



Pakistan's Online Shoppers: Reactions to Brand Inauthenticity and Recovery Strategies

Mubarak Ali¹, Najm Ud Din Saqib², Nazia Batool³ & Hajra Asghar⁴

¹Research Scholar, Quaid-i-Azam School of Management Sciences, Islamabad, Pakistan,

Email: mubarakalisamaa1234@gmail.com

²Research Scholar, Quaid-i-Azam School of Management Sciences, Islamabad, Pakistan,

Email: najmu9269@gmail.com

³Lecturer, Business Management, University of Baltistan, Skardu, Pakistan, Email: nazia.batool@uobs.edu.pk

⁴Research Scholar, Quaid-i-Azam School of Management Sciences, Islamabad, Pakistan,

Email: hajraasghar@qasms.qau.edu.pk

ARTICLE INFO

Article History:

Received: February 04, 2025
Revised: March 12, 2025
Accepted: March 15, 2025
Available Online: March 17, 2025

Keywords:

Brand inauthenticity, Perceived betrayal, Brand Sabotage, Demand reparation, customer trust, Brand recovery.

Corresponding Author:

Najm Ud Din Saqib

Email:

najmu9269@gmail.com

ABSTRACT

The research explores how consumers in online shopping environments respond to brand inauthenticity with a particular focus on brand sabotage and compensation demands. Perceived betrayal is identified as an essential factor leading to negative cognitive and emotional reactions. When customers feel deceived by a brand, they often react with brand sabotage or by seeking refunds. The study using data from Pakistani online shoppers, analyzed these behaviors through Confirmatory Factor Analysis (CFA) with Amos. The findings suggest that brand inauthenticity significantly drives perceived disloyalty resulting in brand degradation or demands for compensation. However, they also highlight that well-executed brand recovery efforts can significantly mitigate these adverse outcomes by restoring brand credibility. The study emphasizes the importance of quickly addressing customer dissatisfaction to maintain trust in the digital market place offering valuable insights for brands navigating the challenges of managing customer relationships in an era dominated by social media.



Introduction

According to Ernest Emeka Izogo et al., (2018); & Aurelia Michaud Trevinal et al., (2014), online shopping is promoting a rapidly expanding industry that is gaining popularity among customers. The review analyzes customer's views of their purchasing expectations in online-based shopping. The fast advancement of internet technology allows purchasers to buy products and services from those stores, which provide online shopping and detailed information about product facts on the

website (Jonghwa Park et al, 2021). With the rapid evolution of online shopping, many consumers choose it as an ideal way to purchase multiple items from anywhere (Maha Shehade et al., 2023). Most retail stores in developed countries, like Ali Baba, Amazon, and eBay, have established websites where customers can easily access services, make payments, and be up to date on promotions such as discount offers and cash on delivery, contributing to an estimated online market value of \$ 2.14B, with the platform Taobao leading internationally with a GMV of USD 711B (Prof. Yan Li et al., 2022).

According to Gadgets Now (2021), the case of Pakistan, with a population of 50 million web supporters and a rise in online shopping in Pakistan, has prompted an astonishing \$4 billion in 2020. Pakistan is firmly positioned as the 46th largest market for online business in the 2019-2020 review. The total earnings from online sales increased by 2.9 percent in 2023, indicating a positive outlook in the economy. In the previous year, the estimated account of online sales for 3.8 percent from the smaller retail volume of 2.1 percent in 2020 was uncertain. After the pandemic, however, several notable cases of unethical behavior were perceived by online consumers as contributing to their negative customer perception. MAERSK report (2023), Pakistan's electronic commerce sector is poised for substantial expansion, fueled by expanding internet access, the development of digital payment systems, and strategic efforts to increase rural and semi-urban markets. Projections suggest significant growth over the next few years, with a sales growth rate of approximately 25% from 2022 to 2027. In 2022, established retail stores in Pakistan, involving e-commerce, accounted for approximately 40% of total retail sales, with online sales supporting 8.2% of this segment, initially through electronics and appliances. Digital marketing and e-commerce, expressing 4.2% of overall retail sales, are predicted to grow at a once-yearly rate of 25% up to 2027, growing their share to 6.4% of total retail sales. This growth is possible by the government supporting programs for small and medium businesses in adopting online sales channels. Similarly, informal retail, which represents approximately 60% of total sales and is heavily centered on the food and beverage sector, has risen in reliance during the pandemic period. However, this trend is projected to decrease as formal retail, such as superstores and hypermarkets, is projected to expand by 11.3% from 2022 to 2027, driven by the development of infrastructure and structured retail strategies. As Mc Dermott (2023) A negative experience accounts for almost 60% of consumers' decision to never buy from a business again, and recent high-profile cases of unethical behavior by luxury fashion firms have caused consumers to turn away and toward competitors (Jabeen et al., 2021). Currently, making false promises, communicating improperly, and acting immorally or dishonestly are the hallmarks of unethical behavior (Bryson et al., 2021). According to Forbes, 69% of businesses use unethical marketing techniques that deceive customers (Chiu et al., 2023). Another example comes from Euro News, which states that 60% of fashion firms in Europe and the UK, such as Zara and H&H, use unethical methods to trick customers by giving false promises and hiding facts (F Campbell et al., 2021). Brand Finance reported that the world's top 50 luxury brands have faced a collective \$7.6 billion monetary loss, resulting in the biggest decrease in brand value, falling 31 percent to \$4.7 billion (Cormack et al., 2021). Therefore, it could be argued that unethical and deceptive practices cause misleading consumer brand attachment, leading to purchaser betrayal and adverse consequences.

Brand inauthenticity indicates the insight or experience of customers that a brand's portrayals, commitments, or characteristics don't line up with its genuine characteristics or practices (Ike Silver et al., 2021). Regarding internet shopping, brand inauthenticity might appear through different structures, including misleading items, tricky promoting strategies, or errors between item portrayals and conveyed products. The customer's perceptions of a brand's inauthenticity are not only affected by communications sources such as conflicting branding information, negative

internet-based surveys, and the negative experience that comes with item satisfaction (H. Ittefaq et al., 2024). From a marketing point of view, brand inauthenticity can be stated as the inconsistent relationship between customer speculations about a brand's credibility or values and the actual qualities or practices of a brand. On the other hand, this can substantially undermine consumers' trust and make them feel betrayed, cynical, or sold out eventually. Additionally, brand inauthenticity is a reality where the brand exhibits a deceptive or misleading outlook and ignores its original character or values, for example (Alnawas et al, 2023). It is designing dishonest tools like distorted communication, reflecting good quality that the marketer would take advantage of for his gain. The research analyzed what makes the explanation regarding the variables to be true or fictitious.

The concentration, with discrepancies in advertised credits and the actual product quality, the identity, expectations, and incompetent marketing tactics introduce false goods and past brand mistakes. Parameters that influence customer opinions about a brand include product quality, showroom practices, and brand reputation and appeal (D Silver et al. (2021)). Retaliatory actions made by consumers due to perceived brand inauthenticity are caused by sensations of double-crossing, personal disturbance, social impact, saw mischief, and trust violations (S Lee et al., 2009). The repayment interest, mirroring customers' assumptions for remuneration or compensation following brand inauthenticity, is molded by the seriousness of the damage, saw equity, trust rebuilding endeavors, consumer freedoms, mindfulness, and the accessibility of optional choices. Understanding the transaction between these factors and their affecting variables is essential for clarifying consumer reactions to mark inauthenticity and illuminating successful methodologies for the brand, the board, and the purchaser in online shopping settings (Zahid Ahmed et al., 2017).

Despite the remarkable increase in online shopping in Pakistan, the issue of brand inauthenticity poses a major challenge to consumer confidence and brand credibility. Although brand inauthenticity is widely recognized as a prevalent concern in the digital market, its ramifications for consumers, particularly regarding it, remain inadequately explored within the Pakistani e-commerce industry (Irfan Butt et al., 2022). This underscores a significant research gap that is required through investigation. Specifically, there is a critical need to delve into the nuanced relationships between key variables such as brand inauthenticity, customer brand sabotage, and demand for reparation, in the context of online shopping in Pakistan. Present literature lacks a comprehensive understanding of the underlying mechanisms, particularly the mediating role of perceived betrayal, which shape these relationships. Furthermore, the altering influence of brand recovery efforts on consumer responses to brand inauthenticity within Pakistani e-commerce websites remains largely unrestricted. This study seeks to fill the gap by examining the intricate dynamics at play and proposing actionable strategies to enhance brand authenticity and increase consumer confidence in the online shopping experience in Pakistan.

The study aims to explore various aspects related to the existence of misleading products and their impacts on the online shopping industry in Pakistan. The basic objective is to examine the commonality of misleading brands and comprehend the different ways customers perceive them as confusing. Moreover, we expect to dive into the inspirations driving consumer activities like negative verbal behavior, online activism, and boycotting considering brand inauthenticity. Furthermore, we try to check the degree to which consumer in Pakistan request compensation from brands following experiences with false items, including their assumptions about pay and remedial activities. Additionally, we plan to recognize fundamental factors such as service recovery efforts are negatively affecting brand inauthenticity and consumer brand avoidance. Through thorough observational examination, our exploration means to contribute important experiences to both the

scholarly world and industry, working with a more profound comprehension of consumer perspective and brand the board with regards to online shopping in Pakistan. Finally, we seek to provide significant assistance to the industry working here, enabling them to enhance brand authenticity, relying on the hostile effects of misleading brands, and developing trust and positive emotions among consumers. We anticipate promoting possible connections between brands and consumers, thus advancing the online shopping market of Pakistan (Alam et al., 2016; Koubaa et al., 2014).

In this study, we intend to unveil the components of brand inauthenticity inside the online shopping scene of Pakistan, using the S-O-R framework to examine the associations between outside updates, internal mental cycles, and noticeable behavior responses. Theoretical implications include improving our knowledge of how consumers react to inauthentic brands and strengthening the S-O-R theory's applicability to online marketplaces. Our work advances theoretical understanding of the underlying mechanisms influencing customer behavior by highlighting possible mediators including perceived betrayal moderators service recovery efforts.

For the management practice in the e-commerce sector of Pakistan, our results can bring a useful perspective to the management plan for such brands. Pre-emptive measures can be adopted such as strengthening integrity and image, and interaction with customers to minimize the risks that can damage reputations. Moreover, our work could be a source of information about the negative effects of counterfeiting for regulatory agencies and legislators. This information will assist them in the enactment of laws that protect consumers and am certain that regulations will be introduced to address this issue and secure the truthfulness of information on the internet. Lastly, our study gives an integrated view consisting of both theory and practice which implies practical recommendations for academics, business stakeholders, and policymakers who address this problem of consumer trust and brand authenticity in online buying. Thus, our research does not only inform theorists and policymakers but also the stakeholders in business.

Literature Review

Stimulus organism response theory (SOR)

Stimulus-Organism-Response (SOR) theory, devised by A. Mehrabian (1974) and supported by environmental psychology, presumes that a person's responses to stimulation are predetermined by various conditions that affect the way a human should behave (VA Vieira, 2013). The reactive element (S) in this aspect is an environmental factor that influences a person's brain state (O), which has a direct bearing on an emotion expression (R) (Steven Sweldens, & CM Brendl, 2024). According to this theorist, the surrounding events will not simply define behaviors but also affect how individuals perceive, interpret, and react to those events. The stimulation concept has a broad spectrum including the features of physical, social, cognitive, emotional, and ecological stimulation respectively (Siming Zuo et al., 2021). These stimuli play the role of being primary triggers and this engages the individual to respond and act (MKO Lee. et al. 2011). However, nothing is the reaction just to the stimulus, but is pointed at splits the stimulus into subjective or objective, which well reflects the individual's inner state. It is a combination of thinking and feeling processes surrounded by a whole host of other factors like persuasion and environment which altogether make up our behavior (Ali et al., 2021). Cognitive functions encompass assessment, inspection, consideration, memory, and reasoning. Emotional processes such as inspiration, motivation, and direction also affect the mindset. Motivational processes lead individuals to seek remuneration and keep away from disciplines, directing their behavior in response to stimuli (Qiu et al., 2023). The reaction part encompasses distinct actions, verbal

reactions, emotional responses, and physiological changes that occur due to the interaction between the stimulus and the organism. By considering the complex interconnection between outer stimuli, inner mental processes, and noticeable reactions (KB Mim et al., 2022; Nguyen et al., 2024). The S-O-R theory offers significant bits of knowledge into the components of the underlying human way of behaving, featuring the significance of understanding both environmental impacts and individual contrasts in predicting and explaining the behavior of organisms (Chen et al., 2021).

The S-O-R theory can assist with explaining the basic psychological processes that interface the independent variable (brand inauthenticity) with the dependent variable (customer brand sabotage and demand for reparation), as well as the mediators (perceived betrayal) and moderator (brand recovery effort). Stimulus (S): Brand inauthenticity serves as the stimulus in this model. It addresses the external factors that set off a reaction in the individual (consumer) (Ittefaq et al., 2024). Organism (O): The organism part encompasses the interior mental processes of the individual customer. Perceived betrayal mediates between the stimulus (brand inauthenticity) and the reactions (customer brand sabotage and demand for reparation). Perceived betrayal represents the cognitive and emotional reaction to feeling tricked or misled by the brand, and also reflects the elevated emotional excitement or dissatisfaction experienced by the customer (Jonghwa Park & Hanbyul Choi, 2021, Jabeen et al., 2022). Reaction (R): The response to brand inauthenticity is twofold: customer brand sabotage and demand for reparation. Customer brand sabotage refers to any actions taken by the customers to hurt the brand, like negative electronic word of mouth or boycotting the brand's products or services. Demand for reparation refers to the customer's desire to pay the requirement or compensate for the perceived mischief caused by the brand's inauthenticity. Furthermore, in addition to these components, the model also has moderators. Brand recovery efforts: This mediator impacts the link between the independent variable (brand inauthenticity) and the dependent variables (customer brand sabotage and demand for reparation). Brand recovery efforts refer to the action initiated by the brand to address customer complaints, protests, or disappointment (Huang et al., 2020). These efforts' effectiveness can moderate brand inauthenticity's effect on customer reactions. For instance, proactive and genuine efforts to correct the circumstances might alleviate the adverse consequences of brand inauthenticity on customer brand sabotage and demand for reparation (Iqbal, J., & Saeed, A., 2023).

Brand Inauthenticity

The researcher C. Redrigues et al., (2021), define a brand becomes inauthentic when it doesn't build its promises on its core principles and doesn't maintain its authenticity. Brand inauthentic refers to a circumstance where a brand's outward show, information, or activities are perceived as lacking validity, sincerity, or arrangement with its core values or commitments (P Rodrigues et al., 2021). In less difficult terms, it's the point at which a brand seems to be phony or dishonest to its customers (Silver et al., 2021). This perception can emerge because of multiple factors, for example, irregularities between what a brand professes to depend on and its real way of behaving, exaggerated marketing claims, or attempts to mimic trends without genuine commitment. At the point when customers sense this inauthenticity, it can dissolve trust and credibility, ultimately affecting their perceptions and ways of behaving toward the brand (Ittefaq et al., 2024).

To recognize brand inauthenticity, study a situation where a brand presents itself as harmless to the environment and socially responsible. If it is discovered that the brand's assembly processes are detrimental to the environment or that it is causation harm to its workforce, consumers may perceive the brand as unauthentic (Guevremont & Grohmann, 2018). This disparity between the brand's declared qualities and its actual practices creates dissatisfaction, leading consumers to

protest the seriousness of the brand's authority or commitment (Baum & Critcher, 2020). Conversely, if a brand occupies a social or social pattern without adjusting its activities to the cause, customers may perceive its efforts as shrill and dishonest, leading to the insight of inauthenticity (Rodrigues et al., 2021). According to the standing of authenticity in the decision-making process of customers and its historical significance, marketers are examining it more and more (Fritz et al., 2017). Guevremont & Grohmann, (2018) defined authenticity as consumers' perception of genuineness, honesty, dependableness, and brand continuity. Various studies considered brand authenticity and its impact on brand love, brand popularity, brand equity, purchase intentions, etc. (Campagna et al., 2023; Chua et al., 2024; Fritz et al., 2017; Shi et al., 2022.; Yang et al., 2021). However, consumers can also perceive a brand as inauthentic, which can have a negative impact. Rodrigues et al., (2021) studied brand inauthenticity, where inauthenticity was defined as low brand authenticity. Moreover, inauthenticity is an event because of the single or continuous act of failing at promises. Brand inauthenticity can result in consumers avoiding the brand and developing negative emotions (C. Rodrigues et al., 2021). Silver et al., (2021) affirmed inauthenticity to be a result of the difference between the image a brand claims to be and the actual brand's identity, which a consumer finds out after having an encounter.

The term "brand authenticity" describes how customers see a brand based on their own experiences, feelings, or knowledge of the brand's existence (Portal et al., 2019). Brand authenticity has been studied to determine consumer reactions towards the brand. Fritz et al., (2017) discussed that consumers might perceive a brand as inauthentic based on events that occur or their perceptions of brand continuity (consistent presence over time), ingenuity (perception of originality and inventiveness), dependability (reliability in keeping promises), symbolism (brand representation), and uprightness (practices of integrity and righteousness). The perception of brand inauthenticity mainly arises from the brand's failure to meet all the criteria in delivering expected or portrayed brand values (Guevremont & Grohmann, 2018).

Perceived Betrayal

Perceived betrayal refers to the unfavorable perception that consumers have against a brand as a result of any transgression of the company's standards, whether they are related to performance, social conventions, service, or customer-brand relationships (Singh, et al., 2022). According to Lee et al., (2013), Perceived betrayal refers to an individual's conviction that somebody has intentionally disregarded what is expected in the context of their relationship. It happens when trust is broken, and the individual feels let down or tricked by somebody they trusted. For example, this emotional effect can prompt sensations of shock, misfortune, and discomfort (Yany Gregoire, 2008). Perceived betrayal refers to the subjective experience of feeling let down, disappointed, or deceived by someone whom an individual trusted or relied upon. On the contrary, it should be mentioned that perception is the critical value here (Park et al., 2021), something that may be interpreted as a betrayal by one person, might not be perceived by another.

Whatever the circumstances, such feelings of betrayal are always the result of giving rise to emotions like anger, limpness, and despondency (Valor et al., 2022). This emotional reaction could be very severe and might affect the way the pairs relate to each other. Due to the disease of betrayal, individuals and relationships are likely to be hurt badly, whereas trust will be rejected further even as suspicion and confusion will be felt in what lies ahead (Mogaji et al., 2021). On the other hand, it may lead to undesirable circumstances, such as dissatisfaction and lack of talking which take place between the individuals fighting. Discerning betrayal either as a serious one or as if perceiving the trust as the greatest treasure, it needs certainly open and honest communication, empathy, and also a willingness to take measures so that one becomes positive-minded again,

instead of finding himself wandering on a completely different pathway, (Silver et al., 2021) While there may be a hurdle in the process of recovering from the betrayal, which can be conducted gradually and requires time from both sides in reinforcing confidence to restore the relationship.

Customer Brand Sabotage

Customer brand sabotage occurs when a customer intentionally engages in activities that harm a brand, often with the next-to-no objective of reestablishing their relationship with the brand, the "bridges and burns" between the consumer and the brand (Merlo et al., 2024). Customer brand sabotage refers to actions taken by consumers to hurt a brand's reputation, image, or deals (Kahr et al., 2016). This can take different forms, including negative reviews, spreading bits of hearsay or fake data, boycotting products, or services, or, in any event, participating in vindictive exercises like defacement or hacking (Hengner et al., 2017). The inspirations driving customer brand sabotage can vary, yet they frequently come from disappointment with the brand, perceived injustices, or philosophical conflicts (Khan & Lee, 2014).

The ascent of social media and online review platforms has provided consumers with integral assets to offer their viewpoints and impact others. While this can be helpful for brands as far as getting criticism and drawing in customers, it likewise opens the door for potential brand sabotage (Merlo et al., 2024). A solitary negative review or viral web-based post can spread quickly and have a significant impact on a brand's reputation, particularly if it persists without some restraint or is ignored (Wang et al., 2024). Brands should take a proactive and calculated strategy to stop customers from sabotaging their brands. They must monitor internet chats and feedback outlets to spot any problems before they get out of hand. They should also speak with customers face-to-face, attend to their needs, and address problems as soon as they arise (Khan & Lee, 2014). The impact of brand sabotage may be lessened by developing a strong brand identity and cultivating a pleasant rapport with customers. Consumer trust may be restored, and damage can be minimized with the use of an emergency board plan.

Demand for Reparation

The brand's attempt to rectify the damage caused to fairness during a negative customer-brand interaction by requesting reparations is an attempt to restore the connection between the consumer and the brand (Ittefaq et al., 2024). Demand for reparation is a formal request or claim made by an individual or group seeking compensation, restitution, or recognition for damage, damage, or wrongdoing caused by another individual (Yang et al., 2024). As such, this concept relies on postulates of fairness, justice, and accountability, in which the victims are allowed to seek damages or compensation for the injuries they endured unfairly. Due to the fact that demands for reparations may appear in different situations, such as legal, social, political, or interpersonal, their problems may be very different, ranging from historical unfairness to contemporary violation of rights or dignity (Södergren J., 2021).

The desire of the demand for reparation could be revealed as an acknowledgment of recognition, accountability, and responsibility from a party that caused the harm, (Yang et al., 2024). It is the process by which persons or groups enforce the wrongs that have befallen them, redress the lack, and restore justice. Reparations may take different forms, for example, compensation acknowledgments recognitions, policy changes, or inactivates that work to close the gap at the societal level. The requirement of repairing is a sort of pursuit to compensate for a breach in dignity, balance as well as reconciliation that could be potentially triggered by some harm or wrongdoing. It confirms the need to repair the historical injuries, structural inequalities, and systemic systems of oppression that continue to exist even on the micro level (Barta et al., 2023).

These reparation demands can be risky and complicated, but they are an important tool that helps to achieve justice, healing, and social transformation so that society becomes a home for all therefore everyone can thrive in dignity without being discriminated.

Brand Recovery Effort

Brand recovery efforts are defined as strategic plans and actions taken by a brand to recover and restore its value or reputation after an incident that causes damage to its position and erodes consumer trust (Lee, & Kim, 2023). These efforts are critical in mitigating the negative effects on customer trust and brand equity that increase from challenges like the distribution of misleading or defective products. Essential factors of Brand recovery efforts include proceeding with public apologies, presenting compensations or refunds, ensuring customer service, and implementing corrective channels to prevent future incidents (Tran, 2024).

For instance, an effective brand recovery strategy may include a thorough communication plan that transparently addresses the problems and overviews the steps the brand takes to resolve them (Lee, & Kim, 2023). This transparency supports rebuilding customer trust by demonstrating accountability and a commitment to enhancement. Public apologies and official statements are important components of this communication strategy, acknowledging the mistake and conveying genuine guilt (David, & Tam, 2024). Also, offering reparation including refunds, special discounts, or free products can adjust to customer dissatisfaction and highpoint that the brand values its enterprise and is committed to making compensations (Ali et al., 2023).

Furthermore, enhancing customer service centers plays an important role in brand recovery efforts. Providing exceptional customer support during and after the incident can help assure customers and address their concerns rapidly (Rifi & Mostafa, 2022). This may encompass improving quality control processes, raising transparency in supply chains, or capitalizing in better technology and training programs for staff (David, & Tam, 2024). By taking these proactive steps, can not only recover from the immediate fallout but also strengthen their long-term relationship with customers, thereby protecting their reputations and engaging customer loyalty.

Hypotheses Development

Brand Inauthenticity and Customer Brand Sabotage

Brand Inauthenticity arises when customers perceive a brand as uncertain or misleading in its values, assurances, or turns (Silver et al., 2021). This expectation can be triggered by contradictions between a brand's messaging and its real practices, such as natural claims that are not supported by sustainable practices or social responsibility initiatives that appear insincere. When a brand's actions don't align with its actual values or equity, the customer feels deceived, resulting in a demise of trust (Baum & Critcher, 2020). Brand authenticity is a cornerstone of brand loyalty, its consumers may question the integrity and reliability of the brand, affecting their willingness to manage and engage to purchase from it. Customer brand sabotage is a major retaliatory act of customer backlash where customers attempt to deceive the brand's reputation and market reputation (Wang et al., 2024). This behavior can be seen through negative reviews, social media tries, boycotts, brand-offs, or diffusion of harmful news about the brand. Such actions are often considered a sense of betrayal or discomfort/dissatisfaction reducing brand inauthenticity (Kahr et al., 2016).

Morhard et al., (2015) believe brand inauthenticity is any kind of discontent that customers demonstrate exhibiting an intentional negative attitude towards a company by the gap between its declared values and behavior. Betrayal and mistrust feelings might be induced because of such an

impression. For illustration, public anger can erupt and strategic sabotage, such as boycotts, negative word-of-mouth campaigns, or harming the reputation online shown by the brand, may occur when a corporation that states is being an environmental steward is caught polluting (Jabeen et al., 2022). As some research studies show, consumers with emotional ties to a particular brand are more likely to manifest a negative attitude toward it and feel disappointed in it (Aaker et al., 2002). Buyers' emotional attachment or involvement with the brand is tied to feelings of reciprocation. Customers may indicate to inscribe negative reviews, boycott a product, or contribute to online campaigns if they are not satisfied with those prospects. This may be unfavorable to the brand's status, as well as customer satisfaction and company profit (Zinkhan & Hollenbeck, 2010).

H1: The brand's inauthenticity has directly affected Customer Brand Sabotage.

Brand Inauthenticity and Demand for Reparation

Brand inauthenticity has significant effects on the demand for reparation by eroding customer confidence and developing customer concern. When consumers perceive a brand as unfavorable or inauthentic, they often feel deceived by the brand's failures or misled commitment (Alnawas et al., 2023). This logic of betrayal encourages customers to pursue not only an apology but also physical actions that validate the brand's promises to address and modify its defaults effectively and efficiently. The highlighted demand for reparation is driven by the requirement to restore trust and credibility, which are important for engaging customers (Wei et al., 2020). Reparation efforts force involve certain public requests for forgiveness or acknowledgment of the brand's weaknesses, such as substantive activities like refunds, best discounts, or highly significant changes in company practices (Södergren, 2021). These reparative arrangements are important not only to address instant discomfort or dissatisfaction but also to demonstrate the brand's sincere effort to align with its measured values and commitments, thereby continuing to rebuild the lost trust and customer loyalty (Kim et al., 2024).

Also, the usefulness of the reparation efforts in noticing brand inauthenticity is based on their perceived authenticity and capability (Kim, 2021). Insincere efforts at reparation can further intensify customer embarrassment or dissatisfaction, potentially increasing the problem and leading to negative sentiment. Conversely, well-executed reparative measures that transparently and comprehensively address the prominence issues can mitigate the adverse influence of inauthenticity (Michel et al., 2009). By authentically engaging with establishments and taking meaningful corrective actions, brands can not only repair their damaged reputation but also reinforce their commitment to authenticity, ultimately recovering and potentially even establishing consumer loyalty in the long term. (Pizzutti & Fernandes, (2010)).

H2: Brand inauthenticity directly affects the Demand for Reparation.

Mediating role of perceived betrayal

When a brand promotes a certain ethos or behavior, consumers become sensitive to the brand's real image. If the actions of the brand or the values that it stands for are at variance with the ones it has advertised, then customers tend to reject that brand for its inauthenticity (Sameeni et al., 2022). Since trust and commitment were with the brand previously, betrayal would occur if customers were disappointed or didn't agree to the brand's announced principles. Such disconnects as the difference between the anticipations of the customer and the actual performance can spark wenches and instruct them to destroy the product. Eventually, this could turn unproductive damaging a brand by the negative press, internet commentary, or boycotting is sometimes referred to as brand sabotage (Hai-Ming et al., 2020). Through the patronage of inauthentic and dishonest

brands, the hidden visitor's feelings before they embark on sabotaging a brand are uncovered where the emotional and psychological journey is insinuated. Research has shown, however, that when clients sense being tricked, it is more likely that they end up being annoyed and start out savaging to cover up frustration and for them to have their scores. What this mediating position does is shed light on the importance of conscientiousness and authenticity in brand management, as any discrepancies in these may do a lot of harm to the reputation and stock of its clientele (Yildiz et al., 2023).

The customer's expectation of betrayal due to brand inauthenticity resonates as one of the brightest factors that support them in asserting reparation. When brands do not deliver on their promises as promised, consumers can be more likely to take action seeking redress such as refunds, public apologies, or corporate policy change (Gregoire et al. (2010)). The demand is the folk reaction to the trust breach, as the consumers counter-act intending to put the balance right and recover the injustice the brand made. It is mostly perceived as the leading cause of the mismatch between such emotional reactions by the customers and the brand's actions (Khatoon, & Rehman, 2021). The crime of lying causes consumers to demand the truth when they believe that they have been deceived. That can lead to a feeling of being angered and they have a right to fairness. To let the brand fulfill the gap between the brand's promise and fulfillment, it is these bigger emotions that succeeded in spurring the fizz at the fuzee of the brand (Batson et al., 2007). The trick here remains to maintain the target audience's satisfaction and give them a sense that they are always getting angry for their buck through continuity in the message and its actions. Leaving this gap unfilled can result in customers not seeing the value of these brands and switching to another provider (Strebinger, & Treiblmaier, (2024).

H3: The impact of brand inauthenticity on customer brand sabotage is mediated by perceived betrayal.

H4: The impact of brand inauthenticity on demand for reparation is mediated by perceived betrayal.

Moderating Role of Brand Recovery Effort

Brand recovery efforts play an essential moderating role in the relationship between brand inauthenticity and customer brand sabotage. When a brand is perceived as inauthentic, consumers often feel betrayed, which can lead them to engage in behaviors intended to damage the brand positioning, whereas negative reviews or comments, social media backlash, or boycotts (Bhatia et al., 2023). However, the presence and quality of brand recovery strategies, such as transparent communication, truthful apologies, and concrete corrective actions, can mitigate the adverse impacts of inauthenticity by addressing consumer objections and reinstating trust (Honora et al., 2022). By demonstrating that they are taking genuine measures to align their activities with their values, a brand can restore consumer confidence and loyalty. Therefore, the negative impact of recognized inauthenticity is reduced, as consumers are more inclined to give the brand another chance rather than actively seeking to destroy it Choi & La, 2013.

Additionally, the effectiveness and usefulness of brand recovery efforts emphasize their perceived seriousness and completeness. Insincere recovery attempts may be unsuccessful to assuage consumer agitation and could even make worse feelings of betrayal, potentially preceding more intense sabotage efforts (Stackhouse et al., 2023). On the other hand, well-planned and sincerely implemented recovery efforts can significantly moderate the link between inauthenticity and sabotage by addressing the root causes of consumer dissatisfaction and demonstrating a reasonable commitment to change policy (Davvetas et al., 2024). The proactive approach is not only aimed at

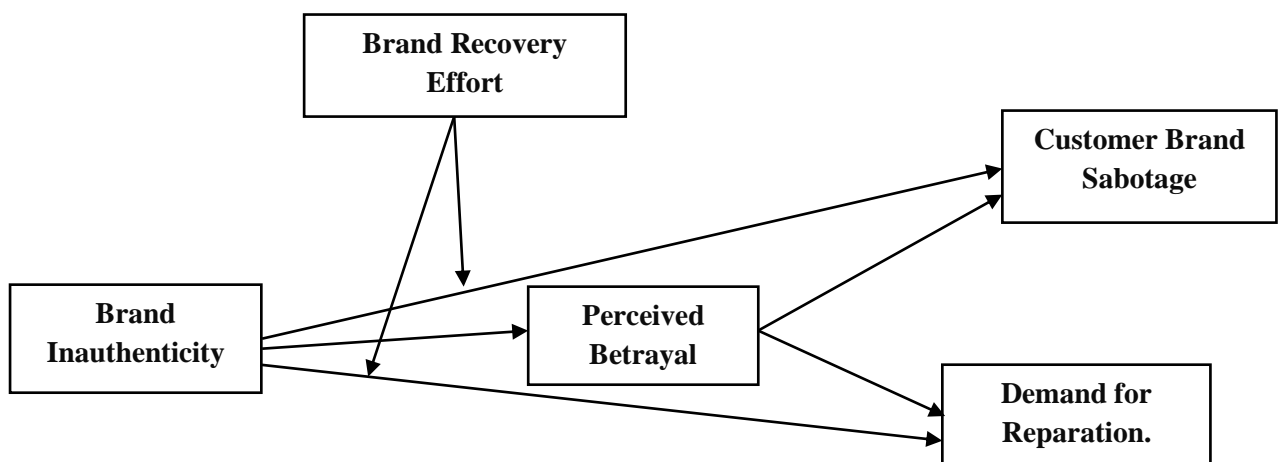
repairing the immediate damage but also enhances the sincere brand's resilience against further distress, fostering a more loyal and supportive consumer base (Cachero-Martínez et al., 2024),

H5: Brand recovery efforts will moderate the relationship between brand inauthenticity and customer brand sabotage.

Brand recovery efforts significantly moderate the connection between brand inauthenticity and demand for reparation, effectively weakening the positive correlation between the variables. When consumers perceive a brand as inauthentic, they often feel a strong need for the brand to make amends, demanding reparative actions such as apologies, compensations, or changing policies and practices (Choi & La, 2013). Conversely, the presence of effective brand recovery efforts can mitigate this demand by addressing consumer concerns proactively and demonstrating a genuine promise to clarify the claims or issues (Lee, & Kim, 2023). For example, if a brand is accused of unethical labor practices, acknowledges the incidents and issues, takes responsibility, and implements verifiable changes in its supply chain management, it shows a sincere effort to correct the issue (Stackhouse et al., 2023). This proactive approach can satisfy consumer expectations for reparation and shrink the intensity of their desires and demands. Furthermore, when recovery efforts are perceived as honest and comprehensive, they can transform potential difficulties into opportunities for enhancing relationships with consumers. By pinpointing issues head-on and indicating accountability, a brand can relieve consumer betrayal and decline the insistence for reparation. This decreases the expected relation concerning brand inauthenticity and demand for reparation, as consumers feel relieved that the brand is taking compulsory steps to prevent future failures (Honora et al., 2022). Therefore, a successful brand recovery effort is not just a result of perceived inauthenticity, but also a way to promote a more resilient and trustworthy brand reputation in the future.

H6: Brand recovery efforts will moderate the relationship between brand inauthenticity and demand for reparation, thus, effective brand recovery efforts will weaken the positive relationship.

Figure 1:



Theoretical Framework

Methodology

A quantitative research approach is employed in this study, utilizing a survey questionnaire to gather data from customers who have experienced brand inauthenticity.

Sampling

The sample of the study consists of 394 respondents who have experienced brand inauthenticity the previous year. Participants were recruited through social media platforms and online Google Docs forums. We collected data in different waves between April and May 2024. The target population for the study was online shopping consumers from Pakistan. Through the screening process, we collected responses from 425 online shopping customers who met our criteria for respondents. However, we excluded 31 responses due to missing, excessive, or incomplete data. The remaining 394 responses were used for data analysis, using AMOS software. The sampling method is random, using a convenient sampling approach. The demographic inquiries included gender (66% male, and 32.6% female), marital status (married: 22.1%, single: 77.9%), education level (intermediate: 14.3%, undergraduate: 61.3%, postgraduate: 19.8%), and age (67.2% for those under 24, 26.7% for those between 25 and 34, 5.2% for those between 35 and 44, 0.6% for those over 45). The second portion of the questionnaire includes independent variables, the third and fourth portions of the questionnaire include the items of mediating variables the fifth and sixth portions of the questionnaire include the dependent variables and the last portion of the questionnaire assesses the moderator of the study.

Data Collection

Data was collected using an online survey questionnaire, consisting of established scales for: We utilized brand inauthenticity as an independent variable, and was measured using 12 items. The items were tested on a 5-point Likert scale. The dependent variables are the customer brand shortage measured by utilizing 5 items and the demand for reparation measured by utilizing 6 items. The items of both variables were examined on a 5-point Likert scale. The mediator uses perceived betrayal by using 8 items, these measures were also implemented for the current context and evaluated on a 5-Likert scale. Finally, the brand recovery effort, which was a moderator in the study, was measured by using 7 items, this scale was evaluated on a 5-Likert scale.

Data Analysis

Data was analyzed using SPSS to check data normality (descriptive statistic, and Cronbach alpha) and CFA (confirmatory factor analysis) in AMOS to validate the measurement model and test the hypotheses.

Measurement Model

The measurement model's goodness-of-fit values are satisfactory, as evaluated using the degree of freedom and chi-square (CMIN) value. A CFI value below 0.95 is considered acceptable, and the SRMR score is 0.068, indicating a good match. A poor fit is indicated by an RMSEA score of 0.008, higher than the cutoff of 0.06.

Model Validity Measures

Validity Analysis

	CR	AVE	MSV	MaxR(H)	BI	PB	CBS	DR	BRE
BI	0.903	0.508	0.061	0.906	0.713				
PB	0.893	0.544	0.173	0.897	0.227***	0.738			

CBS	0.847	0.527	0.173	0.858	0.193**	0.415***	0.726
DR	0.801	0.503	0.061	0.808	0.247***	0.187**	0.125* 0.709
BRE	0.850	0.533	0.016	0.861	-0.007	0.076	0.042 0.126* 0.730

HTMT Analysis

	BI	PB	CBS	DR	BRE
BI					
PB	0.218				
CBS	0.200	0.427			
DR	0.252	0.187	0.112		
BRE	0.007	0.088	0.057	0.107	

The model validity measure reveals strong internal consistency, convergent validity, and discriminant validity across all constructs or variables. The CR values above 0.70, and the AVE values exceed 0.50, indicating that the constructs are reliable and explain more than half of their indicators' variance. MSV values are below AVE, confirming discriminant validity, while HTMT ratios are lower at 0.85 further supporting this. Significant positive correlations occur between several constructs, suggesting they positively affect each other.

Model Fit Measures

Measure	Estimate	Threshold	Interpretation
CMIN	837.599	--	--
DF	394.000	--	--
CMIN/DF	2.126	Between 1 and 3	Excellent
CFI	0.917	>0.95	Acceptable
SRMR	0.055	<0.08	Excellent
RMSEA	0.054	<0.06	Excellent
PClose	0.122	>0.05	Excellent

The model fit measures show a strong overall fit to the observed data. The CMIN/DF ratio is 2.126, SRMR = 0.055, RMSEA = 0.054, and PClose = 0.122 all fall within excellent ranges, providing a very good fit. Although the CFI = 0.917 is somewhat lower than the ideal threshold of

0.95, it is still acceptable. Therefore, the model is suitable for the data and can be considered reliable for further evaluation.

Cronbach Alpha

Variables	Cronbach Alpha	No. of Items
Brand Inauthenticity	.901	9
Perceived Betrayal	.892	7
Customer Brand Sabotage	.846	5
Demand for Reparation	.798	4
Brand Recovery Effort	.839	5

The values of all variables indicate big internal advocacy and reliability. Brand inauthenticity of 0.901, perceived betrayal of 0.892, and customer brand sabotage of 0.846 all have values that well exceed the cutoff value of 0.70, demonstrating strong reliability. Demand for reparation of 0.798 and brand recovery effort of 0.839 are also above this threshold value, confirming their reliability. These results suggest that the measurement items for each construct consistently capture their representative variables.

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
BI_C	394	1.33	5.00	3.9795	.80009
PB_C	394	1.00	5.00	3.2360	.84434
CBS_C	394	1.00	4.80	2.8807	.92182
DR_C	394	1.00	5.00	3.6409	.61720
BRE_C	394	1.00	5.00	3.3093	.89247
Valid N (listwise)	394				

The statistical analysis for the variables indicates the data sample size N = 394 and provides insight into their distribution. The means suggested that brand inauthenticity is 3.98, perceived betrayal is 3.24, demand for reparation is 3.64, and brand recovery effort is 3.31 is perceived as relatively high on a 5-point scale, and customer brand sabotage is 2.88 which is relatively lower on a 5-likert scale. The standard deviations reveal moderate variability, with brand inauthenticity having minimal variance = 0.8001 and brand sabotage having the maximum variance = 0.9218. These findings provide a clear overview of central tendency and dispersion for each variable in the study.

Correlations: (Group number 1 - Default model)

			Estimate
BI	<-->	PB	.227
BI	<-->	CBS	.193
BI	<-->	DR	.247
BRE	<-->	BI	-.007
PB	<-->	CBS	.415
PB	<-->	DR	.187
BRE	<-->	PB	.076
CBS	<-->	DR	.125

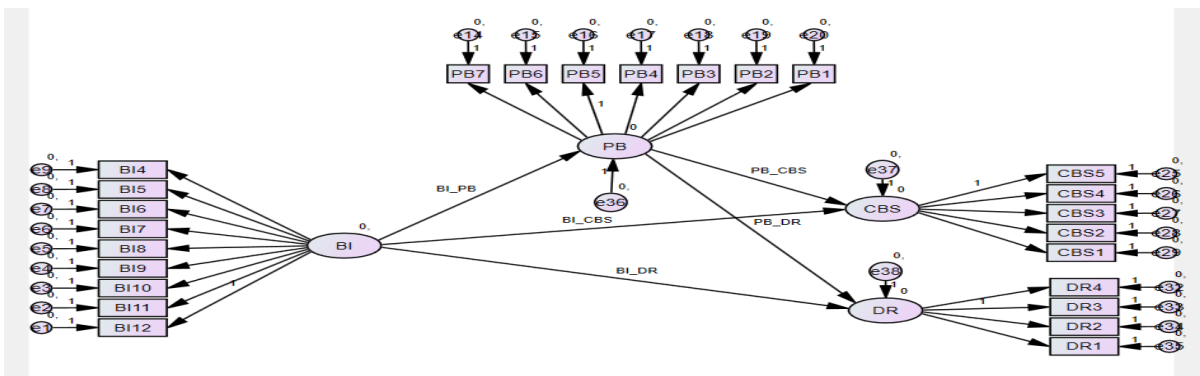
			Estimate
BRE	<-->	CBS	.042
BRE	<-->	DR	.126
e38	<-->	e41	-.485

The findings of correlation analysis demonstrate significant relationships between multiple variables in the model. BI has a positive correlation with PB at 0.227, CBS at 0.193, and DR at 0.247, indicating that these concepts are related. PB also has a positive correlation with CBS at 0.415 and a moderate correlation with DR at 0.187. BRE has weak correlations with other variables. Furthermore, there is a significant negative correlation between error terms e38 and e41 at -0.485, suggesting some shared differences between these measurement errors.

Structural Model

The structural equation model (SEM) explains the complex relationship between latent variables, such as direct and indirect effects. Brand inauthenticity (BI) is a key driver, with a significant impact on perceived betrayal (PB) and demand for reparation (DR). The indirect path from BI to CBS through PB is significant, suggesting that BI influences CBS through its effect on PB. The model also reveals that Customer Brand Sabotage and Demand for Reparation intensify the relationships between BI and themselves, highlighting their enhanced role in these relationships.

Figure 2:



Indirect Effects

Indirect Path	Unstandardized Estimate	Lower	Upper	P-Value	Standardized Estimate
BI --> PB --> CBS	0.104	0.049	0.176	0.003	0.089**
BI --> PB --> DR	0.025	0.008	0.053	0.011	0.032*

Significance of Estimates:

*** p < 0.001, ** p < 0.010, * p < 0.050, † p < 0.100

The indirect effects analysis shows significant mediation pathways among variables. In particular, brand inauthenticity indirectly affects customer brand sabotage through perceived betrayal with a

standardized estimate of 0.089 and a p-value of 0.003, revealing a significant effect at the 0.01 level (**). Additionally, brand inauthenticity indirectly affects the demand for reparation via perceived betrayal with a standardized estimate of 0.032 and a p-value of 0.011, indicating significance at the 0.05 level (*). These results indicate that perceived betrayal mediates the relationship between the independent and the dependent variables.

Direct Effect

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
PB	<---	BI	.257	.064	4.004	***
CBS	<---	BI	.122	.064	1.900	.057
DR	<---	BI	.170	.048	3.535	***
CBS	<---	PB	.403	.062	6.533	***
DR	<---	PB	.097	.042	2.326	.020

The direct effects analysis indicates significant relationships between various constructs. Brand inauthenticity has a significant effect on perceived betrayal with standardized estimates of 0.257 and a highly significant p-value < 0.001 level (***). BI also significantly impacts demand for reparation with a standardized estimate of 0.170 and p-value <0.001 (***). But BI influence on customer brand sabotage is weaker and marginally significant estimate = 0.122, with p-value at 0.057, PB has a strong positive effect on both CBS estimate = 0.403, p < 0.001, and DR estimate = 0.097, p < 0.020. These results demonstrate the crucial role of perceived betrayal in promoting the impact of brand inauthenticity on customers' reactions.

Moderating Effect

Regression Weights: (Group number 1 - Default model)

			Estimate	S.E.	C.R.	P
ZCBS_C	<---	ZBI_C	.148	.050	2.974	.003
ZCBS_C	<---	ZBRE_C	.064	.050	1.292	.196
ZCBS_C	<---	Inter	.058	.050	1.165	.244
ZDR_C	<---	ZBI_C	.176	.049	3.555	***
ZDR_C	<---	ZBRE_C	.113	.049	2.301	.021
ZDR_C	<---	Inter	-.042	.050	-.845	.398

The moderating effect analysis demonstrates how brand recovery effort affects the relationships between other variables. For customer brand sabotage, brand inauthenticity has a significant positive effect estimate = 0.148, p < 0.01, while BRE does not significantly moderate this relationship (interaction term p > 0.001 or p = 0.244). For demand for reparation, BI also has a significant positive effect (estimate = 0.176, ***p < 0.001), and BRE has a significant positive impact (estimate = 0.113, *p < 0.05 or p = 0.021). Conversely, the interaction term is insignificant (p > 0.001 or p = 0.398), indicating that BRE does not significantly moderate the impact of BI on DR. Furthermore, while BRE itself affects DR, it does not significantly alter the strength of the relationship between BI and DR or between BI and CBS.

Discussion

This study also provides significant results on the effect of brand inauthenticity on customer reactions in the context of online shopping in the region of Pakistan. The finding of brand inauthenticity has a significant positive relationship to both the customer brand sabotage and demand for reparation. This entitles that consumers perceiving a brand as inauthentic are possible to engage in brand sabotage and pursue corrective actions. The findings of this study align with previous investigate on the applicability of the S-O-R theory and attachment theory. Rodrigues et al., (2021) and Chen et al. (2018) regulate that brand inauthenticity and corporate negligence show apparent brand betrayal and negative emotions such as dissatisfaction and irritation. Studies by Lee et al. (2013), & Sameeni et al. (2022), confirm that perceived brand betrayal leads to brand boycotts and reparation demands. Perceived betrayal significantly mediates these relationships, suggesting that consumers who feel betrayed by a brand are more persuaded to retaliate and demand compensation. Kucuk (2021) emphasizes that brand hatred is related to negative customer behavior such as negative electronic word of mouth, customer boycotts, and brand sabotage. This observation is that when consumers hate a brand, they actively give negative feedback about it online, avoid purchasing its products, and effort to destroy the brand's image. NeWOM develops the impact of brand hate on these behaviors, with customer personality traits varying these relationships. These assumptions are consistent with the findings of this study, confirming the broader impact of the observed phenomena.

The analysis supports the direct effects of BI on both CBS and DR (H1 and H2), the research confirms that when customers perceive a brand as inauthentic, they are more likely to avoid the brand or demand compensation. The study also finds that the mediation of these effects by perceived betrayal such as H3 and H4, indicating that feelings of betrayal due to brand inauthentic leads to adverse customer actions, and partially supports the alteration of BRE on BI with CBS relationship H5, effective recovery efforts can decrease the likelihood of brand sabotage by mitigating the impact of perceived inauthenticity. It does not support the moderation effect of BRE on BI's and DR relationship H6. These results provide insights into the nuanced relationships between brand inauthenticity, perceived betrayal, brand recovery effort, and consumer action or responses.

Furthermore, the study emphasizes the moderating impact of brand recovery efforts. Active recovery strategies were found to mitigate the negative relation of brand inauthenticity on customer sabotage and demand compensation, highlighting the importance of robust recovery mechanisms in rebuilding customer trust and loyalty (Chen & Wang, 2021). Reimann et al. (2018) highlight rumination as a moderator intensifying negative emotions toward brand inauthenticity, this suggests that consumers who reflect on their negative experiences with the brand feel more adverse emotions, which exacerbates their negative responses to perceived brand inauthenticity.

Theoretical implication

This study contributes to the literature on online shopping by examining how different types of brands' inauthenticity such as competence v/s moral influence consumer response (Su et al., 2022), in the context of Pakistan. In particular, it explores the mediating effects of perceived betrayal and how brand recovery efforts could benefit these relationships. Our findings provide valuable theoretical knowledge, addressing the need for more research on brand inauthenticity in online shopping, which is becoming a major issue globally. We propose a theoretical model that is based on the S-O-R (Stimulus-Organism-Response) framework and demonstrate it through scenario studies (Jabeen, et al 2022; Wang et al., 2022).

The outcomes reveal that occurrences of brand inauthenticity, whether due to a lack of ability (competence or moral) deficiency, directly affect consumer experiences and can potentially lead to negative responses such as perceived betrayal, which further cause consumer sabotage (Campagna et al., 2021). Consumers perceive the actions of an online retailer as egregious, resulting in an intense cognitive response, leading to a mediating response. Our findings support the S-O-R theory but also suggest that the relationship can be complex. The quality of the relationship between consumers and brands may contribute to this process, resulting in the intensity of the response.

The study enhances the application of the S-O-R framework in the online shopping context by introducing a new understanding of the cognitive assessment of brand inauthenticity and the mechanisms leading to customer sabotage or demand for reparation (Rodrigues et al., 2021). Online shopping involves several stakeholders and when one exhibits inauthentic behavior, it can lead to the development of the brand. It is essential to examine the differences between different types of brand inauthenticity compared to negative events within a single business. Few studies have examined how different types of inauthenticity impact customer reactions. For functional products, competence-related inauthenticity may have a greater negative effect on customers than moral-related inauthenticity. It is uncertain how these effects differ in the context of hedonic products, such as online shopping experiences. Through the S-O-R proposed framework, this study examines the impact of inauthenticity on consumers' perception of betrayal, and their intentions to boycott or reparation.

Our findings indicate that inauthenticity has a more significant effect on perceived betrayal and customer brand sabotage. Additionally, the S-O-R model posits that the perception of betrayal reflects the association between brand inauthenticity and customer responses. Observed betrayal as consumers perceive egregious behavior and act as a mediator. This study demonstrates that perceived betrayal mediates the relationship between brand inauthenticity and customer brand sabotage. These results are reliable with previous studies indicating that administrative mistakes often cause negative emotions such as frustration, anger, discomfort, disappointment, and betrayal, which can lead to thrilling responses such as retaliation and sabotage (Valor et al., 2022).

This study highlights the mediating role of perceived betrayal, expanding its application in online shopping research and further investigating the internal mechanisms linking brand inauthenticity to consumer brand avoidance or sabotage and reparation demands (Ittefaq et al., 2024). Furthermore, we examine the impact of brand recovery efforts on customer sabotage and demand reparation, highlighting the insights of attachment theory. Recent studies on functional products suggest that high-quality recovery efforts can alleviate negative emotions and behaviors after a negative event. However, in the context of hedonic products such as online shopping, inauthenticity can lead to consumer expectations. Lee (2021) stated that high-quality brand recovery efforts may not always protect against negative responses but may instead lead to exacerbated ones. These findings enhance the literature on consumer-brand relationships by showing the boundaries of recovery efforts in the context of brand inauthenticity and customer reactions.

Practical Implications

The most important marketing impact of this study is that online retailers must recognize that many instances of brand inauthenticity can trigger negative consumer responses, include perceived betrayal. Therefore, the online shopping platform in Pakistan must be prepared to tackle these challenges effectively. Managers must implement policies to mitigate extreme consumer responses

or actions, like brand avoidance. The second implication is that it is valuable to take proactive measures to avoid instances of brand inauthenticity, even if they are expensive. i.e., regular inspections or monitoring of product authenticity, ensuring accurate product descriptions, and implementing high standards of consumer service are essential. It is necessary to monitor the marketing procedures and quality of all stakeholders in the online shopping process. Recognizing the causes and nature of different types of inauthenticity is vital. From an interior management perspective, online retailers should consistently train their staff, ensure overall awareness of brand authenticity, create a positive brand positioning, and improve crisis management competencies. On the outside, relevant regulatory bodies should establish and update business standards, conduct omission through regular inspections, and ensure compliance with best practices. The third implication is that when brand inauthenticity arises, targeted procedures should be taken to mitigate the effect. For competence-related inauthenticity, retailers should promptly admit the mistake and offer compensation, such as special discounts, refunds, or apologies, to influence consumers. This can decrease the sense of betrayal and rebuild consumer loyalty and trust; brand recovery efforts should be standardized through regular training programs and reviews to ensure consistent consumer expectations. Compensation should be supported by take actions from relevant authorities, social media, and regulatory bodies to identify the issue, address consumer complaints, and maintain public perception, thus declining the likelihood of sabotage and protecting the brand's reputation.

Finally, with the widespread utilize of media channels, boycotts can be easily planned and promoted. Retailers must take proactive strategies to decrease consumers' perception of betrayal. Quality relationships play an essential role in enhancing trust, loyalty, and customer satisfaction. Online retailers should know the importance of managing strong positive relationships with existing consumers while also appealing to new customers. Losing a loyal customer can mean trailing a valuable supporter of the brand. Retailers can shape and engage online communities for consumers, organizing teams to manage these communities and providing favorable platforms for sharing information and experiences. Engaging consumers in the development of new products or offering exclusive screenings can enhance the brand's appeal and strengthen consumer relationships. In addition, employing the latest data analytics to understand customer preferences and offer personalized services can foster positive interactions and manage strong relations among customers and brands.

Limitations and Future Directions

This study has numerous limitations that should be focused on future research. First, the focus on Pakistan may limit the generalizability of the findings to other contexts. Second, the dependence on self-reported data through questionnaires may introduce biases like social disabilities bias, where respondents might not accurately disclose their true feelings or reactions. Third, the study examines variables such as perceived betrayal, and brand recovery efforts, as other potential mediating or moderating effects, including customer loyalty, customer brand identification, trust, and cultural factors, are not considered, which could provide a more complete understanding of the phenomena. Future research may contribute to examining these relationships in different contexts to enhance generalizability. Furthermore, exploring other potential mediators and moderators, such as consumer loyalty, trust or brand attachment, agitation, and cultural context, provides a more holistic view of the influence of brand inauthenticity. Longitudinal studies would offer an extreme understanding of how perceptions of brand inauthenticity and consumer responses evolve (Lee & Choi, 2022).

Conclusion

This study provides an in-depth analysis of the impact of brand inauthenticity on several customers in Pakistan's online shopping areas. By applying a sample size of 394 contributors and using CFA, the research explores the impact of brand inauthenticity on perceived betrayal, brand sabotage, and demand for reparation. The analysis finds significant direct and indirect interactions between these constructs, providing an outline of the complex dynamics at play. This study underlines the mediating role of perceived betrayal in the relationship between brand inauthenticity to consumer brand sabotage through perceived betrayal is significant, emphasizing that perceived betrayal is an essential factor that increases negative influences of brand inauthenticity into active sabotage behavior by customers. These mediations result in customers who feel betrayed by an inauthentic brand are more likely to engage in activities that harm the brand such as spreading negative word-of-mouth or brand avoidance. Furthermore, the reliability and validity of the measurement model utilized in the study are confirmed through several statistical tests. The composite reliability value for all constructs exceeds 0.70, and the average variance extracted values are above 0.50, implying sufficient convergent validity. The discriminant validity is supported by the maximum shared variance being lower than the AVE values. The high maximum reliability (MaxR (H)) values further enhance the reliability of the constructs employed in the analysis. The findings also demonstrate that consumers' demand for reparation and sabotage action enhances the negative effects of brand inauthenticity, reaffirming the negative cycle. The robust model fit and significant indirect impacts contribute to the accuracy of these data. However, the study's context-specific focus and reliance on self-reported data recommend that future research should examine these dynamics across diverse cultural settings and consider additional variables such as customer trust and loyalty. The research enhances comprehension of customer responses to brand inauthenticity and emphasizes the need for brand recovery policies effectively to mitigate negative outcomes.

References

1. Izogo, E. E., & Jayawardhena, C. (2018). Online shopping experience in an emerging e-retailing market. *Journal of Research in Interactive Marketing*, 12(2), 193-214.
2. Trevinal, A. M., & Stenger, T. (2014). Toward a conceptualization of the online shopping experience. *Journal of retailing and consumer services*, 21(3), 314-326.
3. Park, J., Choi, H., & Jung, Y. (2021). Users' cognitive and affective response to the risk to privacy from a smart speaker. *International Journal of Human-Computer Interaction*, 37(8), 759-771.
4. Shehadeh, M., Almohtaseb, A., Aldehayyat, J., & Abu-AlSondos, I. A. (2023). Digital transformation and competitive advantage in the service sector: a moderated-mediation model. *Sustainability*, 15(3), 2077.
5. Li, Y., Liang, Z., Qin, L., Wang, M., Wang, X., Zhang, H., ... & Stone, G. W. (2022). Bivalirudin plus a high-dose infusion versus heparin monotherapy in patients with ST-segment elevation myocardial infarction undergoing primary percutaneous coronary intervention: a randomised trial. *The Lancet*, 400(10366), 1847-1857.
6. Pachiyappan, T., Kumar, K. V., Mark, P., Venugopal, R., Jilumudi, D., & Palanisamy, B. (2021). Effects of excessive usage of electronic gadgets during COVID-19 lockdown on health of college students: An online cross-sectional study. *Asian Journal of Pharmaceutical Research and Health Care*, 139-145.

7. [https://www.google.com/search?q=Gadgets+Now+\(2021\)%2C&og=Gadgets+Now+\(2021\)%2C&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIGCAEQRRg80gEHNzI1ajBqN6gCALA CAA&sourceid=chrome&ie=UTF-8](https://www.google.com/search?q=Gadgets+Now+(2021)%2C&og=Gadgets+Now+(2021)%2C&gs_lcrp=EgZjaHJvbWUyBggAEEUYOTIGCAEQRRg80gEHNzI1ajBqN6gCALA CAA&sourceid=chrome&ie=UTF-8)
8. <https://www.maersk.com/insights/resilience/2023/07/18/future-of-retail-and-ecommerce-in-pakistan>
9. [https://www.google.com/search?sca_esv=88b3133b732abb5d&sca_upv=1&sxsrf=ADLYWIKZyvtfMhmV7u1puoScX4TiAAATA:1718097642862&q=Mc+Dermott+\(2023\)&nfpr=1&sa=X&ved=2ahUKEwisvsS9nNOGAXGa_EDHQbqDcIQvgUoAXoECAkQAq&biw=1242&bih=583&dpr=1.1#ip=1](https://www.google.com/search?sca_esv=88b3133b732abb5d&sca_upv=1&sxsrf=ADLYWIKZyvtfMhmV7u1puoScX4TiAAATA:1718097642862&q=Mc+Dermott+(2023)&nfpr=1&sa=X&ved=2ahUKEwisvsS9nNOGAXGa_EDHQbqDcIQvgUoAXoECAkQAq&biw=1242&bih=583&dpr=1.1#ip=1)
10. Jabeen, G., Ahmad, M., & Zhang, Q. (2021). Perceived critical factors affecting consumers' intention to purchase renewable generation technologies: rural-urban heterogeneity. *Energy*, 218, 119494.
11. Bryson, A., Dolton, P., Reade, J. J., Schreyer, D., & Singleton, C. (2021). Causal effects of an absent crowd on performances and refereeing decisions during Covid-19. *Economics Letters*, 198, 109664.
12. Chiu, I. N., Klein, M., Mohr, J., & Bocquet, S. (2023). Cosmological constraints from galaxy clusters and groups in the eROSITA final equatorial depth survey. *Monthly Notices of the Royal Astronomical Society*, 522(2), 1601-1642.
13. Campbell, F., Archer, B., Laurenson-Schafer, H., Jinnai, Y., Konings, F., Batra, N., & De Waroux, O. L. P. (2021). Increased transmissibility and global spread of SARS-CoV-2 variants of concern as at June 2021. *Eurosurveillance*, 26(24), 2100509.
14. Cormack, M., Boxall, A. M., HULLICK, C., Booth, M., & Gruen, R. L. (2021). A purple patch for evidence-based health policy? *Australian Health Review*, 45(1), 74-76.
15. Silver, I., Newman, G., & Small, D. A. (2021). Inauthenticity aversion: Moral reactance toward tainted actors, actions, and objects. *Consumer Psychology Review*, 4(1), 70-82.
16. Ittefaq, H., Akhtar, N., Siddiqi, U. I., Islam, T., & Kuzior, A. (2024). The betrayal puzzle: Unraveling the connection between inauthenticity, corporate wrongdoing and brand betrayal with avoidance and reparation. *Journal of Retailing and Consumer Services*, 76, 103597.
17. Alnawas, I., Al Khateeb, A., Abu Farha, A., & Ndubisi, N. O. (2023). The effect of service failure severity on brand forgiveness: the moderating role of interpersonal attachment styles and thinking styles. *International Journal of Contemporary Hospitality Management*, 35(5), 1691-1712.
18. Silver, D., Singh, S., Precup, D., & Sutton, R. S. (2021). Reward is enough. *Artificial Intelligence*, 299, 103535.
19. Lee, S., & Heo, C. Y. (2009). Corporate social responsibility and customer satisfaction among US publicly traded hotels and restaurants. *International Journal of Hospitality Management*, 28(4), 635-637.
20. Ahmed, Z., Su, L., Rafique, K., Khan, S. Z., & Jamil, S. (2017). A study on the factors affecting consumer buying behavior towards online shopping in Pakistan. *Journal of Asian Business Strategy*, 7(2), 44.
21. Butt, I., Mukerji, B., Shareef, M. A., Ahmed, J. U., & Huda, S. S. (2022). Effect of trust on e-shopping adoption—an emerging market context. *Journal of Internet Commerce*, 21(3), 320-340.
22. Alam, A. F. T. A. B., Malik, O. M., Hadi, N. U., & Gaadar, K. A. M. I. S. A. N. (2016). Barriers of online shopping in developing countries: case study of Saudi Arabia. *European Academic Research*, 3(12), 12957-12971.

23. Koubaa, Y., Srarfi Tabbane, R., & Chaabouni Jallouli, R. (2014). On the use of structural equation modeling in marketing image research. *Asia Pacific Journal of Marketing and Logistics*, 26(2), 315-338.
24. Russell, J. A., & Mehrabian, A. (1974). Distinguishing anger and anxiety in terms of emotional response factors. *Journal of consulting and clinical psychology*, 42(1), 79.
25. Vieira, V. A. (2013). Stimuli–organism–response framework: A meta-analytic review in the store environment. *Journal of Business research*, 66(9), 1420-1426.
26. Brendl, C. M., & Sweldens, S. (2024). Defining the stimulus in stimulus–response interventions: On the need to embrace theory and organism in stimulus–organism–response. *Consumer Psychology Review*, 7(1), 116-120.
27. Zuo, S., Zhu, M., Xu, Z., Oláh, J., & Lakner, Z. (2021). The dynamic impact of natural resource rents, financial development, and technological innovations on environmental quality: empirical evidence from BRI economies. *International Journal of Environmental Research and Public Health*, 19(1), 130.
28. Lee, M. K., Shi, N., Cheung, C. M., Lim, K. H., & Sia, C. L. (2011). Consumer's decision to shop online: The moderating role of positive informational social influence. *Information & management*, 48(6), 185-191.
29. Ali, S., Mishra, M., & Javed, H. M. U. (2021). The impact of mall personality and shopping value on shoppers' well-being: moderating role of compulsive shopping. *International Journal of Retail & Distribution Management*, 49(8), 1178-1197.
30. Liu, J., Qiu, T., Peñuelas, J., Sardans, J., Tan, W., Wei, X., ... & Fang, L. (2023). Crop residue return sustains global soil ecological stoichiometry balance. *Global Change Biology*, 29(8), 2203-2226.
31. Mim, K. B., Jai, T., & Lee, S. H. (2022). The influence of sustainable positioning on eWOM and brand loyalty: analysis of credible sources and transparency practices based on the SOR model. *Sustainability*, 14(19), 12461.
32. Nguyen, H. K. T., Tran, P. T. K., & Tran, V. T. (2024). The relationships among social media communication, brand equity and satisfaction in a tourism destination: the case of Danang city, Vietnam. *Journal of Hospitality and Tourism Insights*, 7(2), 1187-1210.
33. Chen, L., Rashidin, M. S., Song, F., Wang, Y., Javed, S., & Wang, J. (2021). Determinants of consumer's purchase intention on fresh e-commerce platform: Perspective of UTAUT model. *Sage Open*, 11(2), 21582440211027875.
34. Park, J., Choi, H., & Jung, Y. (2021). Users' cognitive and affective response to the risk to privacy from a smart speaker. *International Journal of Human–Computer Interaction*, 37(8), 759-771.
35. Jabeen, F., Kaur, P., Talwar, S., Malodia, S., & Dhir, A. (2022). I love you, but you let me down! How hate and retaliation damage customer-brand relationship. *Technological Forecasting and Social Change*, 174, 121183.
36. Huang, C., Wang, Y., Li, X., Ren, L., Zhao, J., Hu, Y., ... & Cao, B. (2020). Clinical features of patients infected with 2019 novel coronavirus in Wuhan, China. *The lancet*, 395(10223), 497-506.
37. Iqbal, J., & Saeed, A. (2023). Investigating the relationship between brands related to the consumers' attitudes and the consumers' brand sabotage through the consumers' aggression. The moderating role of customer relationship management. *Journal of Excellence in Business and Administration*, 1(1), 01-22.
38. Rodrigues, C., Brandão, A., & Rodrigues, P. (2021). I can't stop hating you: an anti-brand-community perspective on apple brand hate. *Journal of Product & Brand Management*, 30(8), 1115-1133.

39. Rodrigues, P., & Pinto Borges, A. (2021). Negative emotions toward a financial brand: the opposite impact on brand love. *European Business Review*, 33(2), 272-294.
40. Silver, I., Newman, G., & Small, D. A. (2021). Inauthenticity aversion: Moral reactance toward tainted actors, actions, and objects. *Consumer Psychology Review*, 4(1), 70-82.
41. Guèvremont, A., & Grohmann, B. (2018). Does brand authenticity alleviate the effect of brand scandals? *Journal of Brand Management*, 25, 322-336.
42. Baum, S. M., & Critcher, C. R. (2020). The costs of not disclosing. *Current opinion in psychology*, 31, 72-75.
43. Fritz, K., Schoenmueller, V., & Bruhn, M. (2017). Authenticity in branding—exploring antecedents and consequences of brand authenticity. *European journal of marketing*, 51(2), 324-348.
44. Campagna, C. L., Donthu, N., & Yoo, B. (2023). Brand authenticity: literature review, comprehensive definition, and an amalgamated scale. *Journal of Marketing Theory and Practice*, 31(2), 129-145.
45. Chua, B. L., Kim, S., Baah, N. G., Moon, H., Yu, J., & Han, H. (2024). When hospitality brands go green: the role of authenticity and stereotypes in building customer-green brand relationships. *Journal of Sustainable Tourism*, 32(6), 1118-1141.
46. Shi, Y., Xu, J., Yan, T., & Lu, D. (2022). Factors Influencing Loyalty to an Online Clothing Shop among College Students. *Fibres & Textiles in Eastern Europe*, 30(5), 60-65.
47. Bo, H. X., Li, W., Yang, Y., Wang, Y., Zhang, Q., Cheung, T., ... & Xiang, Y. T. (2021). Posttraumatic stress symptoms and attitude toward crisis mental health services among clinically stable patients with COVID-19 in China. *Psychological medicine*, 51(6), 1052-1053.
48. Portal, S., Abratt, R., & Bendixen, M. (2019). The role of brand authenticity in developing brand trust. *Journal of Strategic Marketing*, 27(8), 714-729.
49. Singh, P., Bala, H., Dey, B. L., & Filieri, R. (2022). Enforced remote working: The impact of digital platform-induced stress and remote working experience on technology exhaustion and subjective wellbeing. *Journal of Business Research*, 151, 269-286.
50. Sameeni, M. S., Ahmad, W., & Filieri, R. (2022). Brand betrayal, post-purchase regret, and consumer responses to hedonic versus utilitarian products: The moderating role of betrayal discovery mode. *Journal of Business Research*, 141, 137-150.
51. Lee, J. S., Pan, S., & Tsai, H. (2013). Examining perceived betrayal, desire for revenge and avoidance, and the moderating effect of relational benefits. *International Journal of Hospitality Management*, 32, 80-90.
52. Hai-Ming, C., Li-Chi, L., Tao-Sheng, C., & Chen-Ling, F. (2020). The effects of social responsibility and hypocrisy on the relationship among psychological contract violation, trust and perceived betrayal. *International Journal of Conflict Management*, 31(2), 241-261.
53. Grégoire, Y., & Fisher, R. J. (2008). Customer betrayal and retaliation: when your best customers become your worst enemies. *Journal of the Academy of Marketing Science*, 36, 247-261.
54. Park, S. K., Lee, C. W., Park, D. I., Woo, H. Y., Cheong, H. S., Shin, H. C., ... & Joo, E. J. (2021). Detection of SARS-CoV-2 in fecal samples from patients with asymptomatic and mild COVID-19 in Korea. *Clinical Gastroenterology and Hepatology*, 19(7), 1387-1394.
55. Valor, C., Antonetti, P., & Zasuwa, G. (2022). Corporate social irresponsibility and consumer punishment: A systematic review and research agenda. *Journal of Business Research*, 144, 1218-1233.
56. Mogaji, E., Balakrishnan, J., Nwoba, A. C., & Nguyen, N. P. (2021). Emerging-market consumers' interactions with banking chatbots. *Telematics and Informatics*, 65, 101711.

57. Garrigue, B., Dehu, Y., Girault, F., Figadère, B., Leblanc, K., Briole, N., ... & Laborne, F. X. (2016). Preparing drugs for infusion via syringe pump: a key step to ensure homogeneous concentration. *Critical Care Nurse*, 36(4), 36-44.
58. Buckels, E. E., Trapnell, P. D., & Paulhus, D. L. (2014). Trolls just want to have fun. *Personality and Individual Differences*, 67, 97-102.
59. Pöyry, E., & Laaksonen, S. M. (2022). Opposing brand activism: triggers and strategies of consumers' antibrand actions. *European Journal of Marketing*, 56(13), 261-284.
60. Akhlaq, A., & Ahmed, E. (2013). The effect of motivation on trust in the acceptance of internet banking in a low income country. *International journal of bank marketing*, 31(2), 115-125.
61. Merlo, O., Eisingerich, A. B., & Hoyer, W. D. (2024). Immunizing customers against negative brand-related information. *Journal of the Academy of Marketing Science*, 52(1), 140-163.
62. Kähr, A., Nyffenegger, B., Krohmer, H., & Hoyer, W. D. (2016). When hostile consumers wreak havoc on your brand: The phenomenon of consumer brand sabotage. *Journal of marketing*, 80(3), 25-41.
63. Hegner, S. M., Fetscherin, M., & Van Delzen, M. (2017). Determinants and outcomes of brand hate. *Journal of Product & Brand Management*, 26(1), 13-25.
64. Khan, M. A., & Lee, M. S. (2014). Prepurchase determinants of brand avoidance: The moderating role of country-of-origin familiarity. *Journal of Global Marketing*, 27(5), 329-343.
65. Wang, J., Chen, J., Wang, P., Zhang, S., Li, Q., Lu, S., & Xiao, J. (2024). Identifying internet addiction profiles among adolescents using latent profile analysis: relations to aggression, depression, and anxiety. *Journal of affective disorders*.
66. Yang, S., & Kruschke, J. K. (2024). An intervention for increasing intention to post online customer reviews. *Journal of Interactive Marketing*, 10949968241228198.
67. Södergren, J. (2021). Brand authenticity: 25 Years of research. *International Journal of Consumer Studies*, 45(4), 645-663.
68. Barta, S., Gurrea, R., & Flavián, C. (2023). Consequences of consumer regret with online shopping. *Journal of Retailing and Consumer Services*, 73, 103332.
69. Lee, S., & Kim, T. (2023). Brand recovery after crisis: The interplay of relationship norms and types of brand apology in consumer responses to recovery efforts. *Journal of Marketing Communications*, 1-23.
70. Tran, V. D. (2024). Service failure recovery on customer recovery satisfaction and attitude loyalty for airline industry: the moderating effect of brand authenticity. *Cogent Business & Management*, 11(1), 2296145.
71. David, R., & Tam, P. C. (2024). Political apologies and their acceptance: Experimental evidence from victims and perpetrators nations. *British journal of social psychology*, 63(1), 273-294.
72. Ali, M. A., Ting, D. H., Isha, A. S. N., Ahmad-Ur-Rehman, M., & Ali, S. (2023). Does service recovery matter? Relationships among perceived recovery justice, recovery satisfaction and customer affection and repurchase intentions: the moderating role of gender. *Journal of Asia Business Studies*, 17(2), 308-326.
73. Rifi, A., & Mostafa, R. B. (2022). Brand credibility and customer-based brand equity: a service recovery perspective. *Journal of Financial Services Marketing*, 27(1), 1-16.
74. Grégoire, D. A., Barr, P. S., & Shepherd, D. A. (2010). Cognitive processes of opportunity recognition: The role of structural alignment. *Organization Science*, 21(2), 413-431.

75. Kähr, A., Nyffenegger, B., Krohmer, H., & Hoyer, W. D. (2016). When hostile consumers wreak havoc on your brand: The phenomenon of consumer brand sabotage. *Journal of Marketing*, 80(3), 25-41.
76. Stoelzle, M., Weiler, M., Stahl, K., Morhard, A., & Schuetz, T. (2015). Is there a superior conceptual groundwater model structure for baseflow simulation. *Hydrological Processes*, 29(6), 1301-1313.
77. Drolet, A., & Aaker, J. (2002). Off-target? Changing cognitive-based attitudes. *Journal of consumer psychology*, 12(1), 59-68.
78. Hollenbeck, C. R., & Zinkhan, G. M. (2010). Anti-brand communities, negotiation of brand meaning, and the learning process: The case of Wal-Mart. *Consumption, Markets and Culture*, 13(3), 325-345.
79. Wei, C., Liu, M. W., & Keh, H. T. (2020). The road to consumer forgiveness is paved with money or apology? The roles of empathy and power in service recovery. *Journal of Business Research*, 118, 321-334.
80. Kim, S., He, H., & Gustafsson, A. (2024). The impact of corporate social irresponsibility on prosocial consumer behavior. *Journal of the Academy of Marketing Science*, 1-25.
81. Kim, J. H. (2021). Service authenticity and its effect on positive emotions. *Journal of Services Marketing*, 35(5), 572-584.
82. Michel, S., Bowen, D., & Johnston, R. (2009). Why service recovery fails: Tensions among customer, employee, and process perspectives. *Journal of Service Management*, 20(3), 253-273.
83. Pizzutti, C., & Fernandes, D. (2010). Effect of recovery efforts on consumer trust and loyalty in e-tail: a contingency model. *International Journal of Electronic Commerce*, 14(4), 127-160.
84. Yildiz, H., Tahali, S., & Trichina, E. (2023). The adoption of the green label by SMEs in the hotel sector: leverage for reassuring their customers. *Journal of Enterprise Information Management*.
85. Grégoire, Y., Laufer, D., & Tripp, T. 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, 738-758.
86. Khatoon, S., & Rehman, V. (2021). Negative emotions in consumer brand relationship: A review and future research agenda. *International Journal of Consumer Studies*, 45(4), 719-749.
87. Batson, C. D., Kennedy, C. L., Nord, L. A., Stocks, E. L., Fleming, D. Y. A., Marzette, C. M., ... & Zenger, T. (2007). Anger at unfairness: Is it moral outrage? *European journal of social psychology*, 37(6), 1272-1285.
88. Strebing, A., & Treiblmaier, H. (2024). Disintermediation of consumer services through blockchain? The role of intermediary brands, value-added services, and privacy concerns. *International Journal of Information Management*, 78, 102806.
89. Bhatia, R., Gupta, A., Vimalkumar, M., & Sharma, D. (2023). Factors affecting Consumer Brand Sabotage virality: a study of an Indian brand# boycott. *Information Systems and e-Business Management*, 1-28.
90. Honora, A., Chih, W. H., & Wang, K. Y. (2022). Managing social media recovery: The important role of service recovery transparency in retaining customers. *Journal of Retailing and Consumer Services*, 64, 102814.
91. Choi, B., & La, S. (2013). The impact of corporate social responsibility (CSR) and customer trust on the restoration of loyalty after service failure and recovery. *Journal of Services Marketing*, 27(3), 223-233.

92. Stackhouse, M. R., Boon, S. D., & Paulin, M. (2023). Why we harm the organization for a perpetrator's actions: The roles of unforgiveness, group betrayal, and group embodiment in displaced revenge. *European Journal of Social Psychology*, 53(4), 664-680.
93. Davvetas, V., Ulqinaku, A., & Katsikeas, C. S. (2024). Brand transgressions: How, when, and why home country bias backfires. *Journal of the Academy of Marketing Science*, 1-22.
94. Cachero-Martínez, S., García-Rodríguez, N., & Salido-Andrés, N. (2024). Because I'm happy: exploring the happiness of shopping in social enterprises and its effect on customer satisfaction and loyalty. *Management Decision*, 62(2), 492-512.
95. Kucuk SU (2021) Developing a theory of brand hate: Where are we now? *Strateg Chang* 30(1):29–33
96. Reimann, M., Macinnis, D.J., Folkes, V.S., Uhalde, A., Pol, G., 2018. Insights into the experience of brand betrayal: from what people say and what the brain reveals. *J. Assoc. Consum. Res.* 3, 240–254.
97. Su, L., Jia, B., & Huang, Y. (2022). How do destination negative events trigger tourists' perceived betrayal and boycott? The moderating role of relationship quality. *Tourism Management*, 92, 104536.
98. Wang, S., Cheah, J. H., Lim, X. J., Leong, Y. C., & Choo, W. C. (2022). Thanks, COVID-19, I'll reconsider my purchase: Can fear appeal reduce online shopping cart abandonment? *Journal of Retailing and Consumer Services*, 64, 102843.
99. Campagna, C.L., Donthu, N., Yoo, B., 2021. Brand authenticity: literature review, comprehensive definition, and an amalgamated scale. *J. Market. Theor. Pract.* 31, 129–145.