

REFERENCES

- Abdul-Talib, A.N., & Abdul-Latif, S.A. (2017). Consumer racism: a scale modification. *Asia Pacific Journal of Marketing and Logistics*, 29(3), 616–633. <https://doi.org/10.1108/APJML-02-2016-0026>
- Abdul-Talib, A.N., & Abdul-Latif, S.A. (2017). Consumer racism: a scale modification. *Asia Pacific Journal of Marketing and Logistics*, 29(3), 616–633. <https://doi.org/10.1108/APJML-02-2016-0026>
- Ajlouni, A., Wahba, F., & Almahaireh, A. (2023). Students' attitudes towards using chatgpt as a learning tool: the case of the university of jordan. *International Journal of Interactive Mobile Technologies (Ijim)*, 17(18), 99-117. <https://doi.org/10.3991/ijim.v17i18.41753>
- Akhtar, N., Khan, H., Siddiqi, U., Islam, T., & Atanassova, I. (2023). Critical perspective on consumer animosity amid russia-ukraine war. *Critical Perspectives on International Business*, 20(1), 49-70. <https://doi.org/10.1108/cpoib-02-2023-0015>
- Alfeo, F., Lanciano, T., Abbatantuono, C., Gintili, G., De, M., Curci, A., ... & Taurisano, P. (2024). Cognitive, emotional, and daily functioning domains involved in decision-making among patients with mild cognitive impairment: a systematic review. *Brain Sciences*, 14(3), 278. <https://doi.org/10.3390/brainsci14030278>
- Ali, B. J. (2021). Impact of consumer animosity, boycott participation, boycott motivation, and product judgment on purchase readiness or aversion of Kurdish consumers in Iraq. *Journal of Consumer Affairs*, 55(3), 504–523. <https://doi.org/10.1111/joca.12350>
- Allam, K., Dichoso, K., Frago, K., Igcailinos, W., Idang, L., Oliquino, S., ... & Vallespin, M. (2024). Unmasking consumer behavior: a deep dive into brand boycotts in the social media age – exploring filipino demographic variances, perceptual constructs, and activist actions. *International Journal of Current Science Research and Review*, 07(05). <https://doi.org/10.47191/ijcsrr/v7-i5-15>
- Alwreikat, A. and Rjoub, H. (2020). Impact of mobile advertising wearout on consumer irritation, perceived intrusiveness, engagement and loyalty: a partial least squares structural equation modelling analysis. *South African Journal of Business Management*, 51(1). <https://doi.org/10.4102/sajbm.v51i1.2046>
- Antonetti, P. and Manika, D. (2021). Modeling multiple forms of consumer animosity through fuzzy-set qualitative comparative analysis. *European Journal of Marketing*, 56(1), 113-132. <https://doi.org/10.1108/ejm-04-2020-0272>

- Antonetti, P., Manika, D., & Katsikeas, C. (2019). Why consumer animosity reduces product quality perceptions: The role of extreme emotions in international crises. *International Business Review*, 28(4), 739–753. <https://doi.org/10.1016/j.ibusrev.2019.02.003>
- Attiq, S., Hamid, A., Shah, H., Khokhar, M., & Shahzad, A. (2022). Impact of brand hate on consumer well-being for technology products through the lens of stimulus organism response approach. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.946362>
- Awaludin, A., Al-Khaidar, M., & Ratnasari, R. (2023). Opinion leaders and product boycott intentions: factors influencing consumer behavior in support of israel boycott. *Journal of Digital Marketing and Halal Industry*, 5(2), 243–264. <https://doi.org/10.21580/jdmhi.2023.5.2.20166>
- Aydın, H. and Ünal, S. (2020). Consumers' emotional bonds with foreign brands: animosity, affinity, and ethnocentrism. *Bogazici Journal*, 34(1). <https://doi.org/10.21773/boun.34.1.5>
- Aydınlioğlu, Ö., & Susur, M. (2021). Destek olmak veya ol(a)Mamak: Marka aktivizmi bağlamında bir değerlendirme. *Erciyes İletişim Dergisi*. <https://doi.org/10.17680/erciyesiletisim.895504>
- Banjaransari, H. (2025). The influence of consumer animosity, boycott participation, boycott motivation, and product judgment on purchase readiness or aversion in Pizza Hut in Indonesia. *Journal of Digital Marketing and Halal Industry*, 10(2), 243–264. <https://doi.org/10.21580/jdmhi.2025.10.2.20166>
- Banjaransari, H. (2025). The influence of consumer animosity, boycott participation, boycott motivation, and product judgment on purchase readiness or aversion in Pizza Hut in Indonesia. *Syntax Literate: Jurnal Ilmiah Indonesia*, 10(2), 2154–2169. <https://doi.org/10.36418/syntax-literate.v10i2.55817>
- Bayarassou, O., Becheur, I., & Valette-Florence, P. (2020). “fight or flight”: coping responses to brand hate. *Journal of Product & Brand Management*, 30(3), 492–511. <https://doi.org/10.1108/jpbm-08-2019-2519>
- Bianchi, C. and Andrews, L. (2018). Consumer engagement with retail firms through social media: an empirical study in chile. *International Journal of Retail & Distribution Management*, 46(4), 364–385. <https://doi.org/10.1108/ijrdm-02-2017-0035>
- Brandão, A., Ribeiro, B., & Gadekar, M. (2022). You ruined our love story, but i just cannot hate you—a moderation–mediation analysis of past experienced brand love and brand hate. *International Journal of Consumer Studies*, 47(3), 1126–1138. <https://doi.org/10.1111/ijcs.12892>
- Brown, W., Dewey, D., Bunnell, B., Boyd, S., Wilkerson, A., Mitchell, M., ... & Bruce, S. (2016). A critical review of negative affect and the application of cbt

- for ptsd. *Trauma Violence & Abuse*, 19(2), 176-194.
<https://doi.org/10.1177/1524838016650188>
- Bryson, D. and Atwal, G. (2018). Brand hate: the case of starbucks in france. *British Food Journal*, 121(1), 172-182. <https://doi.org/10.1108/bfj-03-2018-0194>
- Cargnelutti, E., Tomasetto, C., & Passolunghi, M. (2017). The interplay between affective and cognitive factors in shaping early proficiency in mathematics. *Trends in Neuroscience and Education*, 8-9, 28-36.
<https://doi.org/10.1016/j.tine.2017.10.002>
- Carvalho, S. W., McManus, J. F., & Trifts, V. (2021). The role of brand personality in the formation of consumer affect and self-brand connection. *Journal of Product & Brand Management*, 31(4), 551–569. <https://doi.org/10.1108/JPBM-06-2020-2961>
- Chang, H.-H. S., Knight, G., & Fong, C.-M. (2024). Marketing capabilities, strategy, and performance in international small- and medium-sized enterprises. *Journal of International Marketing*, 32(4), 21–37.
<https://doi.org/10.1177/1069031X231221804>
- Choi, N., Jung, J., Oyunbileg, T., & Yang, P. (2016). The impact of emotional arousal levels and valence on product evaluations. *European Journal of Marketing*, 50(1/2), 78-99. <https://doi.org/10.1108/ejm-09-2013-0481>
- Dalakas, V., Melancon, J., & Szczytyński, I. (2022). Brands in the eye of the storm: navigating political consumerism and boycott calls on social media. *Qualitative Market Research an International Journal*, 26(1), 1-18.
- Davis, S., & Dacin, A. P. (2022). This brand is who I am... or is it? Examining changes in motivation to maintain brand attachment. *Journal of Product & Brand Management*, 31(7), 1125–1139. <https://doi.org/10.1108/JPBM-02-2020-2745>
- Delistavrou, A., Krystallis, A., & Tilikidou, I. (2020). Consumers' decision to boycott "unethical" products: the role of materialism/post materialism. *International Journal of Retail & Distribution Management*, 48(10), 1121-1138.
<https://doi.org/10.1108/ijrdm-04-2019-0126>
- Erdoğan, U. (2023). Semiotic analysis of multinational brand advertisements in the context of glocalization. *Erciyes İletişim Dergisi*, 10(2), 631-648.
<https://doi.org/10.17680/erciyesiletisim.1274150>
- Erol, K. (2023). Cognitive biases in finance and marketing literature: a meta-analysis approach. *Journal of Academic Social Resources*, 8(Cilt 8 Sayı 46), 2215-2224.
<https://doi.org/10.29228/asrjournal.68346>
- Fazli-Salehi, R., Torres, I., Madadi, R., & Zúñiga, M. (2020). Is country affinity applicable for domestic brands? the role of nation sentiment on consumers' self-brand connection with domestic vs foreign brands. *Asia Pacific Journal of*

- Marketing and Logistics, 33(3), 731-754. <https://doi.org/10.1108/apjml-11-2019-0656>
- Feng, L. (2024). Online shopping consumer perception analysis and future network security service technology using logistic regression model. *Peerj Computer Science*, 10, e1777. <https://doi.org/10.7717/peerj-cs.1777>
- Fennis, B. and Wiebenga, J. (2017). Me, myself, and ikea: qualifying generic self-referencing effects in brand judgment. *Journal of Business Research*, 72, 69-79. <https://doi.org/10.1016/j.jbusres.2016.11.015>
- Filho, C., Moreira, E., Chinelato, F., & Santos, M. (2022). Passive consequences of brand hate: the mediating role of brand avoidance. *Multidisciplinary Business Review*, 15(1), 77-89. <https://doi.org/10.35692/07183992.15.1.8>
- Fong, C.-M., Chang, H.-H. S., & Lin, M.-C. (2021). Reexamining emerging market animosity toward western developed countries: A social dilemma in physical retailing consumption under normative influence. *Journal of Retailing and Consumer Services*, 68, 102938. <https://doi.org/10.1016/j.jretconser.2021.102938>
- Guercini, S., Rocca, A., & Mouzas, S. (2024). Guest editorial: decision-making and heuristics in business relationships. *Management Decision*, 62(11), 3373-3382. <https://doi.org/10.1108/md-11-2024-255>
- Gupta, P., & Nitin, V. K. (2020). The Impact and Importance of Statistics in Data Science. In *International Journal of Computer Applications* (Vol. 176, Issue 24, p. 10). <https://doi.org/10.5120/ijca2020920215>
- Hair Et Al., 1996. *Multivariate Data Analysis*, Fifth Edition, Prentice Hall, Upper Saddle River. New Jersey
- Han, D.-I. D., & Orlowski, M. (2024). Emotional responses to narrative content: A comparative study on consumer food choice intentions. *Computers in Human Behavior*, 155, 108191. <https://doi.org/10.1016/j.chb.2024.108191>
- Harmeling, C. M., Magnusson, P., & Singh, N. (2015). Beyond anger: A deeper look at consumer animosity. *Journal of International Business Studies*, 46(6), 676–693. <https://doi.org/10.1057/jibs.2014.74>
- Harmon-Jones, E., Harmon-Jones, C., & Levy, N. (2015). An action-based model of cognitive-dissonance processes. *Current Directions in Psychological Science*, 24(3), 184-189. <https://doi.org/10.1177/0963721414566449>
- Hassounah, I. (2016). Israeli products in the eyes of palestinians.. <https://doi.org/10.20472/bmc.2016.004.007>

- Healey, M. and Grossman, M. (2018). Cognitive and affective perspective-taking: evidence for shared and dissociable anatomical substrates. *Frontiers in Neurology*, 9. <https://doi.org/10.3389/fneur.2018.00491>
- Heinberg, M. (2017). Outbreaks of animosity against the west in china: effects on local brand consumption. *International Marketing Review*, 34(4), 514-535. <https://doi.org/10.1108/imr-07-2014-0222>
- Hirsch, P. B. (2017). Chained to a rock. *Journal of Business Strategy*. <https://doi.org/10.1108/jbs-07-2017-0097>
- Hodgkinson, G., Burkhard, B., Foss, N., Grichnik, D., Sarala, R., Tang, Y., ... & Essen, M. (2023). The heuristics and biases of top managers: past, present, and future. *Journal of Management Studies*, 60(5), 1033-1063. <https://doi.org/10.1111/joms.12937>
- Huang, R., Zhou, X., Ye, W., & Guo, S. (2020). Think versus feel: two dimensions of brand anthropomorphism. *Journal of Product & Brand Management*, 29(7), 955-969. <https://doi.org/10.1108/jpbm-11-2018-2125>
- Ittefaq, H., Yousaf, S., Luqman, A., & Wei, W. (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. <https://doi.org/10.1016/j.jretconser.2023.103597>
- Janiszewski, A., & Dziubińska, A. (2024). Legitimacy strategies for communicating corporate activities using symbolic value. *Economics and Culture*, 21(2), 163–179. <https://doi.org/10.2478/jec-2024-0026>
- Japutra, A., Ekinici, Y., & Simkin, L. (2018). Positive and negative behaviours resulting from brand attachment. *European Journal of Marketing*, 52(5/6), 1185-1202. <https://doi.org/10.1108/ejm-10-2016-0566>
- Jiménez, N. and Gutiérrez, S. (2016). The central role of the reputation of country-of-origin firms in developing markets. *Journal of Business and Industrial Marketing*, 31(3), 349-364. <https://doi.org/10.1108/jbim-02-2013-0045>
- Jones, P. B., Rodgers, B., Murray, R. M., & Marmot, M. G. (2018). Cognitive profiles in childhood and adolescence differ between adult psychotic and affective symptoms: A prospective birth cohort study. *Psychological Medicine*, 48(1), 11–22. <https://doi.org/10.1017/S0033291717000393>
- Kahneman, D. and Tversky, A. (2013) Prospect Theory: An Analysis of Decision under Risk. In: MacLean, L.C. and Ziemba, W.T., Eds., *Handbook of the Fundamentals of Financial Decision Making: Part I*, World Scientific Publishing, Hackensack, 99-127. https://doi.org/10.1142/9789814417358_0006

- Kanske, P., Böckler, A., Trautwein, F., & Singer, T. (2015). Dissecting the social brain: introducing the empathom to reveal distinct neural networks and brain–behavior relations for empathy and theory of mind. *Neuroimage*, 122, 6-19. <https://doi.org/10.1016/j.neuroimage.2015.07.082>
- Kavaliauskė, M. and Simonavičiūtė, E. (2015). Brand avoidance: relations between brand-related stimuli and negative emotions. *Organizations and Markets in Emerging Economies*, 6(1), 44-77. <https://doi.org/10.15388/omee.2015.6.1.14227>
- Khan, I., & Rahman, Z. (2016). E-tail brand experience's influence on e-brand trust and e-brand loyalty: The moderating role of gender. *International Journal of Retail & Distribution Management*, 44(6), 588–606. <https://doi.org/10.1108/IJRDM-09-2015-0143>
- Khan, M. A., Ashraf, R., & Malik, A. (2019). Do identity-based perceptions lead to brand avoidance? A cross-national investigation. *Asia Pacific Journal of Marketing and Logistics*, 31(4), 1095–1117. <https://doi.org/10.1108/APJML-12-2017-0332>
- Khan, M. F., & Jan, A. (2019). A Measure of Social Media Marketing: Scale Development and Validation. *Jindal Journal of Business Research*, 8(2), 158–168. <https://doi.org/10.1177/2278682119850285>
- Khoiruman, M., & Wariati, A. (2023). Analisa motivasi boikot terhadap produk McDonald di Surakarta pasca serangan Israel ke Palestina. *Excellent: Jurnal Manajemen, Bisnis dan Pendidikan*, 10(2), 247–257. <https://doi.org/10.36587/exc.v10i2.1582>
- Khoiruman, M., & Wariati, A. (2023). Analisa motivasi boikot terhadap produk McDonald di Surakarta pasca serangan Israel ke Palestina. *Excellent: Jurnal Manajemen, Bisnis dan Pendidikan*, 10(2), 247–257. <https://doi.org/10.36587/exc.v10i2.1582>
- Kim, C., Yan, X., Kim, J., Terasaki, S., & Furukawa, H. (2022). Effect of consumer animosity on boycott campaigns in a cross-cultural context: Does consumer affinity matter? *Journal of Retailing and Consumer Services*, 69, 103123. <https://doi.org/10.1016/j.jretconser.2022.103123>
- Kim, J. and Min, D. (2016). Consumers' response to an advertisement using brand popularity in a foreign market. *Japanese Psychological Research*, 58(4), 342-354. <https://doi.org/10.1111/jpr.12129>
- Klaming, R., Veltman, D., & Comijs, H. (2016). The impact of personality on memory function in older adults—results from the longitudinal aging study amsterdam. *International Journal of Geriatric Psychiatry*, 32(7), 798-804. <https://doi.org/10.1002/gps.452>

- Klein, J. G., Ettenson, R., & Morris, M. D. (1998). The animosity model of foreign product purchase: An empirical test in the People's Republic of China. *Journal of Marketing*, 62(1), 89–100. <https://doi.org/10.1177/002224299806200108>
- Knittel, Z., Beurer, K., & Berndt, A. (2016). Brand avoidance among generation y consumers. *Qualitative Market Research an International Journal*, 19(1), 27-43. <https://doi.org/10.1108/qmr-03-2015-0019>
- Kuanr, A., Pradhan, D., Lyngdoh, T., & Lee, M. S. W. (2022). Why do consumers subvert brands? Investigating the influence of subjective well-being on brand avoidance. *Psychology & Marketing*. <https://doi.org/10.1002/mar.21718>
- Lee, C.-L., & Kwak, H. S. (2025). Effect of cooking and food serving robot design images and information on consumer liking, willingness to try food, and emotional responses. *Food Research International*, 214, 116626. <https://doi.org/10.1016/j.foodres.2025.116626>
- Lee, H., Chen, T., Chen, Y., Lo, W., & Hsu, Y. (2020). The effects of consumer ethnocentrism and consumer animosity on perceived betrayal and negative word-of-mouth. *Asia Pacific Journal of Marketing and Logistics*, 33(3), 712-730. <https://doi.org/10.1108/apjml-08-2019-0518>
- Lee, H., Chen, T., Chen, Y., Lo, W., & Hsu, Y. (2020). The effects of consumer ethnocentrism and consumer animosity on perceived betrayal and negative word-of-mouth. *Asia Pacific Journal of Marketing and Logistics*, 33(3), 712-730. <https://doi.org/10.1108/apjml-08-2019-0518>
- Lee, J. and Lim, H. (2023). Visual aesthetics and multisensory engagement in online food delivery services. *International Journal of Retail & Distribution Management*, 51(8), 975-990. <https://doi.org/10.1108/ijrdm-09-2021-0451>
- Lee, R. and Mazodier, M. (2015). The roles of consumer ethnocentrism, animosity, and cosmopolitanism in sponsorship effects. *European Journal of Marketing*, 49(5/6), 919-942. <https://doi.org/10.1108/ejm-10-2013-0594>
- Lee, Y., Wei, C., Lee, B., Cheng, Y., & Chen, Y. (2021). Consumer brand engagement in the us–china trade war. *Asia Pacific Journal of Marketing and Logistics*, 34(1), 75-90. <https://doi.org/10.1108/apjml-03-2020-0162>
- Liaw, M., Ting, S., Chuah, K., & Jerome, C. (2022). Affective and cognitive processes in cancer narratives. *Manusya Journal of Humanities*, 25(1), 1-23. <https://doi.org/10.1163/26659077-25020013>
- Ltifi, M. (2020). From boycott to product judgment in the coronavirus era: chinese products cases. *International Journal of Law and Management*, 63(3), 357-368. <https://doi.org/10.1108/ijlma-04-2020-0086>

- Mandler, T., Bartsch, F., Krüger, T., Kim, K., & Han, C. (2023). Consumer animosity: the mitigating effect of perceived brand globalness. *International Marketing Review*, 40(2), 365-384. <https://doi.org/10.1108/imr-08-2022-0186>
- Matute, J., Palau-Saumell, R., & Occhiocupo, N. (2019). Understanding customer brand engagement in user-initiated online brand communities: Antecedents and consequences. *Journal of Product & Brand Management*, 30(3), 360–376. <https://doi.org/10.1108/JPBM-04-2019-2329>
- Meshreki, H., Abosag, I., & Alnawas, I. (2018). Do identity-based perceptions lead to brand avoidance? A cross-national investigation. *Journal of Business Research*, 86, 219–228. <https://doi.org/10.1016/j.jbusres.2018.02.017>
- Mulyono, H. (2025). Consumer boycott movements: Impact on brand reputation and business performance in the digital age. *Multidisciplinary Reviews*. <https://doi.org/10.31893/multirev.2025291>
- Mulyono, H. (2025). Consumer boycott movements: Impact on brand reputation and business performance in the digital age. *Multidisciplinary Reviews*. <https://doi.org/10.31893/multirev.202529>
- Munichor, N. and Steinhart, Y. (2015). Saying no to the glow: when consumers avoid arrogant brands. *Journal of Consumer Psychology*, 26(2), 179-192. <https://doi.org/10.1016/j.jcps.2015.05.004>
- Murphy, K., & Vinhas da Silva, R. (2017). Factors that contribute to brand affinity. SSRN. <https://ssrn.com/abstract=3096675>
- Nahyan, M., Ahbabi, J., Alabdulrahman, M., Alhosani, I., Jabeen, F., & Farouk, S. (2024). Employee job security and job performance: the mediating role of well-being and the moderating role of perceived organizational support and psychological capital. *European Journal of Management and Business Economics*. <https://doi.org/10.1108/ejmbe-01-2023-0011>
- Noor, U., Mansoor, M., & Rabbani, S. (2021). Brand hate and retaliation in muslim consumers: does offensive advertising matter?. *Journal of Islamic Marketing*, 13(6), 1395-1413. <https://doi.org/10.1108/jima-10-2020-0316>
- Ong, V., Duan, Y., & Xu, M. (2020). Senior managers' information behavior in current emerging ubiquitous and intelligent computing environment.. <https://doi.org/10.24251/hicss.2020.729>
- Patel, J., Trivedi, R., Malhotra, S., & Jagani, K. (2024). Understanding underdog brand positioning effects among emerging market consumers: a moderated mediation approach. *Journal of Product & Brand Management*, 33(8), 1013-1026. <https://doi.org/10.1108/jpbm-07-2023-4610>
- Pradhan, D., Kuanr, A., Lyngdoh, T., & Lee, M. S. W. (2022). Why do consumers subvert brands? Investigating the influence of subjective well-being on brand

- avoidance. *Psychology & Marketing*, 39(3), 612–633. <https://doi.org/10.1002/mar.21600>
- Rambocas, M., Kirpalani, V., & Simms, E. (2014). Building brand equity in retail banks: the case of trinidad and tobago. *The International Journal of Bank Marketing*, 32(4), 300-320. <https://doi.org/10.1108/ijbm-11-2013-0136>
- Ruitenbergh, M., Santens, P., & Notebaert, W. (2020). Cognitive and affective theory of mind in healthy aging. *Experimental Aging Research*, 46(5), 382-395. <https://doi.org/10.1080/0361073x.2020.1802980>
- Sajjanit, C. (2023). Consequences of irritating brand behavior on social media: examining negative consumer sentiment. *CBSJ*, 45(1), 81-103. <https://doi.org/10.58837/chula.cbsj.45.1.5>
- Salma, S. and Aji, H. (2022). What drives muslims to boycott french brands? the moderating role of brand judgement and counterargument. *Journal of Islamic Marketing*, 14(5), 1346-1368. <https://doi.org/10.1108/jima-04-2021-0128>
- Sandıkçı, Ö., & Ekici, A. (2009). Politically motivated brand rejection. *Journal of Business Research*, 62(2), 208–217. <https://doi.org/10.1016/j.jbusres.2008.01.028>
- Schneider, S., Beege, M., Nebel, S., Schnaubert, L., & Rey, G. (2021). The cognitive-affective-social theory of learning in digital environments (castle). *Educational Psychology Review*, 34(1), 1-38. <https://doi.org/10.1007/s10648-021-09626-5>
- Shaw, S. and Bagozzi, R. (2017). The neuropsychology of consumer behavior and marketing. *Consumer Psychology Review*, 1(1), 22-40. <https://doi.org/10.1002/arcp.1006>
- Sheng, X., Simpson, P., & Siguaw, J. (2019). Emotions, deliberations, and end-of-life products. *Psychology and Marketing*, 36(7), 659-674. <https://doi.org/10.1002/mar.21203>
- Shoham, A., Gavish, Y., & Rose, G. M. (2016). Consequences of consumer animosity: A meta-analytic integration. *Journal of International Consumer Marketing*, 28(3), 185–200. <https://doi.org/10.1080/08961530.2015.1116040>
- Smith, E. N., Romero, C., Donovan, B., Herter, R., Paunesku, D., Cohen, G. L., Dweck, C. S., & Gross, J. J. (2018). Emotion theories and adolescent well-being: Results of an online intervention. *Emotion*, 18(6), 781–788. <https://doi.org/10.1037/emo0000379>
- Sofi, S. A., Mir, F. A., & Baba, M. M. (2020). Cognition and affect in consumer decision making: Conceptualization and validation of added constructs in modified instrument. *Future Business Journal*, 6(1), 31. <https://doi.org/10.1186/s43093-020-00036-7>

- Song, Z., Luo, X., Wu, B., & Zhu, S. (2023). The influence of event stimulation on consumers' purchase behavior with health agricultural products in the digital era: a case study of the selenium-enriched fraud.. <https://doi.org/10.21203/rs.3.rs-3365198/v1>
- Suliyanto.2011.Ekonometrika Terapan: Teori dan Aplikasi dengan SPSS,Edisi 1.Yogyakarta: ANDI Yogyakarta
- Svenningsson, J., Höst, G., Hultén, M., & Hällström, J. (2021). Students' attitudes toward technology: exploring the relationship among affective, cognitive and behavioral components of the attitude construct. *International Journal of Technology and Design Education*, 32(3), 1531-1551. <https://doi.org/10.1007/s10798-021-09657-7>
- Tsaur, S., Hsu, F., & Ching, H. (2021). The impacts of brand personality and self-congruity on consumers' intention to stay in a hotel: does consumer affinity matter?. *Journal of Hospitality and Tourism Insights*, 6(1), 246-262. <https://doi.org/10.1108/jhti-06-2021-0137>
- Urbane, B., Plotka, I., Blumenau, N., & Igonin, D. (2021). Measuring the affective and cognitive bases of implicit and explicit attitudes towards domestic and foreign food brands., 14, 216-233. <https://doi.org/10.22616/reep.2021.14.024>
- Verma, P. (2021). Animosity leads to boycott and subsequent consumer behavior: A study on Indian consumers. *Journal of Consumer Behaviour*, 20(3), 345–360. <https://doi.org/10.1002/cb.1856>
- Wang, C. and He, J. (2023). Guest editorial: global branding management in a rapidly changing environment. *International Marketing Review*, 40(1), 1-3. <https://doi.org/10.1108/imr-02-2023-391>
- Wang, C., Chang, S., & Chen, P. (2021). The brand sustainability obstacle: viewpoint incompatibility and consumer boycott. *Sustainability*, 13(9), 5174. <https://doi.org/10.3390/su13095174>
- Wang, H., Zhao, P., Zhao, J., Zhong, J., Pan, P., Wang, G., ... & Yi, Z. (2022). Theory of mind and empathy in adults with epilepsy: a meta-analysis. *Frontiers in Psychiatry*, 13. <https://doi.org/10.3389/fpsy.2022.877957>
- Wang, Z., Lei, Z., & Liu, X. (2020). Consumer response to corporate hypocrisy from the perspective of expectation confirmation theory. *Frontiers in Psychology*, 11. <https://doi.org/10.3389/fpsyg.2020.580114>
- Warren, C., Batra, R., Loureiro, S. M. C., & Bagozzi, R. P. (2019). Brand coolness. *Journal of Marketing*, 83(5), 36–56. <https://doi.org/10.1177/0022242919857698>

- Wolter, J., Brach, S., Cronin, J., & Bonn, M. (2016). Symbolic drivers of consumer–brand identification and disidentification. *Journal of Business Research*, 69(2), 785-793. <https://doi.org/10.1016/j.jbusres.2015.07.011>
- Xie, J., Choo, H., & Lee, H. (2023). Effects of consumer animosity on boycotts: the role of cognitive-affective evaluations and xenocentrism. *Journal of Fashion Marketing and Management*, 28(1), 45-60.
- Xu, P. and Wu, B. (2022). Why over-guarantee crises always cluster? exploring peer effect in financial distress. *Journal of Organizational Change Management*, 35(7), 1025-1046. <https://doi.org/10.1108/jocm-01-2022-0017>
- Yadav, A., & Chakrabarti, S. (2022). Brand hate: A systematic literature review and future research agenda. *International Journal of Consumer Studies*, 46(5), 1992–2019. <https://doi.org/10.1111/ijcs.12772>
- Yu, W., Si, D., & Zhou, J. (2022). Consumer response to food corporate social irresponsibility: food performance and company ethics irresponsibility. *Behavioral Sciences*, 12(11), 461. <https://doi.org/10.3390/bs12110461>
- Yuan, W., Guo, F., Li, M., & Song, H. (2024). Effects of sensory cues on consumers' wine taste perceptions and behavior: evidence from a wine-tasting experiment. *International Journal of Contemporary Hospitality Management*, 36(12), 4171-4191. <https://doi.org/10.1108/ijchm-08-2023-1160>
- Zeng, F., Yu, W., & Wu, Y. (2022). Exploring consumers' perceptions of corporate social responsibility and negative responses to e-commerce service failures: a stress and coping perspective.. <https://doi.org/10.21203/rs.3.rs-1349447/v1>