

Daftar Pustaka

- Ahmed, S. and Hashim, S. (2018). The moderating effect of brand recovery on brand hate and desire for reconciliation: A PLS-MGA approach. *International Journal of Business & Society*, Vol. 19, No. 3, pp. 833-850.
- Alam, S. S. and Sayuti, N. M. (2011). Applying the theory of planned behavior (TPB) in halal food purchasing. *International Journal of Commerce and Management*, Vol. 21, No. 1, pp. 8-20.
- Allsop, D. T; Bassett, B. R; and Hoskins, J. A. (2007). Word-of-mouth research: principles and applications. *Journal of Advertising Research*, Vol. 47, No. 4, pp. 398-411.
- Bambauer-Sachse, S. and Gierl, H. (2009). Effects of nostalgic advertising through emotions and the intensity of the evoked mental images. *ACR North American Advances*, Vol. 36, pp. 391-398.
- Banister, E. T. and Hogg, M. K. (2004). Negative symbolic consumption and consumers' drive for self-esteem. The case of fashion industry. *European Journal of Marketing*, Vol. 38, No. 7, pp. 850-868.
- Barauskaitė, D. and Gineikienė, J. (2017). Nostalgia may not work for everyone: The case of innovative consumers. *Organizations & Markets in Emerging Economies*, Vol. 8, No. 1, pp. 33-43.
- Baron, R. M. and Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, Vol. 51, No. 6, pp. 1173-1182.
- Belk, R. W. (1990). The role of possessions in constructing and maintaining a sense of past. In *Advances in Consumer Research*, Vol. 17, pp. 669–676.
- Bhat, S. and Reddy, S. K. (1998). Symbolic and functional positioning of brands. *Journal of Consumer Marketing*, Vol. 15, No. 1, pp. 32-43.
- Bjerke, R. and Polegato, R. (2006). How well do advertising images of health and beauty travel across cultures? A self-concept perspective. *Psychology and Marketing*, Vol. 23, No. 10, pp. 865-884.
- Bryson, D. and Atwal, G. (2019). Brand hate: the case of Starbucks in France. *British Food Journal*, Vol. 121, No. 1, pp. 172-182.

- Burgmann, T. (2007). *Growing Muslim population pushing companies to produce products they can eat*. Diakses pada 3 Maret 2020. Dari www.thestar.com/Business/article/238551.
- Cabanac, M. (2002). What is emotion?. *Behavioural processes*, Vol. 60, No. 2, pp. 69-83.
- Chatzidakis, A. and Lee, M. S. (2013). Anti-consumption as the study of reasons against. *Journal of Macromarketing*, Vol. 33, No. 3, pp. 190-203.
- Chon, K. S. (1992). Self-image/destination image congruity. *Annals of Tourism Research*, Vol. 19, No. 2, pp. 360-363.
- Claiborne, C. B. and Sirgy, M. J. (2015). Self-image congruence as a model of consumer attitude formation and behavior: A conceptual review and guide for future research. In *Proceedings of the 1990 academy of marketing science (AMS) annual conference*, pp. 1-7.
- Craig-Lees, M. and Hill, C. (2006). Anti-consumption: concept clarification and changing consumption behaviour. In *Proceedings of the International Centre for Anti-Consumption Research (ICAR) Symposium*, pp. 20-21.
- Cooper, D. R. and Schindler, P. S. (2014). *Business Research Methods*, 12th ed. New York: McGraw Hill/Irwin.
- Dalli, D; Grappi, S; Romani, S; and Gistri, G. (2007). The brand dislike construct: scale development and application to actual brands. *Advances in Consumer Research*, Vol. 34, pp. 680-681.
- Das, G. (2014). Impacts of retail brand personality and self-congruity on store loyalty: the moderating role of gender. *Journal of Retailing and Consumer Services*, Vol. 21, No. 2, pp. 130-138.
- Davis, F. (1979). *Yearning for yesterday: A sociology of nostalgia*. New York: Free Press.
- Delzen, M. (2014). *Identifying the motives and behaviours of brand hate*. Diakses pada 21 Juli 2020. Dari <http://essay.utwente.nl/64731/>.
- Elliott, R. (1997). Existential consumption and irrational desire. *European Journal of Marketing*, Vol. 31, No. 3, pp. 285-296.
- Fetscherin, M. (2019). The five types of brand hate: How they affect consumer behavior. *Journal of Business Research*, Vol. 101, pp. 116-127.
- Flanagin, A. J; Metzger, M. J; Pure, R; Markov, A; and Hartsell, E. (2014). Mitigating risk in ecommerce transactions: perceptions of information

credibility and the role of user-generated ratings in product quality and purchase intention. *Electronic Commerce Research*, Vol. 14, No. 1, pp. 1-23.

Frijda, N. H; Kuipers, P; and Ter-Schure, E. (1989). Relations among emotion, appraisal, and emotional action readiness. *Journal of Personality and Social Psychology*, Vol. 57, No. 2, pp. 212-228.

Gilboa, S. and Rafaeli, A. (2003). Store environment, emotions and approach behaviour: applying environmental aesthetics to retailing. *The International Review of Retail, Distribution and Consumer Research*, Vol. 13, No. 2, pp. 195-211.

Gineikiene, J. (2013). Consumer nostalgia literature review and an alternative measurement perspective. *Organizations and Markets in Emerging Economies*, Vol. 2, No. 8, pp. 112-149.

Gineikiene, J. and Diamantopoulos, A. (2017). I hate where it comes from but I still buy it: Countervailing influences of animosity and nostalgia. *Journal of International Business Studies*, Vol. 48, No.8, pp. 992-1008.

Goulding, C. (1999). Contemporary museum culture and consumer behaviour. *Journal of Marketing Management*, Vol. 15, No. 7, pp. 647-671.

Goulding, C. (2001). Romancing the past: heritage visiting and the nostalgic consumer. *Psychology & Marketing*, Vol. 18, No. 6, pp. 565-592.

Griffith, D. A. and Lee, H. S. (2016). Cross-national collaboration of marketing personnel within a multinational: leveraging customer participation for new product advantage. *Journal of International Marketing*, Vol. 24, No. 4, pp. 1-19.

Hair, J. F; Black, W. C; Babin, B. J; and Anderson, R. E. (2014). *Multivariate Data Analysis*, 7th ed. Essex: Pearson.

Hair, J. F; Hult, G.T; Ringle, C. M; and Sarstedt, M. (2014). *A Primer on Partial Least Square Structural Equation Modeling (PLS-SEM)*. Thousand Oaks: Sage.

Hair, J. F; Ringle, C. M; and Sarstedt, M. (2013). Partial least squares structural equation modeling: Rigorous application, better results and higher acceptance. *Long Range Planning*, Vol. 46, pp. 1-12.

Hair, J. F; Sarstedt, M; Hopkins, L; and Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Reviews*, Vol. 26, No. 2, pp. 106-121.

- He, H. and Mukherjee, A. (2007). I am, ergo I shop: does store image congruity explain shopping behaviour of Chinese consumers? *Journal of Marketing Management*, Vol. 23, No. 5, pp. 443-460.
- Hegner, S. M; Fetscherin, M; and Van Delzen, M. (2017). Determinants and outcomes of brand hate. *Journal of Product and Brand Management*, Vol. 26, No. 1, pp. 13-25.
- Hogg, M. K. (1998). Anti-constellations: Exploring the impact of negation on consumption. *Journal Marketing Management*, Vol. 4, No. 1, pp. 133–158.
- Holak, S. L. and Havlena, W. J. (1992). Nostalgia: An exploratory study of themes and emotions in the nostalgic experience. *ACR North American Advances*, Vol. 19, pp. 380-387.
- Holak, S. L. and Havlena, W. J. (1998). Feelings, fantasies, and memories: An examination of the emotional components of nostalgia. *Journal of Business Research*, Vol. 42, No. 3, pp. 217-226.
- Holbrook, M. B. and Schindler, R. M. (1991). Echoes of the dear departed past: Some work in progress of nostalgia. *Advances in Consumer Research*, Vol. 18, No. 1, pp. 330–333.
- Holbrook, M. B. and Schindler, R. M. (1994). Age, sex, and attitude toward the past as predictors of consumers' aesthetic tastes for cultural products. *Journal of Marketing Research*, Vol. 31, No. 3, pp. 412–422.
- Hosany, S. and Martin, D. (2012). Self-image congruence in consumer behavior. *Journal of Business Research*, Vol. 65, No. 5, pp. 685-691.
- Hu, M; Qiu, P; Wan, F; and Stillman, T. (2018). Love or hate, depends on who's saying it: How legitimacy of brand rejection alters brand preferences. *Journal of Business Research*, Vol. 90, pp. 164-170.
- Islam, T; Attiq, S; Hameed, Z; Khokhar, M. N; and Sheikh, Z. (2018). The impact of self-congruity (symbolic and functional) on the brand hate. *British Food Journal*, Vol. 121, No. 1, pp. 71-88.
- Iyer, R. and Muncy, J. A. (2009). Purpose and object of anti-consumption. *Journal of Business Research*, Vol. 62, No.2, pp. 160-168.
- Kandampully, J; Zhang, T. C; and Bilgihan, A. (2015). Customer loyalty: a review and future directions with a special focus on the hospitality industry. *International Journal of Contemporary Hospitality Management*, Vol. 27, No. 3, pp. 379-414.

- Kaplan, D. M; Yildirim, C; Gulden, S; and Aktan, D. (2015). I love to hate you: Loyalty for disliked brands and the role of nostalgia. *Journal of Brand Management*, Vol. 22, No. 2, pp. 136-153.
- Kavaliauskė, M. and Simanavičiūtė, E. (2015). Brand avoidance: relations between brand-related stimuli and negative emotions. *Organizations and markets in emerging economies*, Vol. 6, No.1, pp. 44-77.
- Kazlauskė, D. and Gineikiene, J. (2017). Do you feel younger enough to choose nostalgic products? Exploring the role of age identity in nostalgic purchasing behavior. *Baltic Journal of Management*, Vol. 12, No. 3, pp. 1-18.
- Kessous, A. and Roux, E. (2010). Brands considered as “nostalgic”: Consequences on attitudes and consumer-brand relationships. *Recherche et Applications en Marketing (English Edition)*, Vol. 25, No.3, pp. 29-55.
- Kessous, A. and Roux, E. (2013). Nostalgia, autobiographical memories and brand communication: a semiotic analysis. *Marketing ZFP*, Vol. 35, No.1, pp. 50-57.
- Kessous, A; Magnoni, F; and Valette-Florence, P. (2016). Brand nostalgia and consumers’ relationships to luxury brands: A continuous and categorical moderated mediation approach. *Springer International Publishing*, pp. 285-293.
- Kessous, A; Roux, E; and Chandon, J. L. (2015). Consumer–brand relationships: A contrast of nostalgic and non-nostalgic brands. *Psychology & Marketing*, Vol. 32, No. 2, pp. 187-202.
- Khan, M. and Lee, M. (2014). Prepurchase determinants of brand avoidance: the moderating role of country-of-origin familiarity. *Journal of Global Marketing*, Vol. 27, No.1, pp. 329-343.
- Kozinets, R. V; De Valck, K; Wojnicki, A. C; and Wilner, S. J. (2010). Networked narratives: Understanding word-of-mouth marketing in online communities. *Journal of Marketing*, Vol. 74, No. 2, pp. 71-89.
- Kressmann, F; Sirgy, M. J; Herrmann, A; Huber, F; Huber, S; and Lee, D. J. (2006). Direct and indirect effects of self-image congruence on brand loyalty. *Journal of Business Research*, Vol. 59, No.9, pp. 955-964.
- Kucuk, S. U. (2016). *Brand Hate: Navigating Consumer Negativity in the Digital World*. Springer International Publishing.

- Kucuk, S. U. (2018). Macro-level antecedents of consumer brand hate. *Journal of Consumer Marketing*, Vol. 35, No. 5, pp. 555-564.
- Laros, F. J. and Steenkamp, J. B. E. (2005). Emotions in consumer behavior: a hierarchical approach. *Journal of Business Research*, Vol. 58, No. 10, pp. 1437-1445.
- Lee, M. S. W; Conroy, D; and Motion, J. (2009a). Brand avoidance: A negative promises perspective. *Advances in Consumer Research*, Vol. 36, No. 2, pp. 421–429.
- Lee, M. S. W; Conroy, D; and Motion, J. (2012). Brand avoidance, genetic modification, and brandlessness. *Australasian Marketing Journal*, Vol. 20, pp. 297-302.
- Lee, M. S. W; Fernandez, K.V; and Hyman, M.R. (2009b). Anti-consumption: An overview and research agenda. *Journal of Business Research*, Vol. 62, No. 2, pp. 145–147.
- Lee, M. S. W; Motion, J; and Conroy, D. (2009c). Anti-consumption and brand avoidance. *Journal of Business Research*, Vol. 62, No.2, pp. 169-180.
- Lee, M. S. W; Roux, D; Cherrier, H; and Cova, B. (2011). Anti-consumption and consumer resistance: Concepts, concerns, conflicts and convergence. *European Journal of Marketing* Vol. 45, No. 11, pp. 1680–1687.
- Muehling, D. D. and Pascal, V. J. (2011). An empirical investigation of the differential effects of personal, historical, and non-nostalgic advertising on consumer responses. *Journal of Advertising*, Vol. 40, No. 2, pp. 107-122.
- Muehling, D. D. and Pascal, V. J. (2012). An involvement explanation for nostalgia advertising effects. *Journal of Promotion Management*, Vol. 18, No.1, pp. 100-118.
- Muehling, D. D. and Sprott, D. E. (2004). The power of reflection: An empirical examination of nostalgia advertising effects. *Journal of Advertising*, Vol. 33, No. 3, pp. 25-35.
- Nenycz-Thiel, M. and Romaniuk, J. (2011). The nature and incidence of private label rejection. *Australasian Marketing Journal*, Vol. 19, pp. 93-99.
- Neuman, W. L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. 7th ed. Boston: Pearson Education, Inc.
- Peretti, P. O. and O'Connor, P. (1989). Effects of incongruence between the perceived self and the ideal self on emotional stability of

stripteasers. *Social Behavior and Personality: An International Journal*, Vol. 17, No.1, pp. 81-92.

Pinarbasi, F. and Enginkaya, E. (2019). Consumer negativity towards brands: brand hate or brand switch? *Press Academia Procedia*, Vol. 9, No.1, pp. 78-80.

Richins, M. L. (1983). Negative word-of-mouth by dissatisfied consumers: A pilot study. *Journal of Marketing*, Vol. 47, No. 1, pp. 68-78.

Richins, M. L. (1997). Measuring emotions in the consumption experience. *Journal of Consumer Research*, Vol. 24, No. 2, pp. 127–146.

Rindell, A; Strandvik, T; and Wilen, K. (2013). Ethical consumer's brand avoidance. *Journal of Product and Brand Management*, Vol. 22, No. 7, pp. 484-490.

Rindfleisch, A; Freeman, D; and Burroughs, J. E. (2000). Nostalgia, materialism, and product preference: An initial inquiry. *ACR North American Advances*, Vol. 27, pp. 36-41.

Romani, S; Grappi, S; and Dalli, D. (2009). I feel unease with this brand! Consumers' negative emotions to brands and behavioral responses. In *Proceedings of the 1st International Consumption and Consumer Resistance Conference*, Vol. 28.

Romani, S; Grappi, S; and Dalli, D. (2012). Emotions that drive consumers away from brands: Measuring negative emotions toward brands and their behavioral effects. *International Journal of Research in Marketing*, Vol. 29, No. 1, pp. 55-67.

Roseman, I. J; Wiest, C; and Swartz, T. S. (1994). Phenomenology, behaviors and goals differentiate discrete emotions. *Journal of Personality and Social Psychology*, Vol. 67, No. 2, pp. 206–221.

Sarkar, A; Sarkar, J. G; Sreejesh, S; Anusree, M. R; and Rishi, B. (2019). You are so embarrassing, still, I hate you less! Investigating consumers' brand embarrassment and brand hate. *Journal of Brand Management*, pp. 1-15.

Scherer, K. R. (2005). What are emotions? And how can they be measured? *Social science information*, Vol. 44, No. 4, pp. 695-729.

Sedikides, C; Wildschut, T; and Baden, D. (2004). Nostalgia: Conceptual issues and existential functions. In *Handbook of Experimental Existential Psychology*. New York: Guilford, pp. 200–214.

- Sekaran, U. and Bougie, R. (2013). *Research Methods for Business* 6th ed. United Kingdom: John Wiley & Sons, Ltd.
- Sekaran, U. and Bougie, R. (2016). *Research Methods for Business: A Skill Building Approach*, 7th ed. Chichester: John Wiley & Sons, Ltd.
- Sheikh, Z; Islam, T; Rana, S; Hameed, Z; and Saeed, U. (2017). Acceptance of social commerce framework in Saudi Arabia. *Telematics and Informatics*, Vol. 34, No. 8, pp. 1693-1708.
- Shields, A. B. and Johnson, J. W. (2016). What did you do to my brand? The moderating effect of brand nostalgia on consumer responses to changes in a brand. *Psychology & Marketing*, Vol. 33, No. 9, pp. 713-728.
- Sierra, J. J. and McQuitty, S. (2007). Attitudes and emotions as determinants of nostalgia purchases: An application of social identity theory. *Journal of Marketing Theory and Practice*, Vol. 15, No. 2, pp. 99-112.
- Sirgy, M. J. (1986). *Self-congruity: Toward a theory of personality and cybernetics*. Praeger Publishers/Greenwood Publishing Group.
- Sirgy, M. J. (2015). The self-concept in relation to product preference and Purchase Intention Marketing Horizons: A 1980s Perspective. *Springer International Publishing*, pp. 350-354.
- Sirgy, M. J; Johar, J. S; Samli, A. C; and Claiborne, C. B. (1991). Self-congruity versus functional congruity: Predictors of consumer behavior. *Journal of the Academy of Marketing Science*, Vol. 19, No. 4, pp. 363-375.
- Sirgy, M. J. and Su, C. (2000). Destination image, self-congruity, and travel behavior: Toward an integrative model. *Journal of Travel Research*, Vol. 38, No. 4, pp. 340-352.
- Stern, B. B. (1992). Historical and personal nostalgia in advertising text: the fin de siècle effect. *Journal of Advertising*, Vol. 21, No. 4, pp. 11-22.
- Sung, E. and Huddleston, P. (2017). Department vs discount retail store patronage: effects of self- image congruence. *Jurnal of Consumer Marketing*, Vol. 35, No. 1, pp. 64-78.
- Thompson, C. J; Rindfleisch, A; and Arsel, Z. (2006). Emotional branding and the strategic value of the Doppelgänger Brand Image. *Journal of Marketing*, Vol. 70, pp. 50-64.
- Watson, L. and Spence, M. T. (2007). Causes and consequences of emotions on consumer behavior: A review and integrative cognitive appraisal theory. *European Journal of Marketing*, Vol. 41, No. 5, pp. 487-511.

- Wu, J. H; Wu, C. W; Lee, C. T; and Lee, H. J. (2015). Green purchase intentions: an exploratory study of the Taiwanese electric motorcycle market. *Journal of Business Research*, Vol. 68, No. 4, pp. 829-833.
- Zarantonello, L; Romani, S; Grappi, S; and Bagozzi, R. P. (2016). Brand hate. *Journal of Product & Brand Management*, Vol. 25, No. 1, pp. 11-25.
- Zarantonello, L; Romani, S; Grappi, S; and Fetscherin, M. (2018). Trajectories of brand hate. *Journal of Brand Management*, Vol. 25, No.6, pp. 549-560.
- Zavestoski, S. (2002). The social-psychological bases of anticonsumption attitudes. *Psychology & Marketing*, Vol. 19, No. 2, pp. 149-165.
- Zeelenberg, M. and Pieters, R. (2006). Looking backward with an eye on the future. *Judgments over time: The interplay of thoughts, feelings, and behaviors*, pp. 210-229.
- Zhang, Y. (2015). Designing a retail store network with strategic pricing in a competitive environment. *International Journal of Production Economics*, Vol. 159, pp. 265-273.