1. Record Nr. UNINA9910794536503321 Consumer brand relationships / / guest editors, Marc Fetscherin, Titolo Cleopatra Veloutsou and Francisco Guzman Pubbl/distr/stampa [Place of publication not identified]:,: Emerald Publishing Limited,, 2021 **ISBN** 1-80117-747-3 Descrizione fisica 1 online resource (161 pages) Journal of Product and Brand Management; ; Volume 30, Number 3 Collana Disciplina 658.8343 Brand choice Soggetti Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Nota di contenuto Cover -- Guest editorial -- Understanding customer brand engagement in user-initiated online brand communities: antecedents and consequences -- Role of brand attachment in customers' evaluation of service failure -- Brand hate: a multidimensional construct -- Love becomes hate? or love is blind? Moderating effects of brand love upon consumers' retaliation towards brand failure -- Exploring the antecedents and outcomes of destination brand love -- Beyond lurking and posting: segmenting the members of a brand community on the basis of engagement, attitudes and identification -- Is brand love materialistic? -- What to say and what to do: the determinants of corporate hypocrisy and its negative consequences for the customerbrand relationship -- "Fight or flight": coping responses to brand hate.