I Hate That Place! Do Ostracized Customers Spread Negative Word of Mouth Conditioned to Resilience?

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Abstract: The Customer-brand relationship has always remained under threat due to various adverse experiences of customers. Out of many negative customer experiences, little is known about social ostracism as a negative event or experience which customer could face. The present study investigates the indirect relationship between social ostracism and negative word of mouth through brand hate with the moderating effect of customer resilience on ostracism-hate relation. Data collected cross-sectionally from Pakistani customers availing services offered by hotels/restaurants/food points reveal that customers who gets socially ostracized generates negative word of mouth due to the emotion of hate caused by a negative experience. Consumers' resilience buffers the positive effect of ostracism on brand hate, i.e. turning strong brand hate into mild brand hate, as the relationship gets weaker at higher level of resilience. Lastly, the presence of moderated mediation is indicated by the results that show the indirect relation between social ostracism and negative word of mouth is stronger at higher levels of resilience as a result of mild brand hate instead of strong brand hate. Service providers or hotel/restaurant management shall consider strategies based on these results to work on their service delivery by minimizing such negative events and strengthening customer-brand relationship accordingly.

Keywords: Social Ostracism, Brand Hate, Negative Word of Mouth, Customer Resilience, Affective Events Theory

I. INTRODUCTION

Social Ostracism is characterized as a stressful event causing heightened depressing and painful experience, with negative emotions, increased anger, aggression that threatens the fundamental human need of maintaining positive relationships (Baumeister and Leary 1995; Hawkley, Williams, & Cacioppo, 2011; Williams, 2009). Ostracism seems to be common in routine life as literature suggests that people get ostracized daily in some cases (Nezlek, Wesselmann, Wheeler, & Williams, 2012). A study reported after surveying 2000 Americans that 75% of them were ostracized during their lifetime (Faulkner, Williams, Sherman, & Williams, 1997). European Urban Knowledge Network (2015) reported that 124 million European citizens experience ostracism at some point in life.

Ostracism is studied extensively in contexts like workplace (Williams & Sommer, 1997) and interpersonal relationships (Buss, Gnomes, Higgins, & Lauterbach, 1987; Gottman & Krokoff, 1992). This study operationalise customer perceived exclusion or customer ostracism as an event where the customer is ignored or excluded during service encounters by service deliverers (Ferris, Brown, Berry, & Lian, 2008). Customer researchers have begun to examine the relationships between ostracism and customer behaviours (Wan, Xu, & Ding, 2014). However, literature on branding suggests that brands they are responsible for building and maintaining relationships and those customers can start and maintain relationship with brands similar to interpersonal relationships (Fournier, 1998). Although a significant body of literature examines the behavioural consequences of ostracism towards interpersonal relations, it is still unclear how ostracism might affect the customer-brand relationship. The current study attempts to address this question.

Based on the affective events theory (AET) (Weiss & Cropanzano, 1996), the authors tried to address this gap by investigating how an ostracized customer develops negative emotions (i.e. Brand hate) and spreads negative word-of-mouth about the brand affecting the customer-brand relationship. In addition, the present study aims to examine how customer resiliency might buffer the generation of strong negative emotions and turning them into mild negative emotions.

AET's fundamental contention endorses that occurrence of events can have a psychological impact generating emotional reaction that result in positive or negative behaviours (Weiss & Cropanzano, 1996). Scholars find that social ostracism can generate responses like unsociable and destructive behaviours (Williams, 2007)

generating highly negative emotions among individuals (Mai and Conti, 2007) that cause various damaging consequences of customer-brand relationship (Zarantonello, Romani, Grappi & Bagozzi, 2016). Moreover, Su, Jiang, Chen, & Dewall (2016) studied the effects of exclusion on customer's switching intentions in terms of fleeing from a situation in response to ostracism or exclusion. However, previous research also suggests that individuals can cope up with such negative events (Hermann, Skulborstad & Writh, 2014; Hsu et al., 2013; Waldeck, Tyndall & Chmiel, 2015). Thus, in line with AET, personal disposition like resilience might function as a buffer against strong negative emotions turning them to mild emotions that arise due to an ostracism event (Hsu et al., 2013; Zarantonello et al., 2016).

The customer-brand relationship has gained an increased attention from scholars and they refer to emotions as an integral part while studying interpersonal interactions (Batra, Ahuvia, & Bagozzi, 2012; Thompson, Rindfleisch, & Arsel, 2006). Contrary to positive interactions, negative aspects can be more beneficial for a brand to failure through learning from mistakes (Hegner, Fetscherin, & van Delzen, 2017; Kucuk, 2016). It is of vital importance for the brands and service providers to understand how to restrain from such damages by utilizing recovery strategies such as use of public relations and improving internal management through trainings of their employees (Klein & Dawar, 2004; Sen & Bhattacharya, 2001).

The present study contributes in various ways. First, social ostracism is considered as a bad experience faced by the customer that received little consideration in customer-brand relationship research. Existing research has verified the role of bad experiences in a customer-brand relationship (Crick & Nelson, 2002; Gottman & Krokoff, 1992; Williams & Sommer, 1997) and theorized how bad experiences weaken the customer-brand relationships by customer revenge intentions created due to bad experiences. By addressing the link between social ostracism and customer-brand relationship, the present work provides the service providers with clear insights of why their brands are hated by their customers and why they spread negative word-of-mouth about their brands.

Second, we propose that social ostracism leads to negative word of mouth because customers who experienced ostracism will share their experience as an antisocial behaviour to achieve control and stipulate attention (Tedeschi, 2001). The argument that sharing bad experiences privately with close social entities to defame a brand and reconsider relationship is consistent with AET, which postulates that when customers have negative emotions for a brand due to ostracism, they may generate negative word of mouth (Gregoire et al., 2010). Thus, considering brand hate as a critical component through which a bad experience of being ostracized cause customers to spread negative word-of-mouth.

Third, we propose that personal disposition factor of customer resilience buffers against the creation of strong negative emotions of brand hate and turning them into mild negative emotions that arise due to an ostracism event (Bonanno, Westphal & Mancini, 2011). It also increases the likelihood that customers spread negative word-of-mouth against the brand rather than generating more heinous and/or anti-social and aggressive behaviours like marketplace aggression.
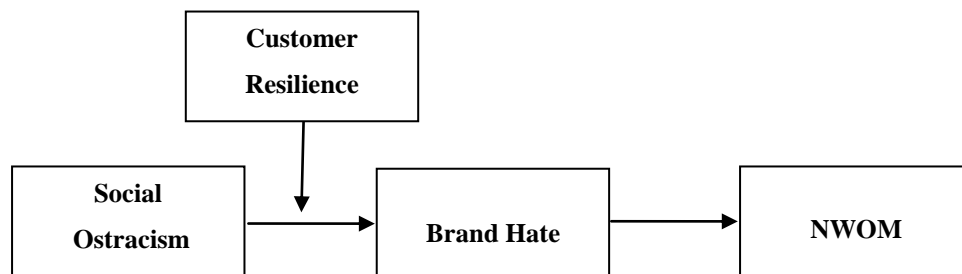
Fig. 1. Conceptual Model

II.   LITERATURE REVIEW AND HYPOTHESES

2.1 Social Ostracism and Brand Hate

Negative emotions limit social interactions like family and workplace interactions and service encounters due to bad experiences in social settings (Leary, 1990; Su et al., 2016). A recent bad experience can generate negative emotions among customers (Trope & Liberman, 2010). For example, research on customer-brand

relationship sphere signifies that when customers' encounter bad experiences with products or services, they react to regain the control over the social environment (Zhang, 2017). A bad treatment by the service provider can cause customers to experience hate emotions with hostile feelings against the brand accompanied by disgust with other emotions as frustration, anxiety, and hurt as well (Fitness & Fletcher, 1993). Among different negative emotions, brand hate is considered as an extremely negative emotion which causes damaging consequences to customer brand relationship (Zarantonello et *al*., 2016). Zhang (2017) further explains brand hate as mild, moderate and strong negative emotions which results due to various antecedents spilling different consequences.

Social ostracism on the other hand is a widespread but frightening negative experience (Baumeister et al. 2005; Williams, 2007). Ostracism limits interactions with others, thus leading to perceived inability of exerting control over social environments (Su et al., 2016). As ostracism can lead to negative behaviour having heightened negative characteristics (Williams, 2007), thus can direct to arouse negative emotions among individuals (Mai and Conti, 2007). As per AET, individuals experiencing a bad experience or an event increase the hate emotions (Weiss & Cropanzano, 1996). Combining these two arguments, we posit that social ostracism, a bad experience for the customers may become the cause of negative emotions of hate against the brand or service provider. We hypothesize:

Hypothesis 1: There is a positive relationship between social ostracism and brand hate.

2.2 Brand hate and negative word of mouth

We further predict the positive relationship among brand hate and negative word of mouth. Mild Negative emotions entail, that customers will react and reflect their frustration towards the brand which will influence brands in positive or negative ways (Kucuk, 2018). AET advocates the relation between band hate and NWOM as an indirect reaction to the negative experience from brand towards a customer. The negative emotion of hate causes customers to share their negative experiences (Bonifield et al., 2007; Baumeister et al., 2001; Gregoire et al., 2010) for alerting customers about their negative interaction with the brand (Singh, 1988). Brand hate is perceived as a pertinent driver for NWOM in a negative brand relationship (Zarantonello et al., 2016; Ruiz-Mafe et al., 2015). As per the arguments, we hypothesize:

Hypothesis 2: There is a positive relationship between brand hate and negative word of mouth.

Coalescing earlier point of view, we envisage a mediating role of brand hate, such that a bad experience associated with an ostracism event generates negative word of mouth against the brand due to the hateful emotions of customers for the brand. Literature of psychology and marketing identifies different probable determinants of brand hate which includes negative experience (Bryson, Atwal & Hulten, 2013) (i.e. Social ostracism in our study). Brand hate leads to various adversarial actions of customers, including negative word of mouth (Marticotte, Arcand & Baudry, 2016). Previous research proposes a mediating role of brand hate between bad experience and negative word of mouth (Zhang, 2017; Delzen, 2014; Hegner, Fetscherin & Delzen, 2017). This research is extended with hypothesizing that brand hate mediates between social ostracism on negative word of mouth; mild negative emotions of hate act as a mechanism through which negative experience of ostracism causes customers to spread negative word of mouth against the brand.

Hypothesis 3: Brand hate mediates the relationship between social ostracism and negative word of mouth.

2.3 Moderating role of customer resilience

This research also studies the moderating effect of customer resilience between social ostracism and brand hate. Resilience is the positive capacity of people to cope with stress through the course of events (Bonanno, 2004; Luthans et al., 2006). A fundamental aspect is psychological resilience, an internal capacity through which individuals assess themselves being resilient (Windle, Markland, & Woods, 2008). According to the emotion coping strategy, once an individual gets exposed to a negative event, he will try to cope with the stress and hurt feelings to reduce the impact through the moderate and intense levels of resilience against negative emotions (Anderson, 2003). The former case suggests, that customers can draw from their personal disposition of resilience, reflecting, that ostracism event will generate mild hate emotions instead of Strong hate emotions (Anderson, 2003; Luthans et al., 2006; Zhang, 2017).

In line with AET, individuals get hurt feelings due to bad experiences generating highly intense and strong negative emotions which can be turned into mild negative emotions through personal dispositions like personality traits or other mechanisms (Weiss & Cropanzano, 1996). This research argues those customers who are more resilient to the stressful events rather than those who are less resilient to negative

situations/experience after getting ostracized will generate milder brand hate rather than strong or moderate brand hate which in turn causes less aggressive and mild anti-social behaviour. So we propose the below hypothesis.

Hypothesis 4: The positive relationship between social ostracism and mild brand hate is moderated by resilience, such that the relationship is stronger when the customer is highly resilient.

Hypothesis 3 and 4 together imply the latent existence of a moderated mediation effect (Preacher, Rucker & Hayes, 2007). Resilience could possibly enhance the indirect effect of social ostracism on negative word of mouth, through mild brand hate. Such moderated mediation entails that at high levels of resilience, the effect of enhanced brand hate, as a causal mechanism to explain the positive relationship between social ostracism and negative word of mouth should be toned down.

In scrupulous, resilient customers decreases the probability of strong negative emotions after an event like ostracism leading to NWOM through the activation of mild brand hate, as they can easily decrease the chances of having strong hateful emotions from such events (Folkman, 1970). Contrary to this, customers with lower resilience, experience more stress due to an ostracism event, so they might fail to cope up through disposition actions aroused due to strong negative emotions of brand hate and generate aggressive behaviours along NWOM.

Hypothesis 5: The indirect relationship between social ostracism experienced by the customers and NWOM, through their mild brand hate is moderated by customer's resilience, such that at higher levels of resilience the relationship is stronger.

III.   RESEARCH METHOD

3.1 Sampling and data collection

To test the hypothesis, we collected data cross-sectionally using one paper-and pencil survey, which was circulated among general customers at various restaurants, coffee shops, food points and from personal contacts based in Pakistan. For respondents' knowledge about ostracism, a scenario was incorporated at the start of the survey describing an ostracism event which took place in a restaurant with one of the customers. English being the official language for correspondence across Pakistan was used in the survey as the respondents were literate with a minimum education level of undergraduate (Basheer et al., 2018: Hafeez et al., 2018; Basheer et al., 2019: Hameed et al., 2018). The cover letter of the survey clarified the purpose of research assuring participants of secrecy about responses. The participants were assured that their responses were completely confidential, that no individual identifying information would be revealed. Moreover, the respondents were asked to answer the questions honestly as there were no correct or incorrect answers. These elucidation helped diminish the likelihood of acquiescence and social desirability biases (Spector, 2006). Of the 350 surveys originally distributed, we received 225 completed surveys with a response rate of 64%. The sample consists of 40% female and 60% respondents were male. Respondents with the income class of 20000-30000PKR were 43% and 14% belong to the income class of 51000 and above respectively. The respondents were literate with 55% of them being graduates and 45% were undergraduate. The average age of the respondents was 25.

3.2 Measures

The items for the four focal variables came from previous research and used five-point Likert scales ranging from 1 ("strongly disagree") to 5 ("strongly agree").

Social Ostracism: We measured customer perceived exclusion with a ten item scale of social exclusion (Ferris et al., 2008). The items were adapted according to the scenario of the study. Sample items include "Members of the restaurant X staff ignore me",
"I noticed that staff members of "X" restaurant would not look at my order" (Cronbach's alpha = 0.90).
Customer Resilience: To measure the customer personal disposition of resilience, a nine item scale by Meer et al., (2018) was used. The respondents answered the questions like "I have confidence in myself", "I can cope well with unexpected problems", with Cronbach's alpha = 0.89.
Brand hate: To measure customer's hostile feelings against the brand felts due to bad treatment by the service provider was measured using six item scale by Hegner et al., (2017) with Cronbach's alpha = 0.89.
Negative word of mouth (NWOM): To measure negative reaction of customer generates due to negative experience, we relied on seven item scale of negative word of mouth (NWOM) developed by Gregoire et al.,

(2010) with sample items, "I spread negative word-of-mouth about the restaurant X" and "I denigrated the restaurant X to my friends", and Cronbach's alpha = 0.89.

IV. FINDINGS/RESULTS

Means, standard deviation, correlations and reliability estimations of the study variables are presented in Table 2. Social Ostracism was significantly and positively correlated with brand hate at (r =0.58, p <0.01). Brand hate was significantly and positively correlated with NWOM (r =0.71, p < 0.01). Social ostracism was significantly and positively correlated with NWOM (r =0.59, p < 0.01). Customer resilience was significantly and positively correlated with brand hate (r =0.14, p < 0.05). Table 3 includes regression results. Model 1 & 2 envisage brand hate and model 3 & 4 predicted negative word of mouth.

For confirming the validity of measures, confirmatory factor analysis was conducted using AMOS. Assessing the model adequacy, fit indices, namely CMIN/DF, Tucker–Lewis Index (TLI), Comparative Fit Index (CFI), and Root-Mean Square Error of Approximation (RMSEA) were used (Byrne, 2001). Threshold values of CFI and TLI are 0.90 and for RMSEA below 0.08 representing model fit (Hair, Black, Babin, & Anderson, 2010; Kline, 2011). Model fit statistics were found appropriate with all the items for all factors. Only high correlated error term within a construct was correlated. Improved and acceptable model fit statistics were observed in the second model with all the items for all factors (CMIN/DF = 1.918, CFI = 0.90; TLI = 0.88, RMSEA = 0.064). Former details of CFA analysis are reported in Table 1.

Hypothesis 1 stated that customers who experienced an ostracism event will have negative emotions of hate against the brands (hotel/restaurants/food points). The result supported the positive relationship between social ostracism and brand hate in Model 1 (β = 0.583, p < 0.001). In support of the argument, we found that customers who mildly hates a brand or have negative emotions for the brand will spread negative word of mouth against them (β = 0.719, p < 0.001) depicted in Model 4 affirming hypothesis 2. For mediation analysis, bootstrapping method by Preacher et al., (2007) was used, using the process macro at 95% confidence intervals for the effect of social ostracism on negative word of mouth through brand hate. With 10,000 random samples (Shrout & Bolger, 2002), the mediation was significant at 95% confidence interval for the effect of social ostracism on negative word of mouth through brand hate with the absence of 0 [0.23; 0.44].

Subsequently, Model 2 presents the results for Hypothesis 4, social ostracism × customer resilience interaction term to predict mild brand hate. This significant interaction term at (β = 0.12, p < 0.01); shows the positive effect of social ostracism on mild brand hate resulted aligned to the hypothesis 4 in the presence of customer's resilience, accepting the Hypothesis 4. We plotted the effect of social ostracism on brand hate at high and low levels of customer resilience in Fig. 2. Results showed a significant relationship between social ostracism and mild brand hate at both (low and high) levels of customer resilience (β = 0.584, p < 0.001) and at high levels (β = 0.737, p < 0.001), accepting Hypothesis 4.

Preacher et al.'s (2007) method was used to test the moderated mediation effect presented in Hypothesis 5. Using random samples around 10,000, the indirect effect of social ostracism on negative word of mouth through brand hate did not include 0 when customer resilience was low [0.195; 0.419] and [0.255; 0.504] when customer resilience was high showing the presence of moderated mediation supporting the Hypothesis 5.

Table 1.
Discriminant validity with comparison of alternative models

Model	CFI	TLI	CMIN/DF	RMSEA
Hypothesized Four-factor model	**0.900**	**0.888**	**1.918**	**0.064**
Initial Four factor model	0.877	0.867	2.054	0.069
Three-factor model (merged SO-BH, CR & NWM)	0.793	0.778	2.764	0.089
Two-factor model (merged SO-BH & CR-NWM)	0.592	0.564	4.456	0.124
One-factor (all items combined)	0.554	0.524	4.776	0.13

N= 225, SO: Social Ostracism, BH: Brand Hate, CR: Customer Resilience, NWM: Negative Word of Mouth

* p<.05, **p<.01, p***<0.001

Table 2
Means, Standard Deviations, Correlations, and Reliabilities

		Mean	SD	1	2	3	4	5	6
1	Age	25.4	4.23	_					
2	Gender	1.4	0.49	-.06	_				
3	Social Ostracism	3.11	0.85	.14*	-.09	(0.90)			
4	Customer Resilience	3.75	0.73	0.08	-.04	0.12	(0.89)		
5	Brand Hate	3.33	0.93	0.09	-.10	.58**	.14*	(0.89)	
6	NWOM	3.25	0.97	0.09	-.09	.59**	0.05	.71**	(0.89)

Note. N=225, Alpha Reliabilities presented in parenthesis. NWOM = Negative Word of Mouth.

*p < 0.05,
**p < 0.01.

Table 3
Regression Results

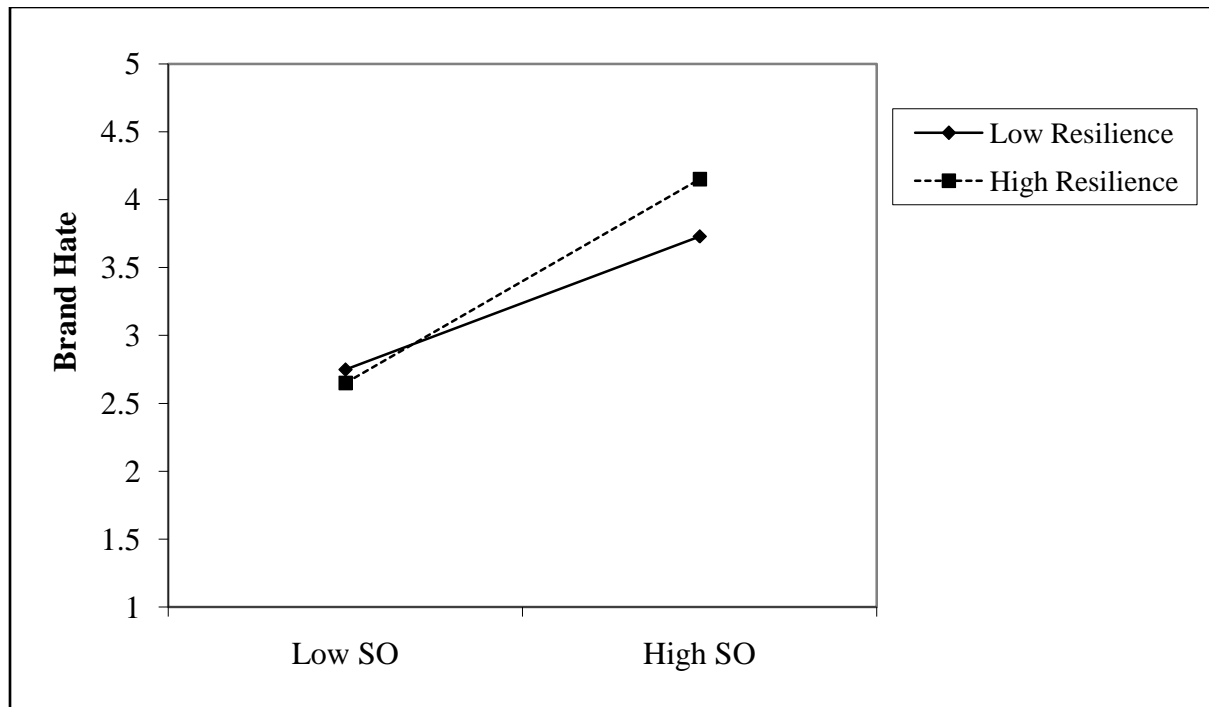|	Brand Hate		NWOM	
	Model 1	Model 2	Model 3	Model 4
Social Ostracism	0.583***		0.332***	
Customer Resilience				
Social Ostracism X Customer Resilience	.	0.12**		
Brand Hate				0.719***
R2	0.340	0.35	0.58	0.517
ΔR2	0.337***	0.014**		0.515***

Notes: n = 225. ** p < 0.01.
  * p < 0.05.
*** p < 0.001.

Table 4
Test of direct and indirect effect

Effects	Coefficient	95% confidence interval (CI)
SO→ BH→NWOM		
Direct Effect	0.34	[0.23, 0.45]
Indirect Effect	0.33	[0.23, 0.44]

n = 225, * p <.05, ** p <.01
SO= Social Ostracism, BH= Brand Hate, NWOM= Negative Word of Mouth

Fig.2. Moderating effect of Resilience on the relationship between social ostracism and brand hate

V. DISCUSSION

5.1 *Theoretical implication*

The results of this study indicate the hitherto unknown factor, specifically, "ostracism" that broadens the understanding of customer brand relationship. This study complements the current literature of the customer brand relationship by providing empirical evidences, reporting social ostracism as one of the antecedent of brand hate. It provides evidence that negative experiences like an ostracism event generates emotions of hate among customers, which consequently urges customers to share their negative experience with others negatively about the brand or service provider. We have investigated that how a bad experience with a hotel, restaurant or food point where customers were ignored or excluded by the service providers/waiters from other customers left the customer felt bad for him/herself with highly negative emotions of hate and anger (Williams 2007; Zhang 2017). Being angry with the brand, customer's share the bad experience in the form of negative word of mouth publicly or privately to reflect their frustration towards the brand (Baumeister et al., 2001; Kucuk, 2018). The results also disclose that customers who are more resilient will cope up from the bad experience and restrain themselves from generating more aggressive behaviours are having mild hate emotions for the brand or service provider (Luthans et al., 2006; Zhang, 2017).

The affirmation of positive relationship between social ostracism and brand hate indicates that bad experience due to ostracism by the service providers/waiters/managers of a restaurant or hotels has implications for how customers experience the brand and have negative emotions as a consequence (Zarantonello et al., 2016). Furthermore, brand hate acts as a mechanism by which a bad experience of ostracism translates into negative word of mouth (Delzen, 2014). Customers who suffered from ostracism will share their feelings with the general public or in their close circles, but such reaction only occurs in the presence of emotions that translate such experiences as highly hurtful and stressful challenging the customer's fundamental need to interact (Williams 2007).

Empirical support for the hypothesis stating the moderating role of customer's resilience among ostracism and hate is reported in this research. As per AET, individuals can cope up with such negative feelings being aware of their self-confidence and esteem (Luthans et al., 2006). Above all, resilience gives confidence to individuals as a personal dispositional factor to face adversities (Masten, 2001). Conversely, the absence of

resilience, customers will have high or strong negative emotions for the brand and will spread aggressive negativity among others affecting the customer brand relationship (Prayag, 2018). The moderating role of customer resilience is insightful when considered in moderated mediation context. As we empirically affirmed hypothesis of moderated mediation shows, the indirect relation of social ostracism and NWOM is dependent on customer resilience. So, Mild brand hate connects ostracism with NWOM strongly when the customer is more resilient.

In general, this study provides a deeper understanding of customer brand relationship. The addition in the extant literature by (1) specifying the type of negative experience i.e. an ostracism event faced by the customer in relation to customer response to such event affecting the customer brand relationship negatively, (2) enlightening the emergence of mild negative emotions of brand hate which connects the ostracism experience with negative word of mouth, and (3) how customers who are highly resilient against such stressful events can cope up enhancing mild negative emotions of hate towards brand.

5.2 Practical Implications

The present study suggests several guidelines for restaurants/hotels specifically and organizations dealing in services generally to deal with brand haters. Firstly, management must monitor the interactions between customers and front line employees e.g. waiters. Using certain interaction tracking systems is one way to effectively and efficiently administer the relationship between customer and brand. Secondly, ostracism triggers behavioural outcomes which need to be managed. A negative experience due to an ostracism event should be dealt carefully by assessing the severity of the event and loyalty of the customer. Feedback after consuming the services must be taken from the customers by some senior employee to verify the satisfaction. Customers who share details about issues or problems with service deliverance or the behaviours of the staff members must be given priority and should be dealt with great care to minimize the chances of negative behavioural outcome in the form of negative word of mouth. Thirdly, organizations can conceive the idea of making their customers as well as employees more resilient towards such behaviours of each other. This could be done through various ways suggested in broaden and build models of positive emotions by incorporating positive approaches in understanding situations faced (Luthans et al., 2006). This approach suggests to consistently reminding people to think positively and find resort when a negative event occur. The application of this can be seen now at various hotels and restaurants having wallpapers, paintings and quotations written on the tables which encourage positive thinking for making the environment better inside and outside the premises.

Finally, it is about understanding that brands cannot satisfy all of its customers, but they must be efficient enough to deal with such situations where brands can have negative impacts by haters.

VI. LIMITATIONS AND FUTURE RESEARCH

The study contains few limitations which leaves room for the future researchers to investigate further research. First, the data were collected cross-sectionally and asked ostracized customers to respond about their negative emotions and consequently negative behaviour towards the brand. Future studies can use longitudinal designs to study the generation of negative emotions among customers with extended time periods. Furthermore, the translation of negative emotions into behaviours might not occur immediately depending upon the customer personally. Longitudinal designs might decrease the hate emotions after a stressful event resulting in brand forgiveness.

Secondly, regardless of having a sample of brand haters who spreads negative word of mouth about the brands, non-haters who received negative word of mouth about the brand must be examined. Some of negative brand relationship studies used such samples (Lee, Motion & Conroy, 2009) but the results were not representing the customer population. So, future research should determine the various types of customers and degree of negative emotions which could trigger the behavioural outcomes.

Third, we measured a negative experience, i.e. ostracism event using social ostracism scale validated by (Ferris et al., 2008). While scale reliably measures the responses from customers about the negative experience of an ostracism event, we encourage future researchers to develop a specific customer ostracism scale that could measure the customer's response about a negative experience from an ostracism event more accurately.

Fourth, the study design was quantitative which limits researchers to the empirical evidences only. Future research can be conducted using experimental settings with customers to understand their emotions and

behaviours more deeply. Along with emotions and behaviours, other personal dispositions like patience or big five personality traits can be examined in experimental settings.

Finally, past researchers examined that brand revenge decreases with time with an increase in other behavioural outcomes (Gregoire et al., 2009). Future research should include other behavioural outcomes of brand hate and as results of the present study shows that there can be more possible drivers of brand hate; exploration is needed in this regard as-well.

VII. CONCLUSION

Our study contributes to the extant literature by investigating the effect of social ostracism on negative behaviour, i.e. NWOM of customers in addition to the role of brand hate and customer resilience in this process. Study results depict that a negative experience of an ostracism event faced by the customer generates emotions of hate towards the brand or service providers due to the stress and hurt feelings experienced by the customer. Hate emotions reflect in customers' action when the negative experience is shared with others in the form of negative word of mouth about the brand. Such effects are related to customer personal disposition of being resilient towards negative experiences. High level of resilience helps customers to bounce back and restrict the generation of strong emotion of hate for the brand. It is anticipated that our research will act as a vehicle for future research to examine what different behavioural outcomes are possible due to ostracism and how brands can manage such haters for better and long lasting customer brand relationships.

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