

Research Article

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The Effect of Brand Hate on Non-repurchase Intention with Variety Seeking Behavior as Moderating Variable

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Abstract: *The purpose of this study is to examine the relationship between brands and consumers in a negative perspective that focuses on consumer behavior, such as purchase decisions by contributing to adding variables that can moderate the relationship between brand hate and non-repurchase intention, namely variety seeking behavior. The existence of a tendency for people to choose variety makes it important for researchers to use the variable seeking behavior to see its moderating effect on the non-repurchase intention. The population used in this study are e-commerce users in the five major cities in Indonesia. The sample selection technique uses purposive sampling. Data were collected through survey shared by Sosial Media. Data is processed using SMART-PLS 3.2.9. The results shows that brand hate has a positive effect on NWOM, Online Complaining and Non-repurchase intention. NWOM has a positive effect on non-repurchase intention. Online complaining has no effect on non-repurchase intention. Variety seeking behavior does not moderate the relationship between brand hate, NWOM, online complaining and non-repurchase intention.*

Keywords: *Brand hate, online complaining, negative word of mouth, non-repurchase intention, variety seeking behavior.*

Introduction

The phenomenon of technological development has an impact on increasing online shopping in Indonesia. When shopping online, consumers have the opportunity to provide feedback to companies in the form of reviews. This is in accordance with research conducted by econsultacy.com, in which 95% of buyers, especially in big cities in Indonesia, review a product or service via cellphone before making a purchase. Those reviews trusted by prospective buyers as appraisers to conduct transactions. 70% of buyers believe other customer reviews even though they are delivered by consumers they don't know (trustklik.com).

In today's world, companies have started to realize the importance of their brands and consider them as their high-end assets (Kotler & Keller, 2016). Some consumers may have feelings of love for their brands while others might have feelings of hate for specific brands. In this context, several studies (Davvetas & Diamantopoulos, 2017) have investigated consumer-brand relations from a positive perspective (Hegner et al., 2017).

Conversely, these research related to negative emotions or darkside of consumer brand relationships. Notably, these negative emotions can memorably influence consumers since people tend to remember negative events more than positive ones (Hegner et al., 2017). It can be influencing consumers' perceptions and consequently their purchase decisions. Recent study detected how negative experiences with brands lead consumers to hate them (Hegner et al., 2017; Zarantonello et al., 2016). Moreover, when consumers have a bad experience with a brand, they tend to adopt more active responses, such as complaints and negative word-of-mouth (Zarantonello et al., 2016). In other hand, when consumers feel dissatisfied or disappointed with products from a brand, they will try to find other variations (Sulistyaningrum, 2012).

Due to the large number of choices in front of consumers, the behavior of buyers who seek variety usually switches brands or tries something new (Piyush et al., 2009).

At once, a further research gap is related to the limited number of studies focused on negative emotions towards brands and there is no research looking at the moderating effect of variety seeking behavior. Whereas this is important because variety seeking behavior shows the behavior of a person or group of people who tend to look for variety even though their relationship with a brand is good and they don't even have previous negative experiences, but the existence of variation seeking behavior still indicates people to move brand or try a different brand.

Starting from these assumptions, the objectives of this study are, first is to extend the brand hate outcomes from the specific perspective of consumers who have already purchased and used the brand they hate. In particular, the article analyzes the negative word-of-mouth (NWOM), online complaining, and non-repurchase intention as possible brand hate outcomes. The second is to test the possible serial mediation effect of online complaining and NWOM in the relationship between brand hate and non-repurchase intention and the third is to see the role of variety seeking behavior as moderating variabel between those relationships.

By doing so, the research makes relevant contributions to the existing literature both methodologically – by investigating the role of brand hate in the context from the specific point of view of consumers who hate a brand they have already used and experienced and investigate the role of variety seeking behavior in moderating brand hate towards non-repurchase intention. To achieve these objectives and test the research model, structural equation modeling (SEM) has been employed on a sample of 275 respondent from e-commerce users in five major cities in Indonesia.

Literature Review

Brand Hate is a negative affective attitude that a person has towards a brand. Brand hate comes from having a negative emotional influence on the brand (Bryson et al., 2013). Brand hatred is a form of desire for revenge (Grégoire et al., 2009). Brand hatred as a deeper and more intense feeling than distaste for a brand (Hegner et al., 2017). Kucuk (2018) defines brand hatred as a psychological state in which consumers feel negative emotions from a brand resulting from poor performance and giving consumers bad to painful experiences on an individual and social level. Johnson et al (2011) identified that brand hate is a mediator that leads consumers to have hateful actions. This is evidenced in research conducted how the brand hate construct represents the exact opposite of brand love, by defining it as “the extreme negative affective component of attitude towards a brand” (Bryson et al., 2013).

By considering the entire set of brand hate emotions, the existing studies considered all the emotions, related to the brand hate concept, as well as their organization in consumer reactions. Notably, through a series of exploratory and confirmatory factor analyses, the authors identify two brand hate components: an active one, including sentiments such as anger, contempt, and disgust, and a passive one, which comprises feelings related to fear, disappointment, shame, and dehumanization (Zarantonello et al., 2016).

With specific reference to the brand hate concept, there is rare studies have investigated this topic in the e-commerce users context. In particular, some authors have analyzed the brand hate antecedents towards service products by showing how consumers develop hate feelings when they are dissatisfied (Bryson et al., 2013) or experience episodes of service failure and firms' failed recoveries (Japutra et al., 2018; Jayasimha et al., 2017; Johnson et al., 2011; Zarantonello et al., 2016). Moreover, to extend the analysis of brand hatred outcomes in the service context, this paper further examines and tests the construct namely

non-repurchase intention as, to the best of the authors' knowledge, its role has been investigated. In addition, the authors also add a moderating variable, namely variety seeking behavior to see the moderating effect on brand hate and non-repurchase intention.

Hyphoteses Development

Previous studies identified two types of negative word of mouth namely 'personal complaints' which speak negatively about a brand to friends or people nearby whereas on the other hand making online posts on blogs, websites or social media can be seen as 'complaints public'. In this study, the researcher uses the more general term of 'negative word of mouth' without distinguishing between private and public. Negative association with a brand, especially brand hatred is considered as a relevant driver for spreading negative word of mouth (Zarantonello et al., 2016). Moreover, there is a growing evidence that feelings of hate, deriving from episodes of service brand failure (Grégoire et al., 2009; Johnson et al., 2011) lead consumers to adopt offline NWOM in order to talk badly about the hated service's brand (Bryson & Atwal, 2019; Curina et al., 2020). It can be indicated that the more consumers feel hatred towards a brand, the more consumers will spread NWOM. Hence:

H1: Brand Hate has a significant positive effect on NWOM.

When consumers feel they are victims of a series of brand failures, they are more likely to adopt feelings of resentment (Bryson & Atwal, 2019; Johnson et al., 2011; Zarantonello et al., 2016). This causes consumers to complain and can even become malicious complainers (Grégoire et al., 2009). Based on this, it can be indicated that the more consumers feel the emotion of hatred towards a brand, the more they will adopt online complaining behavior. Hence:

H2: Brand Hate has a significant positive effect on Online Complaining.

Notably, (Liao & Keng, 2013) conceptualize non-repurchase intention as a negative outcome caused by firms' failures. In other terms, it can be defined as the customers' willingness to avoid another purchase from the same firm, based on their previous negative experiences. Several studies identified how perceived dissatisfaction represents the main factor that leads customers to adopt non-repurchase actions. (Bryson & Atwal, 2019; Zarantonello et al., 2016) showed that there is an influence of negative emotions on the intention to repurchase. Thus, starting from the assumption that consumers who are dissatisfied with brand services, develop feelings of hatred towards them and this dissatisfaction can also make them not to repurchase the same (Bryson & Atwal, 2019). It can be indicated that the more consumers are dissatisfied with a brand, the more they will hate it with the result of realizing an intention not to repurchase. Hence:

H3: Brand Hate has a positive and significant effect on Non-Repurchase Intention.

In addition to the brand hate antecedent, also the word-of-mouth can assume a key role in affecting and shaping customers' attitudes and behavioral (Istanbulluoglu et al., 2017a). Indeed, the Negative WOM can influence consumers' behaviors by creating awareness, changing or confirming opinions, and encouraging or discouraging repeat purchase (Istanbulluoglu et al., 2017b).

In particular, by focusing on the dark side of word-of-mouth, offline NWOM and online complaining can be particularly effective in changing purchase intentions and decision making (Jayasimha et al., 2017). With regard to the NWOM, consumers tend to do it to remind others about their negative brand experiences (Hegner et al., 2017). This is because they usually get regret on their purchases, then decide not to make

purchases at the same brand again (Davvetas & Diamantopoulos, 2017) Based on this, the existence of NWOM indicates that NWOM can form an non repurchase intention.

For what concerns the online complaining, in particular, these studies conceptualize complainers as a category of consumers who protest online about brands (Bijmolt et al., 2014) “choosing not to put themselves in the same purchase situation again” (Istanbulluoglu et al., 2017a) thus hypothesizing a positive relationship between online complaining and non-repurchase intention (Hsiao, 2011). In other words, when consumers are dissatisfied with a service brand, they tend to be more inclined to complain in the online sphere, by consequently avoiding re-purchase it. For all these reasons, it could be hypothesized that consumers, who adopt NWOM and online complaining toward a brand, will develop a non-repurchase intention. Hence, the fourth and fifth hypotheses are the following:

H4: NWOM has a significant positive effect on Non-Repurchase Intention.

H5: Online complaints have a significant positive effect on Non-Repurchase Intention.

On the basis of the relationship between brand hate, NWOM and online complaining with non-repurchase intention behavior, this study makes the assumption that variety seeking behavior can positively influence consumer behavior to adopt intention not to repurchase through a moderation role. This is based on research (Sulistyaningrum, 2012) when customers feel bored or even dissatisfied with the products they are using now, they will try to find other variations. Previous studies revealed that consumers who are experiencing negative emotions or have sad feelings tend to choose more variety than when they have a happy mood. This tendency indicates that variation-seeking behavior is a common thing that consumers do in making purchasing decisions (McAlister, 1982).

The existence of the adoption of variety-seeking behavior that is attached to a person can influence a person in deciding whether to make a purchase or not. This is because consumers perform effectiveness such as searching, researching, and evaluating products to make purchases. This shows that the search for variety or variety seeking behavior is closely related to the buying process. So that it is necessary to see the moderating effect on the intention not to repurchase. So based on the explanation above, researchers assume that variety seeking behavior is thought to be able to moderate the relationship between brand hate, NWOM, online complaining and non-repurchase intention. Therefore, the hypothesis proposed is:

H6: Variety Seeking Behavior moderates the effect of NWOM on Non-Repurchase Intention.

H7: Variety Seeking Behavior moderates the effect of Brand Hate on Non-repurchase intention.

H8: Variety Seeking Behavior moderates the effect of Online Complaining on Non-Repurchase Intention.

Starting from the relationship between online complaints and NWOM, and from the fact that these two constructs have previously been shown to be significant outcomes of brand hatred in service contexts (Bryson & Atwal, 2019; Japutra et al., 2018; Johnson et al., 2011; Zarantonello et al., 2016) as well as relevant predictors of non-repurchase intention (Bijmolt et al., 2014; Davvetas & Diamantopoulos, 2017; Goetzinger et al., 2006) then it is expected that the main effect of brand hatred on non-repurchase intention is attributed through NWOM and online complaints. For this reason, a mediation analysis will be conducted to investigate the ways in which NWOM and online complaints may affect the relationship between brand hatred and non-repurchase intention. In particular, based on the assumptions above regarding the influence of online complaints on NWOM and non-repurchase intentions, a serial mediating effect through online complaints and NWOM was hypothesized. Therefore, the hypothesis proposed is as follows:

H9: Brand hate has an indirect effect on non-repurchase intention.

Method

The objects in this study are e-commerce users in five major cities in Indonesia. A purposive sampling has been adopted in this research. Samples that can be selected as respondents in this study are those who are ever felt disappointing experience with a brand. Furthermore, each of these variables is measured by a number of indicators through surveys. Data were collected through survey shared by Sosial Media. Every question is provided by 5 optional answers to be thicked by the respondent in accordance with the reponden's perception. Where score 1 for a strongly disagree and a score 5 for strongly agree (Sekaran & Bougie, 2016). Then the 275 from the 317 valid answers are taken to be sample. The causal relationship between variables that form the structural equation is solved by using SEM. Data are processed by SmartPLS 3.2.9. The following table is summarized from validity and reliability tested by SmartPLS 3.2.9:

Table 1. Validity and Reliability Test Result

Variable	Indicator	Loading Factors	Average Variance Extracted (AVE)	Cronbach's Alpha	CompositeReliability
BH	BH1	0,799	0,693 (Valid)	0,911 (Accepted)	0,931 (Reliable)
	BH2	0,888			
	BH3	0,732			
	BH4	0,900			
	BH5	0,768			
	BH6	0,892			
NWOM	NWOM1	0,918	0,779 (Valid)	0,905 (Accepted)	0,934 (Reliable)
	NWOM2	0,909			
	NWOM3	0,836			
	NWOM4	0,837			
OC	OC1	0,945	0,901 (Valid)	0,945 (Accepted)	0,964 (Reliable)
	OC2	0,964			
	OC3	0,938			
NRI	NRI1	0,890	0,839 (Valid)	0,904 (Accepted)	0,940 (Reliable)
	NRI2	0,945			
	NRI3	0,912			
VSB	VSB1	0,782	0,586 (Valid)	0,823 (Accepted)	0,876 (Reliable)
	VSB2	0,791			
	VSB3	0,723			
	VSB4	0,801			
	VSB5	0,725			
NWOM*VSB		0,956	1,000 (Valid)	1,000 (Accepted)	1,0000 (Reliable)
BH*VSB		0,982	1,000 (Valid)	1,000 (Accepted)	1,0000 (Reliable)
OC*VSB		0,864	1,000 (Valid)	1,000 (Accepted)	1,0000 (Reliable)

The strength of the relationship between variables in the path diagram is measured by the path coefficient. Coefficients are significant if value-t $\geq 1,65$. The path diagram is the following:

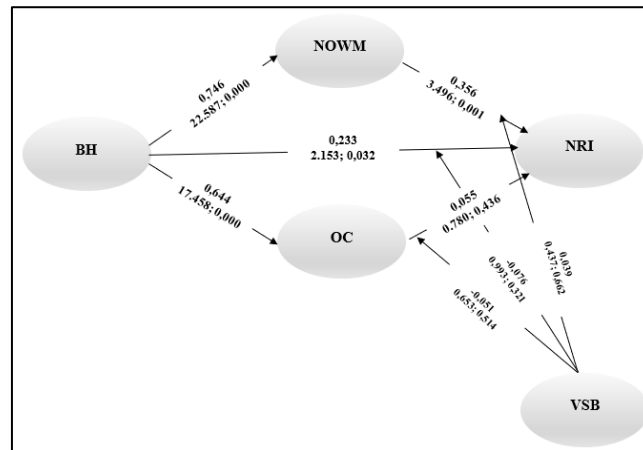


Image: Path Coefficient Result

The goodness of fit indices are summarized below:

Table 2. Goodness of Fit Test Result

GoF Index	Cut-off Value	Result	Remarks
SRMR	<0,08	0,070	Fit
NFI	>0,90	0,831	Moderate Fit
RMS_theta	Near to 0	0,182	Moderate Fit
Chi-Square	<3x df	826,906	Moderate Fit

The hypothesis is acceptable if the relationship between variables has t-value $\geq 1,65$ as a cut-off value. Output of application shows that not all paths have the t-value is greater than the cut-off value. It means that some antecedent variable has a positive and significant effect on its consequence while some variables are not.

Table 3. Hypotheses Test Result

Hypotheses	Cause Effect Relationship	Path Coeff	P-Value	T-Statistic	Decision
H1	BH \rightarrow NWOM	0,746	0,000	22,587	Accepted
H2	BH \rightarrow OC	0,644	0,000	17,458	Accepted
H3	BH \rightarrow NRI	0,233	0,032	2,153	Accepted
H4	NWOM \rightarrow NRI	0,356	0,001	3,496	Accepted
H5	OC \rightarrow NRI	0,055	0,436	0,780	Not Accepted
H6	NWOM*VSB \rightarrow NRI	0,039	0,662	0,437	Not Accepted
H7	BH*VSB \rightarrow NRI	-0,076	0,321	0,993	Not Accepted
H8	OC*VSB \rightarrow NRI	-0,051	0,514	0,653	Not Accepted
H9	BH-NWOM \rightarrow NRI	0,266	0,001	3,282	Significant
	BH \rightarrow OC \rightarrow NRI	0,035	0,447	0,762	Not significant

Results and Discussion

Research respondents were e-commerce users in five major cities in Indonesia with 52% female and 48% male. Of the 275 respondents played by the age range of 11-26 years with different professions with an income range of IDR 2,500,000-IDR 5,000,000.

In the second phase, to test the proposed model, several analyses have been conducted. Exploratory factor analysis, confirmatory factor analysis, and structural equation modeling using SmartPLS 3.2.9 are carried out to address the hypotheses. Convergent validity was examined by calculating the average variance extracted (AVE) and the reliability test examined by Cronbach's alpha and the composite reliability (CR). Those validity and reliability test (AVE, cronbach's alpha and CR) values are above the recommended threshold (Bagozzi and Yi, 1988; Fornell and Larcker, 1981) the cut-off value of AVE is above 0,5, while Cronbach's alpha is accepted if the value is above 0,6. The composite reliability test is accepted if the value is above 0,7. Additionally, all AVE, Cronbach's alpha and CR values are higher than the cut-off value and so does with the acceptable model fit (see Table 2).

Brand hate, in the e-commerce user in five major cities in Indonesia context, positively influences NWOM, thus hypothesis H1 is confirmed. Additionally, brand hate also leads to online complaining and non-repurchase intention thus corroborating H2 and H3. NWOM has a positive effect on non-repurchase intention thus hypoteses H4 is confirmed. While online complaining has negative effect on non-repurchase intention, hence H5 is not confirmed.

The variety seeking behavior did not moderate the effect of negative word of mouth, brand hate, and online complaining on non-repurchase intentions. Hence, the hypoteses H6, H7 and H8 is not confirmed.

To test for serial multiple mediation, we utilized bootstrapping approach as a test of indirect effects. The first indirect effect of brand hate on non-repurchase intention through NWOM in serial as affecting NWOM, which in turn influences non-repurchase intention is significantly positive. The second indirect effect is that of brand hate on non-repurchase intention through online complaining. This effect can be interpreted as significantly negative. Considering these results, our hypothesis H9 is confirmed.

Conclusion

By specifically focusing on the e-commerce users in five major cities in Indonesia, the study provides relevant contributions to the existing literature both from a methodological and a conceptual perspective. Methodologically, it investigates the role of brand hate from a specific target's point of view, composed by consumers who have previously purchased and used the brand they hate. Conceptually, the article considers different brand hate outcomes in the e-commerce users context.

Notably, results show how the formation of hateful emotions toward a brand leads consumers to talk badly about it (NWOM), do a online complaining (OC) and not to repeat the same choice (NRI). Furthermore, the study also analyzes the relationships between non-repurchase intention on NWOM and online complaining by confirming a positive relation with the first and a negative relation with the second one. In particular, this result could be explained more specifically, in the NWOM context, consumers usually complain or talk badly about a brand within their real and private networks. This personal exposition of their frustration could result in a higher nonrepurchase intention in order to avoid making a bad impression in front of their acquaintances.

On the contrary, in the online complaining, given that consumers can remain anonymous, they may feel less judged in the case that they want to purchase again the brand they have criticized. Another potential explanation might be due to the fact that online complainers can receive more rapid and satisfactory

responses and recoveries from firms (Curina et al., 2020) thus mitigating and reducing their dissatisfaction, and consequently their intention not to repurchase.

Moreover, the article provides an additional element of novelty by suggesting a moderating variable on the relationship of brand hate, NWOM and online complaining of the non-repurchase intention. In the role of variety seeking behavior as a moderating variable, this research confirming a negative relation. The results of the study show that even though there are many choices of brands, it does not weaken or strengthen the relationship between brand hate, NWOM and online complaining on non-repurchase intention. This proves that even though there are many choices of brands, they still express what they feel based on their transaction experience.

Finally, by focusing on the mediation analysis, results identified a serial mediation effect going from brand hate on non-repurchase intention through NWOM. In particular, this finding allowed us to detect a significant indirect effect of brand hate on non-repurchase intention through NWOM in serial. This result suggests a mediated path, which starts from brand hate leading to customers' non-repurchase intention through NWOM by talk badly about it.

Theoretically, this study adds references to consumer brand relationships by focusing on e-commerce users in five major cities in Indonesia. Due to the limited number of studies. The research enriching the existing literature (Curina et al., 2020) also detects a positive relationship between brand hate, online complaining, NWOM and non-repurchase intention.

For what concerns the managerial contributions, the article provides implications for marketers and practitioners. In particular, firms are recommended to put high attention to customer complaints such as being swift in receiving complaints and providing solutions to problems perceived by consumers. Given that disappointment with a brand will lead the company to the intention not to repurchase, NWOM and online complaining. It is important for companies to increase feedback from consumers on the transaction experience they had.

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