

# Understanding Brand Hate Internationally: A Validation Study from Slovenia

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## **Abstract**

This paper explores the concept of brand hate in a different cultural setting. It validates the different antecedents and outcomes of brand hate. In addition, it extends previously studies by including in public complaining also social media aspects. Based on an empirical study of 234 Slovenian consumers, our results suggest on one hand that they can feel 'hate' for brands, but on the other hand the way it manifests in their behavior is different. Theoretical and practical implications are discussed at the end of this paper.