# Chapter 1
# All You Need Is Artificial Intelligence to Recognize Your Customer Haters Towards Your Brand

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## ABSTRACT

*This study explores how artificial intelligence can enable practitioners to identify and mitigate consumer brand hate—a complex negative emotion encompassing anger, contempt, disgust, and fear. As one of the most damaging consumer sentiments, brand hate threatens brand equity and customer relationships; yet distinguishing genuine haters from transient complainers remains challenging. The authors propose a multimodal AI framework that synergistically analyzes four behavioral dimensions: (1) natural language processing (NLP) of speech content for hostile lexicon and semantic patterns, (2) computer vision-based facial expression analysis targeting contempt and disgust micro-expressions, (3) paralinguistic voice analysis detecting anger-prosody and vocal tension, and (4) kinematic body language interpretation of defensive/aggressive gestures. The integrated approach demonstrates superior accuracy over unimodal methods by capturing the interplay between explicit verbal hate and implicit nonverbal cues.*

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## 1. INTRODUCTION

Consumers experience a range of emotions toward brands, including positive, neutral, and negative feelings (Khan & Lee, 2014). Research indicates that negative emotions are expressed more frequently than positive ones, making them particularly salient in consumer behavior (Rahimah et al., 2023). Consequently, scholars have begun examining negative emotions such as brand hate (Abbasi et al., 2023; Ajina et al., 2025). In response to such hate, consumers often express their dissatisfaction on social media, post on hate sites, or engage negatively with other customers (Zarantonello et al., 2018). Marketing literature suggests that consumers engaging in these vengeful behaviors aim to inform, influence, and persuade others—including users and non-users—of their unfavorable opinions about the target brand (Farhat & Chaney, 2021).

From a risk management perspective, many firms have historically attempted to ignore feedback from brand haters, often resulting in adverse outcomes (Abbasi et al., 2023; Farhat & Chaney, 2020; Kesse et al., 2021). Disregarding brand hate is considered a serious risk for businesses (Kucuk, 2019), as it can escalate negative consumer sentiment. According to Haase et al. (2022), brand hate has become one of the most thoroughly examined negative emotions in the context of consumer–brand relationships. Therefore, addressing the antecedents of brand hate proactively could reduce the need for later interventions. Kucuk (2019) identified two types of antecedents related to both the company and consumers, while other scholars have proposed strategies to satisfy customers and mitigate negative emotions (Cotugno & Stefanelli, 2023). Despite this, research on brand hate management remains limited (Rahimah et al., 2023). For example, Kucuk's (2019) book *Brand Hate: Navigating Consumer Negativity in the Digital World* suggests that a firm's use of monetary and non-monetary compensation after service failures contributes to hate management. Similarly, Ahmed and Hashim (2018) found that an apology combined with an explanation and compensation can help reconcile consumers experiencing brand hate. However, managers must ensure that expressions of brand hate are genuine and not fabricated by competitors or third parties; authenticity checks are essential in this process (Kucuk, 2019; Mednini & Turki, 2022).

The expanding use of Artificial Intelligence (AI) is transforming service interactions for both businesses and consumers (Huang & Rust, 2022). AI is no longer limited to simple chatbots that provide automated responses; advanced systems, exemplified by applications like Siri and projects such as *Ex Machina*, are now capable of interpreting and responding to human emotions. The concept of Artificial Emotional Intelligence is being applied to create systems that can recognize, replicate, and adapt to human emotions appropriately (Kaur & Sharma, 2021).