

## The Impact of Brand Hate and Negative E-WOM on Non-Purchase Intention (Case Study on McDonald's)

Frima Agustian Slamet\*, Lingga Yuliana  
Universitas Paramadina, Jakarta, Indonesia

Article Information	Abstract
Article History: Received: June 2024 Accepted: September 2024 Published: September 2024	The purpose of this study is to examine how brand hate and negative electronic word-of-mouth affect consumers' intentions not to buy. This study focuses on a particular category of food product from the American brand McDonald's (McD). In this study, which included 123 respondents from Jabodetabek, the methodology was quantitative. Responses have to be both male and female, between the ages of 17 and 55, and have to be up to date on the terms of Israel's and Palestine's conflict. By using Google Form as an intermediate platform to distribute questionnaires, the data source uses primary data. Leveraging the SmartPLS version 4.1.0.0 tool, the partial least squares data analysis technique is used. The first finding of the study is that brand hate significantly and favorably affects consumers' intentions not to buy. Second, non-purchase intention is positively and significantly impacted by negative electronic word-of-mouth. Based on this research, McDonald's can implement managerial strategies to transform their brand from one that is despised to one that is widely adored. in order to prevent negative discourse about McDonald's from spreading throughout society. As a result, in order for the public to trust McDonald's, its reputation must be improved. One of them involves advocating for non-violent, unrelated actions to the ongoing conflict.
Keywords: Brand Hate, Negative E-WOM, Non-Purchase Intention, Middle East War, McDonald's	
*Correspondence author: <a href="mailto:frima.slamet@students.paramadina.ac.id">frima.slamet@students.paramadina.ac.id</a>	
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### INTRODUCTION

People from Indonesia and other countries across the world, especially those in Indonesia, find themselves discussing and paying attention to the ongoing conflict between Israel and Palestine (Floranti et al., 2023). All people throughout the world are sympathetic and empathetic toward this tragedy because of the troubling situation of the Palestinian people as a result of the conflict (Fischer, 2022). Francesca Albanese, a special rapporteur, declared that Israel had perpetrated three acts of genocide during her testimony at the UN Human Rights Council. Israel was the first to seriously injure group members both physically and mentally. The second act is inflicting acts of genocide on a group by purposefully generating conditions in their way of life that are planned to lead to their physical demise, either whole or in part. According to United Nations News (2024), the third action is to stop births inside the group.

According to Finkelstein (2015), the Israeli army is suspected of taking sides in acts of brutality and genocide against Palestinians, and the US is involved in supporting the war materiel that Israel receives. Naturally, practically every person on the planet has expressed strong disapproval of this (Habermas, 2022). as one way

that some people throughout the world show their protest, such as by advocating for a boycott of American goods (Müller et al., 2024). This boycott mostly targeted Muslim and non-Muslim majority nations, such as Indonesia. Among the American goods impacted by the boycott were food items with the McDonald's trademark (Wisker, 2021). Currently, some foreigners' condemnation of Israel's violent deeds and genocide appears to be the source of animosity toward food products bearing the McDonald's brand (Moosa, 2023). This is demonstrated by the presence of hate speech or unfavorable word-of-mouth that is directed towards the product on social media (Ivens et al. 2021). In addition, hate speech directed at food products bearing the McDonald's brand caused a shift in public opinion, with people starting to show reluctance to repurchase these items (Otto et al. 2022). Taking this into account, they believe that purchasing these goods equates to endorsing the financing of the conflict against Israel (Aljazeera News, 2024).

Obviously under these circumstances, consumer behavior involving the purchase of American goods may be impacted; consumers may begin to progressively shift to local goods and postpone their desire to purchase American goods (Donthu & Gustafsson, 2020). Doncel-Martín et al. (2023) claim that hate speech directed toward American products is currently being expressed by people throughout the world with the intention of greatly influencing the US government's decision to cut back on war financing or help to Israel. In this regard, Chu et al. (2023) reported that certain hate speech groups targeting American goods used negative electronic word-of-mouth sentiments to convey their protest activities.

Curina et al. (2020) state that earlier research established two goals: the first is to explain the growth of the impact of hatred toward product brands, namely that negative speech about a product communicated through electronic negative word-of-mouth can actually influence hatred towards a brand (brand hate); the second is to test the mediating effect of negative electronic word-of-mouth and offline negative word-of-mouth on product brand hatred, potentially leading to changes in consumer behavior that influence them not to repurchase the product. Customers' unhappy encounters with a product can also lead to negative reactions, such as complaints and unfavorable word-of-mouth (Zarantonello et al., 2016). Bijmolt et al. (2014) made a similar claim, stating that unfavorable electronic word-of-mouth also has a significant role in altering consumers' decisions not to repurchase a product.

Product hatred for a brand is a multifaceted construct that is defined by the existence of emotions, as revealed by Zang & Laroche (2020) in their preliminary study. These emotions include grief, wrath, and fear. Kucuk (2018) defined brand hate as the accumulation of multiple unfavorable emotional layers. As to Fetcscherin's (2019) findings, extant research has solely examined three categories of emotions, namely wrath, shame, and disgust. According to Zarantonello et al. (2016), there are two different kinds of brand hatred: passive brand hatred, which encompasses feelings like guilt, anxiety, and disappointment, and active brand hatred, which includes contempt and rage depersonalization.

Rahimah et al. (2023) define brand-related stimuli as the company's perceived values, which give rise to judgments in the form of emotions like resentment, hatred, and fury, which then result in anti-brand actions. Furthermore, brand-directed emotions take into account brand interests and make decisions at both the situational and brand levels (Gerrath et al., 2023). According to Abbasi et al. (2023), those who despise brands often use the argument that their actions are justified because they

force businesses to face their moral and social obligations. Consequently, these customers will make a concerted effort to stay away from brands that they believe to be immoral (Matute et al., 2021). Comparable to the aforementioned, Brand Hate activities are directed against the brand as a result of hatred that arises from moral, social, or ethical transgressions by the brand or parent corporation (Baarassou et al., 2020).

The development of brand hate among other unpleasant emotions is a relatively recent phenomena, and research on the subject is still scarce (Jabeen et al., 2022; Powell et al., 2022). Under circumstances of Brand Hate, the most valuable brands might draw greater attention from the general public (Ma, 2020; Aziz & Rahman, 2022). According to Costa, J., & Azevedo (2023), brand hatred is defined as the desire to shun and exact revenge on a brand. When compared to dislike for a brand, brand hate is defined as the strong emotional feeling that customers have toward it (Haase et al., 2022). Sözen & Basim (2022) Sözen & Basim (2022) define brand hate as a psychological state in which customers develop strong unfavorable feelings and a callous attitude toward brands that consistently perform poorly. delivering unhappy and distressing experiences to customers on a social and personal level.

In general, the assumption is that customers who are unhappy with a service's brand will grow to despise it (Fahmi and Zaki, 2018); additionally, their dissatisfaction may prevent them from ever purchasing the brand again (Baghi and Gabrielli, 2019; Istanbuluoglu et al., 2017). Therefore, it can be said that customers will detest a service brand more and be less likely to make repeat purchases if they are more unhappy with it.

This notion has been uncommon in earlier studies. This thereby turns become a novelty for research.

H1 = There is an influence between Brand Hate and Non-Purchase Intention

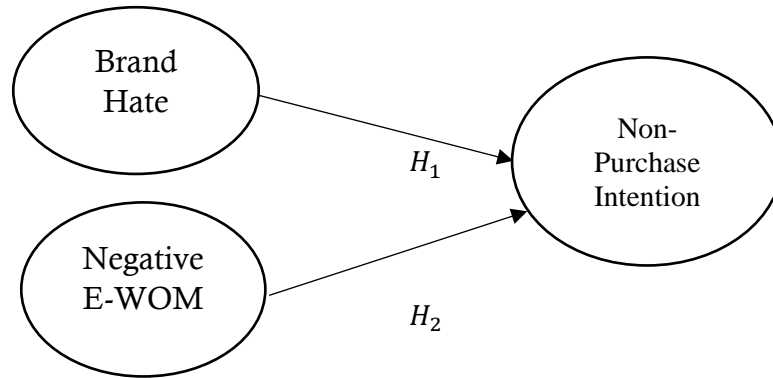
In addition, word-of-mouth advertising has the power to significantly impact and mold consumer attitudes and behavioral intentions (Istanbuluoglu et al., 2017). According to Kiningham et al. (2018) and Pongjit & Beise-Zee (2015), it is true that this kind of communication can affect consumer behavior by raising awareness, modifying or validating opinions, and promoting or discouraging repeat purchases. Negative word-of-mouth, both online and offline, is particularly successful in influencing decision-making and purchase intentions by emphasizing the negative word of mouth (Jayasimha et al., 2017; Sweeney et al., 2014).

When referring to offline negative word-of-mouth marketing, customers who utilize it typically regret their purchase and choose not to repurchase the brand (Davvetas & Diamantopoulos, 2017). As a result, they frequently wish to share their unpleasant brand experiences with others (Hegner et al., 2017). According to HA Bijmolt et al. (2014), these studies specifically define complainers as a class of customers who voice their dissatisfaction with services online. It is hypothesized that there is a positive correlation between negative electronic word of mouth and non-purchase intention (Curina et al., 2020) because consumers would rather not find themselves in the same purchasing situation again (Instabulluoglu et al., 2017). Taken in another perspective, customers are more likely to complain online about a service brand they are unsatisfied with and won't be buying from that company once more.

This notion has been uncommon in earlier studies. This thereby turns become a novelty for research.

H2 = There is an influence between Negative E WOM on Non-Purchase Intention

The aim of the research is to analyze the influence of brand hate on non-purchase intention and the influence of negative electronic word-of-mouth (e-WOM) on non-purchase intention.



**Figure 1. Research Hypothesis**

**RESEARCH METHOD**

The research flow will explain the overall design of the research (Alfian et al., 2024). As explained by Susanto et.al. (2024), research design is a research technique used in collecting and studying data, so that it can provide results in the form of answers to questions that arise from a study. The research method chosen by the author is quantitative research. The sampling technique uses purposive sampling. A total of 123 respondents were involved in this research. Respondents are men and women with an age range of 17-55 years and domiciled in Jabodetabek and following the latest information regarding the conditions of war between Israel and Palestine are our criteria. The data source uses primary data by distributing questionnaires via Google Form as an intermediary. Closed questions were used in this research using a Likert scale with answer criteria of strongly disagree, disagree, agree and strongly agree. The data analysis technique uses Partial Least Square using the SmartPLS version 4.1.0.0 tool.

**Table 1. Research Constructs**

Variable	Indicator	Reference
Brand Hate	X1.1 = I feel angry with the McDonald's	Zhang & Laroche (2020) Curina et al. (2020) Sharma et al. (2022)
	X1.2 = I feel disgusted with the McDonald's	
	X1.3 = I have a feeling of hatred towards the McDonald's	
	X1.4 = I feel disappointed when I think of the McDonald's	
	X1.5 = I feel unhappy when I think of the McDonald's	
	X1.6 = I feel scared when I think of the McDonald's	

Variable	Indicator	Reference
	X1.7 = I feel threatened when I think of the McDonald's X1.8 = I feel worried when I think of the McDonald's X1.9 = I am disgusted with the McDonald's X1.10 = I do not tolerate McDonald's and its company X1.11 = The world would be a better place without McDonald's X1.12 = McDonald's is terrible	
Negative E-WOM	X2.1 = I talk about McDonald's more often on social media than other brands X2.2 = I mostly say negative things about McDonald's on social media X2.3 = I have spoken unfavorably about the McDonald's on social media	Sharma et al. (2022)
Non-Purchase Intention	Y1 = I do not intend to buy products from the McDonald's in the future Y2 = Next time I go shopping, I will not consider the McDonald's Y3 = I do not buy products from the McDonald's because of my desire. Y4 = Friends/family recommend me not to buy products affiliated with Israel Y5 = I make comparisons of other products before buying a product	Yadav (2024)

Source: Processed data (2024)

## RESULTS AND DISCUSSION

### Demographic Results

The demographics of respondents in this study are men and women aged 17-55 years and follow the latest developments regarding the conditions of war between Israel and Palestine. Questionnaire data was distributed in the form of a Google form and data was obtained from 123 respondents. Respondents in this study are domiciled in Jabodetabek with a composition of 31.7% domiciled in Jakarta, 6.3% domiciled in Depok, then 11.1% in Tangerang, 15.1% in Bogor, while respondents who live in Bekasi amounting to 35.7%. In this study, 46.8% of respondents were female and 53.2% of respondents were male.

Based on age, the largest number of respondents were in the 26-35 year age range, namely 57.9%, 22.2% aged 17-25, 17.5 % aged 36-45 years, and 46-55 year olds 2, 4%, and ages over 55 years 0%. Based on type of work, respondents were dominated by private employees, at 70.6%, students at 14.3%, the state civil apparatus includes the Indonesian National Army and the Indonesian National Police at 9.5%, while housewives, freelancers and others by 5.6%. Regarding the respondents' last level of education, the highest number of respondents was at the D3/S1 education level, namely 69%, high school at 21.4%, while Masters at 7.2%, then others at 1.6%.

**Validity Test Results**

According to Hamdani and Yuliana (2024), convergent validity testing in quantitative research is crucial. This involves employing different measures to observe measures that exhibit positive correlations from similar constructs. As a result, in order to meet the value, the outer loading and Average Variance Extracted (AVE) values are acquired (Yuliana et al., 2024; Saputri et al. 2024). The values derived from the validity test processing results, as displayed in table 2 below, are as follows:

**Table 2.** Validity Test

Variables	Indicators	Loading Factor	Mean
Brand Hate	X1.1	0.833	3.154
	X1.2	0.895	2.902
	X1.3	0.886	2.967
	X1.4	0.822	3.138
	X1.5	0.891	3.008
	X1.7	0.727	2.561
	X1.8	0.717	2.780
	X1.9	0.910	2.894
	X1.10	0.850	3.000
	X1.11	0.784	2.870
	X1.12	0.831	2.821
Negative E-WOM	X2.1	0.877	2.423
	X2.2	0.970	2.325
	X2.3	0.957	2.236
Non-Purchase Intention	Y1	0.890	3.114
	Y2	0.909	3.081
	Y3	0.911	3.276
	Y4	0.718	3.276

Source: Processed data (2024)

The provision that has been set is an explanation of the substantial part of each indicator of the variance by a latent variable with a minimum of 5%. The highest value in the outer loading of a construction can show that the related indicators have many similarities (Fauzan et al, 2023; Saksono & Yuliana, 2024). Since the X1.6 and Y5 loading factor's value is less than 0.7, the validity test does not include it.

**Table 3.** Average Variance Extracted

Variables	Average Variance Extracted (AVE)
Brand Hate	0.676
Negative E-WOM	0.875
Non-Purchase Intention	0.688

Source: Processed data (2024)

Average Variance Extracted (AVE) is a large average value that occurs in the squared loadings of construction-related indicators. It is discovered that the AVE value need is 0.5 or greater (Yuliana et al. 2023; Saputri et al. 2024). This suggests

that over half of the variance in the indicators may be explained by the average construct (Sherlyta et al., 2023). Every variable was deemed legitimate since the outer loading value overall was > 0.5 and even ahead of the desired value of > 0.7 (Yuliana et al. 2023; Ningsih et al. 2023).

According to Khoiroh et al. (2023), determining the Average Variance Extracted (AVE) value is the next step in the convergent validity test. Every variable can be considered invalid as its value exceeds 0.5, as indicated by the obtained AVE value. With a value of 0.875, the negative e-WOM variable has the highest AVE value. With a value of 0.676, the brand hate variable has the lowest AVE value.

**Reliability Test Results**

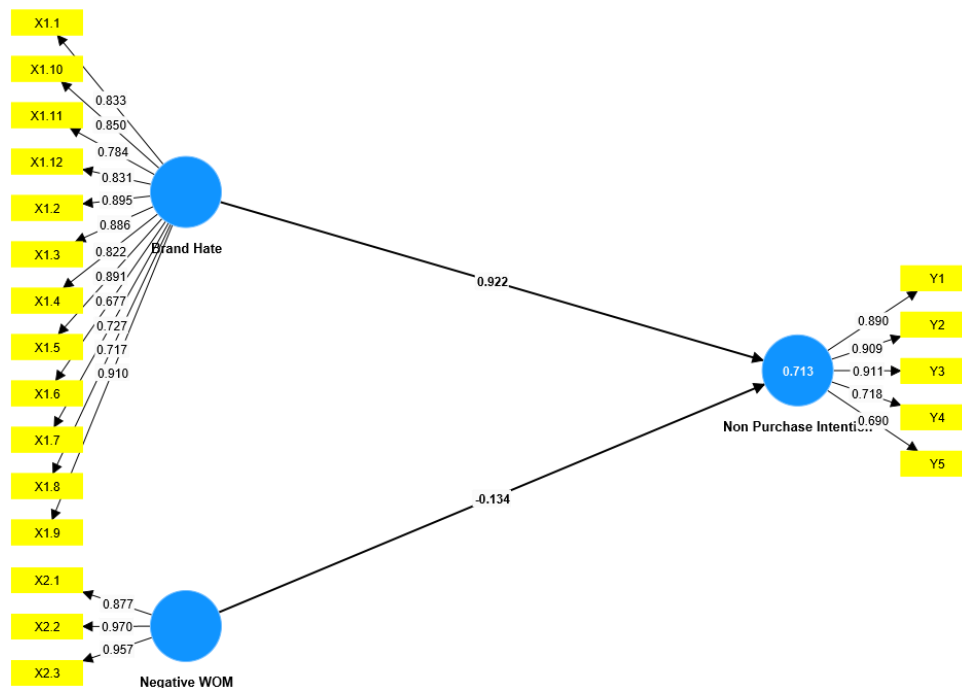
After reliability testing is turned into a research instrument test, SmartPLS 4.1.0.0 using the PLS-Algorithm technique is used in the following step (Marianti et al. 2023; Justiana & Yuliana, 2023). Each variable in Table 4 is tested for reliability using the results of Cronbach's Alpha and Composite Reliability values.

**Table 4.** Reliability Test

	<b>Cronbach's Alpha</b>	<b>rho_A</b>	<b>Composite Reliability</b>
Brand Hate	0.956	0.961	0.961
Negative E-WOM	0.929	0.963	0.955
Non-Purchase Intention	0.884	0.910	0.916

Source: Processed data (2024)

Because a dependable rating above 0.7 indicates that the respondents' replies can be regarded as consistent, the instruments used in this research's results are deemed reliable (Ramadhani & Yuliana, 2022; Utoyo et al. 2023).



**Figure 2.** Research Output with Smart PLS Analysis Tool

Source: Processed data (2024)

**Hypothesis Test Results**

Table 5 presents the overall findings of the hypothesis testing, which may be said to be supported based on the hypothesis outcomes.

**Table 5. Hypothesis Testing**

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Hypothesis Results
Brand Hate -> Non-Purchase Intention	0.922	0.925	0.044	21,034	0	Supported
Negative E-WOM -> Non-Purchase Intention	-0.134	0.135	0.054	2,480	0.013	Supported

Source: Processed data (2024)

A thorough explanation of each hypothesis will be provided below, based on table 5 above:

The results of this study demonstrate that the brand hate variable significantly ( $\beta=0,922$ ;  $p=0,00$ ) positively affects the intention to not buy. Ninety-two point eight percent of non-purchasing intentions are directly impacted by brand hate. Seven point eight percent of brand hate, however, had no effect whatsoever on the intention to not purchase. The two variables point in the same direction, according to the route coefficient value. In addition, the p-value of less than 0.05 implies that brand hatred significantly influences the intention not to purchase. It is apparent from this explanation that Hypothesis 1 is supported.

This study demonstrates that the negative e-WOM variable significantly affects the intention to not buy ( $\beta = -0,134$ ;  $p = 0,013$ ). A negative electronic word of mouth indirectly affects 13.4% of non-purchase intention. On the other hand, because of other factors, negative electronic word of mouth has a direct impact on non-purchase intention in 86.6% of situations. The route coefficient value between the two places in the same direction. A unidirectional link between the two variables is also suggested by the path coefficient value, as supported by the p value < 0.05. In addition, the conclusion that negative e-WOM significantly influences non-purchase intention is indicated by the p value < 0.05, indicating that Hypothesis 2 is supported.

**Discussion**

The first hypothesis demonstrates that Brand Hated and Non-Purchase Intention are significantly influenced. This is consistent with studies by Istanbuluoglu et al. (2017) and Baghi and Gabrielli (2019). This study supports the findings of Fahmi and Zaki (2018), who claimed that unhappy customers will harbor negative feelings toward a service provider's brand. This research employs an innovative case study of the McDonald's to examine the impact of brand hate on non-purchase intention. since no comparable research has discovered it.

The McDonald's is one of the brands affiliated with Israel. As many people know, McDonald's is an enterprise that sells well-known fast food items, particularly in the Asian market. To put an end to the war as quickly as possible, many parties are advocating for nonviolent measures. A boycott of McDonald's is being called by the public in an attempt to obstruct the flow of money supporting Israel's war against Palestine. Although many people admire McDonald's items, the sense of unity is



unquestionably greater than anything else. People who had previously been fans of the McDonald's brand started to despise it, which led them to decide not to purchase any of its goods. If consumers are interested in shopping, they will seek out competing brands that are not connected to the state of Israel. People are currently beginning to support regional brands and products that advocate for Palestine's independence and nonviolent resistance.

The second hypothesis proposes that electronic word-of-mouth has an adverse effect on non-purchase intention. This validates earlier studies carried out by Curina et al. (2020). According to Curina et al. (2020), customers are more likely to complain online about a service brand they are upset with, which prevents them from using the brand again. One action made by customers who have second thoughts about a purchase is to refrain from buying the same item in the future (Davvetas & Diamantopoulos, 2017).

Consumers can now easily voice thoughts that reflect someone's sincere heart through online media. Reviews on products, services, and businesses are readily provided by customers, making them accessible to a large audience. Customer decisions will be second-guessed due to existing reviews, regardless of their favorable or negative aspects. Customers won't buy goods, services, or companies that share the majority of the unfavorable evaluations if they are found online.

One brand that has ties to Israel is McDonald's. Because McDonald's is a brand associated with Israel, the public believes that McDonald's funds the ongoing conflict between Israel and Palestine. The opposition to Israel's war has voiced its desire to avoid purchasing McDonald's products. The majority of them will freely offer unfavorable evaluations or make comparisons between the McDonald's and other brands. As a result, people start selecting alternative brands over McDonald's.

## CONCLUSION

The first hypothesis suggests that there is a substantial relationship between Brand Hate and Non-Purchase Intention, based on the research findings and discussion. The second hypothesis, according to the data, was that non-purchase intention was influenced by unfavorable electronic word of mouth. This is significant information for the McDonald's, as many consumers currently choose not to buy from them. In order to prevent consumers from becoming scared to make purchases in the future, McDonald's needs to be able to pay attention. since it is believed that consumers of McDonald's goods are indifferent to the circumstances in Palestine. Thus, unfavorable stigma also encourages customers to make purchases. Furthermore, consumers frequently contrast McDonald's with comparable goods. Consumers will decide to purchase goods, services, or brands that are unrelated to Israel.

This study suggests a managerial implication that McDonald's might use to transform their brand from one that is despised by consumers to one that is widely admired. Since the public is required by law to use social media responsibly, Article 45 paragraph (3) of the Electronic Information and Transactions Law states that: Any individual who willfully and without authorization disseminates, transmits, or makes accessible electronic documents that contain insults and/or defamation as defined by Article 27 paragraph (3) of the Electronic Information and Transactions Law may be punished with up to four years in prison and/or a maximum fine of Rp750,000,000.00 (seven hundred and fifty million rupiah). Thus, consumers are hesitant to criticize businesses on social media, particularly McDonald's.

McDonald's has the chance to stop the negative conversation about the company from proliferating across society. McDonald's needs to enhance its reputation in order for consumers to feel more confident about it. Proposing non-violent actions unrelated to ongoing conflicts is one approach to do this. The study has a number of drawbacks. Only assessing brand hatred, unfavorable electronic word-of-mouth, and non-purchase intention is the focus of this study. Further investigation into the impact of non-purchase intention variables is suggested by include brand awareness and brand reputation variables.

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