items	0.872	Chung and Beverland (2006)

Table 3.2- 3.10 lists the original questionnaire items that make up each construct. Scale items were modified for this study and researcher suggested statements to better reflect customers' perspectives in the automobile context. These modified items were then validated by conducting a pre-test and its procedure is discussed in Section 3.6.2

Table 3.2: Undesired Self-Congruence Scale Items

Code	Undesired Self-Congruence (5 items)	Sources
USC1	Do you ever stereotype the user of car brand X?	Khan et al. (2019)
USC2	Do you possess the attribute of undesired self-congruence.	
USC3	While comparing the wants of the people, there is a clear idea of people regarding what they do not want.	
USC4	Undesired self-concept is the identity that is least desired.	
USC5	Undesired self predicts that consumer of car brand X are well-being that is more strongly relative to the idealized selves	

Table 3.3: Negative Social Influence Scale Items

Code	Negative Social Influence (5 items)	Sources
NSI1	I am capable of making independent choices.	Gilal et al. (2020)
NSI2	What is said by other people influences me.	
NSI3	I easily get inspired by the negative social influence.	
NSI4	Negative opinions have a strong impact on the attitude of consumers of car brand X.	
NSI5	I am very negative in group social discussions	

Table 3.4: Perceived Animosity Scale Items

Code	Perceived Animosity (5 items)	Sources
PA1	I make choices based on previous events.	Heinberg (2017)
PA2	The country of origin affects my buying decision.	
PA3	I make my purchase decisions on the basis of the negative activities of the country happened previously	
PA4	Perceived animosity affects the purchase intention of the customers of car brand X	
PA5	Each source of animosity has same results.	

Table 3.5: Perceived Risk Scale Items

Code	Perceived Risk (5 items)	Sources
PR1	Consumers of car brand X wants to reduce the risk in purchasing.	Hong, (2015) and Masoud (2013)
PR2	I prefer perceived risk as a type of subjective expected loss.	
PR3	Perceived risk for car brand X is a possible loss which can be pursued by the desired result.	
PR4	I would take risk by purchasing goods of car brand X.	
PR5	Perceived risk is mainly the purchasing decision of consumers of car brand X.	

Table 3.6: Organizational Disidentification Scale Items

Code	Organizational Disidentification (5 items)	Sources
OD1	Organizational disidentification is affected by the consumers' desires of car brand X.	Wolter et al. (2016)
OD2	Organizational disidentification can lead individuals to take action against the company.	
OD3	If I were not satisfied by the products of car brand X I would show disidentification for car brand X.	
OD4	Disidentification takes place when I have different perceptions for car brand X.	
OD5	Disidentification leads to separateness.	

Table 3.7: Boycotting Scale Items

Code	Boycotting (5 items)	Sources
BT1	Boycotting leads to brand avoidance.	Wang et al. (2021).
BT2	If I were dissatisfied with any product of car brand X I would boycott it.	
BT3	If I were to boycott the products of car brand X, they would face economical loss.	
BT4	Boycotting is an indication of moral outrage.	
BT5	Boycotting car brand X mainly affects it socially as well.	

Table 3.8: Brand Recovery on Social Networks Scale Items

Code	Brand Recovery on Social Networks (6 items)	Sources
BRNS1	I consider car brand X's apology on social networks before making purchasing decision.	Hegner et al. (2017).
BRNS2	I prefer to go through the explanation of car brand X on social networks before buying any product.	
BRNS3	I visit social networks for compensation offered by car brand X before buying any product from them.	
BRNS4	Social networks have influenced the lives of people.	
BRNS5	Social networks are considered as new tools that are emerging and are used for promoting the entities of car brand X's business.	
BRNS6	I prefer to listen to the reviews of other people on social networks before buying car brand X's product.	

Table 3.9: Brand Avoidance Behaviour Scale Items

Code	Brand Avoidance Behaviour (5 items)	Sources
BA1	I do not purchase the products of car brand X any more	Hegner et al. (2017).
BA2	I reject the products of car brand X	
BA3	I refrain from buying car brand X's products	
BA4	I avoid buying the car brand X's products	
BA5	I do not use the products of car brand X	

Table 3.10: Brand Forgiveness Scale Items

Code	Brand Forgiveness (6 items)	Sources
BFG1	After the car brand X recovery on social network, If car brand X makes any mistake, I would still prefer it.	Chung and Beverland (2006)
BFG2	After the car brand X's recovery on social network, car band X's cars are my first choice.	
BFG3	After the car brand X's recovery on social network I would love to recommend car brand X's cars to my friends.	
BFG4	After the car brand X's recovery on social network, I am willing to buy car brand X's car even if price is a little higher than other similar cars.	
BFG5	After the car brand X's recovery on social network, I would complain for car brand X products directly to the company instead of using social network platforms.	
BFG6	After the car brand X's recovery on social network, I would consider to forgive it.	

3.6 Expert Judgment

Expert judgment was used for the purpose of validating the questionnaire that was used for this research. Ten experts were asked to review the research instrument. Expert judgment is a method for finding out content validity of judgment through experts, who provide suggestions about what items in the instrument should consist of and help to define the construct to be measured (Guillot-Valdés, Guillén-Riquelme & Buela-Casal, 2022).

Moreover, this method also evaluated the items already created based on a series of quantitative criteria. Ten experts were asked for checking the content validity to provide an informed opinion about the questionnaire's reliability.

Face validity has also helped the researcher to obtain the review of experts regarding the survey questionnaire in terms of the stated aims and objectives of the study. The experts provided information regarding which questions were useful and which ones can be omitted in order to make the research instrument more reliable and valid to test the aims of the study; therefore, it can be stated that all questions were useful. Expert judgment and preliminary testing allowed the researcher to be able to ensure authentic and valid results of the study. Taking into consideration the action of expert judgment, it has allowed the researcher to develop a survey questionnaire for the collection of knowledgeable matter on the subject for an adequate and useful analysis. This increased the reliability of the obtained results to be used for further studies through the identification of the associated risks.

3.6.1 Expert Judges

Ten expert judges shared their opinions and suggested statements in order to reflect customers' perspectives in an automobile context. First, Khan et al. (2019) suggested the element of undesired self-congruence with five relevant items. Second, the aspect of negative social influence was established from the source of Gilal et al. (2020) with five things. Third, perceived animosity with five items was suggested by Heinberg (2017). Fourthly, Hong (2015) and Masoud (2013) proposed five items with elements of perceived risk. Fifth, Wolter et al. (2016) offered the aspect with five things of the component of organizational disidentification. However, sixth, the boycotting element was attained from

the source of Wang et al. (2021) with five items. Later on, brand avoidance behavior with five things was suggested by Hegner et al. (2017). The second last suggestion of brand recovery on social networks was attained from the source of Hegner et al. (2017) with six items. Lastly, Chung and Beverland (2006) suggested a brand forgiveness element with six things.

3.6.2 Pre-test

The pre-test step is based on the evaluation of expert judges' profiles and their responses that later assisted in designing the survey questionnaire of the study. There was a diversity in judges' profiles to attain unique ideas and perspectives of research scholars. The studies of these judges revolved around the concepts of expert marketing, consumer behavior, and domains of the automotive industry. The pre-test aimed to get expert judges' opinions on the suggested scale items for each component. Then the judges reviewed the statements and were asked to comment on the statements' clarity, applicability, and relevance. They were also urged to make any changes or additions required to authenticate customers' opinions. The judges gave their comments and reactions after going over the statements. They provided feedback on the clarity of each item and suggested changes to the phrasing of the questions/statement to ensure that the intended meaning could be understood more clearly and easily. They also emphasized the importance of the items in capturing the desired constructions and offered their ideas for further items that would improve the scales' comprehensiveness.

3.6.3 Main Survey

The scale items recommended by the expert judges were added into the main survey of the study. With regard to a variety of constructs, including unwelcome self-congruence, adverse social influence, perceived hostility, perceived risk, organizational disidentification, boycotting, brand recovery on social networks, brand avoidance behavior, and brand forgiveness, the survey sought to gauge consumers' perspectives in the context of automobiles.

Each construct had its own scale elements, and the survey design was organised. Respondents were asked to rate how much they agreed or disagreed with the statements for each component on a Likert scale. Participants were required to express their thoughts in varied degrees of severity through the scale, which spanned from strongly disagree to strongly agree. Additionally, items from the proposals of the expert judges were carefully chosen to ensure the survey's thoroughness and validity. The statements were improved by considering any issues or ambiguities during the review process in light of judges' feedback in the pre-test section. The finished scale items sought to accurately reflect the multifaceted character of customers' viewpoints and gauged their attitudes and behaviors.

In addition to the scale items, the survey also asked demographic questions to learn more about the characteristics of respondents, such as age, gender, educational attainment, and status as a car owner. With this knowledge, the researcher was able to study the data from various demographic groups and investigated any potential variances in the viewpoints of the clients based on these aspects.

3.7 Data Analysis Techniques

The data was collected through the research tools, including questionnaires for surveys. The method through which the data had been collected was helpful in converting the it into a meaningful form which allowed the researcher to attain the objectives of the research. For the purpose of data analysis, statistical tools (SPSS analysis) and Partial Least Squares Structural Equation Modelling (PLS-SEM) were used. The data was input and the run through using the software and the results were attained which allowed the researcher to decide about whether the hypotheses were accepted or rejected.

The process of data analysis in the research is the systemic application of the logical or statistical approaches in order to define and demonstrate the importance of brand avoidance of the customers. One of the crucial parts of data analysis was to ensure its integrity in the precise and suitable selection of data analysis methods depending upon what results have been required. An inappropriate analysis of the data might lead the results of the study in the wrong direction and mislead the readers of the study.

3.7.1 Justification of PLS-SEM

The partial least squares structural equation modelling (PLS-SEM) was employed using Smart PLS 3.0 software. The (PLS-SEM) path modelling is considered as the most suitable technique in this research for several reasons:

First, even though (PLS-SEM) path modelling is similar to conventional technique, it has the advantage of estimating the relationships between constructs (structural model) and relationships between indicators and their corresponding latent constructs (measurement

model) simultaneously (Duarte & Raposo, 2010; Lohmoller, 1989). The relationships between the constructs is analysed through PLS algorithm which shows the reliability and validity of the outer model. The validity test determines the reliability and validity of the data through content validity, and convergent validity with the help of Cronbach's Alpha. Composite reliability, and average variance were extracted, and discriminant validity with the help of HTMT ratio, Fornell and Larcker criterion, and cross loadings were determined in the study.

Second, the present research is explorative in nature as the goal of the study is to predict the reasons of brand avoidance behaviour which requires a path modelling approach to be employed because it has been suggested that if research is prediction-oriented, PLS path modelling should be used (Hair et al., 2011; Henseler et al., 2009).

Third, brand avoidance behaviour satisfies the rules for formative indicators. Furthermore, all the measuring items that make up the construct dimensions satisfy the criteria for formative indicators. Therefore, we recognize brand avoidance as second order formative construct, composed of first order formative dimensions Jarvis et al. (2003). Formative measures capture unique aspects of the construct and require no necessary co-variation, we used partial least squares structural equation modelling (PLS-SEM) to analyse the data.

Fourth, PLS-SEM is well suited to handle highly complex predictive models with formative constructs Joreskog and Wold (1982) as in the case of our model as compared to

covariance-based structural equation modelling. The PLS-SEM is suitable when analysing predictive research models that are in the stage of theory development Gimbert et al. (2010).

Fifth, Further, PLS-SEM analysis can be designed as a hierarchical component model that includes observable lower-order components (LOCs) and unobservable higher-order components (HOCs) to reduce model complexity and make it more theoretically parsimonious (Lohmöller, 1989). Consequently, PLS-SEM was appropriately used in treating brand avoidance as an HOC, with its LOCs being undesired self-congruence, negative social influence, and perceived animosity, perceived risk, customer disidentification and boycotting.

The researcher in order to investigate the hypotheses had performed bootstrapping. The bootstrapping guides the researcher in analysing the effects of the independent variable on the dependent variable. In this study, the researcher also investigated the moderating role of brand recovery on brand avoidance and brand forgiveness. The researcher needed to examine the acceptance or rejection of the proposed hypotheses through the P-values of the path coefficient and the significance level in this research is 0.05. The p-value was less than 0.05 and had been analysed in accepting the proposed hypotheses.

Finally, compared to other path modelling software (e.g., AMOS; Analysis of Moment Structures), the Smart PLS 3.0 M3 software was selected as a tool of analysis because of its friendly graphical user interface, which helps users to create a moderating effect for path models with interaction effects Temme et al. (2010).

3.8 Research Ethics

The research ethics used in the study were considered an important part of the study because the validity of results depend on it. However, the primary aim of considering research ethics in this study was to protect the welfare, privacy and safety of the study participants. During the entire practice, it was checked that no privacy of the participants and other concerned sources was violated. It was done by assuring participants that their data and information would remain secure and confidential. Therefore, the researcher of this study chose unique identities to link the information of study participants and other sources to avoid uninformed information revelation.

Additionally, all the participants were first informed about the research objectives, procedures and potential risks, and the core benefits of the proposed research study. This process is regarded as the informed consent which assists in ensuring complete participation of the targeted population of the study. Besides this, there was an opportunity for the study participants to ask questions regarding the targeted area of the study in order to mitigate their confusion. Furthermore, it was also ensured that the participation of participants is completely voluntary and they have the freedom to quit the research whenever they want. It was also included in the research ethics of this study that the participants remained secure from any kind of physical, psychological and emotional harm. Lastly, the selection of study participants was based on fair, equitable, and non-discriminatory manners.

3.9 Summary

This chapter has discussed the methodology implemented in this research. Then research philosophy, research design and research approach were presented and elaborated. After that a detailed explanation about population and sampling, data collection procedures, and survey instrument were provided. Ascertaining validity and reliability of the measurement were also elaborated. Finally, data analysis techniques and research ethics were highlighted.

CHAPTER 4

RESULTS

4.1 Introduction

The research underpins the evaluation of brand avoidance and brand forgiveness in the case of the automobile industry of Pakistan. In this regard, the following chapter presents the findings of the study based on the data collected from the respondents who have been customers of the automobile sector. The number of eligible responses was 800; therefore, in the final assessment, 800 participants have been undertaken.

This chapter presents the results obtained using the data analysis techniques discussed in the preceding chapter. For the assessment, both SPSS and Smart PLS have been used. For frequency analysis and preliminary testing, the researcher has used SPSS, whereas for the evaluation of the model and hypotheses, Smart PLS has been used. Concerning this, the first section of the study presents a demographic profile along with a frequency analysis of the nominal variables that do not represent the variables of the study specifically.

The second section discusses the preliminary survey report, main survey report, the preliminary testing and its results which confirm the use of the specific techniques. This section is followed by an initial measurement model which is used for the evaluation of the factor structure, validity and reliability of the constructs and indicators. In the next section, the researcher has presented the path assessment which has helped in the evaluation of the hypotheses since the effect has been tested. Moreover, this section is followed by an evaluation of the model in terms of quality using R-squared and adjusted R-squared. In

furtherance, the predictive relevance of the model has also been tested in the next section using blindfolding technique. In the later section, the effect size has been evaluated using f-square and this is followed by the summary of the proposed hypotheses and summary of overall findings.

4.2 Preliminary Survey Report

Large scale research is expensive and time consuming; therefore, pre-test is recommended prior to administering the questionnaire to the target population. A pretest is a pilot study carried out on a small group of respondents for identification and rectification of possible problems with the research instruments, scale, or a questionnaire Zikmund (2003). Thus, pre-test was carried out before administering the questionnaire for the main study. The participants for the pretest were academicians and car customers of Islamabad, who were not the participants in the main study. This pretest had dual objectives. First, assessing comprehensibility, clarity and wording of the items used in the instrument. Second, to estimate the time needed to complete the questionnaire. Respondents did not face any problem in understanding and filling out the questionnaires.

A pilot study was conducted in three stages to test the questionnaire before it can be used for data collection. In the first stage, the originally developed questionnaire was reviewed by thirty (30) different respondents including academicians and car customers of Islamabad. The respondents were academicians and car customers, and they were recruited for pilot study. These people were requested to review the questionnaire in terms of readability, understanding, and relevancy, identification of any ambiguity and addition or elimination of anything that is most important or not important for this study. The valuable

inputs of the respondents were incorporated in the questionnaire for its further improvements. The respondents provided the responses as input for the questionnaire as they further enhanced the grammar and English that vastly improved the questionnaire.

In the second stage, the modified questionnaire was translated into the Urdu language by the researcher for a better understanding that is generally understandable and being the common language of communication in Pakistan. The English version of the questionnaire was translated by six Urdu language experts assisted by the author according to the requirement of the study. Similar, the Urdu language experts were expert in English language, too. In this case, the researcher played a crucial role in completing translation and evaluation as the researcher made the final decision. However, the role of the researcher positively affected experts' evaluation and translation. All the six Urdu translated questionnaires were incorporated to finalize one copy of the Urdu version of the questionnaire. The Urdu version of the questionnaire was reviewed by four English language experts responsible for retranslation from Urdu version of the questionnaire into the English language. Additionally, they were the same experts who reviewed and evaluated the previous questionnaire, too. The process of translation of questionnaire from English to Urdu and vice versa further enhanced the reliability and validity of the measurement instrument, ie., questionnaire.

In the third stage, both English and Urdu version of the questionnaire were reviewed by thirty (30) respondents from the above stated categories. The same respondents were requested to review the Urdu version of the questionnaire after completing the English version of the questionnaire. The respondents were academicians and imported car passengers

as they were involved in the study. Similarly, the respondents recruited for that stage were both well versed in Urdu and English. Moreover, this was the reason the questionnaire was translated into Urdu language. The data provided by these respondents was codified and entered into the SPSS to check reliability of the two versions of the same questionnaire. The findings from multi-stages exercise successfully assessed comprehensibility, clarity and wording of the items used in the instrument, and also estimated the time needed to complete the questionnaire. Respondents did not face any problem in understanding and filling out the questionnaires as the questionnaire was translated into the Urdu language.

The value of reliability coefficient Cronbach's Alpha was measured for each item. According to Cuiefor (1965), the value of Cronbach's $\alpha \geq 0.7$ is acceptable and reliable. The results are also considered reliable when the value of Cronbach's alpha is greater than 0.5. The results of the questionnaire based on the reliability, i.e., Cronbach's Alpha was incorporated and the questionnaire was finalized as a measurement instrument to gather information from the respondents. The purpose of this exercise was to develop a measuring instrument that was critically analysed and provided a meaningful measure to evaluate customer's brand avoidance for the selected car brands.

The results from the pre-test is provided in Table 4.1 below shows that the boycotting has Cronbach's alpha of 0.847 and composite reliability of 0.889, indicating it to be reliable. The average variance extracted (AVE) is indicated to be 0.621 showing that the measurements related to Boycotting are valid. Furthermore, Brand avoidance behaviour has the Cronbach's alpha of 0.954 and composite reliability of 0.964 which confirms the reliability of the given dataset. Furthermore, AVE is indicated to be 0.844, and it further

confirms the validity of measurements manipulated. On the other hand, Brand forgiveness has the Cronbach's alpha of 0.883 and composite reliability of 0.926 confirming the reliability of the research instrument. The value of AVE is 0.703 that further confirms the validity of the research instrument.

Brand recovery on social networks has the Cronbach's alpha value of 0.822 along with composite reliability of 0.872 showing that instrument is reliable. Furthermore, AVE is 0.535 that confirms the validity of the research instrument. Negative social influence has the Cronbach's alpha of 0.737, while composite reliability of 0.818 that confirms its reliability. On the other hand, AVE is 0.482 which shows that the instrument is not valid. Organisational disidentification has the Cronbach's alpha of 0.880 and composite reliability of 0.912. It shows that the measurement instrument used is reliable. Further, AVE is 0.676 showing the validity of the instrument.

Perceived animosity has Cronbach's alpha value of 0.876 and composite reliability of 0.910. The value depicts reliability of the measurement instrument. On the other hand, AVE is 0.671 which further confirms its validity. Perceived animosity has the Cronbach's alpha of 0.876 and composite reliability of 0.910 confirming that the data is reliable. AVE is 0.671 that displays that the value is valid. Perceived risk has the cronbach's alpha value of 0.909 and composite reliability of 0.933 that confirms its reliability. AVE of 0.735 also confirms its validity. Finally, undesired self congruence has the Cronbach's alpha value of 0.812 and composite reliability of 0.851 showing that it is reliable. AVE value of 0.538 further confirms its validity.

Table 4.1: Pre-Test Results

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Boycotting	0.847	0.889	0.621
Brand Avoidance Behaviour	0.954	0.964	0.844
Brand Forgiveness	0.883	0.926	0.703
Brand Recovery on Social Networks	0.822	0.872	0.535
Negative Social Influence	0.737	0.818	0.482
Organisational Disidentification	0.880	0.912	0.676
Perceived Animosity	0.876	0.910	0.671
Perceived Risk	0.909	0.933	0.735
Undesired Self-Congruence	0.812	0.851	0.538

4.3 Main Survey Report

Once the researcher finalized the instrument and confirmed its appropriateness after conducting the pre-test, the final survey was administered in the field to collect the research data. The customers who are using imported passenger cars in Islamabad, Pakistan were surveyed. These customers were administered the questionnaire. In total, 800 questionnaires were distributed to customers by establishing contacts with imported car dealers, who provided information of the car customers. The criteria for choosing imported car customers was that those who had bought an imported car within a year.

Follow-up procedures as recommended by methodological authors Cavana et al. (2001) and Zikmund (2003) were implemented. In this case, Follow-up procedures refer to the actions taken following the implementation of corrective action in order to ensure that the correction actions have been taken care of effectively. The researcher took a strong follow-up with the respondents once the questionnaire was distributed and the after the study was conducted.

The researcher also discussed with car dealers the possibility of using different ways to approach the car customers in order to improve the response rate. In this case, 30 respondents were targeted. The questionnaires were also distributed to the car dealers' staff in additional locations and business relationship centres. The researcher avoided framing survey questions that influenced respondents to provide their responses in a certain way. Additionally, the questions were clear and concise and language was kept simple to avoid misinterpretation.

The researcher also included a small reminder in the questionnaires to encourage the customers to complete them. The researcher kept the message light and uncontroversial and discarded log-winded use of jargon. In this case, a good rule of thumb involves 2 to 3 questions in reminding the respondents that they have not responded the survey yet. The use of this procedure is widely recommended by scholars because it has been found to increase the number of responses (Frazer Lawley, 2000; Zikmund, 2003).

Furthermore, the researcher conducted meetings with car dealers' senior managers such as general, sales, public relation and front desk in order to follow up the distribution process and requested the staff to exert more efforts in this process. It was expected that adopting the follow-up procedures discussed above would increase the number of responses. The pilot study provided feasible and accurate results, and it helped the researcher design the issues, and evaluate the overall findings of the study. Additionally, the pilot study's results provided to be reliable for the main questionnaire of the study. It helped the researcher to test the components that required testing before the main study was conducted. it provided

criteria success and ascertained feasibility and also provided a direction for fully intended future study.

4.4 Demographic Profiling and Frequency Analysis

The section presents the demographic profile of the respondents. In this regard, the results have been presented based on 800 respondents. It has been found from the results concerning gender that the sample was comprised of 64.6 percent males and 35.4 percent females.

The 800 respondents represent the total sample size of the study. The researcher has achieved 100% participation without any mortality rate by ensuring that the survey was distributed online to a large and diverse sample of Pakistani residents. Although, a large majority of people were reached out, only those who responded well were selected for the study. This made it possible to achieve a high response rate without any loss of participants due to mortality or other reasons.

Table 4.2: Demographic Characteristics

Demographic Characteristics	Total Respondents	Percentage
Gender	800	
Males	517	64.6%
Females	283	35.4%
Age Group	800	
18 to 25	65	8.1%
26 to 30	333	41.6%

Table 4.2 continued

31 to 45	0	0%
36 to 45	262	32.8%
46 to 55	140	17.5%
Educational Qualification	800	
Grade 1 till Matriculation	13	1.6%
Matriculation till Intermediate	89	11.1%
Diploma Holders	237	29.6%
Graduates	333	41.6%
Post Graduates	115	14.4%
Other	13	1.6%
Industry	800	
Business, finance and commerce	127	15.9%
Legal	39	4.9%
Education sector	64	8%
Science and medicine	217	27.1%
Engineering and technology	154	19.3%
Self-employed	82	10.3%
Community service	65	8.1%
Government sector	52	6.5%
Monthly Income	800	
Less than PKR 20,000	\$93.89	38

Table 4.2 continued

PKR 20,000 – PKR 29,999	\$93.89 - \$140.83	179
PKR 30,000 – PKR 59,999	\$140.83 - \$281.66	390
PKR 60,000 – PKR 90,000	\$281.66 - \$422.49	115
Above PKR 90,000	> \$422.49	77
Products Utilization	800	
Products of Suzuki Pak	-	682 (85.3%)
Products of Toyota	-	118 (14.8%)

In the context of age group, the results indicate that 8.1 percent of the respondents belong to up to 25 year age-group, while 41.6 percent belonged to 26 to 30 year age group, 32.8 percent belonged to 36 to 45 year age group and 17.5 percent belonged to 46 to 55 year age group. This implies that the most dominant age group is 26 to 30 years.

Moreover, in terms of educational qualification, 1.6 percent are found to have education till matriculation, 11.1 percent are found to have education till intermediate, 29.6 percent were Diploma holders, 41.6 percent were graduates, 14.4 percent were post-graduates, and 1.6 percent belonged to the other category. In this regard, it can be inferred that the major consumer market of the automobile industry is concentrated among graduates.

On the other hand, in the context of industry of belonging, it has been found from the analysis that 15.9 percent belonged to business, finance and commerce industry, 4.9 percent belonged to legal industry, 10.3 percent were self-employed, 8 percent belonged to the field of education, 27.1 percent belonged to the field of science and medicine, 19.3 percent

belonged to engineering and technology services, 8.1 percent belonged to community services and 6.5 percent belonged to the government sector. Therefore, most of the respondents belonged to science and medicine industry. Self-employed, government, and community services are considered as industries in this context. In Table 4.2 provided above, they are included in the category of “Industry”. When percentages are rounded to one decimal point, it is possible that the sum up exceed 100%. In the following case, the percentages were rounded to one decimal point and then summed up, leading to a total of 101.1%. However, the actual total percentage is 100%.

The researcher also asked the respondents regarding their monthly income. It has been found that 4.8 percent earn less than PKR 20,000, 22.4 percent earn between PKR 20,000 and PKR 29,999, 48.8 percent earn between PKR 30,000 and PKR 59,999, 14.4 percent earn between 60,000 and PKR 90,000 and 9.6 percent earn above PKR 90,000. Therefore, most of the respondents earn between PKR 30,000 and PKR 59,999, yet the cars they own were imported as they have previously bought these refurbished cars that are imported and are used to a certain degree. Since 2018, Pakistan has imposed heavy duty on imported cars making it difficult for anyone to afford them.

Lastly, it has been found from the frequency analysis that 85.3 percent of the respondents have used the products of Suzuki Pakistan, while 14.8 percent did not use it. The 14.8% are the non-users that may affect the findings of the study due to their opinions, preferences, and experiences that are not included in the analysis. “Have used the products of company X” refers to the respondents who have used the passenger imported cars, regardless of the specific range of products. It can be further stated that, remaining 14.8

percent did not have a huge effect on the study as they were found to be using products of Toyota in the country. Majority of the respondents have used the products from Suzuki Pakistan including body parts, vehicles and other services provided by the company. For example, one of the users bought a car recently, as respondent shared an experience of buying the vehicle from Suzuki Pakistan. So far as the products of the company are concerned, an individual earning PKR 30,000 – PKR 59,999 has a high chance of buying imported passenger cars in the country.

The research was conducted from the two most well known car brands which are -- Suzuki Pakistan and Toyota. The reason for segmenting the sample in these two brands was to further narrow our research's focus and specifically targeting the particular group. It can assist in presenting outcomes that are most specific to the most well known brands of the automotive industry.

The primary reason for the selection of the target population of customers in the automotive industry was that the obtained results are relevant, and customer-centred strategies could be easily applied to the target population to mitigate the issue of brand avoidance among them.

4.5 Data Cleaning

Following the evaluation of the demographic profiling and frequency analysis, the researcher evaluated the data for the implementation of inferential statistics. However, due to issues in the data, the results could have been biased which would produce a biased

conclusion. In order to curb the issue, the researcher of the study conducted various preliminary tests.

First, the researcher evaluated the data for missing values; however, none of the observations was missing in the eligible sample of 800 participants who provided the responses. Following this, the researcher screened the data for suspicious patterns using a straight line and standard deviation computation. In the case of zero standard deviation, this indicates that the respondent has hastily answered all the questions without even reading the questionnaire Wetzel (2020). Therefore, this becomes imperative to remove such instances; however, in the context of this study, the researcher has not found any suspicious response pattern.

Subsequent to this, the researcher tested the data for partiality in the context of Common Method Variance (CMV) using Harman single factor test whose threshold is 50 percent according to Chin et al. (2013). Concerning this study, it has been found that all the factors of this study explain only 24.99 percent variance and this indicates that the data can be used for further analysis since the data is unbiased. Moreover, the researcher also detected the univariate and multivariate outliers using standardized z-score and Mahalanobis distance. According to Feigelson and Babu (2012) for standardized z-score, the range is -3 to +3 and in the case of Mahalanobis distance, the observations having probability values below 0.001 are removed. In this regard, the following study detected 60 univariate and 82 multivariate outliers from the data. This resulted in the reduction of the sample size, and therefore, the SEM model and CFA analysis were conducted on a sample of 658 participants.

On the other hand, the researcher also tested the normality of the data concerning each indicator and it was found that all the variables / indicators are non-normal. This implies and justifies the use of Partial Least Squares (PLS-SEM). Therefore, the data can be used to assess the CFA and test the main sample because regression and correlation cannot be conducted. After all, data is non-normal, and it is a requirement and assumption of the regression and correlation that data must be normally distributed. If the data is not normally distributed, the use of correlation and regression would lead to spurious results and misleading findings. Hence, considering that the following research has used the structural equation modelling employing, partial least square (SEM-PLS) does not require the assumption of normality.

4.5.1 Preliminary Testing

Table 4.3: Cronbach's Alpha Value for Constructs

Variables	Reliability
Undesired Self-Congruence	0.785
Negative Social Influence	0.862
Perceived Animosity	0.871
Perceived Risk	0.897
Organizational Disidentification	0.840
Boycotting	0.843
Brand Recovery on Social Networks	0.782
Brand Forgiveness	0.872
Brand Avoidance Behaviour	0.908

Table 4.3 signifies the values of Cronbach's Alpha for each of the variables that are included in the research model. This metric indicates the internal consistency of the scale

that is used in the research instrument. The benchmark for this variable is 0.70 and above. For all the variables, the reliability is calculated to be greater than the benchmark value. Hence, the scale is considered to be reliable. Further, to determine the adequacy of the sample size, the researcher has applied KMO and Bartlett's test, and the results are given below:

Table 4.4: KMO and Bartlett

KMO Bartlett		
KMO Measure of Sampling Adequacy		0.802
Bartlett's Test of Sphericity	Approx Chi. Square	3441.916
	Df	1081
	Sig.	0.000

In order to state that the sample is adequate, the value of KMO should be between 0.80 to 1. Table 4.4 shows that the sample for this research is adequate as the value of KMO is 0.802 which is within the range of benchmark identified. Moreover, as the sig value of Bartlett's test in Table above is 0.000, it means that the null hypothesis is rejected signifying that variables are related to one another.

4.6 Measurement Model (Confirmatory Factor Analysis)

For the confirmation of the factor structure, the researcher has utilized Confirmatory Factor Analysis (CFA) in which the validity and reliability have been examined. For the evaluation of the validity of the factors, the factor loadings have been computed. According to Truong and McColl (2011), the factor loading should be above 0.6; however, the value 0.5 above is also acceptable if the construct's reliability is found. In this regard, the results

have been presented in Table 4.9. It has been found from the mentioned table that all the factor loadings that are above 0.5 are retained while others are dropped; therefore, all those factors can be retained in the model.

This is followed by the assessment of reliability which is done using Cronbach's Alpha and composite reliability for the evaluation of internal consistency. The threshold for both the metrics is 0.7 according to Sarstedt et al. (2017). In this concern, it can be stated or inferred that all the constructs are statistically reliable since all the values are above 0.7. On the other hand, the convergent validity which depicts the relatedness of the variables is also calculated and in accordance with Wong (2011) it can be calculated using Average Variance extracted (AVE), and its threshold value is 0.5. Considering this aspect, the results in the following Table 4.5 indicate that all the latent constructs utilized in this study possess convergent validity.

Table 4.5: Convergent Validity and Reliability of the Constructs

Latent Constructs	Indicators	Factor Loadings	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Brand Avoidance Behaviour	BAB1	0.895***	0.954	0.964	0.844
	BAB2	0.944***			
	BAB3	0.891***			
	BAB4	0.943***			
	BAB5	0.921***			
Brand Forgiveness	BFG1	0.881***	0.954	0.965	0.845
	BFG2	0.927***			
	BFG3	0.938***			

Table 4.5 continued

	BFG4	0.936***			
	BFG5	0.913***			
	BFG6	Dropped due to low factor loading/ factor structure			
Brand Recovery on Social Networks	BRSN1	0.787***	0.828	0.879	0.594
	BRSN2	0.833***			
	BRSN3	0.711***			
	BRSN4	Dropped due to low factor loading/ factor structure			
	BRSN5	0.746***			
	BRSN6	0.771***			
Boycotting	BT1	0.753***	0.878	0.910	0.717
	BT2	0.833***			
	BT3	0.903***			
	BT4	Dropped due to low factor loading/ factor structure			
	BT5	0.889***			
Negative Social Influence	NSI1	0.585***	0.790	0.870	0.700
	NSI2	Dropped due to low factor loading/ factor structure			
	NSI3	Dropped due to low factor loading/ factor structure			
	NSI4	0.925***			
	NSI5	0.949***			
Organisational Disidentification	OD1	0.782***	0.880	0.912	0.676
	OD2	0.844***			
	OD3	0.881***			
	OD4	0.769***			
	OD5	0.830***			

Table 4.5 continued

Perceived Animosity	PA1	0.880***	0.876	0.910	0.671
	PA2	0.847***			
	PA3	0.747***			
	PA4	0.905***			
	PA5	0.698***			
Perceived Risk	PR1	0.797***	0.909	0.932	0.735
	PR2	0.894***			
	PR3	0.890***			
	PR4	0.899***			
	PR5	0.800***			
Undesired Self-Congruence	USC1	Dropped	0.785	0.861	0.609
	USC2	0.781***			
	USC3	0.704***			
	USC4	0.838***			
	USC5	0.792***			
***: indicating significance at1% level					

Following the assessment of convergent validity, the degree of distinctiveness is also necessary to be determined. To serve the purpose, the researcher has used the HTMT ratio whose maximum acceptable value is 0.85 according to Hair et al. (2016). The reason is that the value above 0.85 would indicate higher collinearity between the variables creating the issue of discriminant validity. The lower value than 0.85 would indicate that the correlation is lower and hence higher distinction between variables indicates discriminant validity. Therefore, it can be seen that the results have been presented in Table 4.6 and the results

indicate validity since no value is exceeding 0.85. Therefore, the data can be further utilized for path assessment.

Table 4.6: Assessment of Discriminant Validity

	BRSN*BAB	Boycotting	Brand Avoidance Behavior	Brand Forgiveness	Brand Recovery on Social Networks	Negative Social Influence	Organizational Disidentification	Perceived Animosity	Perceived Risk
BRSN*BAB									
Boycotting	0.049								
Brand Avoidance Behavior	0.342	0.291							
Brand Forgiveness	0.114	0.109	0.068						
Brand Recovery on Social Networks	0.247	0.196	0.084	0.592					
Negative Social Influence	0.292	0.424	0.459	0.139	0.247				
Organizational Disidentification	0.130	0.278	0.406	0.160	0.182	0.549			
Perceived Animosity	0.251	0.468	0.507	0.137	0.162	0.498	0.201		
Perceived Risk	0.270	0.413	0.589	0.073	0.234	0.714	0.372	0.820	
Undesired Self-Congruence	0.128	0.169	0.208	0.735	0.758	0.255	0.203	0.136	0.108

Other than HTMT ratio, there are other ways to test the discriminant validity that has been used in this research. The following table shows the results of Fornell-Larcker Criterion. This method of determining the discriminant validity states that the AVE of each latent constructs needs to be higher than highest squared correlation with any other latent variable. If this case sustains, it can be stated that on the construct level, discriminant validity

is maintained. As shown in the Table 4.7 below, the construct value is higher than highest square correlation with the other latent variables, thus the criterion of Fornell-Larcker is satisfied.

Table 4.7: Fornell-Larcker Criterion

	BRSN*BAB	Boycotting	Brand Avoidance Behavior	Brand Forgiveness	Brand Recovery on Social Networks	Negative Social Influence	Organizational Disidentification	Perceived Animosity	Perceived Risk	Undesired Self-Congruence
BRSN*BAB	1.000									
Boycotting	0.023	0.847								
Brand Avoidance Behavior	-0.334	0.305	0.919							
Brand Forgiveness	-0.110	-0.064	-0.051	0.919						
Brand Recovery on Social Networks	-0.226	-0.124	-0.002	0.531	0.771					
Negative Social Influence	-0.290	0.290	0.443	-0.130	-0.204	0.836				
Organizational Disidentification	-0.102	0.228	0.378	-0.082	-0.081	0.470	0.822			
Perceived Animosity	-0.220	0.465	0.483	-0.078	-0.059	0.423	0.132	0.819		
Perceived Risk	-0.251	0.386	0.558	-0.030	-0.021	0.615	0.335	0.742	0.857	
Undesired Self-Congruence	0.032	-0.100	-0.182	0.642	0.613	-0.211	-0.087	0.028	0.013	0.780

The following table shows the factor loadings in order to explain the discriminant validity in the variables of the research model. It should be noted that the average variance of the constructs should be greater than correlation among the associated constructs and other constructs. The table below indicates that the value of each construct included in the research model is greater relative to the other constructs, and hence the variables satisfy the condition of discriminant validity.

4.7 Algorithm and Bootstrapping (Path Assessment)

The structure equation modeling is used in this research to study the impact of the variables included in the model. In order to do so, bootstrapping technique is used. The aim of the path assessment is to mainly understand the behavior of brand avoidance in the automobile industry of Pakistan. In respect to the literature review, there are several factors that are influencing the brand avoidance and are determined which comprises undesired self-congruence, negative social influence, perceived animosity, perceived risk, boycotting and organizational disidentification.

In addition, the moderating effects of brand recovery on social network is assessed between brand avoidance behavior and brand forgiveness. First, the model was run without moderating variable and in second model run with moderating variable to test the moderating effect. In order to determine the moderating effect, the interaction variable was created through multiplying the independent variable and moderating variable, creating an interaction variable. Therefore, if the interaction variable was positive and significant then it was interpreted in the same way that variable moderates the relationship or effect. The first crucial task in the path assessment is to recognize the significance of the effects of the

variables which is measured through the p-value. In this respect, the significance level is based on the confidence interval. They are -- 99%, 95% and 90%. Therefore, the p-value must be lower than 0.10, 0.05 and 0.01 for indicating the significance.

The results of path assessment are presented in Table 4.8 and Figure 4.1 below, where the factors of brand avoidance are evaluated on the brand avoidance behavior in respect to the automobile sector of Pakistan. While referring to p-values, the variables that are found insignificant comprises boycotting [$p= 0.760$] and negative social influence [0.682] on the brand avoidance behavior due to the p-values being higher than 0.10. On the other hand, the determinants that are found to have significance influence on the brand avoidance behavior comprises perceived animosity [$p=0.000$], perceived risk [$p=0.000$], organizational disidentification [$p=0.000$], and undesired self-congruence [$p=0.000$] as the p-values are lower than 0.10.

In respect to the coefficient value, the determinants of brand avoidance behavior particularly organizational disidentification [$c=0.219$], perceived animosity [$c=0.215$] and perceived risk [$c=0.310$] are determined to have positive influence on brand avoidance behavior. With every unit change on organizational disidentification, perceived animosity and perceived risk would cause a positive change to brand avoidance behavior by 0.219, 0.215 and 0.310 units, respectively. On the other hand, the coefficient of undesired self-congruence [$c= -0.168$] depicts a negative impact on brand avoidance behavior. Hence, with every unit change to undesired self-congruence would lead to a negative effect and to brand avoidance behavior by -0.168 units.

While evaluating the effect of brand avoidance behavior on brand forgiveness, it is determined to have insignificant influence as the p-value is 0.104 which is above 0.10. Therefore, it can be considered that brand avoidance behavior does not have an impact on brand forgiveness of the automobile industry in Pakistan. In respect to the brand recovery on social networks [$p=0.000$], it is determined to have significant influence on brand forgiveness. The coefficient value is computed as 0.529 which indicates that a change of brand recovery on social network would cause a positive effect to brand forgiveness by 0.529 units. Hence, it can be illustrated by the effect that brand recovery on social network supports the automobile industry in Pakistan to gain brand forgiveness.

Lastly, the moderating effects of brand recovery on social network with brand avoidance behavior is assessed on brand forgiveness. The p-value of the moderating effect is determined to be 0.784 which demonstrates that it is the moderating effect of social network with brand avoidance behavior on brand forgiveness, and it has insignificant effect. Hence, on the basis of the path assessment, it is determined that the most crucial factors that influence brand avoidance behavior among the customers of Pakistan for the automobile sector comprises perceived animosity, perceived risk and organizational disidentification. While the undesired self-congruence has a negative effect, it means that it reduces the brand avoidance behavior.

Table 4.8: Path Assessment

	Beta	T Statistics	P Values
Undesired Self-Congruence -> Brand Avoidance Behavior (H1)	0.168 ***	5.969	0.000
Negative Social Influence -> Brand Avoidance Behavior (H2)	0.020	0.410	0.682
Perceived Animosity -> Brand Avoidance Behavior (H3)	0.215***	4.305	0.000
Perceived Risk -> Brand Avoidance Behavior (H4)	0.310***	6.001	0.000
Organizational Disidentification -> Brand Avoidance Behavior (H5)	0.219***	6.140	0.000
Boycotting -> Brand Avoidance Behavior (H6)	0.012	0.306	0.760
Brand Avoidance Behavior -> Brand Forgiveness (H7)	0.054	1.626	0.104
BRSN*BAB -> Brand Forgiveness (H8)	0.007	0.274	0.784
*** Significance at 1%; **Significance at 5%; *Significance at 10%			

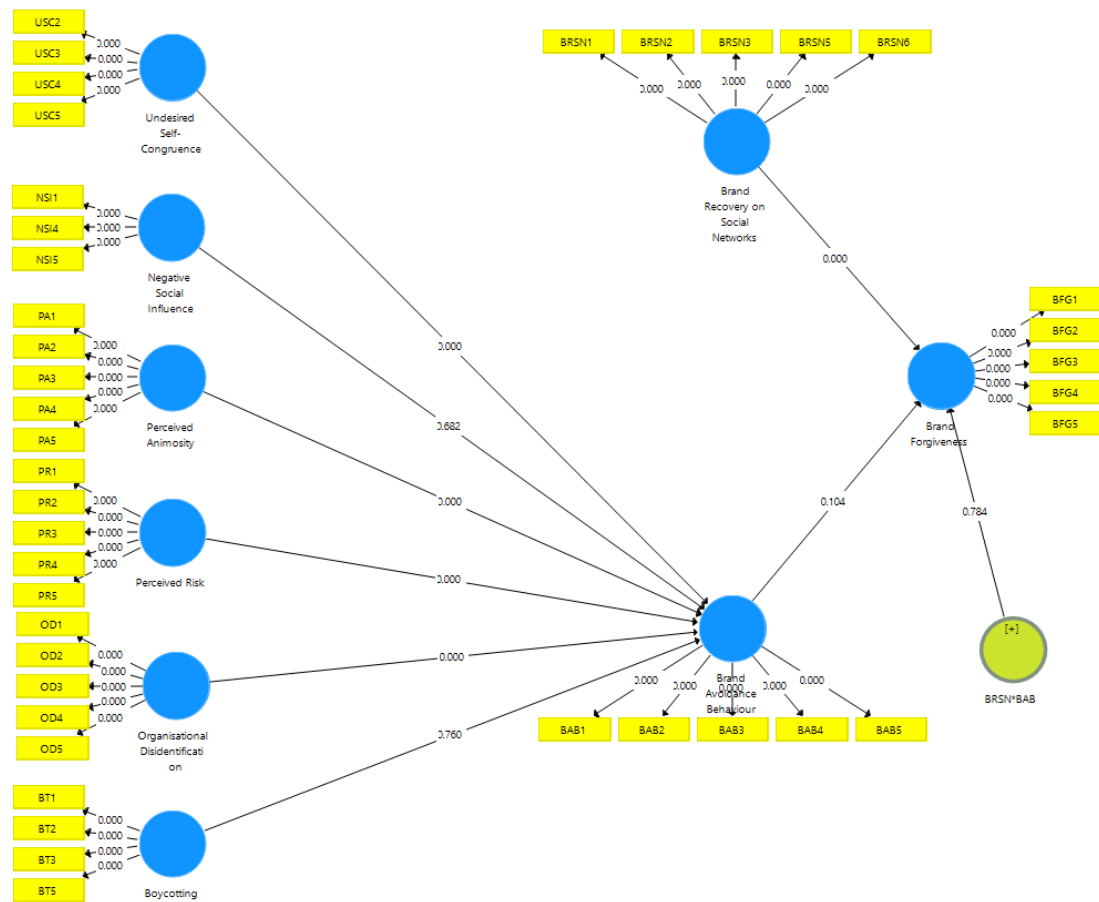


Figure 4.1: Bootstrapping

4.8 Evaluation of Quality of the Model

It is critical for evaluating the quality of the model which explains its predictability and variation. According to Kasuya (2019), the most crucial aspect for measuring the quality of model is the coefficient of determination, also referred to as R-square. The R-square is referred to as percentage of the dependent variable variation that is explained in the linear model. If the R-square value is shown to be 0%, this demonstrates that the model does not interpret or explain the variation and the variation around its mean. Table 4.9 below represents the quality of model where there are particularly two models or dependent variables involved which comprises brand avoidance behavior and brand forgiveness. In

terms of brand avoidance behavior, the R-square value is computed as 40.25%, which indicates that the variance that is explained or interpreted by the independent variable comprises 40.25%. While referring to brand forgiveness, the r-square value is computed as 28.42% which shows that the variance that is interpreted or explained by the independent variable particularly brand avoidance behavior and recovery on social networks is by 28.42%.

Table 4.9: Quality of Model (R-Square)

	R Square	R Square Adjusted
Brand Avoidance Behavior	40.25%	39.70%
Brand Forgiveness	28.42%	28.09%

In the below figure, the value of R-square is shown in the circles:

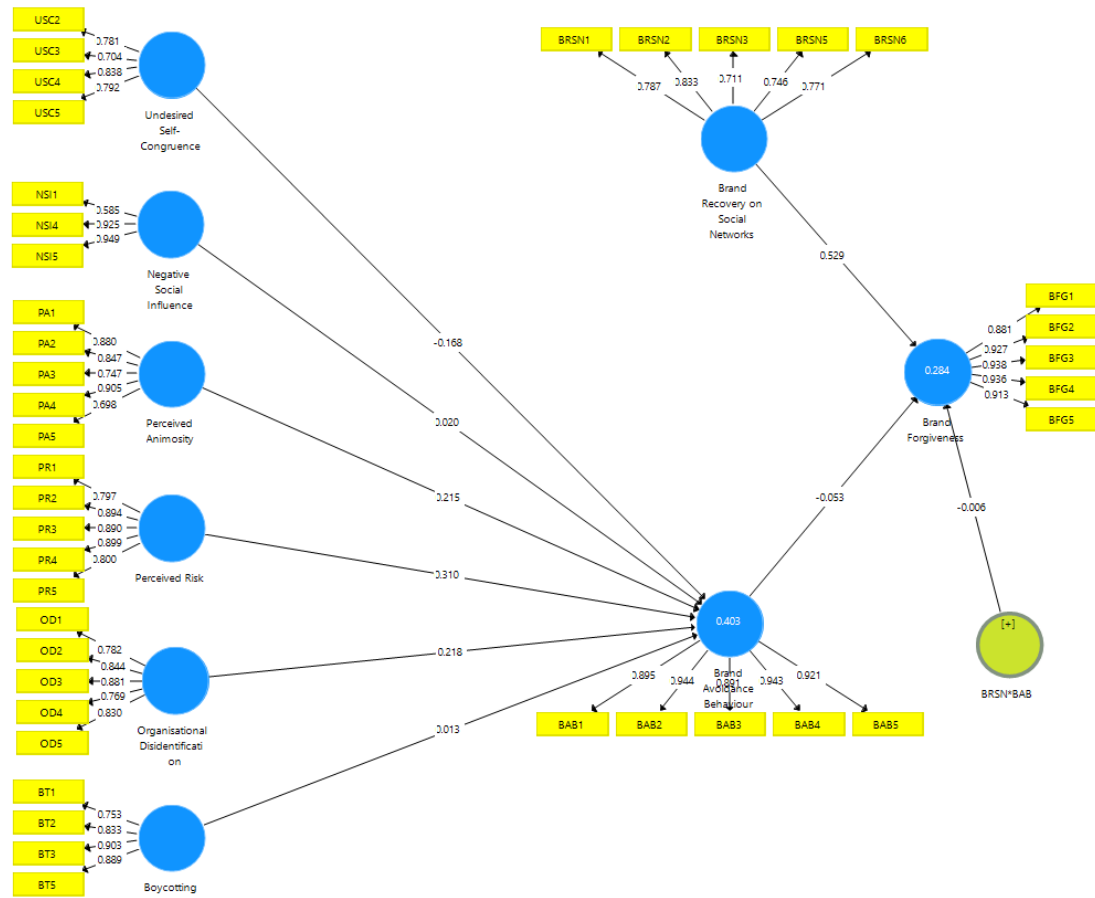


Figure 4.2: Measurement Model

4.9 Effect Size Assessment Using F-Square

In respect to the study of Yoshimoto et al. (2020), the indication of the effect size has been highly important in the journal articles as its main function is to provide with the practical significance in terms of the magnitude of the effect. The effect size is mainly investigated for the mixed-effect regression which is shown in the path assessment along with the hierarchical effect size. The technique is commonly utilized for examining the effect size as the F-square that is computed with the support of the Smart PLS. The criteria on the F-square are that if the value exceeds than 0.15 then it is considered to have good effect,

whereas the value below 0.15 shows a small effect. Table 4.10 below shows the results of the effect size, where the variables effect size is measured in correspondence to its model.

In terms of investigating the effect size of brand behavioral model, the variables boycotting [f=0.00], negative social influence [f=0.00], organizational disidentification [f=0.06], perceived animosity [f=0.03], perceived risk [f=0.05] and undesired self-congruence [f=0.04] are signified to have a small effect due to the value being less than 0.15. While assessing brand forgiveness model, brand recovery social network [f=0.00] and brand avoidance behavior [f=0.000] are determined to have small effect as the values are less than 0.15. However, brand recovery on social network [f=0.37] is identified to have good effect on brand forgiveness as the value is above 0.15.

Table 4.10: Effect Size (F-Square)

	Brand Avoidance Behavior	Brand Forgiveness
BRSN*BAB		0.00
Brand Avoidance Behavior		0.00
Brand Forgiveness		
Brand Recovery on Social Networks		0.37
Boycotting	0.00	
Negative Social Influence	0.00	
Organizational Disidentification	0.06	
Perceived Animosity	0.03	
Perceived Risk	0.05	
Undesired Self-Congruence	0.04	

4.10 Predictive Relevance of the Model Using Blindfolding

The predictive relevance of the model is mainly investigated through the Q-square which is also referred to blindfolding technique that is computed with the support of the SmartPLS. According to Yahya et al. (2018), the q-square value must be greater than the value 0 for illustrating that the model is predictively relevant. In respect to the results in Table 4.11 below, there are particularly two models involved in the study which consist of brand avoidance behavior and brand forgiveness; therefore, its predictive relevance is evaluated. As per the results, the Q-square of brand avoidance behavior is 0.308, whereas the Q-square of brand forgiveness is 0.230 which thus shows that both of the models are predictively relevant. The brand recovery on social network is indicated to be insignificant, which can be improved by providing higher sample size or improving the model further. The broader examination of the research topic can improve this significantly.

Table 4.11: Blindfolding (Q-Square)

	Q-Square
Brand Avoidance Behavior	0.308
Brand Forgiveness	0.230

Below figure shows, the predictive relevance of the model using Blindfolding:

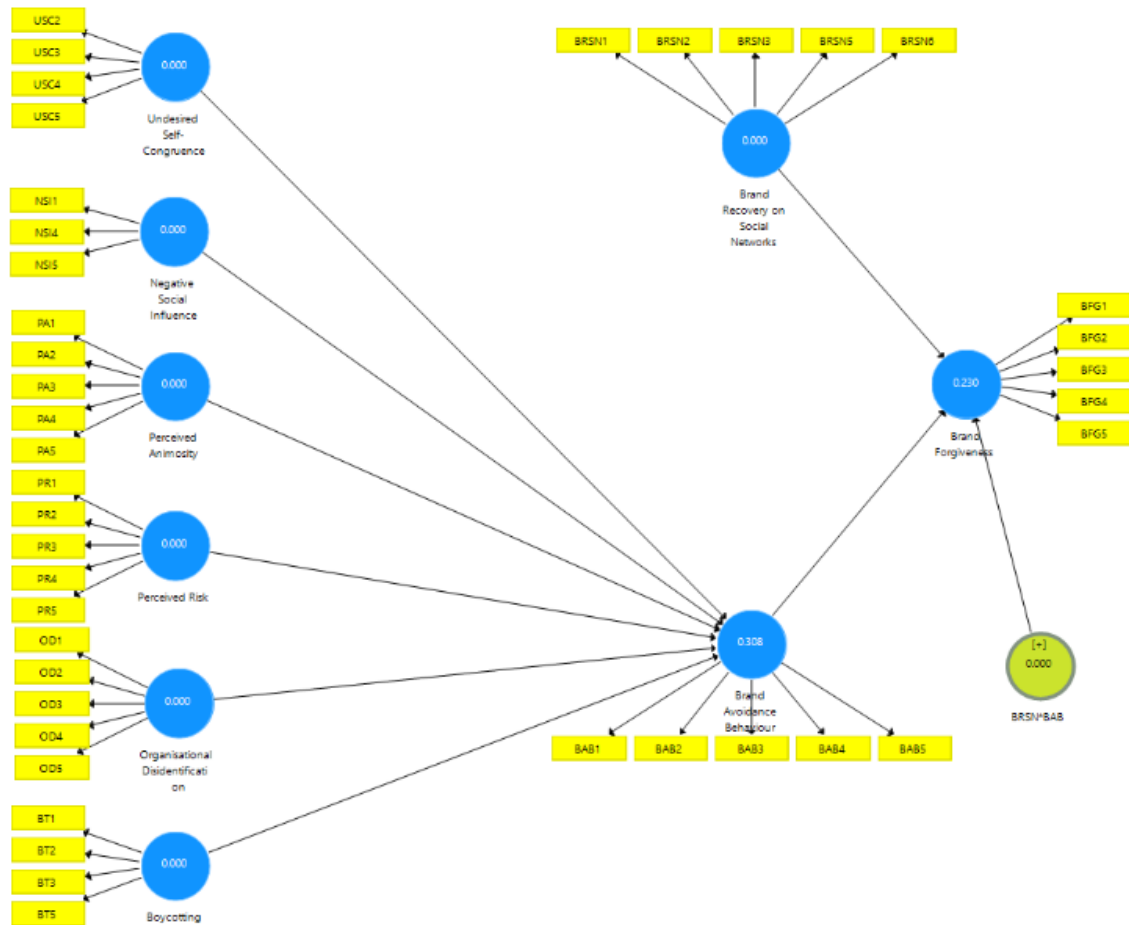


Figure 4.3: Blindfolding Technique

4.11 Summary of Proposed Hypotheses

In light of the path assessment conducted in the preceding sections, the researcher has presented a summary of the research hypotheses in Table 4.12.

The following hypotheses have been developed keeping in view the varied attitudes of the consumers towards brands and products and their impact on the brands of the automobile sector in Pakistan. The study of Khan et al. (2014) identifies that consumer satisfaction or dissatisfaction results in either brand loyalty or brand avoidance respectively.

In addition, consumers tend to show interest or purchase automobile brands that satisfy their needs or have provided satisfactory experiences previously. Also, in recent times consumer choices have been reported to shift to passenger cars, and the customers have shown increased interest in imported cars in comparison to locally made cars which have influenced the automobile sector of Pakistan Amir and Asad (2018). Hence the developed hypotheses were an attempt to identify the pre-purchase factors increasing brand avoidance and affecting the brand positioning of the automobile sector in Pakistan. From the analysis, it has been found that out of eight hypotheses, three were supported and five were rejected based on the p-values of the paths.

Table 4.12: Summary of Research Hypotheses

Hypotheses Statement	Beta	T Statistics	P Values	Decision
H1: Undesired self-congruence has a significant influence on brand avoidance behaviour.	0.168 ***	5.969	0.000	Rejected
H2: Negative social influence has a significant influence on brand avoidance behaviour.	0.020	0.410	0.682	Rejected
H3: Perceived animosity has a significant influence on brand avoidance behaviour.	0.215***	4.305	0.000	Supported
H4: Perceived risk has a significant influence on brand avoidance behaviour.	0.310***	6.001	0.000	Supported
H5: Organisational disidentification has a significant influence on brand avoidance behaviour.	0.219***	6.140	0.000	Supported
H6: Boycotting has a significant influence on brand avoidance behaviour.	0.012	0.306	0.760	Rejected
H7: Brand avoidance behaviour has no significant influence on brand forgiveness.	0.054	1.626	0.104	Rejected
H8: Brand recovery on social networks moderates the relationship between brand avoidance behaviour and brand forgiveness.	0.007	0.274	0.784	Rejected

4.12 Key Findings of the Study

The following task was to mainly assess the influence of brand avoidance behavior in the automobile sector in Pakistan. In this respect, the determinants of brand avoidance are assessed in the automobile sector, where the factors comprised boycotting, negative social influence, organizational disidentification, perceived animosity, perceived risk and undesired self-congruence. To be able to build a comprehensive understanding on the determinants of brand avoidance behavior and the moderating effects of brand recovery, the study considered eight hypotheses. The findings from the selected hypotheses are mentioned below:

H1: Undesired self-congruence has a significant influence on brand avoidance behaviour.

The first hypothesis was reflected to be the positive influence of undesired self-congruence on brand avoidance behaviour in the automobile sector of Pakistan. As per the findings of the study, the hypothesis was rejected as it was determined that undesired self-congruence has a negative effect but was found to be significant with the brand avoidance behaviour. The results of the study contradict with the research of Odoom (2019), where it was revealed undesired self is a psychological construct of brand avoidance, where it pushes people away from undesired self. The findings of this study also contradict with the findings of Yi and Gong (2013) which argued that the undesired self-congruence results in the brand avoidance behaviour of the consumers.

Further explanation for the rejection of the hypothesis is based on the undesired self which should, according to Kim et al. (2021), foretell the well-being of customers

concerning their idealised selves. The scholars describe the individual's undesired self as a psychological construct that is the most related one to brand avoidance. A similar argument is also presented by another researcher that compared to what people want to be, there is a possibility of them having a clear idea of what they do not want to be leading to a push away from their undesired-self which might be more effective in contrast to the 'pull' towards their ideal self (Sandhu et al., 2018; Lee et al., (2009).

H2: Negative social influence has a significant influence on brand avoidance behaviour.

The second hypothesis pertains to the positive influence of negative social influence on brand avoidance behaviour in the automobile sector of Pakistan. According to path assessment, the hypothesis was rejected as it was determined that the negative social influence does not have a significant effect on brand avoidance behaviour. This can be reflected due to the fact that the negative opinion presented on the social network has often affected the individuals who have negative attitudes and opinions Jayasimha et al. (2017). It also aligns with the findings of Berndt et al. (2019) that people have negative attitudes and opinions regarding any product which has a propensity to be more negative, while they are involved in the discussions of the group.

The findings of Duhachek et al. (2007) also support the rejection of the hypothesis that the negative opinions of people were found to strongly influence the attitude of others. The scholars further concluded that people holding a negative opinion about certain products tend to experience an increase in their negativity when taking part in group discussions. Kuanr et al. (2022) describe it as a common phenomenon, where the confrontation of people

with an unsatisfactory situation sees their reactions coming out according to their personality characteristics. For instance, where an extrovert person may willingly engage in destructive word-of-mouth, an introvert person, on the other hand, might shy away from speaking up at all. That is to say that extrovert people have a larger social group, where they have a greater opportunity to discuss their negative experiences with a product. Overall, customers whose purchases fail to satisfy them might tell their friends about their experience thereby influencing their brand avoidance behaviour Kuanr et al. (2022).

H3: Perceived animosity has a significant influence on brand avoidance behaviour.

The third hypothesis was related to the positive influence of consumers' perceived animosity over brand avoidance behaviour in the automobile sector of Pakistan. The hypothesis was supported where it was determined that perceived animosity has both significant and positive influence on brand avoidance behaviour. The globalisation around the world has provided businesses the opportunity to export their goods across the other nations, while also providing the consumers more liberty to select from a variety of products and brands from several states Amir and Asad (2018). This is clear from the results of the previous studies that the nation of origin of a product influences a consumer's purchasing decision, independent of the product's quality. In this respect Jayasimha et al. (2017) have indicated that consumers usually avoid buying products from the country that is offending, not due to its poor quality but due to the negative perception of the country as per the negative acts associated with political, economic or military factors.

H4: Perceived risk has a significant influence on brand avoidance behaviour.

The fourth hypothesis of the study was supported where it was developed on the basis of positive influence of consumer's perceived risk over brand avoidance behaviour in the automobile sector of Pakistan. The effect of risk on purchase decisions of traditional consumers has been studied by a number of scholars. Consumers' purchases are impacted by the objective price, perceived value, perceived quality and product features according to Amron et al. (2018). The purchasing process of the customers involves perceiving the level of risk that is there with the product and brand; therefore, the high perception of risks leads towards the avoidance of its brand Odoom (2019).

H5: Organisational Disidentification has a significant influence on brand avoidance behaviour.

The fifth hypothesis of the study was supported where the influence of organizational disidentification on brand avoidance in the automotive sector is positive. Hasan et al. (2020) identify in their study that the brand is thought to be the product's uniqueness, which adds value to the product in the thoughts of users. The sincerity with which a person approaches brand awareness also contributes to the development of an incredible expression, which influences the attitude of others Amron (2018). Furthermore, it generates a consistent brand personality that serves to instil happiness in the minds of users. According to Khan and Lee (2014) consumers avoid and refrain from buying products from companies that avoid supporting and helping social groups in their time of need which reflects on the negative perception of the brand.

H6: Boycotting has a significant influence on brand avoidance behaviour.

The sixth hypothesis of the study was rejected where it was assumed that boycotting leads to a positive influence on brand avoidance behaviour in the automobile sector of Pakistan. In this study, the p-value, the hypotheses of boycotting and brand avoidance are 0.760, and it is above the significance level; however, the coefficient value and the relationship between the variables is positive and shows the weak positive correlation. According to Jayasimha et al. (2017), several differences are involved in boycotting a brand that is either based on a political or economic level. Therefore, the boycotting of the brand does not influence brand avoidance behaviour. Roos (2017) also highlights the role of hipsters which can create an insignificant impact of the variables and the role of economic activities. All these things also decline the interest and somehow divert the attraction of the individual towards the brand and the product.

The hypothesis rejection is also explained by brand relationship being a complicated phenomenon wherein to flourish, it needs not only to be created but also cultivated carefully Watkins (2022). Rejecting the hypothesis also depends on the relationship of brand and the issues that are arising through social factors, where there is a need of creating and refining the values of the society that are beneficial for changing the perceptions in automobile industry Fournier et al. (2012). Since a brand can have possessed positive brand equity, there are also changes for it to possess negative brand equity resulting from a decline in its perceived value in contrast to have no brand at all Tan et al. (2021). Padovani et al. (2021) also give the evidence in rejecting the endogenous variable which is boycotting the exogenous variables by highlighting the implications of high inflation rates and interest rates. The increase on rates effecting the economy and the buying behaviours of the consumer thus forces the individual in boycotting. The positive value shows the weak positive relationship

which indicates that insignificant impact is slightly positive because in boycotting the particular brand of auto mobile industry leads in declining the sales of the brand and more and more individuals feel to be less motivated. When the relationship between the brand and consumers is negatively affected coupled with unfavourable brand equity, it would lead to rejection of that brand, specifically in the form of brand avoidance.

H7: Brand avoidance behaviour has no significant influence on brand forgiveness.

The seventh hypothesis was rejected which assumes that brand avoidance behaviour has no significant influence on brand forgiveness according to the results. In this hypothesis, the results show that the p-value and t-stats value is higher than the confidence interval. The coefficient value is also negative which shows that the relationship between brand avoidance and brand forgiveness is indirect. According to Xiao et al. (2022), customer brand avoidance is mainly developed by the negative perception regarding the brand due to several factors which consist of perceived risk, organization disidentification, and perceived animosity. The negative emotions of the customers lead to difficulty for the brand for gaining their forgiveness. Furthermore, the information generated in social media also affects brand avoidance and brand forgiveness Plume and Slade (2018). The information generated in social media is highly influenced through the personal experience of the individuals and also the services being provided. Plume and Slade (2018) also discussed that in the automobile industry, individuals mostly rely on the information generated through the consumers because they believed that they provide most authentic reviews because they are linked with the brand, and the negative feedback tends to avoid the behaviour towards the brand.

Another reason that contributes to the rejection of the hypothesis is the failure of the brand which might cause brand avoidance Roy et al. (2022), public outrage Roy et al. (2022) and the unwillingness to support the brand Watkins (2022). These factors arise due to the influence of high usage of social media and the social media users post their comments about their experience towards the automobile industry based on the performance, average of the fuel consumption, and features which made the motor vehicle comfortable Fetscherin and Sampedro (2019). According to scholars, forgiveness is a complicated concept due to the difficulty in determining the why and how of forgiveness by an individual. Another factor that adds to the complexity of forgiveness is whether future behaviour and forgiveness rely on each other or not. However, some scholars do not support the dependency by stating that though an individual can forgive a brand, they can continue to use products of the competing brand or forgive it Sampedro (2017). All of the above factors discussed are the key implications which cause the insignificant impact in the indirect relationship between the exogenous variable and endogenous variable.

H8: Brand recovery on social networks moderates the relationship between brand avoidance behaviour and brand forgiveness.

The 8th hypothesis was rejected, where it assumed that brand recovery on social network moderates the relationship between brand avoidance behaviour and brand forgiveness. Several researchers such as (Hassan, 2017; Fei, 2017) have indicated that brand avoidance is mainly the result of negative emotions among the individuals, where the role of utilizing social networks is not enough for gaining the forgiveness of the customers. Hence, it is very difficult to attract the customers who avoid the brand and do not forgive

because the customers keep switching on different brands that are quite effective in fulfilling their needs.

Findings from studies of scholars such as Hegner et al. (2017) and Zarantonello et al. (2016) can be mentioned here that they studied the concept of brand rejection and avoidance extensively to support the rejection of the hypothesis by concluding that brand hate can cause brand retaliation, brand avoidance and negative word-of-mouth. Talking about attitudinal and behavioural responses arising from brand failure, Ahmed and Hashim (2018) state that such things can result in the consumers' spreading bad comments about and boycotting the brand in addition to addressing their complaints on social media, and this way it hints at the social media being a channel for the outlet of consumers' frustration with the brand thereby solidifying the rejection of the above hypothesis.

The path assessment is the major part of the analysis, where its purpose is to highlight the important factors of brand avoidance behavior in the automobile sector. As per the results of path assessment, it was revealed that the major variables that are influencing the brand avoidance behavior comprises organizational disidentification, perceived animosity, perceived risk and undesired self-congruence, while negative social influence and boycotting are found to have insignificant effect Hegner et al. (2017). The specific components that are determined to have positive influence on the brand avoidance behavior comprises organizational disidentification, perceived animosity and perceived risk. Hence, this explicitly depicts that the most important factors that influence the customers in the automobile sector in terms of brand avoidance behavior are organizational disidentification, perceived animosity and perceived risk Kuanr et al. (2022). On the contrary, the undesired

self-congruence is revealed to have negative effect on brand avoidance behavior; therefore, this shows the avoidance behavior is declined due to undesired self-congruence.

Furthermore, the brand avoidance behavior was found to have insignificant effect on brand forgiveness which shows that the customers that avoid the brand due to some explicit reason may not forgive. However, the brand recovery on social networks is found to have significant influence on brand forgiveness. This shows that the Pakistani automobile companies that are engaged in social network are able to gain the forgiveness of the customers through engaging with them by the social platforms such as Facebook, Instagram, LinkedIn and others. Furthermore, the moderating effects of brand recovery on social networks is assessed with brand avoidance behavior on brand forgiveness, where it is determined to have insignificant influence. The results reveal that the companies in Pakistan are unable to convince the customers to gain their forgiveness among the individuals that are avoiding the brand.

4.13 Summary

This chapter has discussed the results of this research. To conclude, a good response rate was gained from respondents. Confirmatory factor analyses were conducted to ensure the construct validity of all variables. Reliability tests were also conducted to determine the internal consistency between items and minimize random errors. Moreover, discriminant validity indicated a good measure for all remaining items. This chapter has also presented the final structural models, and the direct hypothesized results between variables. The result in general did not support most of the hypotheses. These results are discussed in greater details in the next chapter.

CHAPTER 5

DISCUSSION AND CONCLUSION

5.1 Introduction

The following section is comprised of a discussion of the research objectives and conclusion of the study which has been conducted to determine the brand avoidance behaviour among the customers of the Pakistani automobile industry. The discussion section has linked the findings of the current research with already published research in a similar field. Additionally, the summary of hypotheses proposed in the current research has also been provided in the following section to help critically evaluate the findings of the study with the acceptance or rejection of the hypotheses. Moreover, the section also includes a summary of findings determined from the analysis of data collected for the study. Moreover, recommendations, and future implications have also been provided in the following section which would offer researchers the opportunity to present more significant findings along with a broader scope of the study in the future. Lastly, conclusion is provided based on the findings in the current research.

5.2 Discussion of Objectives

This study concentrated on understanding how brand avoidance behaviour influence the automobile industry of Pakistan. In this way, it was necessary to shed light on the concept of brand avoidance behaviour and to determine what different literary work has been presented on the topic. Despite the fact that brand avoidance behaviour is largely explored by numerous researchers and scholars, during the collection of data from secondary sources it was also found that the automobile industry of Pakistan lacks evidence about brand avoidance behaviour, and how it can influence the growth of the industry in the country. Particularly, in the context of Pakistan, brand avoidance has not been fully explored nor the

scholars have extensive awareness of the phenomenon. After reviewing studies that have been conducted in a similar domain, it was found that brand avoidance is defined as a deliberate avoidance or restraining from a particular brand. This points to the specific behaviour of the individuals, where they avoid purchasing from a particular brand due to certain reasons. There can be several reasons behind this act.

Several of the studies that were conducted in a similar domain shed light on the fact that consumers are influenced by external factors and word of mouth both refraining them from purchasing these brands (Koenderink, 2014; Zarantonello et al., 2016; Hegner et al. (2017). For instance, any brand in the automobile industry which has negative reviews can restrain the people. Further, when people share their negative incidents or their experiences with the brand also prevent others from purchasing it (Khan & Lee, 2014; Kucuk, 2016). Even many people strongly believe that brand avoidance is a complete phenomenon, and it needs to be taken into careful consideration. Additionally, many researches conducted in a similar domain had revealed brand avoidance to be an important concept that needs to be shed further light on. Due to the fact that currently the marketers are designing their own specific strategies for communicating with the consumers, hence it should be taken into consideration that the more negative feedback and reviews that consumers receive about a brand, more will they be reluctant in making better purchase decisions.

On the other hand, another important concept that needs to be understood from the theoretical perspective is brand forgiveness. Brand hate leads towards brand avoidance and brand switching is also somewhat associated with it. This is so because the customers feel that they need to purchase those products and avail themselves of those services that fulfil

their needs or desire. Customers need to be retained by the firms so that they do not switch on to other brands. The major performance indicators of the company depend on the concept of brand equity concept which helps in increasing the market share of the company.

In addition to this, it was also found from the existing studies that brand avoidance behaviour and brand forgiveness are two different concepts that cannot be interrelated by any means (Hassan, 2015; Amir & Asad, 2017). Brand forgiveness is basically about how individuals see the brand. Most of the customers believe that brand is an individual. The term forgiveness here is used to shed light on the fact that increased benevolence and decreased revenge is forgiveness. Consumer confidence in a brand needs to be strong enough for them to make repeated purchase and not switch to any other brand. Despite the fact there are marketing communication tools that can be used by brands but at the same time, they need to adopt a strong strategy that can help them to acquire a strong position in the market. Therefore, it is necessary to take this into consideration that brand forgiveness is an important element that brands need to take seriously, and the marketing campaigns should design their marketing campaigns accordingly.

To investigate if undesired self-congruence, negative social influence, perceived animosity, perceived risk, organizational disidentification, and boycotting have any significant influence on brand avoidance behaviour.

The first objective of this study was to investigate which factors influence the brand avoidance behaviour of car passenger customers in Pakistan. The brand avoidance behaviour in the automobile sector of Pakistan is different as compared to that witnessed in the same

sector of other countries because most of the customers of the automobile industry are engaged in sharing their feedback online and considering reviews from the customers. However, there are different perspectives and arguments over brand avoidance behaviour in previous studies and literature. Some researchers argued that people avoid brands due to undesirable social influence, perceived enmity, potential risk, and desired self-congruence (Zarantonello et al., 2016; Munck, 2019). Additionally, some researches argued that dissatisfaction tends to increase in dissatisfaction of consumer brand (Delzen, 2014; Koenderink, 2014). Identity avoidance is another important area that leads to an increase in the brand avoidance among potential consumers Hegner et al. (2017). Moral avoidance has also been found to be another important behaviour which tends to increase in the brand avoidance behaviour (Kavaliauskė & Simanavičiūtė, 2015; Odoom et al., 2019). Lastly, deficit value avoidance in which cost exceeds benefits is another important area that encourage brand avoidance behaviour (Rindell et al., 2014; Liu, 2019).

The purpose of determining factors which influence the brand avoidance behaviour in automobile sector of Pakistan and it has been achieved by the findings of current study. The results of current study demonstrate that brand avoidance behavior is significantly influenced by perceived animosity, perceived risk, organizational disidentification, and undesired self-congruence in the automobile industry. However, the significance of perceived animosity revealed in the study's findings suggest that customers may avoid particular brands due to their hatred or resentment towards the company. Negative encounters, subpar customer service, or adverse impressions of the brand's principles or actions could all be linked to this. The findings of this study would be significant for

automobile manufacturers in finding and addressing any unfavorable views or experiences that might cause brand avoidance.

Findings further revealed that people may avoid particular brands in the automotive industry if they believe there is a higher level of risk involved with that particular brand. It could include worries about a product's dependability, safety, or risk of financial loss. In this regard, companies can concentrate on developing consumer trust, enhancing product quality, and resolving issues by comprehending the perceived role of risk. Organizational disidentification is also shown to be significant in current findings. Hence, consumers will likely steer clear of brands in the automotive sector when they feel alienated or disenchanted with them. It may be further affected by elements such as poor brand reputation, alleged unethical behavior, or a misalignment of the brand's values with those of the target audience.

The importance of undesirable self-congruence under research findings also emphasizes that consumers may shun brands if they believe that the brand's image or identity differs from their self-image or intended identity. Customers may experience this when they think the brand needs to reflect their beliefs, way of life, or objectives. Understanding of this element through current findings can assist businesses in customizing their branding initiatives to appeal to the target market and foster a greater sense of self-congruence.

To investigate the brand avoidance behaviour has any significant influence on brand forgiveness.

The second objective of the study was to investigate whether brand avoidance behaviour influence the brand forgiveness of consumers or not. Many of the studies that have

been conducted in a similar domain have revealed that brand avoidance is affected by six major factors which are: undesired self-congruence (Huber, Eisele & Meyer, 2018; Odoom, 2019; Vajkai & Zsóka, 2020), negative social influence (Khan & Lee, 2014; Khan et al., 2019; Berndt et al., 2019), perceived animosity (Jayasimha et al., 2017; Iqbal & Bilali, 2018; Khan et al., 2019), perceived risk (Reza Jalilvand & Samiei, 2012; Vajkai & Zsóka, 2020; Tran, 2020), organisational dis-identification (Lee, 2014; Knittel et al., 2016; Ul Zia & Sohail, 2016) and boycotting (Jayasimha et al., 2017; Zhang, 2020). All these factors were supported by the existing literature, where researchers had clearly explained the significance of these factors and their role. From the findings of Khan and Lee (2014), it was found that negative social influence and boycotting are found to have insignificant effects, whereas self-congruence, perceived animosity, perceived risk and organisational dis-identification have a significant relationship with brand avoidance behaviour. However, based on the findings in the previous studies, undesired self-congruence, negative social influence, perceived animosity, perceived risk, organisational dis-identification and boycotting have been considered to analyse their influence on brand avoidance.

The current study looked into several variables that affect consumers' brand avoidance behavior in Pakistan's auto industry. The findings emphasize the importance of perceived animosity, perceived risk, organizational disidentification, and undesired self-congruence as factors influencing brand avoidance behavior. While variables like boycotting and negative social influence were insignificant, these factors were discovered to impact brand avoidance behavior substantially. These results align with the goal of determining the precise variables that affect brand avoidance behavior in Pakistan's automobile sector to investigate the elements that influence brand avoidance behavior. By recognizing these

aspects, companies can create strategies to solve these issues and reduce brand avoidance behavior.

To investigate the moderating effect of brand recovery on social networks between brand avoidance behaviour and brand forgiveness.

The third objective of the study pertains to the main part of the study as it is reflected to investigate the moderating effect of brand recovery on social networks between brand avoidance behaviour and brand forgiveness. However, in most of the researches, it has been analysed that brand recovery through social network plays an essential role in brand forgiveness (Mafael et al., 2021; Jiménez-Zarco et al., 2021). Likewise, Mafael et al. (2021) in their study analysed that social network significantly helped the firms in decreasing negative impressions of the customers which directly affect the nature of avoiding the brand towards forgiving the brand, and resulted repurchase intention. Moreover, social network is also considered as the best possible way to beat the hate in the utilization of appropriate wisdom Jiménez-Zarco et al. (2021).

In another important research, it was analysed that views and feedbacks of various customers including the word of mouth of the peers and influencers also affect the perceptions associated with the brands Hegner et al. (2017). The author further added that positive ratings and expert opinions are significant contributors to the competitive advantage and success of the brands. Thus, it seems from the existing literary sources that the usage of the social networks has been a major influencer on the brand recovery which in turn influence brand forgiveness. However, in the current research to assess the moderating role

of brand recovery on social networks, questionnaire survey is developed and distributed among the automobile customers in Pakistan.

The survey's findings speak about the goal of researching the moderating impact of brand recovery on social networks. The results clearly show that brand forgiveness is significantly influenced by brand recovery on social networks. When businesses undertake successful brand recovery initiatives through social networks, it may have a favorable effect on customer brand forgiveness. The findings also reveal that the association between brand avoidance behavior and brand forgiveness is not significantly affected by the moderating influence of brand recovery on social networks. While brand recovery on social networks helps people to forgive brands; however, it has a little effect on how people behave in terms of forgiving brands. By revealing its impact on brand forgiveness in the context of Pakistan's automobile sector, these findings achieve the goal of evaluating the moderating effect of brand recovery on social networks.

5.3 Summary of Findings

The positive rating of the automobile brands is essential for the companies as it helps these companies in order to gain the competitive advantage in the industry along with the assistance of successful brands. In addition to this, it has also been determined that the branding in the automobile sector majorly provides the essentials for the links which associate the company while having an impact on the buying process of the consumer. For the consumers, the new automobile is regarded as significant investment which is also considered as the extensive process of purchasing in contrast to other products. In this manner, it develops the attachment towards the brand which is necessary for the majority of

automotive brands in the industry. Therefore, it implies that there is a huge role of brand awareness in the decision making process of the consumers.

In addition to this, the market performance is yet another factor which influences the decision making of the consumers along with the marketing mix and brand equity. The awareness of the brand refers to several people that know about the brand, while the negative awareness is associated with the lack of brand popularity which also leads towards the brand avoidance. However, there are several other factors which lead the consumers towards brand avoidance. With respect to the analysis carried out in the prior section of this study, it has been determined through the path assessment that there is insignificant effect of boycotting on the brand avoidance behavior. The hypotheses testing show the p-value is above the significance level. The insignificant impact of boycotting on the brand avoidance behavior in automobile industry is due to economic crisis. The economic crisis in the country results in fluctuating rates of inflation and interest and the people have to suffer. These factors can create more unemployment and the less capacity for the individual to buy the vehicles. This results in boycotting of the products and brands, and the auto mobile industry has to suffer.

Also there are manufacturing issues associated with the automobile industry that can lead to boycotting of the motor vehicles. It is due to the reason that the p-value was above the threshold which led to the insignificant results. However, the effect of boycotting has been determined to be significant upon the brand avoidance behavior. On the other hand, the effect of negative social influence was also determined to be insignificant over the brand avoidance behavior. It is also due to the reason that the p-value was computed to be below the threshold which led to the insignificant results in path assessment. The negative social

influence is caused due to the reliability of the consumer generated content rather than relying on the feedback which is generated through the market experts. The social media has affected the perceptions and behavior of the consumers towards the brands, and the users are more relying on the online forums.

Moreover, it has also been determined from the path assessment that there was a significant effect of perceived animosity on the brand avoidance behavior. It is due to the reason that the p-value was computed to be below the threshold. The relationship between the endogenous variable and exogenous variable is also positive which determines the strong and positive correlation among the variables. The automobile industry is highly dependent on the factor of perceived animosity because the increase in the independent variable also increases the avoidance behaviors of the brands in automobile industry. The influence was determined to be positive which posits that the increase in perceived animosity will result in the increase of brand avoidance behavior of consumers.

Furthermore, the path assessment also determined that there is a significant effect of organizational disidentification on the brand avoidance behavior. It is also due to the reason that the p-value was below the threshold. This relationship was determined to be positive which infers that the increase in organizational disidentification will also cause an increase in brand avoidance behavior of the consumers. This shows the positive correlation and direct relationship between the variables. The hypothesis is supported in this case. On the other hand, the path assessment also determined that there is significant influence of undesired self-congruence on the brand avoidance behavior. It was also due to the reason that p-value and t-stats value was determined to be below the threshold. However, the coefficient value

is negative which shows the negative correlation and indirect relationship between the variables.

The effect was also determined to be negative over the brand avoidance behavior which infers that the increase in undesired self-congruence will result in decrease of brand avoidance behavior of consumers. The indirect relationship and significant impact in automobile industry is favorable for the companies because the individuals are forced to purchase because of the key necessity and to fulfill their needs. With respect to the evaluation of brand avoidance behavior effect on the brand forgiveness, it has been determined through the path assessment that there was insignificant influence. It was due to the reason that the p-value was above the threshold. In this manner, it can be considered that brand avoidance behavior does not have an impact on brand forgiveness of the automobile industry in Pakistan. The relationship among the variables is highly negative and it indicates that the attributes of brand avoidance behavior is indirectly influencing the brand forgiveness.

In the automobile industry, the effect of these variables does not get linked with the purchase intention. In addition to this, the brand recovery on social networks has been determined to have significant influence on brand forgiveness. The influence was determined to be positive which indicates that the increase in brand recovery on social network would cause a positive effect to brand forgiveness. Therefore, it can be inferred from the effect that brand recovery on social network supports the automobile industry in Pakistan for the purpose of gaining brand forgiveness. Moreover, with respect to the moderating effect of brand recovery on the social network with the brand avoidance behavior was also assessed on the brand forgiveness. In this manner, it has been determined from the

path assessment that there was insignificant moderation of social networks with brand avoidance behavior on brand forgiveness.

The researcher also needs to analyze the role of moderator in the industry. Generally, the social network is now very important in creating positive or negative perception towards automobile industry. The insignificant impact between the variables through the control variable and the positive correlation highlights that the control variable in this study happened to play a vital role towards the growth of automobile industry. Therefore, the path assessment identified that the most essential factors which influence the brand avoidance behavior of the Pakistani consumers for automobile companies include perceived animosity, perceived risk and organizational disidentification. In contrast to this, the undesired self-congruence was determined to have negative influence which infers that it is likely to reduce the brand avoidance behavior of the consumers in Pakistan. On the other hand, the effect size assessment determined that with respect to the model of brand behavior avoidance, the factors including boycotting, negative social influence, organizational disidentification, perceived animosity, perceived risk and undesired self-congruence were determined to have small size effect over the model. Moreover, the effect size assessment also determined with respect to the brand forgiveness, the moderating effect of brand recovery social network with brand avoidance behaviour, and brand avoidance behavior was determined to have a little effect. In contrast to this, the brand recovery on the social network is determined to have good effects on brand forgiveness.

5.4 Recommendations

This section provides recommendations to the automobile brands in Pakistan. The first recommendation is based on the three elements. Now automobile industry is one of the fastest growing sectors in Pakistan and brand avoidance is recognized as one of the major problems that is faced by the several automotive brands. The goal is to recognize the need for the development of brand positioning and to create stimulus that minimizes the effect of unmet expectations, symbolic incongruence, and unacceptable trade-off Kavaliauskė and Simanavičiūtė (2015). The unmet expectations are an influential factor to enhance the development of the behaviour towards the brand. The goal is to cater the unexpected needs of customers and to change the past negative behaviour through remunerations and after sales services. The unmet expectations contribute to the development of negative implications on brands. It creates negative brand values and beliefs. Past experiences of the brands can be merged by recognizing the importance of brands Zakir and Khan (2011). Negative social influence can be turned into positive emotions that create sustainable social influence. The second aspect for the automobile industry is to shape the negative symbolic incongruence that affects brand sales.

Creating positive emotions and impressions over the minds of customers can be determined through effective consumer needs. Consumers often reject products and services based on their negative symbolic attributes. The symbolic incongruence between brand and consumers can be used to express the brand value. Each brand is evaluated through spreading positive symbolic congruence that reflects the development of brand behaviour Lee et al. (2009). Matching the brand identity with the person's identity can be developed through expressing the positive gestures in order to reduce symbolic incongruence among

consumers. Humans express their feelings through their actions such as avoiding products or brands that result through developing negative self-esteem. Avoiding products or brands can damage the brand self-esteem and harm reputation of the brands. Within their self-esteem for customers, the information communication contributes significantly towards the development of brands Lee et al. (2009).

The third element is unacceptable cost to benefit trade-off that can be used to cater and avoid budgeted brands due to the perception that mass people possess for the brands. Most of the consumers are not willing to pay a large amount for the low quality products. Most of the customers who are willing to pay a handsome amount of money for the product expect high quality product in return Lee et al. (2009). Therefore, finding the low quality product damages the brand reputation. Some people judge quality and value of brands through perceiving the appearance of the brands. Effective design of the brand stores bring the perception of the expensive product or service; however, bringing ambiance into brands also brings the perception of brand that produces expensive products. Consumers might perceive some brand as most expensive and consider also the quality to be high Lee et al. (2016). Brand equity development can be gained through reducing the effects of brand avoidance and brand recognition. Several automotive brands are now recognizing the essential factors and stimuli that affect the brand equity. Consumers' behaviour and attitude are directed to influence the development of brand avoidance. Many consumers are avoiding brands that sell product expensively. Any brands can undergo a consistent period of brand avoidance, and it can further deteriorate the relationship between consumers and brands. Therefore, brands must enable and develop effective engagement to enhance value in the minds of their respective consumers Abid and Khattak (2017).

5.5 Limitations of the Study

The study of brand avoidance behaviour in organizations and the identification of its factors has been limited in this research narrowing the context of the study. One of the very first limitations is the context of the study which is one country, i.e., Pakistan and particularly its automobile sector. So the study has been delimited to the collection of data related to automobile. Further, the research identifies several factors that affect brand avoidance behaviour; however, only the pre-purchase factors are considered in this study. Besides this, although the researcher succeeded in collecting a heterogeneous sample from different consumer age groups such as, professionals and students data, the sample size was still male dominant with male (73%). The sample size of the study was adequate; however, more diverse groups must be taken to study variables. In addition, the perspective of the professional experts was also not included in the study. It increased the chances of bias on the subject evaluation.

Moreover, gathering data for the research is influenced by the ability of the respondents to be able to build an understanding of the questionnaire and its required responses. Since the study is based on a quantitative method, there might be a chance of skewed results as the researcher might not have had adequate statistical background. The research was also limited due to the inadequate funding sources to conduct the questionnaire.

5.6 Future Implications

The study incorporates several variables that have not been taken collectively before. The study contributes to the development of effective literature and content that focused on the brand avoidance. The researcher finds out the relationship of the effects of brand

avoidance behaviour on the automobile sector in Pakistan. Several brand avoidance factors were taken collectively that measure brand avoidance in the Pakistani sector. The researcher has also taken the Pakistani context that measures brand avoidance behaviour of consumers in the automobile industry of Pakistan. Future researchers can be benefitted from the research in terms of studying brand avoidance in the automotive industry at Pakistan. Several factors were taken that contributed to the development of brand avoidance behaviour among consumers and how consumer buying behaviour changes can be studied further by the other researchers Ebner (2014). However, for future purposes, several other factors can be taken to study and to develop effective reasoning of customer avoidance attitude towards automobile industry in Pakistan.

The study specifically targets the context of Pakistan; therefore, content that was generated in terms of findings and the contribution that was done by the investigator can be useful to carry out other findings for the future research purpose. A large number of researchers can use this study as the basic study for the future research of consumer buying behaviour and consumer perceptions that contribute to the development of product purchase. The automobile brands can also utilize this study as crucial and can use this research to generate and develop effective market share. Those brands can utilize this study as important resource to generate effective R & D over consumer buying behaviour and purchase intention. Moreover, brands in the automobile sector aim to develop effective market share through enhancing their automotive sales and to increase their brand equity. This study could work as a basic element of studying consumer buying behaviour.

A large number of studies were done in the past; however, all these factors collectively were not taken by any previous researcher. This adds value to the future researchers and many investigators in the future could use this as base paper to carry out study regarding brand avoidance behaviour in different contexts or regions. Moreover, those researchers who opt to study such factors in the other sectors of Pakistan can also utilize this study as critical. The goal of the researcher is to generate effective findings that can be useful for several other investigators. Moreover, for future research purposes brands can reshape their strategies based on the findings that were generated in this study. This research critically reflects the automobile brands and how other researches could enlarge the scope of the study for future research purpose.

Furthermore, this study can be used to evaluate or investigate novel aspects of a variety of different product categories, such as perfumes, electronics, apparel, food and beverages, shoes, and sports equipment. Future studies on pre-purchase avoidance could also look at the service sector. In addition, further research could include post-purchase features in addition to pre-purchase ones to have a better knowledge of brand avoidance and forgiveness behavior. Moreover, the study can be looked at from a global and broader viewpoint, including other countries. It would be interesting to compare the outcomes of consumers from lower socioeconomic classes in the developed countries with the findings of the current study in future research. Moreover, the findings of this study can be utilized by other organizations to build an understanding of the challenges of brand avoidance behavior and review their strategies to reduce the negative behavior of the consumers towards the brands. Future research may also look into perspectives other than those of the

end-user, such as managers in a business-to-business setting, which could have significant managerial consequences.

5.7 Conclusion

This section provides concluding points of this thesis. The contributions of the researcher were evaluated in detail. The discussion regarding the brand avoidance attitude and how each brand is now rejecting several brands through perceiving value. Social networks are playing a vital role in maintain brand perception value among consumers. A large number of consumers are now influenced by the effective branding strategies and tactics that utilize the consumer buying behaviour. Now a days, brand avoidance is the concern for brands, as this could lead to the decrease in sales and brand value among competitors. Many brands that are continuously facing avoidance of consumers are starving to enhance their brand positioning through effective development. The goal is to enhance the development of consumer buying behaviour through managing factors such as organizational disidentification, perceived animosity and perceived risk. Social media influence plays a vital role in accessing consumer behaviour, and large number of automobile brands are now opting to develop effective and desired response from consumers. The goal is to develop effective branding policies that are useful to carry out effective market share. Perceived animosity contributes to the brand avoidance, and disliking brands could result in losing customers and could be beneficial for the competitors to grab the interest of those lost consumers.

Through creating values and brand recognition, the brand evaluation can be done positively by impacting the minds of consumers, while decreasing the rate of brand

avoidance behaviour among consumers. The study incorporates the rejection of positive influence of undesired self-congruence over brand avoidance behaviour in the automobile sector of Pakistan. Undesired self-congruence has no impact on the brand avoidance behaviour among consumers. Negative social influence has also no impact on the minds of consumers that could develop brand avoidance attitude or behaviour among consumers in the automobile sector of Pakistan. Social influence has a strong influence on shaping the minds of consumers towards brand and to develop effective brands that can be used to develop reputation. The study analyses the influence of consumers' perceived animosity over brand avoidance behaviour found to be positive that declares a connection of positive influence on the minds of people.

The perceived animosity changes the perception of mass people with respect to their purchasing patterns. The Study evaluates the consumers' perceived risk over brand avoidance behaviour in the automobile sector of Pakistan. The perceived risk over brands demotes and damages the reputation of the brand in the minds of consumers. Therefore, aligning suitable strategies to develop positive perceived value in the minds of people is a crucial part of brand management. Organizational disidentification over brand avoidance behaviour in the automobile sector of Pakistan found to be significant that defines that brands must strategize their actions, focusing on the consumer identification process. Boycotting of brand does not impact the brand avoidance behaviour of consumers as contributed by the researcher. Moreover, direct influence was not found effective with respect to the brand forgiveness.

REFERENCES

- Aaker, L., Benet-Martinez, V., & Garolera, J. (2001). Consumption symbols as carriers of culture: A study of Japanese and Spanish brand personality constructs. *Journal of Personality and Social Psychology*, 81(3), 492.
- Abd Rashid, H., Hamza, I., Muhamat, A., Mansor, A., & Hasannordin, R. (2020). Nexus between Brand Transgression and Brand Forgiveness among Islamic Banking Customers in Malaysia. *The Journal of Asian Finance, Economics and Business*, 9(4), 381-389.
- Abid, R., & Khattak, A. (2017). Brand avoidance motivators stimulate to brand equity in the mediating role of brand hate: A case of smartphone industry of Pakistan. *Journal of Accounting and Marketing*, 6(3), 250.
- Adusei, C., & Tweneboah-Koduah, I. (2019). After-sales service and customer satisfaction in the automobile industry in an emerging economy. *Open Access Library Journal*, 6(1), 1-21.
- Ahmad, N., Ullah, Z., & Rehana, N. (2020). Critical Factors Shaping Consumer Perceptions of Brand Trust in Automobile Industry of Pakistan. *Journal of Xi'an University of Architecture & Technology*, 12(5), 1075-1094.
- Ahmad, S., & Butt, M. (2012). Can after sale service generate brand equity? *Marketing Intelligence & Planning*, 30(3), 307-323.
- Ahmed, S., & Hashim, S. (2018). The moderating effect of brand recovery on brand hate and desire for reconciliation: A PLS-MGA approach. *International Journal of Business & Society*, 19(3), 833-850.

- Al Kailani, M., & Kumar, R. (2011). Investigating uncertainty avoidance and perceived risk for impacting Internet buying: A study in three national cultures. *International Journal of Business and Management*, 6(5), 76-92.
- Aldahmash, A. H., Alamri, N. M., & Aljallal, M. A. (2019). Saudi Arabian science and mathematics teachers' attitudes toward integrating STEM in teaching before and after participating in a professional development program. *Cogent Education*, 6(1), 1580852.
- Al-Ekam, J. M. E. (2013). Actual purchase behaviour of local brand antecedents in Yemen: Mediating effect of purchase intention (Doctoral dissertation, University Utara Malaysia). UUM Electronic Theses and Dissertation. <https://etd.uum.edu.my/id/eprint/3807>.
- Ali, F., & Muqadas, S. (2015). The Impact of Brand Equity on Brand Loyalty: The Mediating Role of Customer Satisfaction. *Pakistan Journal of Commerce and Social Sciences*, 9(3), 890-915.
- Aliyu, A., Bello, U., Kasim, R., & Martin, D. (2014). Positivist and non-positivist paradigm in social science research: Conflicting paradigms or perfect partners. *Journal of Management and Sustainability*, 4(3), 79-95.
- Allport, G. W. (1958). The nature of prejudice. Garden City, NY: Doubleday Anchor Book.
- Al-Shammari, M., & Kanina, S. (2015). Service quality and its relationship with customer satisfaction and loyalty in a Saudi Arabian automobile company. *Global Journal of Management and Business Research*, 14(8), 1-11.
- Amir, A., & Asad, M. (2018). Consumer's Purchase Intentions towards automobiles in Pakistan. *Open Journal of Business and Management*, 6(1), 202-213.

- Amron, A. (2018). The influence of brand image, brand trust, product quality, and price on the consumer's buying decision of MPV cars. *European Scientific Journal*, 14(13), 228-239.
- Anaza, A., Saavedra, L., Hair Jr, F., Bagherzadeh, R., Rawal, M., & Osakwe, N. (2021). Customer-brand disidentification: Conceptualization, scale development and validation. *Journal of Business Research*, 133, 116-131.
- Ansari, M., & Asim, M. (2021). Impact of Consumer Service Performance Mechanism on Consumer Buying Behaviour: A Case of Automobile Industry in Pakistan. *Sjesr*, 4(4), 18-27.
- Antwi, S. K., & Hamza, K. (2015). Qualitative and Quantitative Research Paradigms in Business Research: A Philosophical Reflection. *European Journal of Business and Management*, 7(3), 217-226.
- Aquino, K., Tripp, M., & Bies, J. (2006). Getting even or moving on? Power, procedural justice, and types of offense as predictors of revenge, forgiveness, reconciliation, and avoidance in organizations. *Journal of Applied Psychology*, 91(3), 653–668.
- Axsen, J., Orlebar, C., & Skippon, S. (2013). Social influence and consumer preference formation for pro-environmental technology: The case of a UK workplace electric-vehicle study. *Ecological Economics*, 95, 96-107.
- Ayma, A., Aguzzi, J., Canals, M., Lastras, G., Bahamon, N., Mecho, A., & Company, B. (2016). Comparison between ROV video and Agassiz trawl methods for sampling deep water fauna of submarine canyons in the North-western Mediterranean Sea with observations on behavioural reactions of target species. *Deep Sea Research Part I: Oceanographic Research Papers*, 114, 149-159.

- Azhar, M. (2014). Incorporating emotions as antecedents and mediators in theory of reasoned action (TRA) model. *IBA Business Review*, 9(2), 40-47.
- Aggarwal, P., & McGill, A.L. (2017). Is that car smiling at me? Schema congruity as a basis for evaluating anthropomorphized products. *Journal of Consumer Research*, 34 (4), 468-479
- Acheampong, R., & Siiba, A. (2020). Modelling the determinants of car-sharing adoption intentions among young adults: the role of attitude, perceived benefits, travel expectations and socio-demographic factors. *Transportation*, 47, 2557-2580.
- Arts, J., Frambach, R., & Bijmolt, T. (2011). Generalizations on consumer innovation adoption: A meta-analysis on drivers of intention and behaviour. *Int. J. Res. Mark*, 28 (2), 134-144.
- Agyemang, M., Kusi-Sarpong, S., Sharfuddin, A., & Venkatesh, M. (2019). Drivers and barriers to circular economy implementation: An explorative study in Pakistan's automobile industry. *Management Decision*, 57(4), 971-994.
- Adjemian, K., Cynthia, Y., & Williams, J. (2010). Estimating spatial interdependence in automobile type choice with survey data. *Transportation Research Part A: Policy and Practice*, 44, 661-675.
- Al-Hyari, K., Alnsour, M., Al-Weshah, G., & Haffar, M. (2012). Religious beliefs and consumer behaviour: From loyalty to boycotts. *Journal of Islamic Marketing*, 3(2), 155-174.
- Abeera, A., & Muzaffar, A. (2017). Consumer's Purchase Intentions towards Automobiles in Pakistan. *Open Journal of Business and Management*, 6, 202-213.
- Bacile, J., Wolter, J., Allen, A., & Pei, X. (2018). The Effects of Online Incivility and Consumer-to-Consumer Interactional Justice on Complainants, Observers, and

- Service Providers during Social Media Service Recovery. *Journal of Interactive Marketing*, 44, 60–81.
- Bae, S., Jung, T. H., Moorhouse, N., Suh, M., & Kwon, O. (2020). The influence of mixed reality on satisfaction and brand loyalty in cultural heritage attractions: A brand equity perspective. *Sustainability*, 12(7), 2956.
- Baker, A. (2012). Social identity theory and biblical interpretation. *Biblical Theology Bulletin*, 42(3), 129-138.
- Baumeister, F., Bratslavsky, E., Finkenauer, C., & Vohs, D. (2001). Bad is stronger than good. *Review of General Psychology*, 5(4), 323-370.
- Beneke, J., Flynn, R., Greig, T., & Mukaiwa, M. (2013). The influence of perceived product quality, relative price and risk on customer value and willingness to buy: a study of private label merchandise. *Journal of Product & Brand Management*, 22(3), 218-228.
- Benthaus, J., Marten, R., & Roman, B. (2016). Social media management strategies for organizational impression management and their effect on public perception. *The Journal of Strategic Information Systems*, 25(2), 127-139.
- Bernhard, I. (2015). Haters gonna hate: the influence of avoidance type, company characteristics and anthropomorphism on brand hate (Master's thesis, University of Twente).
- Bitner, J. (1990). Evaluating service encounters: the effects of physical surroundings and employee responses. *Journal of Marketing*, 54(2), 69-82.
- Bitner, J., Booms, H., & Tetreault, S. (1990). The service encounter: diagnosing favourable and unfavourable incidents. *Journal of Marketing*, 54(1), 71-84.

- Blodgett, G., Hill, J., & Tax, S. (1997). The effects of distributive, procedural, and interactional justice on post complaint behaviour. *Journal of Retailing*, 73(2), 185-210.
- Boihang, M., & Yessoufou, K. (2022). Testing the expectancy-disconfirmation theory: Geography, employment status and household size of local communities determine their perspectives of a local mine business in South Africa. *PloS one*, 17(7), 1-17.
- Bennett, A., & Hill, R. (2018). The universality of warmth and competence: A response to brands as intentional agents. *Journal of Consumer Psychology*, 22(2), 199-204.
- Berndt, A., Pierre, M., Sotira, P., & Danie, P. (2020). A quantitative exploration of service brand avoidance and its antecedents. *International Journal of Services and Operations Management*, 1(1), 1.
- Bocchino, M., & Padovani, E. (2021). Does municipal fiscal distress hinder inter-municipal cooperation? *Journal of Public Budgeting, Accounting & Financial Management*, 33(5), 552-574.
- Cavana, Y., Sekaran, U., & Delahaye, L. (2001). *Applied business research: qualitative and quantitative methods*. Milton, Qld: John Wiley & Sons Australia.
- Chang, L., & Wu, Y. (2012). Revisiting perceived risk in the context of online shopping: An alternative perspective of decision-making styles. *Psychology & Marketing*, 29(5), 378-400.
- Charmley, R., Garry, T., & Ballantine, P. (2013). The inauthentic other: Social comparison theory and brand avoidance within consumer sub-cultures. *Journal of Brand Management*, 20(6), 458-472.
- Chin, W., Vinzi, E., Russolillo, G., & Trinchera, L. (2013). *New perspectives in partial least squares and related methods*. H. Abdi (Ed.). New York, NY: Springer.

- Christensen, C. M., Bartman, T., & Bever, D. V. (2016). The hard truth about business model innovation.
- Campbell, S., Greenwood, M., Prior, S., Shearer, T., Walkem, K., Young, S., Bywaters, D. & Walker, K., (2020). Purposive sampling: complex or simple? Research case examples. *Journal of research in Nursing*, 25(8), 652-661.
- Christie, J., Wagner, V., & Winter, D. D. N. (Eds.). (2001). *Peace, conflict, and violence*. New Jersey, USA: Prentice Hall.
- Chung, E. & Beverland, M. (2006). An exploration of consumer forgiveness following marketer transgressions. *ACR North American Advances*.
- Clemmer, C., & Schneider, B. (1996). Fair service. *Advances in Services Marketing and Management*, 5, 109-126.
- Cortez, R. M., & Johnston, W. J. (2017). The future of B2B marketing theory: A historical and prospective analysis. *Industrial Marketing Management*, 66, 90-102.
- Cortez, R., & Johnston, J. (2020). The Corona virus crisis in B2B settings: crisis uniqueness and managerial implications based on social exchange theory. *Industrial Marketing Management*, 88, 125-135.
- Costa, J. & Azevedo, A. (2022). Beyond Brand Hate: Are You Willing to Forgive a Negative Experience with Your Smartphone Mobile Communications' Brand? *Corporate Reputation Review*, 26(2), 83-96.
- Choy, L. (2014). The strengths and weaknesses of research methodology: comparison and complimentary between qualitative and quantitative approaches. *IOSR Journal of Humanities and Social Science*, 19(4), 99-104.
- Cao, L., & Cao, L. (2015). The impact of cross channel integration on retailer's sales growth. *Journal of Retailing*, 91(2), 198-216.

- Darja, T., & Tina, C. (2020). Influence of drivers' visual and cognitive attention on their perception of changes in the traffic environment. *European Transport Research Review*, 11(1), 2-9.
- Dacko, G. (2017). Enabling smart retail settings via mobile augmented reality shopping apps. *Technological Forecasting and Social Change*, 124, 243-256.
- Darley, M., & Pittman, S. (2003). The psychology of compensatory and retributive justice. *Personality and Social Psychology Review*, 7, 324-336.
- Darrat, M. (2011). A conceptual investigation into the effects of cultural animosity on Middle Eastern consumers' purchase intentions. *Journal of Islamic Marketing*, 2(1), 5-13.
- De Munck, N. (2019). Brand avoidance in the airline industry: An explorative study on brand avoidance associated with the medium-haul airline-service industry of Generation Y (Master's thesis, Jonkoping University, International Business School).
- Delzen, M. (2014). Identifying the motives and behaviours of brand hate (Master's thesis, University of Twente).
- Dessart, L., Veloutsou, C., & Morgan-Thomas, A. (2020). Brand negativity: a relational perspective on anti-brand community participation. *European Journal of Marketing*, 54(7), 1761-1785.
- Dillman, A., Smyth, D., & Christian, M. (2009). Internet, mail, and mixed-mode surveys: The tailored design method (3rd ed.). John Wiley & Sons Inc.
- Ding, G., & Tseng, H. (2015). On the relationships among brand experience, hedonic emotions, and brand equity. *European Journal of Marketing*, 49(7-8), 994-1015.

- Dirks, T., Lewicki, J., & Zaheer, A. (2009). Repairing relationships within and between organizations: building a conceptual foundation. *Academy of Management Review*, 34(1), 68-84.
- Dong, B., & Sivakumar, K. (2017). Customer participation in services: domain, scope, and boundaries. *Journal of the Academy of Marketing Science*, 45(6), 944-965.
- Donovan, N. (2012). Forgiveness: Elucidating the underlying psychological processes that foster brand forgiveness and interpersonal forgiveness. CA: University of Southern California.
- Duarte, P., Alves, H., & Raposo, M. (2010). Understanding university image: A structural equation model approach. *International Review on Public and Non-Profit Marketing*, 7(1), 21–36.
- Daniel, L., & Kevin, F. (2012). The downside of being irrelevant and aloof: Exploring why individuals do not attend sport. *Sport Management Review*, 15(2), 187-199.
- Duhachek, A., Zhang, S., & Krishnan, S. (2007). Anticipated group interaction: coping with valence asymmetries in attitude shift. *Journal of Consumer Research*, 34(3), 395-405.
- Easterby-Smith, M., Golden-Biddle, K., & Locke, K. (2008a). Working with Pluralism: *Determining Quality in Qualitative Research. Organizational Research Methods*, 11(3), 418–29.
- Ebner, D. (2014). Limitations and implications for future research. Formal and Informal Strategic Planning, 84-87. Springer Gabler, Wiesbaden.
- Einwiller, A., & Steilen, S. (2015). Handling complaints on social network sites – An analysis of complaints and complaint responses on Facebook and Twitter pages of large US companies. *Public Relations Review*, 41(2), 195-204.

- Eklund, A., & Helme Falk, M. (2021). Congruency or in congruency: a theoretical framework and opportunities for future research avenues. *Journal of Product & Brand Management*, 31(4), 606-621.
- Fan, W., Liu, J., Zhu, S., & Pardalos, P. M. (2020). Investigating the impacting factors for the healthcare professionals to adopt artificial intelligence-based medical diagnosis support system (AIMDSS). *Annals of Operations Research*, 294(1), 567-592.
- Fei, Xie. (2017). Brand avoidance among the Chinese consumers in the mobile industry: The main drivers of the brand avoidance among the Chinese customers with the quantitative description (student's thesis, Jönköping University, Jönköping International Business School).
- Feigelson, D., & Babu, J. (2012). Modern statistical methods for astronomy: with R applications. Cambridge University Press.
- Fernández-Capo, M., Fernández, R., Sanfeliu, G., Benito, G., & Worthington, L. (2017). Measuring forgiveness. *European Psychologist*, 22(4), 247–262.
- Fetscherin, M., & Sampedro, A. (2019). Brand forgiveness. *Journal of Product and Brand Management*, 28(5), 633–652.
- Flanigan, B. (1998). *Forgivers and the unforgivable*. In R. D. Enright & J. North (Eds.), Exploring forgiveness 95-105. Wisconsin, USA: University of Wisconsin Press.
- Fournier, S., & Alvarez, C. (2013). Relating badly to brands. *Journal of Consumer Psychology*, 23(2), 253-264.
- Fournier, S., Breazeale, M., & Fetscherin, M. (2012). Consumer-brand relationships. Routledge.

- Fransen, M. L., Verlegh, P. W., Kirmani, A., & Smit, E. G. (2015). A typology of consumer strategies for resisting advertising, and a review of mechanisms for countering them. *International Journal of Advertising*, 34(1), 6-16.
- Frawley, S., Doorey, D. J., Budworth, M. H. E., & Singh, P. (2020). Legal Compliance and Human Resource Practitioners: A Reasoned Action Approach. *Academy of Management Annual Meetings Proceedings*, 1, 12503.
- Frazer, L., & Lawley, M. (2000). *Questionnaire design & administration*, John Wiley & Sons Australia, Ltd, Brisbane, New York, Chichester, Weinheim, Singapore, Toronto.
- Feng, Z., & Yu, G. (2016). Animosity and purchase intention: How perceived quality impacts Consumers' willingness to buy, as a moderating factor. *Journal of International Business and Law*, 15(2), 197-216.
- Galetsis, P., Katsaliaki, K., & Kumar, S. (2019). Values, challenges and future directions of big data analytics in healthcare: A systematic review. *Social Science & Medicine*, 241, 1-9.
- Garcia-Madariaga, J., & Rodriguez-Rivera, F. (2017). Corporate social responsibility, customer satisfaction, corporate reputation, and firms' market value: Evidence from the automobile industry. *Spanish Journal of Marketing*, 21(1), 39-53.
- Gaurav, K. (2014). Impact of relationship marketing and perceived service quality on customer loyalty: evidence from Indian automobile industry. *Aligarh Muslim University (AMU)*, Aligarh, India.
- Gelbrich, K., Gathke, J., & Gregoire, Y. (2016). How a firm's best versus normal customers react to compensation after a service failure. *Journal of Business Research*, 69(10), 4331-4339.

Gephart, R. (1999). *Paradigms and Research Methods*:

[http://division.aomonline.org/rm/1999.RMD-Forum_Paradigms-and- Research](http://division.aomonline.org/rm/1999.RMD-Forum_Paradigms-and-Research).

Gharbi, D., & Smaoui, F. (2017). Brand Hate: A Qualitative Study on the Extreme Negative Emotion toward the Brand. *In 10th Annual Conference of the Euro Med Academy of Business* (13-15September 2017) Rome: Italy.

Gilal, F.G., Memon, A.A., Gilal, R.G., Gilal, N.G. & Memon, A.A. (2020). Towards a new framework for mapping service brand avoidance: the moderating effect of gender and generation cohorts. *International Journal of Information Systems and Change Management*, 12(2), 119-145.

Gimbert, X., Bisbe, J., & Mendoza, X. (2010). The role of performance measurement systems in strategy formulation processes. *Long Range Planning*, 43(4), 477-497.

Gonzales, H., Pederson, H., Manning, J., & Wetter, W. (1990). Pardon my gaffe: Effects of sex, status, and consequence severity on accounts. *Journal of Personality and Social Psychology*, 58(4), 610-621.

Gregoire, Y., Laufer, D., & Tripp, M. (2010). A comprehensive model of customer direct and indirect revenge: Understanding the effects of perceived greed and customer power. *Journal of the Academy of Marketing Science*, 38(6), 738-758.

Gregoire, Y., Tripp, T., & Legoux, R. (2009). When customer love turns into lasting hate: The effects of relationship strength and time on customer revenge and avoidance. *Journal of Marketing*, 73(6), 18-32.

Grewal, D., Roggeveen, L., & Tsiros, M. (2008). The effect of compensation on repurchase intentions in service recovery. *Journal of Retailing*, 84(4), 424-434.

- Guan, M., & So, J. (2016). Influence of social identity on self-efficacy beliefs through perceived social support: A social identity theory perspective. *Communication Studies*, 67(5), 588-604.
- Guillot-Valdés, M., Guillén-Riquelme, A. & Buela-Casal, G. (2022). Content validity through expert judgment for the Depression Clinical Evaluation Test. *International Journal of Clinical and Health Psychology*, 22(2), 100292.
- Ganiyu, R. A. (2017). Customer satisfaction and loyalty: A study of interrelationships and effects in Nigerian domestic airline industry. *Oradea Journal of Business and Economics*, 2(1), 7-20.
- Guillot-Valdes, M., Guillen-Riquelme, A., & Buela-Casal, G. (2022). Content Validity through Expert Judgment for the Depression Clinical Evaluation Test. *International Journal of Clinical and Health Psychology*, 22, 1-8.
- Heutel, G., & Muehlegger, E. (2010). Consumer learning and hybrid vehicle adoption, Working Paper Series, Harvard Kennedy School.
- Hulse, L., Xie, H., & Galea, E. (2018). Perceptions of autonomous vehicles: Relationships with road users, risk, gender and age. *Saf. Sci*, 102, 1-13.
- Haeuslschmid, R., Max, B., Bastian, P., & Andreas, B. (2017). Supporting Trust in Autonomous Driving. *Trust*, 1-11.
- Habibi, R., Laroche, M., & Richard, M. (2014). The roles of brand community and community engagement in building brand trust on social media. *Computers in Human Behaviour*, 37, 152-161.
- Hair Jr, J., Hult, M., Ringle, C., & Sarstedt, M. (2016). A primer on partial least squares structural equation modelling (PLS-SEM). Sage publications.

- Hair, F., Ringle, M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-152.
- Hair, Jr., Wolfinbarger, F., & Ortinau, J. (2008). *Essential of Marketing*.
- Haque, I. U., Rashid, A., & Ahmed, S. Z. (2021). The role of automobile sector in global business case of Pakistan. *Pakistan Journal of International Affairs*, 4(2).
- Hareli, S., & Eisikovits, Z. (2006). The role of communicating social emotions accompanying apologies in forgiveness. *Motivation and Emotion*, 30(3), 189-197.
- Harrison-Walker, J. (2019). The critical role of customer forgiveness in successful service recovery. *Journal of Business Research*, 95, 376-391.
- Hasan, H. (2020). Consumer buying behaviour in the automobile industry in Bangladesh: A qualitative study of the customers of Pragoti Industries Limited. (Honors Thesis, Centria University of Applied Sciences).
- Moosa, M., & Hassan, Z. (2015). Customer perceived values associated with automobile and brand loyalty. *International Journal of Accounting, Business and Management*, 3(1), 99-115.
- Haugh, D., Mourougane, A., & Chatal, O. (2010). The automobile industry in and beyond the crisis. *OECD Economics Department Working Papers*, No. 745, OECD Publishing Paris.
- Hazée, S., Van Vaerenbergh, Y., & Armiroto, V. (2017). Co-creating service recovery after service failure: The role of brand equity. *Journal of Business Research*, 74, 101-109.
- Hegner, M., Fetscherin, M., & Van Delzen, M. (2017). Determinants and outcomes of brand hate. *Journal of Product & Brand Management*, 26(1), 13-25.
- Heinberg, M. (2017). Outbreaks of animosity against the West in China: effects on local brand consumption. *International Marketing Review*, 34(4), 514-535.

- Hoffman, D., Kelley, W., & Chung, C. (2003). A CIT investigation of service scape failures and associated recovery strategies. *Journal of Services Marketing*, 17(4), 322-340.
- Hogg, A. (2016). Social identity theory. In *Understanding peace and conflict through social identity theory*, 3-17. Springer, Cham.
- Hollebeek, D., & Chen, T. (2014). Exploring positively-versus negatively-valenced brand engagement: a conceptual model. *Journal of Product & Brand Management*, 23(1), 62-74.
- Hong, I. B. (2015). Understanding the consumer's online merchant selection process: The roles of product involvement, perceived risk, and trust expectation. *International journal of information management*, 35(3), 322-336.
- Huang, C., Yen, W., Liu, Y., & Chang, P. (2014). The relationship among brand equity, customer satisfaction and brand resonance to repurchase intentions of cultural and creative industries in Taiwan. *International Journal of Organizational Innovation*, 6(3), 106-120.
- Hudson, S., Huang, L., Roth, S., & Madden, J. (2016). The influence of social media interactions on consumer–brand relationships: A three-country study of brand perceptions and marketing behaviours. *International Journal of Research in Marketing*, 33(1), 27-41.
- Hamzan, M., Saeed, M., Al-Jaafreh, H., & Al-Adaileh, R. (2020). The impact of electronic word of mouth on consumers purchasing intentions. *Journal of Theoretical and Applied Information Technology*, 98(2), 183-193.
- Hasnain, S., Imran, S., Junaid, A., & Mohsin, R. (2015). *Science of Avoidance in Branding*. *Journal of Organizational Studies and Innovation*, 7(4), 19-34.

- Huber, F., Anita, E., & Frederik, M. (2018). The role of actual, ideal, and ought self-congruence in the consumption of hedonic versus utilitarian brands. *Psychology and Marketing*, 35(1), 47-63.
- Heffetz, O. (2011). A Test of conspicuous consumption: Visibility and income elasticity's. *The Review of Economics and Statistics*, 93, 1101-1117.
- Hart, W., Heskett, L., & Sasser-Jr, E. (1990). The profitable art of service recovery. *Harvard Business Review*, 68(4), 148-156.
- Haj Mohammad, S., & Stephan, V. (2016). Mitigation, Avoidance, or Acceptance? Managing Supplier Sustainability Risk. *Journal of Supply Chain Management*, 52(2), 1-86.
- Head, K., & Spencer, B. (2017). Oligopoly in international trade: Rise, fall and resurgence. *Canadian Journal of Economics*, 50(5), 1191-1657.
- Huber, F., Eisele, A., & Meyer, F. (2018). The role of actual, ideal, and ought self-congruence in the consumption of hedonic versus utilitarian brands. *Psychology & Marketing*, 35(1), 47-63.
- Iglesias, O., Markovic, S., & Rialp, J. (2019). How does sensory brand experience influence brand equity? Considering the roles of customer satisfaction, customer affective commitment, and employee empathy. *Journal of Business Research*, 96, 343-354.
- Isenhardt, W., & Spangle, M. (2000). Collaborative Approaches to Conflict Resolution. London, UK: Sage Publications.
- Islam, G. (2014). Social identity theory. *Journal of Personality and Social Psychology*, 67, 741-763.

- Itoi, R., Ohbuchi, I., & Fukuno, M. (1996). A cross-cultural study of preference of accounts: Relationship closeness, harm severity, and motives of account making. *Journal of Applied Social Psychology*, 26(10), 913-934.
- Izogo, E., & Ogba, E. (2015). Service quality, customer satisfaction and loyalty in automobile repair services sector. *International Journal of Quality & Reliability Management*, 32(3), 250-269.
- Iqbal, Y., & Rezarta, B. (2018). The impact of acknowledgement and denial of responsibility for harm on victim groups' perceptions of justice, power, and intergroup attitudes. *European Journal of Social Psychology*, 48, 397–411.
- Jalilvand, R., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476.
- Jahanzeb, S., De Clercq, D., & Fatima, T. (2020). Organizational injustice and knowledge hiding: the roles of organizational dis-identification and benevolence. *Management Decision*, 59(2), 446-462.
- Jarvis, B., MacKenzie, B., & Podsakoff, M. (2003). A Critical Review of Construct Indicators and Measurement Model Misspecification in Marketing and Consumer Research. *Journal of Consumer Research* (30), 199-218.
- Javed, I., & Ali, T. (2020). Various Determinants that Sway the Vehicle Business in Pakistan: A Contextual Analysis of Reduction in Deals for Honda Atlas, Toyota Indus and Pak Suzuki Motors. *Journal of Engineering and Economic Development*, 6(2), 18-37.

- Jayasimha, R., Chaudhary, H., & Chauhan, A. (2017). Investigating consumer advocacy, community usefulness, and brand avoidance. *Marketing Intelligence & Planning*, 35(4), 488-509.
- Jiménez-Zarco, I., Clemente-Almendros, A., González-González, I., & Aracil-Jordà, J. (2021). Female Micro-Entrepreneurs and Social Networks: Diagnostic Analysis of the Influence of Social-Media Marketing Strategies on Brand Financial Performance. *Frontiers in Psychology*, 12, 1-11.
- Johansson, W., Nikolov, A., & Pehrsson, J. (2016). Identity brand avoidance. Understanding the Interdependencies and Main Drivers of Brand Avoidance. Jonkoping International Business School.
- John, A., & Klein, J. (2003). The boycott puzzle: consumer motivations for purchase sacrifice. *Management Science*, 49(9), 1196-1209.
- Joireman, J., Gregoire, Y., Devezer, B., & Tripp, M. (2013). When do customers offer firms a second chance following a double deviation? The impact of inferred firm motives on customer revenge and reconciliation. *Journal of Retailing*, 89(3), 315-337.
- Jöreskog, G., & Wold, H. (1982). The ML and PLS Techniques for Modelling with Latent Variables: Historical and Comparative Aspects. In Systems under Indirect Observation, Part I. Eds. H. O. A. Wold a K. G. Jöreskog. Amsterdam: North-Holland, 263-270. *Journal of Market Research*, 50(3), 355-375.
- Juric, B., Smith, S., & Wilks, G. (2015). Negative customer brand engagement. Customer engagement: *Contemporary Issues and Challenges*, 1, 278-289.
- Jatin, P. (2019). Deductive approach to content analysis. Qualitative Techniques for Workplace Data Analysis.

- Kanouse, D. (1984). Explaining negativity biases in evaluation and choice behaviour: Theory and research. *Advances in Consumer Research*, 11(1), 703-708.
- Kanouse, D., & Hanson, L. (1972). Negativity in evaluations. In E. Jones, E. Kanouse, S. Valins, H. Kelley, E. Nisbett & B. Weiner (Eds.), *Attribution: Perceiving the causes of behaviour*. Morristown, NJ: General Learning Press.
- Kucuk, U., & Krishnamurthy, S. (2007). An analysis of consumer power on the Internet. *Technovation*, 27(1-2), 47-56.
- Kaplan, R., & Rieff, D. (2000). The coming anarchy. *World Policy Journal*, 17(2), 95-96.
- Kasuya, E. (2019). On the use of R and R squared in correlation and regression. *Ecological Research*, 34(1), 235-236.
- Kaul, A., Chaudhri, V., Cherian, D., Freberg, K., Mishra, S., Kumar, R., & Carroll, C. E. (2015). Social media: The new mantra for managing reputation. *Vikalpa*, 40(4), 455-491.
- Kavaliauskė, M., & Simanavičiūtė, E. (2015). Brand avoidance: relations between brand-related stimuli and negative emotions. *Organizations and Markets in Emerging Economies*, 6, 44-77.
- Kegoro, H. O., & Justus, M. (2020). Critical review of literature on brand equity and customer loyalty. *International Journal of Business, Economics and Management*, 7(3), 146-165.
- Kelley, W., Hoffman, D., & Davis, A. (1993). A typology of retail failures and recoveries. *Journal of Retailing*, 69(4), 429-452.
- Kenton, W. (2020). Brand. Investopedia. [Online] Available at <https://www.investopedia.com/terms/b/brand.asp> [Accessed on 7th July 2020].

- Khan, A., Ashraf, R., & Malik, A. (2019). Do identity-based perceptions lead to brand avoidance? A cross-national investigation. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 1-34.
- Khan, M., & Lee, S. (2014). Prepurchase determinants of brand avoidance: The moderating role of country-of-origin familiarity. *Journal of Global Marketing*, 27(5), 329-343.
- Khatoon, S., & Rehman, V. (2021). Negative emotions in consumer brand relationship: A review and future research agenda. *International Journal of Consumer Studies*, 45, 719-749.
- Kim, H., Choo, J., & Yoon, N. (2013). The motivational drivers of fast fashion avoidance. *Journal of Fashion Marketing and Management*, 17, 243-260.
- Kim, H., Ferrin, L., Cooper, D., & Dirks, T. (2004). Removing the shadow of suspicion: the effects of apology versus denial for repairing competence-versus integrity-based trust violations. *Journal of Applied Psychology*, 89(1), 104-118.
- Kim, T., Barasz, K., & John, L. (2021). Consumer disclosure. *Consumer Psychology Review*, 4(1), 59-69.
- King, C., Grace, D., & Funk, C. (2012). Employee brand equity: Scale development and validation. *Journal of Brand Management*, 19(4), 268-288.
- Knittel, Z., Beurer, K., & Berndt, A. (2016). Brand avoidance among Generation Y consumers. *Qualitative Market Research: An International Journal*, 19(1), 27-43.
- Koay, Y. (2018). Understanding consumers' purchase intention towards counterfeit luxury goods: An integrated model of neutralisation techniques and perceived risk theory. *Asia Pacific Journal of Marketing and Logistics*, 30(2), 495-516.

- Koenderink, P. (2014). Your most unhappy consumers are your greatest source of learning: the effects of avoidance type, company characteristics, and consumer characteristics on brand hate (Master's thesis, University of Twente).
- Ku, H., Shang, R., & Fu, F. (2021). Social learning effects of complaint handling on social media. Self-construal as a moderator. *Journal of Retailing and Consumer Services*, 59, 1-9.
- Kuanr, A., Pradhan, D., Lyngdoh, T., & Lee, S. (2022). Why do consumers subvert brands? Investigating the influence of subjective well-being on brand avoidance. *Psychology & Marketing*, 39(3), 612-633.
- Kucuk, S. (2008). Negative double jeopardy: The role of anti-brand sites on the internet. *Journal of Brand Management*, 15(3), 209-222.
- Kucuk, S. (2015). Exploring the Legality of Consumer Anti-branding Activities in the Digital Age. *Journal of Business Ethics*, 1(139), 77-93.
- Kucuk, S. (2016). *What Is Brand Hate?* In S. U. Kucuk (Ed.), *Brand Hate*. New York, USA: Springer International Publishing. 17-36.
- Kumar, V., & Pansari, A. (2017). Customer Engagement- The Construct, Antecedents and Consequences. *Journal of the Academy of Marketing Science*, 45(3), 294-311.
- Kressmann, F., Sirgy, M., Herrmann, A., & Huber, F. (2006). Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business Research*, 59(9), 955-964.
- Koay, K. (2018). Understanding consumers' purchase intention towards counterfeit luxury goods: an integrated model of neutralization techniques and perceived risk theory. *Asia Pacific Journal of Marketing and Logistics*, 30 (2), 495-516.

- Khalilzadeh, J., & Asli, T. (2017). Large sample size, significance level, and the effect size: Solutions to perils of using big data for academic research. *Tourism Management*, 62, 89-96.
- LaCaille, L. (2020). Theory of reasoned action. *Encyclopedia of behavioral medicine*, 2231-2234.
- Lee, P., Hung, J., & Chen, Y. (2022). Factors affecting citizen satisfaction: examining from the perspective of the expectancy disconfirmation theory and individual differences. *Asian Journal of Political Science*, 30(1), 35-60.
- Lee, H., Workman, E., & Jung, K. (2016). Brand relationships and risk: Influence of risk avoidance and gender on brand consumption. *Journal of Open Innovation: Technology Market and Complexity*, 2(14), 1-15.
- Lee, S., Conroy, D., & Motion, J. (2009). Brand avoidance: A negative promises perspective. *Advances in Consumer Research*, 36, 421-429.
- Lee, S., Conroy, D., & Motion, J. (2012). Brand avoidance, genetic modification, and brandlessness. *Australasian Marketing Journal*, 20(4), 297-302.
- Lee, S., Fernandez, V., & Hyman, R. (2009). Anti-consumption: An overview and research agenda. *Journal of Business Research*, 62(2), 145-147.
- Lee, S., Motion, J., & Conroy, D. (2009). Anti-consumption and brand avoidance. *Journal of Business Research*, 62(2), 169-180.
- Lei, M., & Lomax, G. (2005). The effect of varying degrees of non-normality in structural equation modelling. *Structural Equation Modelling*, 12(1), 1-27.
- Liao, J., Guo, R., Chen, J. & Du, P. (2023). Avoidance or trash talk: the differential impact of brand identification and brand disidentification on oppositional brand loyalty. *Journal of Product & Brand Management*, 32(7), 1005-1017.

- Liu, X. (2019). Understanding Brand Avoidance Among Female Chinese Consumers: The driving forces behind negative consumption among female Chinese consumers (Masters thesis, Jönköping University, Jönköping International Business School).
- Liu, Y., & Shankar, V. (2015). The dynamic impact of product-harm crises on brand preference and advertising effectiveness: An empirical analysis of the automobile industry. *Management Science*, 61(10), 2514-2535.
- Lohmöller, J. B. (1989). *Latent Variable Path Modelling with Partial Least Squares*, Physica: Heidelberg.
- Luo, X. (2007). Consumer negative voice and firm-idiosyncratic stock returns. *Journal of Marketing*, 71(3), 75-88.
- Lin, L., Jaime, S., Ariel, S., & Ana, R. (2016). Association between social media use and depression among US young adults. *Depression and Anxiety*, 33, 323-331.
- Leicht, A., Heiss, J., & Byun, J. (2018). Issues and trends in education for sustainable development. United Nations Educational, Scientific and Cultural Organization, Paris.
- Lee, M., & Asif, K. (2014). Prepurchase Determinants of Brand Avoidance: The Moderating Role of Country-of-Origin Familiarity. *Journal of Global Marketing*, 27, 329–343.
- Mohseni, S., Jayashree, S., Rezaei, S., Kasim, A., & Okumus, F. (2018). Attracting Tourists to Travel Companies' Websites: The Structural Relationship between Website Brand, Personal Value, Shopping Experience, Perceived Risk and Purchase Intention. *Current Issues in Tourism*, 21(6), 616-645.
- Mairesse, J., Mohnen, P., Zhao, Y., & Zhen, F. (2012). Globalization, innovation and productivity in manufacturing firms: A study of four sectors of China. ERIA Discussion Paper.

- Muhammad, T., Muhammad, R., Muhammad, M., & Hashim, B. (2013). Customer Perceptions about Branding and Purchase Intention: A Study of FMCG in an Emerging Market. *J. Basic. Appl. Sci. Res*, 3(2), 340-347.
- Mafael, A., Raithel, S., & Hock, J. (2021). Managing customer satisfaction after a product recall: the joint role of remedy, brand equity, and severity. *Journal of the Academy of Marketing Science*, 50, 174-194.
- Martin, J., Mortimer, G., & Andrews, L. (2015). Re-examining online customer experience to include purchase frequency and perceived risk. *Journal of Retailing and Consumer Services*, 25, 81-95.
- Masoud, E.Y. (2013). The effect of perceived risk on online shopping in Jordan. *European Journal of Business and Management*, 5(6), 76-87.
- Mattila, S., & Patterson, G. (2004). Service recovery and fairness perceptions in collectivist and individualist contexts. *Journal of Service Research*, 6(4), 336-346.
- Mazzarol, T., Sweeney, C., & Soutar, N. (2007). Conceptualizing word-of-mouth activity, triggers and conditions: An exploratory study. *European Journal of Marketing*, 41(11-12), 1475-1494.
- McCarthy, C. (2021). Digital Storytelling on social media brings assessment data to life. *Student Affairs Today*, 24(10), 1-6.
- Melancon, P., & Dalakas, V. (2018). Consumer social voice in the age of social media: Segmentation profiles and relationship marketing strategies. *Business Horizons*, 61(1), 157-167.
- Merriam Webster. (2020). Anti-consumerism. [Online] Available at <https://www.merriam-webster.com/dictionary/anti-consumerism> [Accessed on 7 July 2020].

- Mohammadi, E., Rokhide, R., Khamshaya, A., & Fadaei, F. (2020). The Mediating Role of Brand Forgiveness in Relation to Brand transgressions and Coping Behaviour (Bushehr Appliance Stores). *Consumer Behaviour Studies Journal*, 7(1), 183-201.
- Montaño, E., & Kasprzyk, D. (2015). Theory of reasoned action, theory of planned behaviour, and the integrated behavioural model. *Health behaviour: Theory, Research and Practice*, 70(4), 231.
- Mosayi Khorasani, Z. (2021). The Role of Brand transgression Severity on Customer Willingness to Brand punish with the Mediating Role of Brand Forgiveness and Brand-Customer Relationships (Case study: Dairy brand customers in Ahvaz). *An Approach to Business Management*, 2(1), 1-15.
- Mostert, P., Petrou, S., Petzer, J., & Berndt, A. (2021). A quantitative exploration of service brand avoidance and its antecedents. *International Journal of Services and Operations Management*, 39(4), 477-494.
- Murphy, M. C., & Dweck, S. (2016). Mindsets shape consumer behavior. *Journal of Consumer Psychology*, 26(1), 127-136.
- Maxwell, W., & Jenni, R. (2008). Negative Brand Beliefs and Brand Usage. *International Journal of Market Research*, 50(3), 355-376.
- McClelland, S. B. (1994). Training Needs Assessment Data-gathering Methods: Part 1 Survey Questionnaires. *Journal of European Industrial Training*, 18(1), 22-26.
- Marine, C., & Elyette, R. (2019). A typology of the perceived risks in the context of consumer brand resistance. *Journal of Product & Brand Management*, 28(5), 575–585.
- Neale, L., Robbie, R., & Martin, B. (2016). Gender identity and brand incongruence: When in doubt, pursue masculinity. *Journal of Strategic Marketing*, 24(5), 1-13.

- Naeem, M., & Sami, A. (2020). Product brand loyalty and purchase decision: a comparative study of automobile industry of Pakistan. *International Journal of Entrepreneurial Research*, 3(3), 76-87.
- Nenycz-Thiel, M., & Romaniuk, J. (2011). The nature and incidence of private label rejection. *Australasian Marketing Journal*, 19(2), 93-99.
- Nepomuceno, V., Rohani, M., & Grégoire, Y. (2017). Consumer resistance: From anti-consumption to revenge. In *Consumer Perception of Product Risks and Benefits* 345-364. Springer, Cham.
- Najam, Z., & Maryam, S. (2016). Factors Effecting Consumer Brand Preferences in Automobile Industry. *Singaporean Journal of Business Economics and Management Studies*, 5(3), 55-65.
- Odoom, R., Kosiba, P., Djamgbah, T., & Narh, L. (2019). Brand avoidance: underlying protocols and a practical scale. *Journal of Product & Brand Management*, 28(5), 586-597.
- Oppenheim, D., Koren-Karie, N., & Sagi, A. (2001). Mother's insightful-ness of their preschooler's internal experience: Relations with early attachment. *International Journal of Behavioral Development*. 25, 16–26.
- Ozbal, O., Duman, T., & Topaloglu, O. (2020). A trust-based peer-to-peer digital brand equity (P2P-DBE) model. *Journal of Marketing Theory and Practice*, 28(4), 497-520.
- Pappas, N. (2016). Marketing strategies, perceived risks, and consumer trust in online buying behaviour. *Journal of Retailing and Consumer Services*, 29, 92-103.

- Park, H., & Back, J. (2020). Modified scales for organizational identification and organizational disidentification for the foodservice industry. *International Journal of Hospitality Management*, 91, 1-9.
- Park, J., Gunn, F., & Han, L. (2012). Multidimensional trust building in e-retailing: Cross-cultural differences in trust formation and implications for perceived risk. *Journal of Retailing and Consumer Services*, 19(3), 304-312.
- Plume, C., & Slade, E. (2018). Sharing of sponsored advertisement on social media. A uses and gratifications perspective. *Information Systems Frontiers*, 20, 471-483.
- Powell, S. (2007). Organisational marketing, identity and the creative brand. *Journal of Brand Management*, 15(1), 41-56.
- Pettifor, H., Wilson, C., & Axsen, J. (2017). Social influence in the global diffusion of alternative fuel vehicles – A meta-analysis. *Journal of Transport Geography*, 62, 247-261.
- Pearse, N. (2019). An Illustration of a Deductive Pattern Matching Procedure in Qualitative Leadership Research. *The Electronic Journal of Business Research Methods*, 17(3), 143-154.
- Qadir, U. (2016). Pakistan & s automotive industry: a case of stalled development. *Pakistan Institute of Development Economics*, 137(2), 124-155.
- Rempel, K., & Burris, T. (2005). Let me count the ways: An integrative theory of love and hate. *Personal Relationships*, 12(2), 297-313.
- Rifi, A., & Mostafa, B. (2021). Brand credibility and customer-based brand equity: A service recovery perspective. *Journal of Financial Services Marketing*, 27(1), 1-16.
- Rindell, A., Strandvik, T., & Wilén, K. (2014). Ethical consumers' brand avoidance. *Journal of Product & Brand Management*, 23(2), 114-120.

- Roos, S. (2017). Brand Avoidance among 21st century Hipsters. A work project carried out on the Master in Management Program. School of Business and Economics.
- Rössel, J., & Schenk, H. (2018). How political is political consumption? The case of activism for the global south and fair trade. *Social Problems*, 65(2), 266-284.
- Roy, K., Sharma, A., Bose, S. & Singh, G., (2022). Consumer-brand relationship: A brand hate perspective. *Journal of Business Research*, 144, 1293-1304.
- Rajendran, K., & Jayakrishnan, J. (2018). Consumer perceived risk in car purchase: *ICTACT Journal on Management Studies*, 4(2), 736-741.
- Reiff, J. L. (2000). Urban Space and Working-Class Activism. *Social Science History*, 24(1), 7-26.
- Roth, L., Arnold, D., Walker, J., Zhang, L., & Van, H. (2022). Organizational political affiliation and job seekers: If I don't identify with your party, am I still attracted? *Journal of Applied Psychology*, 107(5), 724–745.
- Sahin, A. M. (2019). Moderators of the Self-Congruity Effect on Consumer Decision-Making: Extension of a Meta-Analysis (Master's thesis, University of Mannheim). PsychArchives.
- Sampedro, Alexandra. (2017). Brand Hate and Brand Forgiveness - A Dynamic Analysis (Honors thesis, Rollins College).
- Sampson, T. (2017). Brexit: the economics of international disintegration. *Journal of Economic Perspectives*, 31(4), 163-84.
- Sandhu, A., Usman, M., Ahmad, Z., & Rizwan, M. (2018). The impact of self-concept and its congruence with different brands on purchase intention: Evidence from Pakistani consumers. *Pakistan Journal of Commerce and Social Sciences*, 12(2), 695-709.

- Sarantakos, S. (1998). *Social Research*. 2nd Edition, MacMillan Education Australia, South Melbourne.
- Scheider, L., & Purkis, B. (2016). The consequences of consumer brand hate. A case study of anti-branding websites in airline industry (Master thesis, Lund University).
- Scotland, J. (2012). Exploring the philosophical underpinnings of research: Relating ontology and epistemology to the methodology and methods of the scientific, interpretive, and critical research paradigms. *English Language Teaching*, 5(9), 9-16.
- Sekaran, U. (2000). *Research Methods for Business: A Skill Business Approach*. John Wiley & Sons, New York.
- Shamsudin, M. (2012). Determinants of customer loyalty towards prepaid mobile cellular services in Malaysia (Doctoral dissertation, University Utara Malaysia). UUM Electronic Theses and Dissertation. <https://etd.uum.edu.my/id/eprint/3349>.
- Shaw, C., Wild, E., & Colquitt, A. (2003). To justify or excuse? A meta-analytic review of the effects of explanations. *Journal of Applied Psychology*, 88(3), 444-458.
- Shende, W. (2014). Analysis of Research in Consumer Behaviour of Automobile Passenger Car Customer. *International Journal of Scientific and Research Publications*, 4(2), 1-8.
- Siamagka, T., & Christodoulides, G. (2016). Understanding consumer brand forgiveness. In *2016 Global Marketing Conference at Hong Kong* (265-269).
- Sinha, J., & Lu, C. (2016). I value justice, but we value relationships: Self-construal effects on post-transgression consumer forgiveness. *Journal of Consumer Psychology*, 26(2), 265-274.

- Sinha, S., Jawahar, I. M., Ghosh, P., & Mishra, A. (2020). Assessing employers' satisfaction with Indian engineering graduates using expectancy-disconfirmation theory. *International Journal of Manpower*, 41(4), 473-489.
- Smith, C. (1990). *Morality and the Market: Consumer Pressure for Corporate Accountability*. London: Routledge.
- Sternberg, J. (2003). A duplex theory of hate: Development and application to terrorism, massacres, and genocide. *Review of General Psychology*, 7(3), 299-328.
- Sternberg, J., & Sternberg, K. (2008). *The nature of hate*. Cambridge, UK: Cambridge University Press.
- Stets, J. E. & Serpe, R. T. (2013). *Identity theory*. In *Handbook of social psychology* 31-60. Springer, Dordrecht.
- Strandvik, T., Rindell, A., & Wilén, K. (2013). Ethical consumers' brand avoidance. *Journal of Product & Brand Management*, 22(7), 484-490.
- Sweeney, J., Soutar, G., & Mazzarol, T. (2014). Factors enhancing word-of-mouth influence: positive and negative service-related messages. *European Journal of Marketing*, 48(1-2), 336-359.
- Souiden, N., Ladhari, R., & Chang, L. (2018). Chinese perception and willingness to buy Taiwanese brands. *Asia Pacific Journal of Marketing and Logistics*, 30(4), 816-836.
- Siahaan, H., Suhud, U., & Purwohedi, U. (2021). Impact of Ethnocentrism and Other Factors on Willingness to Buy Chinese Cars. *Journal of Consumer Sciences*, 6(1), 62-76.
- Sheraz, A., & Sharizal, H. (2018). The Moderating Effect of Brand Recovery on Brand Hate and Desire for Reconciliation: A PLS-MGA Approach. *International Journal of Business and Society*, 19(3), 833-850.

- Suraksha, G., David, G., John, R., & Pantea, F. (2020). The impact of brand value on brand competitiveness. *Journal of Business Research*, 112, 210-222.
- Shehzadi, S., Nisar, A., Hussain, S., Basheer, F., Hameed, U., & Chaudhry, I. (2021). The role of digital learning toward students' satisfaction and university brand image at educational institutes of Pakistan: a post-effect of COVID-19. *Asian Education and Development Studies*, 10(2), 276-294.
- Taylor, G., Griffith, D., Vadera, K., Folger, R., & Letwin, R. (2019). Breaking the cycle of abusive supervision: How disidentification and moral identity help the trickle-down change course. *Journal of Applied Psychology*, 104(1), 164–182.
- Trott, S., & Sople, V. (2016). *Brand Equity: An Indian Perspective* (1st edition). New Delhi: PHI learning private limited.
- Tabassi, S., Esmaeilzadeh, P., & Sambasivan, M. (2012). The role of animosity, religiosity and ethnocentrism on consumer purchase intention: A study in Malaysia toward European brands. *African Journal of Business Management*, 6(23), 6890-6902.
- Taherdoost, H. (2016). Sampling methods in research methodology; how to choose a sampling technique for research. How to Choose a Sampling Technique for Research. *International Journal of Academic Research in Management*, 5(2), 18-27.
- Takaku, S., Weiner, B., & Ohbuchi, I. (2001). A cross-cultural examination of the effects of apology and perspective taking on forgiveness. *Journal of Language and Social Psychology*, 20(1-2), 144-166.
- Tan, I., Mostafa, R., Manicham, G. (2022). How corporate social responsibility affects brand equity and loyalty? A comparison between private and public universities. *Heliyon*, 8(4), 1-12.

- Temme, D., & Kreis, H. (2010). A Comparison of Current PLS Path Modelling Software: Features, Ease-of-Use, and Performance. *Handbook of Partial Least Squares* (737-756).
- The Branding Journal. (2015). What is Branding? [Online] Available at <https://www.thebrandingjournal.com/2015/10/what-is-branding-definition/> [Accessed on 7th July 2020].
- Theurer, P., Tumasjan, A., Welp, M., & Lievens, F. (2018). Employer branding: a brand equity-based literature review and research agenda. *International Journal of Management Reviews*, 20(1), 155-179.
- Thompson, J., Aric, R., & Zeynep, A. (2006). Emotional branding and the strategic value of the doppelgänger brand image. *Journal of Marketing*, 70(1), 50-64.
- Thomson, M., Whelan, J., & Johnson, R. (2012). Why brands should fear fearful consumers: How attachment style predicts retaliation. *Journal of Consumer Psychology*, 22(2), 289-298.
- Tiffany, A., Hautea, S., Besley, C., Newman, P., & Dudo, A. (2022). Effect of Context on Scientists' Normative Beliefs. *Science Communication*, 44(1), 86-107.
- Tomlinson, C., Dineen, R., & Lewicki, J. (2004). The road to reconciliation: Antecedents of victim willingness to reconcile following a broken promise. *Journal of Management*, 30(2), 165-187.
- Tosun, P., & Gürce, Y. (2018). Consumer comments about meat anti-consumption. *British Food Journal*, 120(10), 2439-2453.
- Tsarenko, Y., & Roosliani Tojib, D. (2011). A transactional model of forgiveness in the service failure context: a customer-driven approach. *Journal of Service Marketing*, 25(5), 381-392.

- Tsarenko, Y., & Tojib, D. (2015). Consumers' forgiveness after brand transgression: the effect of the firm's corporate social responsibility and response. *Journal of Marketing Management*, 31(17-18), 1851-1877.
- Tsimonis, G., & Dimitriadis, S. (2014). Brand strategies in social media. *Marketing Intelligence & Planning*, 32(3), 328-344.
- Tommasetti, A., Singer, P., Troisi, O., & Maione, G. (2018). Extended theory of planned behaviour (ETPB): investigating customers' perception of restaurants' sustainability by testing a structural equation model. *Sustainability*, 10(7), 1-21.
- Tran, D. (2020). The relationship among product risk, perceived satisfaction and purchase intentions for online shopping. *The Journal of Asian Finance, Economics, and Business*, 7(6), 221-231.
- Thilina, D., & Nisal, G. (2019). The effect of perceived risk on the purchase intention of electric vehicles: an extension to the technology acceptance model. *Int. J. Electric and Hybrid Vehicles*, 11(1), 73.
- Ülker-Demirel, E. (2019). When consumers resist: Categorical evaluations of national studies on anti-consumption. *Social Sciences, Management and Economics Journal*, 1(1), 44-55.
- Vaiioleti, T. M. (2006). *Talanoa research methodology: A developing position on Pacific*.
- Vajkai, K., & Zsóka, Á. (2020). Brand avoidance behaviour of Gen Z towards fast fashion brands. *Vezetéstudomány/Budapest Management Review*, 51(5), 39-50.

- Vafaei-Zadeh, A., Wong, T., Hanifah, H., & Teoh, A. (2022). Modelling electric vehicle purchase intention among generation Y consumers in Malaysia. *Research in Transportation Business & Management*, 43(12), 1-13.
- Walster, E., Berscheid, E., & Walster, W. (1973). New directions in equity research. *Journal of Personality and Social Psychology*, 25(2), 151-176.
- Wang, C., Chang, C., & Chen, Y. (2021). The brand sustainability obstacle: Viewpoint incompatibility and consumer boycott. *Sustainability*, 13(9), 5174.
- Watkins, B. (2022). An Examination of the Influencer–Brand Relationship: Implications and Future Directions for Influencer Marketing. In *The Emerald Handbook of Computer-Mediated Communication and Social Media* (287-303). Emerald Publishing Limited.
- Wetzel, A. (2020). Market Research: The Process, Data, and Methods Using Stata. *Economic Record*, 96(313), 221-222.
- White, A., Breazeale, M., & Webster, C. (2012). Motivations for the brand avoidance relationship. In *Consumer-Brand Relationships*, 83-99. Routledge.
- Wirtz, J., & Mattila, S. (2004). Consumer responses to compensation, speed of recovery and apology after a service failure. *International Journal of Service Industry Management*, 15(2), 150-166.
- Wolter, S., Brach, S., Cronin, J., & Bonn, M. (2016). Symbolic drivers of consumer–brand identification and disidentification. *Journal of Business Research*, 69(2), 785-793.
- Wong, K. K. K. (2011). Book review: Handbook of partial least squares: Concepts, methods and applications.
- Westra, A., Dozois, A., & Boardman, C. (2002). Predictors of treatment change and engagement in cognitive-behavioural group therapy for depression. *Psychology Publications*, 208.

- Xiao, Z., Wang, Y., & Guo, D. (2022). Will Green washing Result in Brand Avoidance? A Moderated Mediation Model. *Sustainability*, 14(12), 7204.
- Yi, Y., & Gong, T. (2013). Customer value co-creation behaviour: Scale development and validation. *Journal of Business Research*, 66(9), 1279–1284.
- Yahya, I., Hasibuan, S., Torong, B., & Muda, I. (2018). Factors that influence success implementation of government accounting standard (Sap) based on accrual in the government of the districts/cities in North Sumatera Province. *Journal of Management Information and Decision Sciences*, 21(1), 1-14.
- Yoshimoto, S., Jiang, F., Takeuchi, T., Wilkins, J., & Webster, A. (2020). Visual discomfort from flicker: Effects of mean light level and contrast. *Vision Research*, 173, 50-60.
- Yu, M., Liu, F., Lee, J., & Soutar, G. (2018). The influence of negative publicity on brand equity: attribution, image, attitude and purchase intention. *Journal of Product & Brand Management*, 27(2), 440-451.
- Young, H. P. (2009). Innovation diffusion in heterogeneous populations: Contagion, social influence, and social learning. *American Economic Review*, 99, 1899-1924.
- Yu-His, Y., Sheng-Hao, T., Jiin-Tian, C., & Sang-Bing, Tsai. (2020). An empirical study on effects of electronic word-of-mouth and Internet risk avoidance on purchase intention: from the perspective of big data. *Soft Computing*, 24, 5713–5728.
- Youjiae, Y., & Taeshik, G. (2013). Customer value co-creation behavior: Scale development and validation. *Journal of Business Research*, 66(9), 1279-1284.
- Zhao, Q., & Zhang, Z. (2017). Does China's 'increasing versus decreasing balance' land-restructuring policy restructure rural life? Evidence from Dongfan Village, Shaanxi Province. *Land Use Pol*, 68, 649-659.

- Zakir, S., & Naeemkhan, F. (2011). Consumer Attitude towards Automobile Lubricants: A Case Study of PSO Lubricants. *Journal of Independent Studies and Research*, 9(1), 31-45.
- Zarantonello, L., Romani, S., Grappi, S., & Bagozzi, R. (2016). Brand hate. *Journal of Product & Brand Management*, 25(1), 11-25.
- Zarantonello, L., Romani, S., Grappi, S., & Fetscherin, M. (2018). Trajectories of brand hate. *Journal of Brand Management*, 25(6), 549-560.
- Zeugner-Roth, P., Žabkar, V., & Diamantopoulos, A. (2015). Consumer ethnocentrism, national identity, and consumer cosmopolitanism as drivers of consumer behaviour: A social identity theory perspective. *Journal of International Marketing*, 23(2), 25-54.
- Zhang, Y. (2015). The impact of brand image on consumer behaviour: A literature review. *Open Journal of Business and Management*, 3(1), 58-62.
- Zia, R., Baharun, R., & Salleh, M. (2019). Antecedents, consequences, and reducers of perceived risk in social media: A systematic literature review and directions for further research. *Psychology and Marketing*, 37(1), 74-86.
- Zikmund, W.G. (2003). *Business Research Methods*. 7th Edition, Thomson South Western, Ohio.
- Zhang, C. (2017). *Brand Hate*. Montreal: Concordia University.

APPENDICES

Appendix A

1. COVER LETTER TO RESPONDENT PARTICIPATING IN SURVEY

I am undertaking a research project as a part of my PhD requirement at University Malaysia Sarawak / Faculty of Economics and Business. This project is under the supervision of Dr. Sharizal bin Hashim and Dr. Mahani binti Mohammad Abdu Shakur. The project aims to develop an integrated model of brand avoidance in the context of customers' perceptions of car brands. It is a significant project in that it will extend brand avoidance theory and practice.

On the following pages you will be presented with a series of questions about your perception of this car brand including Suzuki Pak and Toyota. The respondents are car owners, and it is necessary to have a car because it will enable to provide better and accurate response, and they will be correct respondents for the study. Please note that the questions are on both sides of the paper. Your answers will of course remain completely confidential. Please answer each question as honestly as you can, and note that there is no right or wrong answers. A quick response is generally the most useful. The questionnaire should not take you more than about 20 minutes to complete. The survey data will be used for analysis only, and the final overall results will be used for academic research purposes.

Your participation in this project would be greatly appreciated. Any queries about your participation in this project may be directly communicated to me (kamran.maqbool@iiu.edu.pk) or ph. 92-331-9083559), to my principal investigator (hsharizal@unimas.my) or to my associated investigator (asmahani@unimas.my).

Thank you in anticipation for your assistance in this project.

Sincerely yours,
Researcher: XYZ
Enc: Questionnaire

Appendix B

Questionnaire (English Version)

Please respond to these questions by ticking (✓) in the boxes provided for each statement.

DEMOGRAPHIC PROFILE:

a. Are you?

- ☐ Male
- ☐ Female

b. To which of the following age groups do you belong to?

- 1) ☐ Up to 25
- 2) ☐ 26-35
- 3) ☐ 36-45
- 4) ☐ 46-55
- 5) ☐ 55+

c. What is your highest educational qualification?

- 1) ☐ Matriculation
- 2) ☐ Intermediate
- 3) ☐ Diploma
- 4) ☐ Undergraduate degree
- 5) ☐ Postgraduate degree
- 6) ☐ Other

d. Which of these industries would you say you are mainly employed in?
(Please tick one)

- 1) ☐ Business, commerce, finance
- 2) ☐ Legal
- 3) ☐ Self employed
- 4) ☐ Education
- 5) ☐ Sciences and medicine
- 6) ☐ Engineering and technology
- 7) ☐ Community services
- 8) ☐ Government

e. Which of following categories represents your monthly income?

- 1) ☐ Under Rs. 20,000
- 2) ☐ Rs 20,000- Rs. 29,999
- 3) ☐ Rs 30,000-Rs60,000
- 4) ☐ Rs 60,000-Rs 90,000
- 5) ☐ Above Rs 90,000

f. Have you used the products of company x?

- 1) yes
- 2) No

Statements	Strongly Agree	Agree	Neural	Disagree	Strongly Disagree
Undesired Self-Congruence					
1) Do you ever stereotype the user of car brand X?	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
2) Do you possess the attribute of undesired self-congruence?	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
3) While comparing the wants of the people, there is a clear idea of people regarding what they do not want.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
4) Undesired self-concept is the identity that is least desired.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
5) Undesired self predicts that consumers of car brand X are well-being that is more strongly relative to the idealized selves	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
Negative Social Influence					
6) I am capable of making independent choices	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
7) What is said by other people influences me	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
8) I easily get inspired by the negative social influence	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
9) Negative opinions have a strong impact on the attitude of consumers of car brand X.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
10) I am very negative in group social discussions.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
Perceived Animosity					
11) I make choices based on previous events.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

12) The country of origin affects my buying decision.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
13) I make my purchase decisions on the basis of the negative activities of the country happened previously.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
14) Perceived animosity affects the purchase intention of the customers of car brand X	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
15) Each source of animosity has same results.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
Perceived Risk					
16) Consumers of car brand X want to reduce the risk in purchasing.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
17) I prefer perceived risk as a type of subjective expected loss.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
18) Perceived risk for car brand X is a possible loss which can be pursued by the desired result.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
19) I would take risk by purchasing goods of car brand X.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
20) Perceived risk is mainly the purchasing decision of consumers of car brand X.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
Organizational disidentification					
21) Organizational disidentification is affected by the consumers' desires of car brand X.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
22) Organizational disidentification can lead individuals to take action against the company.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
23) If I were not satisfied with the products of car brand X, I would show misidentification for car brand X.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

24) Disidentification usually takes place when I have different perceptions for car brand X.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
25) Disidentification leads to separateness.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
Boycotting					
26) Boycotting leads to brand avoidance.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
27) If I were dissatisfied with any product of car brand X, I would boycott it.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
28) If I were to boycott the products of car brand X, they would face economical loss.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
29) Boycotting is an indication of moral outrage.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
30) Boycotting car brand X mainly affects it socially as well.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
Brand Recovery on Social Networks					
31) I consider car brand X's apology on social networks before making purchasing decision.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
32) I prefer to go through the explanation of car brand X on social networks before buying any product.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
33) I visit social networks for compensation offered by car brand X before buying any product from them.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
34) Social networks have influenced the lives of people.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
35) Social networks are considered as new tools that are emerging and are used for promoting the entities of car brand X's business.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
36) I prefer to listen to the reviews of other people on	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

social networks before buying car brand X's product.					
Brand Avoidance Behaviour					
37) I do not purchase the products of car brand X any more.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
38) I reject the products of car brand X.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
39) I refrain from buying car brand X's products.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
40) I avoid buying the car brand X's products.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
41) I do not use the products of car brand X.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
Brand forgiveness					
42) After the car brand X recovery on social network, If car brand X makes any mistake, I would still prefer it.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
43) After the car brand X's recovery on social network, car brand X's cars are my first choice.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
44) After the car brand X recovery on social network, I would love to recommend car brand X's cars to my friends.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
45) After the car brand X's recovery on social network, I am willing to buy car brand X's car even if price is a little higher than other similar cars.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
46) After the car brand X's recovery on social network, I would complain for car brand X's products directly to the company instead of	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

using social network platforms.					
47) After the car brand X's recovery on social network, I would consider to forgive it.	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

Appendix C

Questionnaire (Urdu Version)

سروے میں حصہ لینے کے لئے تعاون کرنے کا خط

میں ملائیشیا کی یونیورسٹی آف سراواک کی فیکلٹی آف اکنامکس اینڈ بزنس میں تحقیقی منصوبے پر کام کر رہا ہوں۔ اس تحقیقی منصوبے کی نگرانی ڈاکٹر شرجیل بن ہاشم اور ڈاکٹر مہانی بنٹی محمد عبدو شکور کر رہے ہیں۔ اس منصوبے کا مقصد کار برانڈوں کے بارے میں صارفین کے تاثرات کے تناظر میں برانڈ سے اجتناب کا ایک مربوط ماڈل تیار کرنا ہے۔ یہ ایک اہم تحقیقی منصوبہ ہے جس میں یہ برانڈ سے مقدمہ بازی سے احتراز کا نظریہ اور ضابطہ عمل کو بڑھا دے گا۔

درج ذیل صفحات پر آپ کو کار برانڈ کے بارے میں آپ کا ادراک معلوم کرنے کیلئے سوالات کا ایک سلسلہ پیش کیا جائے گا۔ براہ کرم نوٹ کریں کہ سوالات کاغذ کے دونوں طرف ہیں۔ آپ کے جوابات یقیناً مکمل طور پر راز میں رہیں گے۔ براہ کرم ہر سوال کا جواب پوری ایمانداری کے ساتھ دیں، اور نوٹ کریں کہ یہاں پر کوئی صحیح یا غلط جواب نہیں ہے۔ سوالات کا فوری جواب دینا عام طور پر سب سے زیادہ مفید عمل ہے۔ سوالنامہ مکمل ہونے میں آپ کو 20 منٹ سے زیادہ نہیں لگنا چاہئے۔ اس نمائندے کے اعداد و شمار کو صرف ترکیب تجزیہ کے لئے استعمال کیا جائے گا، اور حتمی مجموعی نتائج کو تعلیمی و تحقیقی مقاصد کے لئے استعمال کیا جائے گا

اس تحقیق میں آپ کی شمولیت کو بہت سراہا جائے گا۔ اس منصوبے میں آپ کی شرکت کے بارے میں کوئی بھی سوالات آپ کے ذہن میں ہو تو آپ براہ راست مجھ سے (kamran.maqbool@iiu.edu.pk) یا فون نمبر 92-331-9083559 یا میرے منصوبے کے مرکزی تحقیق کار (hsharizal@unimas.my) یا میرے شریک تحقیق کار (asmahani@unimas.my) سے دی گئے ای میل یا فون نمبرز پر رابطہ کر کے پوچھ سکتے ہیں۔

اس تحقیقی منصوبے میں آپ کی اعانت کی پیش بندی کا شکریہ۔

آپ کا مخلص

تحقیق کار : کامران مقبول

ملفوف کاغذات: سوالات نامہ

سوالنامہ (اردو ترجمہ)

آبادیاتی خاکہ

a کیا آپ؟

☐ مذکر

☐ مونث

b. آپ مندرجہ ذیل عمر کے کس عمر کے گروہ سے تعلق رکھتے ہیں؟

۱. ☐ ۲۵ سال سے اوپر

۲. ☐ ۲۵-۳۵

۳. ☐ ۳۵-۴۵

۴. ☐ ۴۵-۵۵

۵. ☐ ۵۵ سال سے زیادہ

c. آپ کی اعلیٰ ترین تعلیمی قابلیت کیا ہے؟

۱. ☐ میٹرک

۲. ☐ انٹرمیڈیٹ

۳. ☐ ڈپلومہ

۴. ☐ انٹرگریجویٹ

۵. ☐ پوسٹگریجویٹ

۶. ☐ دیگر/اور کوئی

d. آپ نیچے دی گئے شعبوں میں سے بنیادی طور پر کس میں ملازمت کرتے ہیں؟

اس پر ٹک لگائیں۔

۱. ☐ کاروبار، تجارت، مالیات

۲. ☐ وکیل

۳. ☐ آپ کا اپنا کاروبار ہے۔

۴. ☐ معلم

۵. ☐ سائنسز اور طب سے وابستہ ہے۔

۶. ☐ انجینئرنگ اور ٹکنالوجی۔

۷. ☐ معاشرتی خدمات۔

۸. ☐ سرکاری ملازم

e. مندرجہ ذیل میں سے کون سا زمرہ آپ کی ماہانہ آمدنی کی نمائندگی کرتا ہے؟

۱۔ ☐ ۲۰۰۰۰ سے کم

۲۔ ☐ ۲۹,۹۹۹-۲۰,۰۰۰

۳۔ ☐ ۳۰,۰۰۰-۶,۰۰۰

۴۔ ☐ ۶۰,۰۰۰-۹۰,۰۰۰

۵۔ ☐ ۹۰,۰۰۰ سے زیادہ

f. کیا آپ نے کسی بھی کمپنی کی مصنوعات استعمال کیں ہیں؟

۱۔ ☐ ہاں

۲۔ ☐ نہیں

اظہار	میں بڑے اعتماد سے متفق ہوں	متفق ہوں	غیر جانبدار	متفق نہیں ہوں	میں بڑے اعتماد کے ساتھ اتفاق نہیں کرتا
غیر مطلوب خود موافقت					
کیا آپ نے کبھی بھی کسی کار کے برانڈ کا استعمال کیا ہے؟	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
کیا آپ میں غیر مطلوب خود موافقت کی خصوصیت ہے؟	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
لوگوں کی خواہشات کا موازنہ کرتے ہوئے، لوگوں کے بارے میں ایک واضح خیال ہے کہ وہ کیا نہیں چاہتے ہیں۔ آپ کا خیال کیا ہے؟	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
ناپسندیدہ خود تصور وہ شناخت ہے جو کم از کم مطلوبہ ہے۔ آپ کی را کیا ہے۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
ناپسندیدہ خود کی پیش گوئی یہ ہے کہ کوئی بھی کار برانڈ کے صارف بہتر سے بہتر طور پر خود سے نسبت رکھتے ہیں۔ آپ اپنے رائے دے۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
منفی سماجی اثر					
میں چیزوں کے انتخاب میں خودمختیار ہونے کی قابلیت رکھتا ہوں	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
دوسرے لوگوں کی کہی ہوئی بات کا مجھ پر اثر انداز ہوتا ہے۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
میں آسانی سے منفی معاشرتی اثر و رسوخ سے متاثر ہو جاتا ہوں	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
کسی بھی کار کے برانڈ کا صارفین کے رویے پر بہت منفی اثر پڑتا ہے	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
میں گروپ سماجی گروہوں کے مباحثوں میں بہت منفی آرا رکھتا ہوں۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
بغض یا عداوت کا ادراک					
میں پچھلے انتخاب کی روشنی میں چیزوں کا چنا و کرتا ہوں۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
میرا آبائی ملک میرے خریداری کے فیصلے کو متاثر کرتا ہے۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
میں اپنی خریداری کے فیصلے ملک کی پہلے ہونے والی منفی سرگرمیوں کی بنیاد پر کرتا ہوں۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

ادراکی عداوت کسی بھی کار برانڈ کے صارفین کی خریداری کے ارادے پر اثر ڈالتی ہے۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
عداوت یا بغض کے ہر ماخذ کے ایک جیسے نتائج ہوتے ہیں۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
ادراکی ٹر یا خطرہ					
کسی بھی قسم کی کار کے برانڈ کے صارفین خریداری میں نقصان کو کم کرنا چاہتے ہیں۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
کے احساس عداوت کار برانڈ ایکس صارفین کی خریداری کی نیت کو متاثر کرتی ہے	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
میں متوقع نقصان کو ادراکی خطرے پر ترجیح دیتا ہوں	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
میں کار برانڈ کا سامان خرید کر خطرہ مول لوں گا	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
بنیادی طور پر کار برانڈ کے صارفین کے خریداری کے فیصلوں کو ادراکی ٹر لاحق ہوتا ہے۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
تنظیمی ناقص شناخت					
تنظیمی غلط شناخت کار برانڈ کی صارفین کی خواہشات سے متاثر ہوتی ہے۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
تنظیمی ناقص شناخت سے افراد کمپنی کے خلاف کارروائی کرنے کا باعث بن سکتے ہیں۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
اگر میں کار برانڈ کی مصنوعات سے مطمئن نہیں تھا تو میں کار برانڈ کی ناقص شناخت ظاہر کروں گا۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
شناخت اس وقت ہوتی ہے جب مجھے کار برانڈ سے مختلف طریقوں سے ادراک کا اندازہ ہوتا ہے۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
ناقص شناخت علیحدگی اور نقصان کی طرف لے جاتی ہے۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
بائیکاٹ					
بائیکاٹ برانڈ سے اجتناب کی طرف جاتا ہے۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
اگر میں کار برانڈ ایکس کی کسی بھی مصنوعات سے مطمئن نہیں ہوں تو میں اس کا بائیکاٹ کروں گا۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

اگر میں کار برانڈ ایکس کی مصنوعات کا بائیکاٹ کردوں تو انہیں معاشی نقصان ہوگا۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
بائیکاٹ کرنا اخلاقی غم و غصے کا اشارہ ہے۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
کار برانڈ ایکس کا بائیکاٹ کرنا بنیادی طور پر اس کو معاشرتی طور پر بھی متاثر کرتا ہے۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
سماجی نیٹ ورکس پر برانڈ کی بحالی:					
میں خریداری کا فیصلہ کرنے سے پہلے سماجی نیٹ ورکس پر کار برانڈ ایکس کیلئے معذرت کرتا ہوں۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
میں کسی بھی مصنوعات کو خریدنے سے پہلے سماجی نیٹ ورکس پر کار برانڈ ایکس کی تشریح وضاحت سے گزرنا پسند کرتا ہوں۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
میں مصنوعات کو خریدنے سے پہلے سماجی نیٹ ورکس سے کسی بھی کار برانڈ کے ذریعہ پیش کردہ رعایت کیلئے کمپنی کا دورہ کرتا ہوں۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
سماجی نیٹ ورک نے لوگوں کی زندگی کے معیار کو متاثر کیا ہے۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
سماجی نیٹ ورکس کو ایک نیا آلہ سمجھا جاتا ہے برانڈ ایکس جو دن بہ دن ابھر رہا ہے اور یہ کار کے کاروبار کو فروغ دینے کے لئے استعمال ہوتا ہے۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
میں کار برانڈ ایکس مصنوعات خریدنے سے پہلے سماجی نیٹ ورکس پر دوسرے لوگوں کے تجزیے اور جائزے سننے کو ترجیح دیتا ہوں۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
برانڈ سے احتراز کا طرز عمل					
میں کار برانڈ ایکس کی مصنوعات کو مزید نہیں خریدتا ہوں	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
میں کار برانڈ ایکس کی مصنوعات کو مسترد کرتا ہوں	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
میں کار برانڈ ایکس مصنوعات خریدنے سے پرہیز کرتا ہوں	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
میں کار برانڈ ایکس مصنوعات خریدنے سے گریز کرتا ہوں	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
میں کار برانڈ ایکس کی مصنوعات استعمال نہیں کرتا ہوں	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5

برانڈ کی ناقص چیز کو در گزر کرنا					
سوشل نیٹ ورک پر کار برانڈ ایکس کی وصولی کے بعد ، اگر کار برانڈ ایکس میں کوئی خرابی ہوتی ہے تو ، میں پھر بھی اسے ترجیح دوں گا۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
سماجی نیٹ ورک پر کار برانڈ ایکس کی وصولی کے بعد ایکس کی کاریں میری پہلی پسند ہونگی۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
سماجی نیٹ ورک پر کار برانڈ ایکس کی وصولی کے بعد میں اپنے دوستوں کو کار برانڈ ایکس کاروں کی خریدنے کی سفارش کرنا پسند کروں گا۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
سماجی نیٹ ورک پر کار برانڈ ایکس کی وصولی کے بعد میں کار برانڈ ایکس کار خریدنے کے لئے تیار ہوں یہاں تک کہ اگر قیمت اسی طرح کی کاروں سے تھوڑی زیادہ ہو۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
سوشل نیٹ ورک پر کار برانڈ ایکس کی وصولی کے بعد میں کار برانڈ ایکس مصنوعات کے لئے سماجی نیٹ ورک پلیٹ فارم استعمال کرنے کی بجائے براہ راست کمپنی سے شکایت کروں گا۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5
سماجی نیٹ ورک پر کار برانڈ ایکس کی وصولی کے بعد میں اسے معاف کرنے پر غور کروں گا۔	☐ 1	☐ 2	☐ 3	☐ 4	☐ 5