

Empirical Investigation of Destination Brand Hate and Consequences: The Moderating Role of Government Initiatives

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Abstract

The current study aims to explore the antecedents and consequent behavioral outcomes of destination brand hate. The study explores the roles of emotional indifference, destination insecurity, and the negation of intimacy as antecedents of brand hate. Negative word of mouth and anti-destination activism are the behavioral outcomes of brand hate. The study also identifies the moderating role of government initiatives in the relationship between destination brand hate, negative word of mouth, and anti-destination activism. The study is based on a thorough review of the existing literature to develop the study framework and the study's hypothesis. The study is empirical in nature and used a structured questionnaire to collect the data from respondents. The data is collected from a famous tourist destination in the country. The study collected 509 valid responses from tourists. The data is analyzed using SmartPLS 4.0. The software is best known for its ability to run complex relationships and process simultaneous regression analysis. To process the data, the author uses SmartPLS-based SEM analysis to estimate the study's measurement and structural models. Furthermore, the moderation relationship results are estimated using the path analysis interface in SmartPLS. Lastly, the results of the study are discussed in detail using the prior body of literature and appropriate references. The study provides implications, further subcategorized as the theoretical and practical implications. The study makes suggestions to practitioners for altering the course of policy and government investment. Lastly, the study discusses the limitations and future directions.

Keywords: Emotional indifference, Destination insecurity, Negation of intimacy, Brand hate, Negative word of mouth, Anti-destination activism, Government initiative.

Introduction

Today, in an era of advancement, organizations need to adapt their work systems to meet the challenges of a dynamic environment, including technological advances and changing customer needs and preferences (Pascucci et al., 2023). This could happen efficiently and effectively through employee initiatives and creativity. These employee initiatives are sometimes depicted with their proactive personality (Gong et al., 2012). A proactive personality is associated with taking the initiative to change the organization and provide future direction. Usually, traditional organizations do not prioritize proactive personality (Moturu & Lent, 2023).

Proactive behavior significantly contributes to success by addressing multiple needs and delivering superior customer service (Yang et al., 2021). This highlights the critical role of customer feedback in demonstrating customers' engagement with your company. Although many studies

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have investigated how consumer complaints affect loyalty and satisfaction (Raval, 2020), prior research has focused solely on the relationship between customer feedback and complaint behavior. The lines between them were often blurred (Wei et al., 2012; Raval, 2020). There is growing interest in how customer feedback impacts business outcomes, especially the impact of employee feedback. Additionally, extensive research has examined the determinants of customer feedback, including satisfaction, loyalty, and entitlement (Saavedra Torres et al., 2020). Trust in a company, a core concept in relationship marketing, revolves around a customer's belief in the company's integrity and reliability. Additionally, a positive correlation exists between customer identification and outcomes such as satisfaction, loyalty, purchase intent, and product usage behavior (Camilleri & Filieri, 2023).

Further, literature prerogatives about the destination are places to which tourists travel and have the opportunities to stay there to experience certain features and characteristics of the destination and to perceive the attraction of the place (Milwood, & Maxwell, 2020). Novais, Ruhanen, and Arcadia (2018) concluded that the destination concept can also be perceptual, easily interpreted by consumers, and influenced by factors such as travel experience and the aim of the visit, as well as psychographic and demographic characteristics. Tourists perceive both elements of the destination's physical space and the attraction of the place and interpret its value in either a positive way or a negative way for traveling (Reitsamer, & Brunner-Sperdin, 2017). Waseema (2017) conceptualized destinations as an interplay of attractiveness and competitiveness. Attractiveness refers to the quality of attracting consumers with its advantages and serves to attract potential visitors. On the other hand, being competitive improves the visitor experience and makes it better than other options.

Shaw and Williams (2004) further extended this argument, arguing that designations are more than physical and natural attributes. They combine products, services, and facilities that create a travel experience. According to UNWTO (2007), a tourism destination is a place used for business and leisure, equipped with all necessary services, products, and infrastructure, and managed by an effective system that ensures proper functioning. Defined UNWTO also identifies factors such as accessibility, amenities, attractions, manpower, image, and cost to attract tourists and encourage repeat visits. Destinations vary in size, from countries to autonomous centers, and are expected to accommodate visitors for short or long vacations and day trips (Foris et al., 2018).

This study examines how the absence of factors identified by the UNWTO affects tourists' responses, contributes to negative perceptions of the destination, and potentially leads to 'brand aversion.' Brand aversion is an area of growing interest within marketing research and is characterized by strong negative feelings toward a brand (Nugraha et al., 2016; Hegner et al., 2017; Zarantonello et al., 2018). This feeling may arise from dissatisfaction with a product or service, perceived socially irresponsible or unethical corporate behavior, or an ideological mismatch between the consumer and the brand, leading to avoidance or aggressive retaliation. This study aims to identify the factors that most influence brand aversion and, consequently, adverse consumer reactions (Antonetti, 2020; Hegner et al., 2017; Küçük, 2019).

Destination brands aim to build deep, emotionally significant connections with consumers by offering tangible benefits that satisfy their desires. Established destination brands with solid visitor relationships can significantly benefit from their support (Andriotis et al., 2021). Researchers focused on the positive aspects of brand engagement, emphasizing concepts such as brand attach-

ment and how these positive emotions play an essential role in consumer behavior (Hur et al., 2020). However, negative emotions, such as brand dislike, can often have a greater impact on consumer attitudes and behavior than positive emotions (Sharif et al., 2026a). This is because consumers are more likely to share negative experiences, which can significantly impact brand reputation and purchase intentions. Brand aversion, characterized by disgust, anger, and contempt, results from unmet expectations or perceived wrongdoing about a brand (Rahimah et al., 2023). Therefore, this study aims to address the gap in understanding the antecedents and consequences of brand aversion, particularly in the tourism sector, by conducting a systematic literature review. This study analyzes online reviews and aims to develop a comprehensive conceptual model applicable to the tourism industry.

Literature Review

Negative Emotions and Brands

These days, the relationship marketing paradigm is replacing transactional marketing (Pereira-Lima & Loureiro, 2015). The conventional four Ps were abandoned in favor of promoting goods that influence consumers' emotions (Sinha & Labi, 2011). Organizations started to worry about the relationship between consumers and brands, as well as the reasons why certain consumers favored and even loved some brands while harboring negative emotions or even hatred for other companies (Pereira-Lima & Loureiro, 2015).

The Consumption Emotion Set is really important for understanding how people feel when they buy things. CES scales provide positive and negative points to measure a variety of emotions when making a decision, buying a product, or using it. However, the consumption experience captures a certain extent of emotions (Izard, 1977; Plutchik, 1980). It's redundant to treat product purchases as actual consumption and to analyze elicited emotions towards brands (Sharif et al., 2026b). These emotions are expressed vicariously: Consumers have negative emotions toward a brand they have never used before. So, consumption emotions don't have any direct relation to humans' natural negative emotions (Shahbaz et al., 2026). Thus, all negative emotions that affect unwanted desires toward the brand are excluded from CES.

Hate

As hate is multidimensional, another stream of literature, with a more widely accepted understanding of hate among psychology and marketing researchers, posits that hate includes three dimensions: the negation of intimacy, passion, and commitment (Sternberg, 2003). According to Farhat & Chaney, (2024), dimensions of hate include events, cognitions, vocal expression, urges, physiological symptoms, and accompanying emotions. The emotion of hate could also be associated with disgust and unfairness. Earlier literature identified the dimensions of hate emotions as anger, contempt, disgust, and fear (Fetscherin, 2019; Kucuk, 2018; Sternberg, 2003). Specifically, service failure can also lead to anger and is associated with high handling potential (Bougie et al., 2003; Kozinets & Handelman, 2004; Nyer, 1997; Park et al., 2013). The observation of disgust often involves distancing, which is a better strategy for evading harm (Kucuk, 2018). Many kinds of literature present hate as a combination of fear and anger, or of anger and disgust (Kucuk, 2018b; Plutchik, 1991). Causes of hate provide a motive for customers to hate brands at different levels. For example, when a brand violates a moral code and hurts customers' feelings or emotions, it leads to brand hate. Sternberg (2003) argued that when people sense an imminent

threat to their freedom, communal or individual rights may be invoked, eliciting emotions such as repulsion, disgust, anger, fear, and contempt to preserve their liberty and well-being.

Brand hate

Brand hate is referred to as a strong negative state, as confirmed through data collected from interviews and documents (Kucuk, 2019). Brand hate aligns with the major characteristics of interpersonal emotions of hate, as it is something extreme and negative (Fitness & Fletcher, 1993). In the communication process, the haters distance themselves and devalue others (Nawaz, Liaqat, et al., 2025). Consumer branding relationships are identical, where consumer brands use this same communication method to identify themselves and signal their identity to others (Fournier & Alvarez, 2013). Brand hate confirms the anti-brand activism (Kucuk, 2019), with a large range of negative emotions, so we need a broader definition of brand hate as well (Nawaz & Rasool, 2025). Early studies have shown us that when consumers start avoiding brands, it is related to deep negative emotions like “disgust, anger, contempt, devaluation, and diminution” (Kucuk, 2019). Although these negative emotions are more likely related and somehow distinct. This means that these emotions need a description to explain the subdimensions of the multilayered brand hate. And their relation with each other, as well as explain the construct separately.

Nawaz, Sultan, et al., (2025) in their literature define multiple singular and combinations of singular negative emotions. He further categorized levels of these emotions. He says that singular emotions are mild hate, which moves from the starting level of “cold hate” to “cool hate” to the top level of “hot hate”. He also describes the singular hates in combination, which is more intense and harmful, such as cold and cool, cold and hot, and cool and hot in one scale, standardizing them as “moderate hate”. This multidimensional hate scale defines these combinations as cold and cool hate together, producing the lowest-intensity hate emotions. While cool and hot hate together produce the highest intensity (Ahmed et al., 2024). In the end, Sternberg finally proposed a “severe hate” with the combination of cold, cool, and hot hate together as the highest hateful emotion. He provides the low-level scale to the highest-level scale hierarchically to reveal the harshness of these emotions.

Destination Brand Hate

The concept of destination brands has been proposed in new research to distinguish locations from other brands and to give businesses, people, products, and services an edge in competition amid growing rivalry in the tourism sector (Sultan, Safeer, et al., 2024).

“A designation for the location that has its unique name, symbol, logo, wordmark, or another kind of visual to both identifies and distinguishes from the other brands: moreover, it supports and consolidates the remembrance of a good time and collection of pleasant memories of the destination experience while also providing the promise of an unforgettable destination experience that specifically connects your mind and body with the place (1998, p. 18; Ritchie & Ritchie).”

For People and locations, branding is crucial to building and sustaining ties between them (San Martin et al., 2019; Swanson, 2015, 2017). These relationships have been calculated in light of research on place bonding, which focuses on emotional attachment and a sense of identity that a person relates to a particular location (Abrar et al., 2024). Destination brands are the product of

the relationship between a place's visit identity and its external perception (Hanna & Rowley, 2011; Tasci & Gartner, 2007). According to this theory, people who travel to different places build an emotional bond (Hosany & Gilbert, 2010). Swanson (2015, 2017), for instance, analyses the idea of love for destination brands and identifies three core different kinds of love: *Philia* (this love has the characteristics of friendship and great sense of familiarity and ease with the destination) *storge* (it's an affectionate kind of love that commonly develops between family members and hence alludes to a more natural love) and *Eros* (this kind of love have more passion and romance which can connect two people like love at first sight) such two are archetype love. By reviewing the case of Ylläs, a sizable outdoor resort in Finnish Lapland that is located north of the Arctic Circle, Aro et al. (2018) provided extensive research on the idea of destination brand love in greater detail by identifying antecedents and consequences, and provided the researchers with a better understanding of the intense emotions linked with destinations.

Hypotheses Development

Emotional Indifferent

Consumers are motivated by emotions, which are mental states that prompt reactions or actions, resulting in human behavior (Bagozzi et al., 1999). Sometimes consumers take time to react, and sometimes it is a split-second reaction to the matter. Many emotions are not immediately related to human behavior. Baumeister, Vohs, DeWall, and Zhang (2007) stated that consumers' values and inspirations are directly linked to emotional responses to events and feedback. If the feeling is felt positively by the consumers, then consumers want to repeat the experience in the future. But if the consumer's feeling is negative, then the process of avoiding the experience starts. This experience process lets the consumer know what future reaction he needs for the specific activity (Baumeister et al., 2007).

Cognitive appraisal theory also posits that tourists feel unsafe around ambiguous situations like local people trying to con tourists through begging or people coming in gangs, which produces more fear in tourists and builds retreat emotions. and we could say that the lack of safety creates retreat emotions (Sultan, Nawaz, et al., 2024). and this literature also presents that when unethical business practices start at destinations like taking more money from tourists, not delivering commitments, and forcing to provide something that tourists don't like but only those things are available, this factor adds to the retreat emotions and also when locals are not welcoming, treating tourists with unfairness ubiquitousness which makes uncertain about the destination's products and feel like an unsafe environment (Fan et al., 2020). Kim et al. (2022) provide valuable insights into future behavioral intentions driven by various negative emotions. And literature found that both agnostic and retreat emotions do influence substantially the negative WOM intention. So, we hypothesize that:

H1. Emotional indifference makes a positive contribution to the brand hate.

Destination Insecurity

The studies show that the consumer consumption pattern is best predicted with the help of the aversive emotions and allied responses of the aversive emotions (Izard, 1977; Plutchik, 1991). From this perspective, the current study holds that destination insecurity, like the other perspective, influences consumers' consumption choices. The present study is based in Pakistan, and ex-

isting studies show that the country has faced terrorism in the northern areas, which are popular tourist destinations. The context of destination insecurity suits the study because the country has experienced terrorism in complexity. The recent studies highlight the tourists' concern for personal property and life concerns (Cruz-Milán, 2021). The tourists avoid visiting such destinations that are not secure, and a sense of negativity prevails among the tourists in the destination (Santana-Gallego & Fourie, 2022). Moreover, the studies show that destination insecurity leads to a lot of aversive emotional and social issues, which further pushes the tourist away from considering visiting such destinations (Zarantonello et al., 2016). The current study claims that the terrorism issues of Pakistan will develop destination brand hate among tourists who are concerned about the security issues at the destination. So, the study claims that destination brand hate might have a strong positive contribution from the destination perception of insecurity and threat of losing personal property and personal life. These threats do alter the ordinary consumer's consumption intentions. This study considers that the same applies to tourist consumption patterns. Based on these studies, the current study hypothesizes that:

H2. Destination insecurity contributes positively to destination brand hate.

Negation of Intimacy

Negation of intimacy is the concept adopted from the psychological studies of love, romance, and affection in personal relationships of individuals (Sinclair & Dowdy, 2005). Psychological researchers believe that this is the first perspective that leads to the meltdown of personal relationships when individuals in the relationships fail to find any attraction in each other. This can be the case for all individuals involved in the relationship, and for anyone who is part of such a relationship. These differences start with personal differences with each other. The personal or personality issues might arise between the groups, partners, and even the consumers and the brands (Fournier & Alvarez, 2013).

In the context of the current study, the negation of intimacy means tourists do not feel attracted by the destination they are visiting or have already visited. This lack of intimacy will result in the development of the aversive emotions that influence the consumption choices (Sinclair & Dowdy, 2005). In this context, the author claims that brand hate is one of the acute emotions experienced by the ordinary consumer, and there might be a relationship between the destination brand hate and the negation of intimacy at the destination. Based on this, the study frames the third hypothesis as:

H3. The negation of Intimacy contributes positively to destination brand hate.

Destination brand hate and negative word of mouth

Séraphin et al., (2019) literature provide an understanding of over-tourism and anti-destination that when visitors hand-picked destinations, they usually consider destination branding or how respectable destination serves their visitors cause branding of the destination provides a significant role and visitors have the eye to observe the places and visit when they feel safe, happy, and enjoy like everyone visiting the place (Bianchi & Pike, 2011; Huang & Lin, 2017; Park & Petrick, 2005). Effective branding strategies, including emotional appeals and visitors' connections to the destination, provide significant capital to the destination's positive image and attract large numbers of tourists (Chacko & Hawkins Marcell, 2008).

The brand repositioning strategy is initially to attract people, increase excitement among tourists, and provide lovely environments. It helps to know that their heritage destination is not at risk of being overrun by tourists; this certainty will make the tourists' environment more enjoyable (Sanchez-Fernandez, Alvarez-Bassi, & Cardona, 2017). When inhabitants are more pleasant to be around, visitors feel comfortable at the destinations and are positively influenced, which contributes to a positive visitor experience (Croes, Ridderstaat, & van Niekerk, 2018; Croes, Rivera, Semrad, & Khalizadeh, 2017). When tourists have negative experiences due to over-tourism or other factors, it could fuel anti-tourism movements and harm the destination brand's reputation. So, the study frames the hypothesis as:

H4. Destination brand hate contributes positively to negative word of mouth.

Destination brand hate and Anti-Destination Activism

Séraphin et al., (2019) literature provide insight into over-tourism and anti-destination that when visitors select destinations, they usually consider destination branding or how well the destination serves their visitors cause branding of the destination plays a significant role and visitors only want to visit places where they know are safe, happy and enjoy like everyone (Bianchi & Pike, 2011; Huang & Lin, 2017; Park & Petrick, 2005). Effective branding strategies, such as leveraging emotions and visitors' connections to the destination, could significantly enhance a destination's positive image and attract a large number of visitors (Chacko & Hawkins Marcell, 2008). For example, during the Australian bushfires in 2009, Volcic, Erjavec, and Peak (2014) used post-war Sarajevo as a city to strongly rebrand it as a leading destination for many visitors. The potential of destination branding has effects, but factors like heritage destinations also influence visitor attraction, exacerbating the place and crowding it with visitors.

Because of heritage destinations, tourists could flock to these places, and destinations become victims of over-tourism; they need to consider their branding strategies and should treat branding as a philosophy rather than just a series of campaigns advertising to visitors (Urde, 2003; Saraniemi, 2010). The core value of repositioning the brand strategy is to attract visitors and evoke excitement and a sense of pleasantness. That is possible when residents know that their heritage places are not being taken over by over-tourism; this will provide visitors with an enjoyable environment (Sanchez-Fernandez, Alvarez-Bassi, & Cardona, 2017). When residents are more pleasant and enjoyable to be around, visitors feel comfortable at the destination and express positive feelings, which contributes to a positive visitor experience (Croes, Ridderstaat, & van Niekerk, 2018; Croes, Rivera, Semrad, & Khalizadeh, 2017). As many tourists have negative experiences due to over-tourism or other factors, this could contribute to anti-tourism movements and potentially harm the reputation of heritage places. So, the study claims that:

H5. Brand hate makes a positive contribution to the anti-destination activism.

Moderator role of administration

According to many other commentators, when tourists contribute to the government's economy, they value this contribution; it helps create policies for tourists, which increase the number of visitors and grow the tourism market (Joppe, 2018). However, the government only manages when it over-tourists the destination, and the situation is out of control. With the help of the media and increased focus on over-tourism in recent years, and with residents crying for help, gov-

ernments are using management strategies for those destinations. For example, Machu Picchu in Peru used a strict ticketing system to track all tourists. Amsterdam is known for using technology such as apps and chips to control and track tourists' behavior, helping distribute them evenly across all areas. Popular cities use levy systems for day trippers (Minihane, 2019); others have restricted new buildings for bars and restaurants, and governments are now taking full measures to find Airbnb properties through hard and soft measures, such as developing marketing strategies and implementing new taxes. Legislation and regulations on tourism development aim to combat over-tourism and control the sustainable consumption of resources (Milano et al., 2019). So, the study claims that:

H6a. Government initiatives moderate the relationship between destination brand hate and negative word of mouth.

H6b. Government initiatives moderate the relationship between destination brand hate and anti-destination activism.

Research Methodology

This study used a self-administered survey to collect the respondents' responses. The authors opted for convenience sampling, providing every potential respondent a fair chance of inclusion. From a philosophical perspective, this study is deductive. The respondents were tourists who visited various tourist destinations across Pakistan. Moreover, to collect the respondents' responses, the authors used the printed questionnaire. The data were collected from the country's national and provincial capitals (Islamabad, Lahore, Karachi, Peshawar, and Quetta). Whereas, to ensure the credibility and validity of the scale items. The study adopted the scale items from the existing body of literature. These scale items are validated through empirical research over time.

The four scale items on emotional indifference were adapted from the study by Farhat & Chaney. The five-item scale for destination insecurity was adapted from the study of Choi et al., (2019). The four items scale of negation of intimacy is adapted from the study of Sinclair & Dowdy, (2005). Moreover, the four-item scale of destination brand hate is adapted from the study of Hegner et al. 2017. Further, the three-scale items of negative word of mouth and four-item scale of anti-destination activism are adapted from the studies of Fisher & Grégoire (2006) and Grégoire et al. (2009), respectively. In last, the scale items for **Government Initiatives is adapted from the study of** (Parrey et al., 2018). The table 2 presents the scale items. Whereas, study engaged Likert 7-point for data collection, with “1” as strongly disagree and “7” strongly agree.

Table 1: The demographic profile of the respondent

Demographic Analysis			
	Item	Total	%Age
Gender	Male	309	60.71%
	Female	200	39.29%
	Below 25	109	21.41%
Age	26 to 30	101	19.98%
	31 to 35	198	38.89%
	Above 36	81	15.91%
Education	High School or Below	96	18.86%

		Associate Degree	184	36.15%
		Bachelor's Degree	120	23.58%
		Master's degree or above	109	21.41%
		50000 or below	147	28.88%
Monthly	In-	51000 to 100000	199	39.10%
come		100100 to 150000	54	10.61%
		Above 151000	9	01.77%

Note: n = 509

For the sake of pilot study, 50 questionnaires were floated to the potential respondents to check if the statistical results satisfied the need of the study. To verify the respondent response, the author used the SPSS package to gain the results. The author used the SPSS instead of SmartPLS because the SmartPLS minimum requirement is 90 responses to complete the process. The study results were found satisfactory that gave the author confidence to achieve the full scale of data collection campaign.

The survey results show that out of 509 respondents, 309 were male and only 200 were female. The second demographic characteristic is the age. The author categorized respondents as below 25 but about or 18 based on age. 26-30, 31-35, above 36. The study results show that 21.41 percent of the respondents were below 25 or below 25 but above 18. Meanwhile, 101 respondents were between the age group of 26-30, making up 19.98 percent of the respondents. Further, 198 respondents were found between the age group of 31-35 with an average of 38.89 percent of the survey respondents. Only 81 respondents were 36 or above 36, making only 09.03 percent of the total survey participants.

Based on the education, the results show that around 19 percent of the respondents were the either school high school graduates. Whereas more than 36 percent of the respondents had an associate degree in education. Further, about 24 percent of the respondents holds the bachelor's degree in this category. 21.41 have done master level education. Lastly, based on monthly income 29 percent of the respondents had a monthly income of 50,000 rupees or less. 39.10 percent of the respondents has a monthly income of 51000 to 100,000 rupees. 10.61 percent of the respondent declared the monthly income to be 100,1000 to 150,000. Whereas, only 01.77 percent respondent declared monthly income above the 151,000 rupees per month. The table 1 presents the demographic profile of respondents.

Table 2: Presents the Factor loading, Cronbach's Alpha, Composite Reliability and AVE

Variable	Item	Statement	FL	α	VIF	CR	AVE
emotional indifference	EI1	I am completely indifferent towards this destination	0.73	0.794	1.534	0.856	0.647
	EI2	No sensation when I was there	0.858		2.064		
	EI3	It's a nice destination but it did not catch my attention	0.81		1.74		
	EI4	Since my arrival, I felt nothing there	0.815		1.762		

Destination Insecurity	DI1	While traveling to a destination I feel fear	0.828	1.744			
	DI2	While traveling to a destination I feel nervousness	0.724	1.383			
	DI3	While traveling to a destination I feel anxiety	0.663	0.803	1.425	0.893	0.546
	DI4	While traveling to a destination I feel worried	0.868	2.128			
	DI5	While traveling to a destination I feel scared	0.701	1.497			
Negation of Intimacy	NI1	While traveling to such a destination I feel bored	0.73	1.594			
	NI2	While traveling to such destination, I feel not attracted	0.679	1.512	0.936	0.785	
	NI3	While traveling to such destination, I feel not involved	0.773	0.788			1.793
	NI4	While traveling to such destination, I feel repelled	0.712	1.894			
Destination Brand Hate	DB1	I am disgusted by destination brand	0.718	1.94			
	DB2	The world would be a better place without this destination brand	0.802	2.253			
	DB3	I am totally angry about this destination brand	0.741	0.799	2.609		
	DB4	I hate this destination brand	0.764	1.421			
Negative Word of Mouth	NM1	I spread negative word of mouth about the destination brand.	0.75	2.053			
	NM2	I bad-mouthed against this destination brand to my friends.	0.891	0.811	1.967	0.79	0.558
	NM3	When my friends were looking to visit a destination, I told them not to visit.	0.903	1.489			
Anti Destination Activism	AD1	Take action to get the destination brand in trouble	0.911	2.686			
	AD2	Punish the destination brand in some way	0.837	0.813	2.281	0.621	0.542
	AD3	Cause inconvenience to the destination brand	0.777	2.999			
	AD4	Get even with the destination brand	0.831	2.337			
Government Initiatives	GI1	The quality of infrastructure (public transport, roads, etc.) at the destination is satisfactory	0.788	0.756	1.718	0.863	0.559

GI2	The services I received from public servants (like tourist police, airport staff, etc.) were satisfactory during my stay	0.841	1.182
GI3	I feel the administration is committed to promoting the destination's positive image.	0.647	1.163
GI4	I feel the policies/regulations of the government at vacation spots are favorable for tourists	0.741	1.133

Results

This study employed SmartPLS 4.0-based partial least squares structural equation modeling (PLS-SEM) to estimate the results. PLS-SEM is a two-step procedure. First is the measurement model, which is used to validate the reliability of the data set. Second is the structural model that is used to estimate the relationships among the key variables. Furthermore, SmartPLS is best known for its ability to run multiple regression analyses simultaneously. The software has a user-friendly interface and can run a complex structure with a single click.

Measurement model

To estimate the measurement model, the study conducted a series of tests. These tests include factor loading, Cronbach's Alpha, Average Variance Extracted, Composite Reliability, and to establish the discriminant validity, the study used Heterotrait-Monotrait (HTMT) ratio and Fornell & Larcker test. The composite reliability minimum acceptable value is 0.6, as proposed by the Hair et al., (2014). The results show that all values are above the 0.6 threshold level. To establish convergent validity, the study estimated factor loadings and Average Variance Extracted (AVE). The standard value of 0.6 is proposed by the Hair et al., (2026). The results show all values are above the minimum standard value. For AVE, all values should be more than 0.5, and the study meets the criterion established by the Sarstedt et al., (2022). Thus establishing construct reliability.

Table 3: The Fornell & Larcker Results

Constructs	AD	BH	EI	GI	N-WOM	NI	TA
AD	0.805						
BH	0.788	0.775					
EI	0.699	0.783	0.739				
GI	-0.113	-0.173	-0.170	0.886			
N-WOM	0.655	0.764	0.665	-0.120	0.747		
NI	0.575	0.686	0.648	-0.177	0.522	0.585	
TA	0.639	0.779	0.735	-0.106	0.605	0.634	0.748

The discriminant validity is the test that researchers uses to estimate the characteristics of factors that are supposed to be indifferent when compared with each other (J. F. Hair et al., 2014). The

discriminant validity is measure with three tests such as the Fornell and Larcker criterion, cross loadings and the HTMT known as Heterotrait-Monotrait ratio of correlation. The Fornell and Larcker criterion is considered established if all square root values are above then their proceeding values. The results show all values above then their associated values (Fornell & Larcker, 1981). Whereas, all value of HTMT must be equal to or less than 0.9 and this study results also meets this criterion (Hair & Alamer, 2022). These results show that this study does not have any issue of discriminant validity. The table 3 and table 4 presents the results.

Table 4: MTMT Results

Construct	AD	BH	EI	GI	N-WOM	NI	TA
AD	0.866						
BH	0.823	0.842					
EI	0.631	0.195	0.888				
GI	0.785	0.804	0.791	0.746			
N-WOM	0.664	0.768	0.748	0.403	0.835		
NI	0.777	0.779	0.825	0.531	0.755	0.755	
TA	0.050	0.076	0.035	0.401	0.674	0.549	0.738

Presents the HTMT criterion

Structural Model

Whereas a structural model checks the key relationships of the model using data and the relationships outlined in the study framework. This technique helps understand the paths using the given database. Before path analysis, we conducted the VIF test. This technique is better defined as the “a statistical phenomenon in multiple linear regression analysis where two (or more) independent or predictor variables are highly correlated with each other, or inter-correlated”. The range of VIF is between 3.3 and 10, ideally proposed to be less than 3.3 as standardized by the (Schlittgen et al., 2016). The table presents 5 presents the VIF results.

Bootstrapping is used to measure R-square values, which further refine the existence of internal relationships and their ability to influence each other. The SmartPLS-SEM analysis is conducted with a sample size of 5000. The level of significance should be 95% with the t-value of 1.96 (Schlittgen et al., 2016). The value of R^2 cross-checks the outcome of the path analysis, and the standardized cut-off value of R^2 must be more than 0.2 (Nakagawa et al., 2017). Figure 2 shows that the R^2 value for destination brand hate stands at 0.726, for negative word of mouth against the destination is 0.592, and for the anti-destination activism, the value stands at 0.627.

Table 5: R^2 and Q^2 Values of the study

Items/Constructs	R Square	Q Square
BH	0.726	0.421
NWOM	0.592	0.376
AD	0.627	0.388

The blind folding procedure measures the difference between the data already being used and the ending values to give a better forecast of the original values (Mikalef & Pateli, 2017). This procedure works hand in hand with cross-validation and functional fitting of the data items. The Q^2 value, greater than zero, is considered acceptable and predictive. The table 5 shows all three Q^2 values are higher than zero.

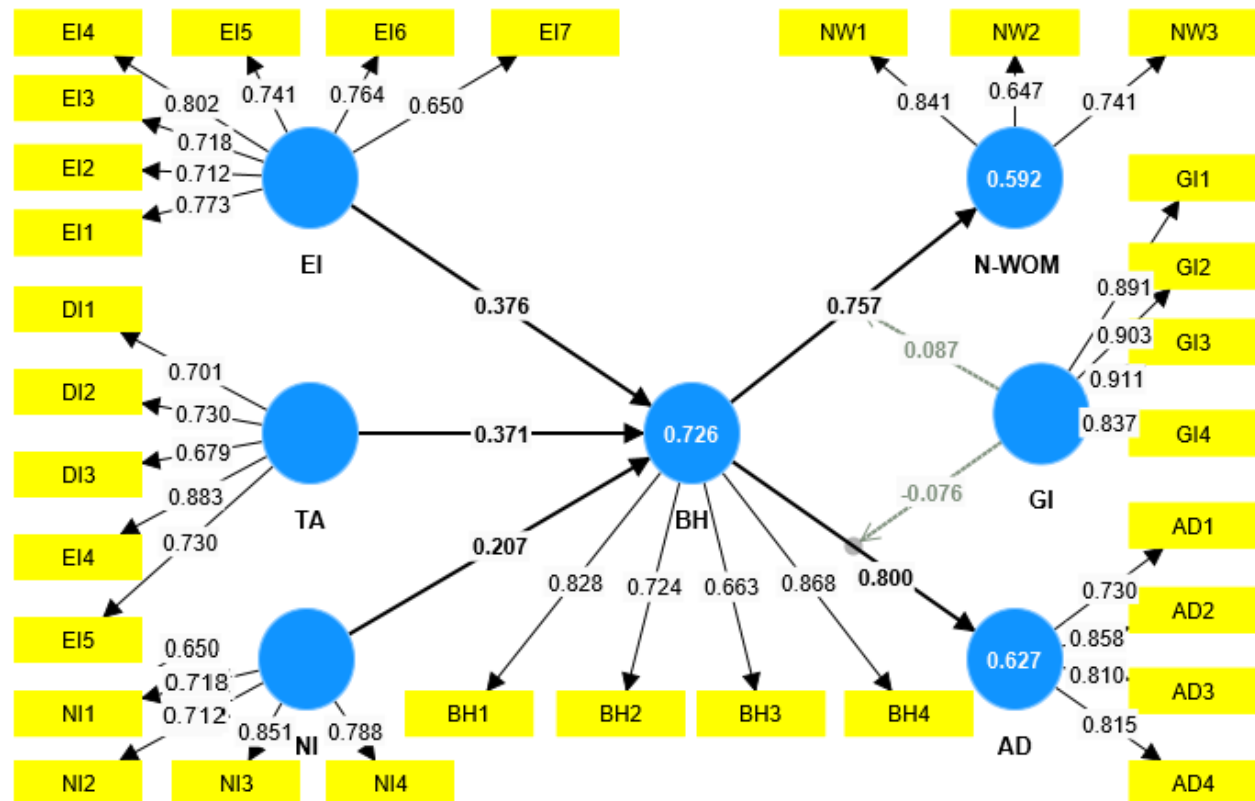


Figure 2: Presenting the FL, Path Coefficients, and R^2 values

The study shows the path analysis of the framework. The path relationships and allied influence are measured using the SmartPLS-SEM algorithm. Table 6 presents the path analysis of the study. The minimum criteria are observed at 95% interval and bootstrapping at 1.96.

Table 6: Shows the Path Analysis Result

Hypotheses	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values
EI → BH	0.376	0.377	0.051	7.320	0.000
NI → BH	0.207	0.208	0.049	4.202	0.000
TA → BH	0.371	0.371	0.049	7.550	0.000
BH → AD	0.800	0.800	0.025	31.415	0.000
BH → N-WOM	0.757	0.759	0.019	40.176	0.000
GI x BH → AD	-0.076	-0.073	0.035	2.203	0.028
GI x BH → N-WOM	0.087	0.087	0.042	2.063	0.039

The chapter presents a comprehensive display of the study's statistical outcomes. The results show that the model is statistically reliable and significant. The study proposes five path analyses and two moderation relationships. The H1 posits a relationship between EI and BH. The statistical results show that EI has a positive contribution to the tourist BH, with $\beta = 0.376$ and $P = 0.000$. So, we can claim that H1 is approved. Similarly, H2 posits a relationship between the NI and BH. The study results show that this NI makes a strong positive contribution to the BH, with $\beta = 0.207$ and $P = 0.000$. Therefore, H2 is also approved. Further, the H3 observes the relationship between the TA and BH. The study results show that TA makes a positive contribution to the BH, with $\beta = 0.371$ and $P = 0.000$. This means that H3 is also supported. Whereas, the H4 leads the relationship between the BH and AD. The study's statistical results show that brand hate makes a strong positive contribution to the anti-brand activism with $\beta=0.800$ and $P=0.000$. So, H4 is also approved. The last path analysis is of H5, which discusses the relationship between the brand hate and the negative word of mouth, or simply BH and the NWOM. The results show that brand hate increases the speed of spread of negative word of mouth with $\beta=0.757$ and, $P=0.000$. The results support the author's claim, and hence H5 is also approved.

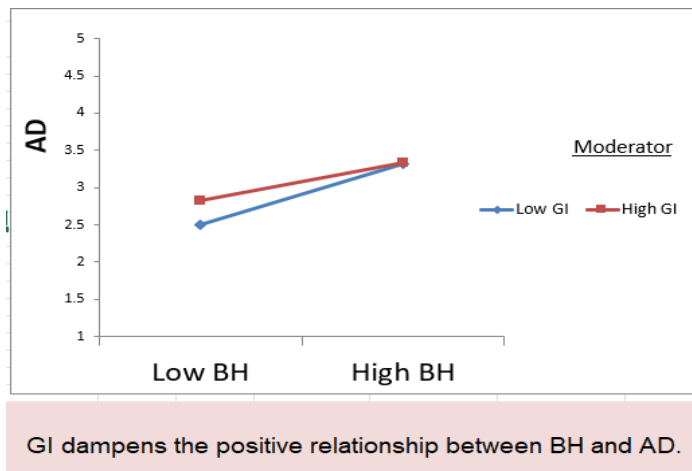


Figure 4: The graphical representation of GI in between BH and AD

In last, the study presents the results of the moderating variables. The moderating variable is the government initiatives (GI). The GI moderates the existence of positive relationship between brand hate (BH), Anti-brand activism (AD), and the negative word of mouth (NWOM). The H6a discusses the moderating role of GI in between the BH and the AD, the statistical results show that relationships is inversely significant with $\beta=-0.076$ and, $P=0.028$. The GI weakens the existence of positive relationship between the brand hate and anti-destination activism. This outcome shows that the GI needs to be rethought by the policy makers. Further, The H6B discusses the moderating role of GI in between the BH and the NWOM, the statistical results show that relationships are inversely significant with $\beta=0.087$ and, $P=0.039$. GI strengthens the positive relationship between the BH and NWOM. This shows that the GI are lacking behind and they add further to the injury rather than reducing the NWOM. The figure 4 and figure 5 presents the graphical output of the

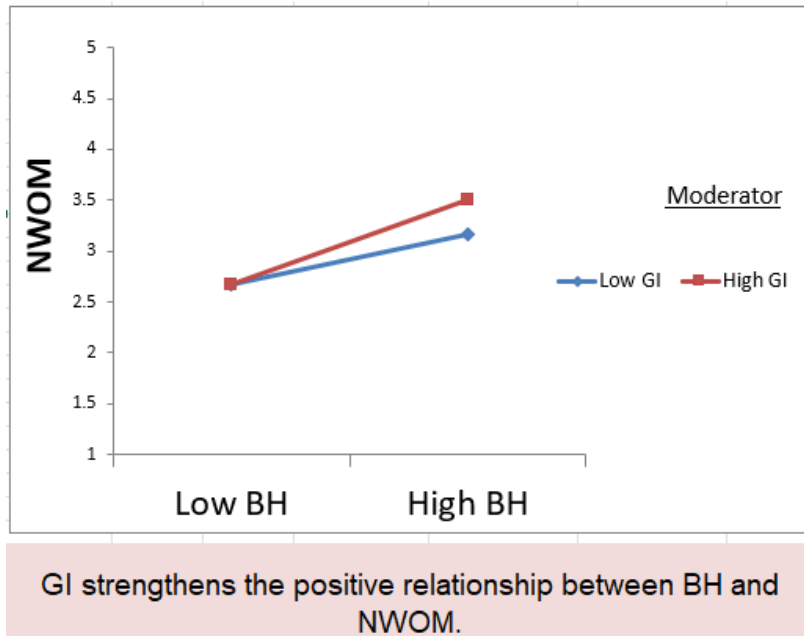


Figure 5: The graphical representation of GI in between BH and NWOM

Discussion and Conclusion

The current study is empirical and seeks to identify the impact of brand hate antecedents, such as emotional indifference, destination insecurity, and negation of intimacy, as well as the consequent behavioral outcomes, such as negative word of mouth and anti-destination activism. Moreover, the study offers the moderating role of the government initiatives that moderate the relationship between brand hate, negative word of mouth, and anti-destination activism. In light of these key variables and their interrelationships, this section will discuss all the hypotheses and their corresponding statistical outcomes in detail. Further, the study's findings will be justified using the existing body of literature to situate the current findings within it.

The first hypothesis (H1) discussed the relationship between emotional indifference and brand hate. The results show that emotional indifference makes a significant contribution to the development of destination brand hate among visiting tourists. The results find that emotional indifference may cause better destination-related hate. The current findings are in line with the study of Hegner et al.. This study shows that brand hate is driven by multiple emotional and non-emotional experiences. This study indirectly supports the findings of this study that destination brand hate is an adapted concept of consumer-related studies.

The second hypothesis (H2) posits a relationship between destination insecurity and brand hate. The study's statistical output indicates that destination insecurity has a strong positive impact on destination brand hate. The perception of insecurity at the destination leads to negative intentions toward revisit or loyalty of the tourist in the context of tourism activities (Fourie et al., 2020; Loureiro et al., 2012).

The third hypothesis (H3) discusses the relationship between the negation of intimacy and brand hate. The perspective of negation of intimacy is adopted from the psychological studies of rela-

tionships. In this study, the statistical results indicate a strong relationship between the negation of intimacy and brand hate. The negation of intimacy positively contributes to destination-brand hate. These findings are in line with the related field studies of emotional intelligence and emotional stability (Brown et al., 2024; Shen & Lan, 2023).

The fourth hypothesis (H4) concerns the relationship between destination brand hate and negative word of mouth. The prior literature on tourism shows that if tourists are not satisfied with the destination and the services provided there, they may become dissatisfied, which in turn increases motivation to engage in negative practices against the destination. The existing body of the literature shows that consumers, when not satisfied with the overall performance of the product or service they tend to spread the negative experience they had with the product or service among their peer groups, such as colleagues, friends, and ultimate families (East et al., 2007).

The fifth hypothesis (H5) concerns the relationship between destination brand hate and anti-destination activism. The statistical results show that a strong and positive relationship exists between destination brand hate and anti-destination activism. The prior literature shows that people or consumers who have had a negative interaction with the brand or the individuals dealing with the brand intend to damage the brand later on and take full revenge on such brands (Alam & Attiq, 2023; Hegner et al., 2017).

Hypotheses 6a and 6b discuss the moderating role of the government initiatives. This moderating role is subcategorized into the two consequent outcomes of the brand hate. The study results show that the destination brand's hate relationship with negative word of mouth is further strengthened by government initiatives aimed at supporting tourism activities. Further, 6b indicates the existence of a relationship between destination brand hate and anti-destination activism, and the results show that governmental initiatives dampen the strong positive relationship between destination brand hate and anti-destination activism. Government initiatives have weakened the strong positive relationship between destination-brand hate and anti-destination activism. This might be the case that the destinations might be getting some favor from the marketing campaigns of the tourism development corporation of Pakistan and the marketing campaigns by the private sector on social media and other marketing channels to support the marketing activism, which may lower the anti-destination activism by the dissatisfied tourists.

Implications of the Study

Theoretical implications

The study's theoretical contribution will highlight its contribution to theory and academia. This study has the following theoretical implications to suggest:

The study introduced a robust framework to investigate the antecedents and behavioral outcomes of the study brand hate. The study results show that brand hate does not occur suddenly. Rather, it is a by-product of environmental stimuli, which trigger acute emotions of brand hate that lead to negative behavioral outcomes. This provides a window of opportunity for future studies to consider a diverse set of antecedents to destination brand hate to gain better insight into it.

The study considered the complex nature of the relationships among the variables within the study framework. The results were developed using SmartPLS 4.0, the latest version of the soft-

ware package. The results were adequate and support the key findings of the study. Future studies can consider using SmartPLS to examine complex models with multiple cross-relationships. The present thesis establishes the strong role of SmartPLS in investigating the complex nature of the variables and their interrelationships.

Most tourism studies are conducted by Western authors using Western datasets. The present investigation is set in developing nations, which will provide confidence to future tourism researchers to consider local data and scenarios in their research. Moreover, the methodological and results sections provide a sound model for future researchers to consider.

The present investigation establishes the moderating role of government initiatives in the context of destination-based branding and allied emotions that support future intentions to consider or not consider the destination as a possible choice for leisure activities. The relationship is successfully moderated between destination brand hate, negative word of mouth, and anti-destination activism. Governmental policies, infrastructural development, and the facilitation of tourist activities play a vital role in the development of the destination's negative perception.

Practical contribution

Besides its theoretical contribution, the current study offers practical perspectives for managers, employees, and business owners. The practical suggestions for practitioners are as follows:

First, the theory highlights the important role of antecedents of brand hate. The antecedents include emotional indifference, destination insecurity, and the negation of intimacy. All these three variables highlight the importance of the emotional bond between the destination and the tourist. The service providers, owners, and managers have to learn more about their destinations and how to develop an emotional bond between tourists and the destination.

The perspective on these antecedents is that managers must develop strategic choices to avoid service failures, which can cause destination brand hate. These service failures can lead to brand hate, as this study shows that it does not occur suddenly; it is a by-product of multiple factors. The occurrence of brand hate might not be limited to these three factors; it may involve additional factors. It's the duty of those serving the community, such as employees, managers, and business owners, to avoid situations that cause emotional disintegration.

Further, the study has consequent behavioral responses in the context of brand hate. Brand hate is not alone; it is followed by a list of aversive behaviors, such as negative word-of-mouth and anti-destination activism. To control these two extreme behavioral outcomes, service providers must focus on social media and social applications to monitor tourist reactions and post-visit feedback.

Government initiatives moderate the relationship between brand hate, negative word of mouth, and anti-destination activism. The policymakers and infrastructure developments offered by the government at tourist destinations must align with public opinion. To draw developmental blueprints that support public needs, the role of local administration is vital.

Overall, the destination brand hate is a negative emotional association. It is the collective responsibility of local administration, employers, managers, and business owners to justify a better and quicker response to tourist-averse behavior. Training and development for service teams and local residents can foster a stronger, longer-lasting association between the destination and its tour-

ists. Such an emotional bonding can keep the visitors attracted and loyal to the destination, which can develop long-term relationships in the context of destination loyalty (Almeida-Santana & Moreno-Gil, 2018).

Future direction and limitations of the study

Like all other empirical investigation this study has also some futuristic directions for new researchers or window of opportunity for further insight on the destination brand hate. The current study has discussed more general nature of variables that can generate the destination brand hate. The future researchers can consider more personality oriented, emotions oriented or the cultural factors that may develop the destination brand hate. Further, the target variable of this study is the was the destination brand hate only, that gives appearance that it is the only aversive behavior that needs to be studied. The future researchers can consider using other emotional outcomes discussed in psychological and consumer studies which will provide deeper and better understanding of the phenomena. Further, the current study has opted for the cross-sectional approach of time horizon, which limits the consideration of any other data collection methods. The future researchers can consider the longitudinal type of approach to gain data from respondents at multiple intervals of time to conduct the comparative analysis which can enhance the understanding of the aversive behavioral responses. The current study is primarily focused on the SmartPLS only, the futuristics approaches can enhance the understanding of the procedure by using more sophisticated software's such as the fsQCA. Moreover, the framework of the current study can try with other cultural perspective or larger data sets to verify the findings of the current study. The future researchers can consider the comparative studies including two or more culture-based data sets. This will further enhance the robustness of the study framework and the associated legitimacy of the present study.

Conclusion

The current research study is concluded with the remarks that the destination brand hate is a concept with many strings attached. Destination brand hate is developed by the multiple antecedents and do have the multiple behavioral outcomes in share negative word of mouth and anti-destination activism. Further, the governmental initiatives that are miss directed and do not fall in line to the public opinion or business experts also fail to make proper contribution in development of the tourism destinations. The service providers and managers must focus on the proper business strategies that resolves the service failures on spot to minimize the anti-brand activism in context of tourist destination. Further the study is worthful in context of its fallow. Chapter one introduces the study research problem statement along with objectives and research questionnaires. Followed by the through literature review in second chapter and in third chapter study provides solid grounds in term of methodology. Whereas, fourth chapter provides reliable results with the help best available methods and techniques to measure the results.

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