

The Effect of Negative Brand Personality and Brand Hate on Non-Repurchase Intention With Protest Behavior as a Mediation Variable

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Abstract

This study aims to analyze the negative influence of brand personality and brand hate on non-repurchase intention, with protest behavior as a mediating variable among Oppo smartphone consumers. The population in this study was all consumers who did not intend to repurchase Oppo smartphones in West Sumatra. The research method used was descriptive quantitative, with a sample of 310 respondents. This analysis uses PLS-SEM analysis with Smart-PLS 4.0. The results show a negative brand personality has a negative and insignificant influence on protest behavior and non-repurchase intention. Brand hate has a positive and significant influence on protest behavior and a positive and significant influence on non-repurchase intention. Protest behavior has a positive and significant influence on non-repurchase intention. Protest behavior does not act as a mediator between negative brand personality and non-repurchase intention, but mediates the influence of brand hate and non-repurchase intention.

Keywords: *negative brand personality; brand hate; protest behavior; non-repurchase intention*

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Introduction

Non-repurchase intention is a customer's intention not to purchase a particular brand because they are dissatisfied with the product they purchased and have a negative perception of the brand (Curina et al., 2020). Non-purchase intention can be temporary or permanent (Liu et al., 2024). Customers decide not to repurchase a brand, generally due to violated expectations, negative brand reputation, or bad experiences (Fernando et al., 2023). Consumers who do not repurchase may mean they have switched to another brand (brand switching). The level of brand switching among consumers in Java for children's milk products is high (57%) (Sunardi et al., 2023). Survey results show that 73% of Gen Z Indonesia boycotted Israeli products, 61% for millennials, and 54% for Gen X. When viewed from a socioeconomic perspective, 55% were for high SES groups, 70% for middle SES, and 67% for lower SES (Jakpat, 2025). Companies must anticipate non-purchase intentions because they will lose market share. On the other hand, companies can also attract customers who have stopped purchasing, so they switch, because the company obtains 10% of its market share from consumers who switch from competitors (non-purchasing) (Sunardi et al., 2023). Non-purchase intentions are influenced by negative emotions and brand hate (Kucuk, 2008). Brand hate can arise when customers feel ignored or

dissatisfied with a brand, and directly impacts non-repurchase intentions (Naranjo-Zolotov et al., 2022). The higher the intensity of brand hate, the higher the level of non-purchase intention towards the brand (Curina et al., 2020). Customers who perceive a brand as having a negative brand personality tend to lose trust, which results in decreased purchase intentions for the brand (Curina et al., 2020). The higher the negative brand personality, the higher their non-repurchase intentions (Li et al., 2024). Customers who protest against a brand reflect a level of dissatisfaction and are less likely to make further purchases, increasing their non-repurchase intention (Guzmán Rincón et al., 2023). Protest behavior encourages customers to refrain from purchasing a brand, especially when they have had consistent negative experiences (Capasso et al., 2024). High levels of protest against a brand are often associated with increased non-repurchase intention (Tran, 2022). Therefore, reducing protest behavior is key to reducing consumer non-repurchase intention (Das & Mohar, 2020).

Research on non-repurchase intention has not been widely conducted, Hussain et al. (2025) studied brand loyalty as a result of negative brand personality and protest behavior. Meanwhile, Curina et al. (2020) examined non-repurchase intention as a result of online negative WOM, brand hate, and online complaining. Then, Barreira et al. (2026) examined the effect of brand hate on brand avoidance, brand switching, and negative WOM towards Israeli-supported products. Research by Yadav (2024) found the effect of brand personality on brand hate and its impact on non-purchase intention. Hoang et al. (2025) conducted a study on the effect of brand hate on repurchase intention and brand switching. Researchers Hoang et al. (2025) studied the effect of brand hate on brand switching, brand complaining, brand retaliation, and brand revenge. The five researchers above have differences from each other, as does this study. Curina et al. (2020) this study produces a more comprehensive conceptual approach by analyzing the impact of three variables: brand hate, negative brand personality, and protest brand behavior on non-repurchase intention, thus providing a more complete and systematic conceptual and theoretical solution. Liu et al., (2024) analyzed the role of protest behavior as a causal factor and mediating variable in the influence of brand hate and negative brand personality on non-purchase intention, filling a conceptual and theoretical gap not previously explored by researchers. Fernando et al. (2023) conducted this research in Indonesia, a country with a different culture, so it would be more appropriate for use in Indonesia itself.

This study has novelty when compared to previous studies, including Curina et al. (2020) this study is more comprehensive because it studies the impact of three variables: brand hate, negative brand personality, and protest brand behavior on non-repurchase intention, which were not found in previous studies. Liu et al., (2024) this study analyzes the role of protest behavior as a causal factor and mediating variable on non-purchase intention, which was not found in previous studies. Fernando et al. (2023) this study was conducted in Indonesia, which is different in terms of culture, religion, and attitudes towards negative information, so it will enrich the concepts and theories of marketing management science.

In Indonesia, smartphone competition is fierce across brands, specifications, and prices (Nurmala et al., 2022). Oppo has gained popularity, surpassing Samsung, Vivo, iPhone, Nokia, Advan, and Evercross (Das & Mohar, 2020). As an Android-based newcomer, Oppo's success stems from its open platform for app developers (Candeias et al., 2019).

The data shows consistent improvement in intention No buy back in the circle Oppo consumers, which indicates instability loyalty especially driven by the level No buy high returns based on interview beginning with sellers and consumers. Supporting factors covering brand negative from perception quality bad service / product or response company (Cantoni et al., 2022). Empathetic response can

strengthen intention buy , while neglect damage reputation and speed up Norepurchase (Soeling et al., 2022). Protest behavior such as complaints, negative reviews, or boycotts is closely related to non-repurchase due to distrust and dissatisfaction (Naranjo-Zolotov et al., 2022), making customer retention strategies very important.

Oppo dominated the Indonesian smartphone market through innovation and aggressive marketing, holding a 17-21% market share from 2021 to 2024. However, in West Sumatra, Instagram data from pykupdate recorded an increase in non-repurchase intentions between 2021 and 2024. Key factors include negative perceptions such as product quality/after-sales dissatisfaction (Korese & Achaglinkame, 2024), coupled with brand hatred due to bad experiences, which triggers protest behavior and non-repurchase (Mahmud, 2024).

Literature Review

Non-Repurchase Intention

Non-repurchase intention refers to a consumer's intention not to repurchase a particular product or brand due to dissatisfaction, negative experiences, or poor brand perception (Curina et al., 2020; Mahmud, 2024). This definition encompasses decisions to temporarily or permanently discontinue consumption, triggered by corporate scandals, violations of expectations, attributions of blame, or changes in personal preferences (Liu et al., 2024; Zhao et al., 2024). Key factors such as negative brand and negative experiences often exacerbate it, making it an important indicator of customer loyalty and satisfaction (Fernando et al., 2023).

Negative Brand Personality

Negative brand personality increases consumer protest behavior due to unmet expectations, especially after a poor product or service experience (Chuenban et al., 2021). Consumers become more critical, lose trust, and shift to more reliable brands (Fernando et al., 2023). Long-term impacts include the loss of loyal customers and weakened market competitiveness (Huong et al., 2024).

Negative perceptions of brand personality lead to dissatisfaction and eroded trust, thus reducing purchase intentions for the associated product (Curina et al., 2020). Repeated negative brand reviews encourage consumers to switch to trusted alternatives and also trigger the spread of negative word-of-mouth (Chuenban et al., 2021). Psychological factors such as disappointment further suppress purchase motivation; the more negative the perception, the higher the intention to dispurchase (Li et al., 2024). Then, the following hypotheses are formulated:

H1: Negative brand personality has a negative effect on protest behavior.

H2: Negative brand personality has a negative effect on non-repurchase intention.

Brand Hate

When customers express hatred toward a brand, it signals a high level of dissatisfaction that triggers protest actions against that brand (Korese & Achaglinkame, 2024). Consumers who feel aggrieved by the brand often initiate protests (Tahir et al., 2024), with brand hatred eroding trust and fueling customer protests (Soeling et al., 2022). In the digital age, hateful expressions on social media influence the decisions of other consumers, amplifying broader protest movements. Thus, increased brand hatred is generally correlated with increased protest behavior (Liu et al., 2024).

Brand hatred drives consumers to voice extreme dissatisfaction, directly reducing non-purchase intentions, especially when the company ignores complaints (Naranjo-Zolotov et al., 2022). Widespread hatred shapes public opinion, reduces interest from other consumers, and reinforces the decision to

avoid the product due to repeated bad experiences. Higher brand hatred intensity strengthens non-purchase intentions (Curina et al., 2020). Then, the following hypotheses are formulated:

H3: Brand hate has a positive effect on *protest behavior* .

H4: Brand hate has a positive effect on non-repurchase intention.

Protest Behavior

Protest behavior reflects high levels of customer dissatisfaction with a brand, increasing non-repurchase intentions as consumers avoid repeat purchases after consistently negative experiences (Guzmán Rincón et al., 2023; Capasso et al., 2024). These protest actions not only affect the protesters but also public opinion at large, reducing potential consumer interest in the brand's products. Increased protest behavior is directly correlated with increased non-repurchase intentions (Tran, 2022), making protest reduction a key strategy for lowering non-repurchase rates (Das & Mohar, 2020).

Negative perceptions of brand personality, such as dishonesty or unethical behavior, erode consumer trust and trigger protest behavior (Li et al., 2024). Increased protest directly increases non-repurchase intentions, pushing consumers toward more positive alternatives (Liu et al., 2024). Protest behavior serves as a key mediator. between personality brand negative and intention For No buy back , where the intensity protest speed up decline intention purchase (Candeias et al., 2019).

Brand hatred reflects extreme customer disappointment that triggers increased protest behavior, especially when dissatisfaction is not addressed (Capasso et al., 2024); Naranjo-Zolotov et al., 2022). This erodes purchase intentions due to the loss of emotional attachment, prompting consumers to seek more satisfying alternatives (Bayuma & Abebe, 2023). Expressions of hatred through online/offline protests damage reputation and accelerate non-repurchase intentions if not managed (Arshi et al., 2023). Protest behavior acts as a key mediator between brand hatred and non-repurchase intentions. Then, the following hypotheses are formulated:

H5: Protest behavior has a positive effect on non-repurchase intention .

H6: Protest behavior does not act as a mediator between negative brand personality and non-repurchase intention.

H7: Protest behavior plays a mediating role between brand hate and non-repurchase intention .

This conceptual framework describes the relationship between negative brand personality and brand hate on non-repurchase intention , with protest behavior as a mediating variable.

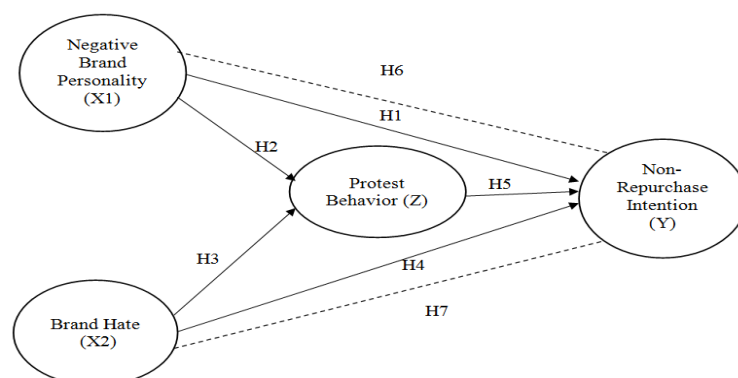


Figure 1. Conceptual Framework

Methods

This research is quantitative, with the population being all consumers who do not wish to repurchase Oppo smartphones in West Sumatra. The sampling technique used was Hair formula . The

minimum sample size is 10 times the number of indicators (Hair et al., 2022). Since the number of indicators is 31, the minimum sample size is 310 respondents. The data collected are primary data and obtained by distributing questionnaires to selected respondents. The questionnaire was designed based on the indicators in Table 1. Before use, a trial of the questionnaire was conducted to test its validity and reliability. The collected data were validated and then analyzed using SEM-PLS.

Results and Discussion

Results

This study uses a two-way approach because the hypothesis shows a positive influence. If $P < 0.05$, so the hypothesis is accepted, and if the $P > 0.05$, then the hypothesis is rejected.

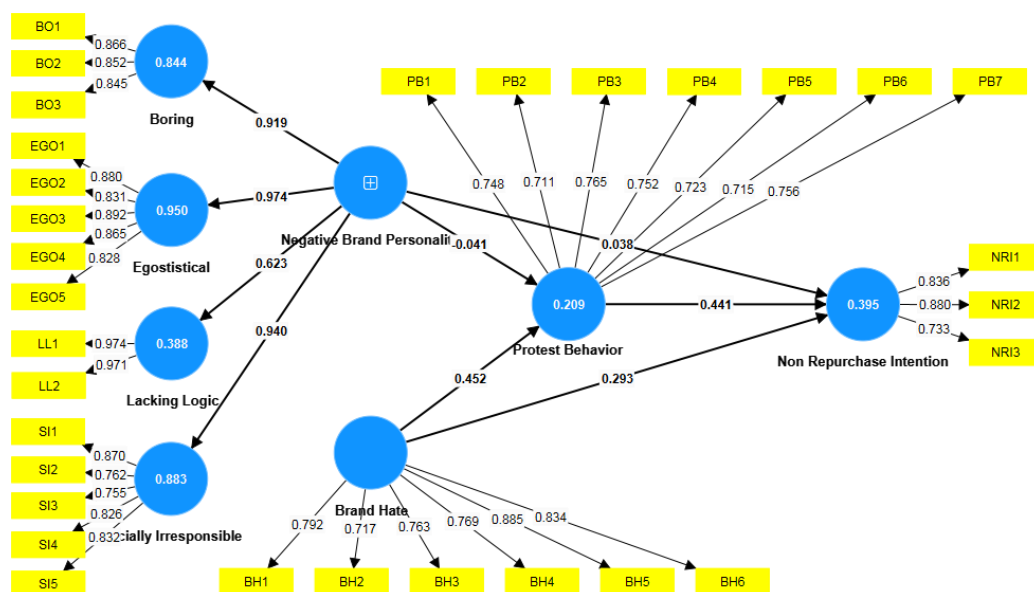


Figure 2. Graphic Output- Outer Loading
 Source: SmartPLS Statistical Analysis 4 (2026)

Table 1. Outer Model Analysis

Indicator	Outer Loading	Cronbach's Alpha	Composite Reliability	AVE
Negative Brand Personality				
Boring	0.919	0.944	0.972	0.945
Egoistical	0.974			
Lacking Logic	0.623			
Socially Irresponsible	0.940			
Brand Hate				
Fed up with the brand	0.792	0.885	0.915	0.633
Zero tolerance for this brand and its company	0.717			
The world would be a better place without this brand	0.763			
Very angry about this brand	0.769			

Source: Statistical	This brand is so bad	0.885	0.861	0.861	0.546	SmartPLS Analysis 4
	Hate this brand	0.834				
	Protest Behavior					
	Join in boycotting this brand	0.748				
	Write on blogs or social media to oppose this brand	0.711				
	join the demonstration against this brand	0.765				
	Engage in resistance actions against this brand	0.753				
	Support legal efforts directed towards this brand	0.723				
	Join the collective movement against this brand	0.71 5				
	Submit complaints directly to this brand	0.756				
	Non-Repurchase Intention					
	Not buying products from this smartphone company anymore	0.83 6				
	If there is a need to choose another brand over this brand	0.880				
	Do not recommend this brand to others	0.73 3				

(2026)

Measurement model testing confirmed that all instruments met the validity and reliability standards proposed by (Hair et al., 2022). All indicators for Negative Brand Personality, Brand Hate, Protest Behavior, and Non-Repurchase Intention exhibited outer loadings above 0.70, indicating strong indicator validity because each item adequately represented its respective latent construct. Reliability assessment further showed that both Composite Reliability (CR) and Cronbach's Alpha (CA) values exceeded the 0.70 threshold across all constructs, demonstrating satisfactory internal consistency and long-term reliability of the instruments. In addition, convergent validity was established through Average Variance Extracted (AVE) values above 0.50, confirming that each construct explained more than half of the variance in its indicators and accurately captured the measured dimensions. Overall, these results provide a strong empirical foundation for subsequent structural analysis, ensuring that the relationships among variables are examined using well-measured constructs.

Table 2 .Test Results

Hypothesis	Track	Coefficient.	t-statistics	p-value	Decision
H1	Negative Brand Personality -> Protest Behavior	-0.059	1,021	0.307	Rejected
H2	Negative Brand Personality -> Non-Repurchase Intention	0.017	0.293	0.770	Rejected
H3	Brand Hate -> Protest Behavior	0.449	9,040	0,000	Accepted
H4	Brand aversion -> Intention not to repurchase	0.292	6,163	0,000	Accepted
H5	Protest Behavior -> No	0.441	8,434	0,000	Accepted

Intention to Repurchase					
H6	Negative Brand Personality -> Protest Behavior -> Non-Repurchase Intention	-0.026	1,005	0.315	Rejected
H7	Brand Hatred -> Protest Behavior -> Non- Repurchase Intention	0.198	5,760	0,000	Accepted

Source : SmartPLSStatistical Analysis4 (2026)

Based on the test results in Table 2 above , can concluded thatnegative brand personality has influence negative and insignificant on protest behavior and non-repurchase intention. Brand hate has positive and significant influence against protest behavior and have influence positive and significant against non-repurchase intention. Protest behavior has positive and significant influence against non-repurchase intention . Protest behavior does not play a role as a mediator between negative brand personality and non- repurchase intention.Protest behavior plays a role as mediation between brand hate towards non- repurchase intention.

Discussion

1. Negative Brand Personality → Protest Behavior

Research shows that negative brand personality has a negative and insignificant effect on protest behavior. More negative consumer perceptions of Oppo brand traits such as dishonesty, customer indifference, or unethical practices make consumers feel disadvantaged and more critical, potentially triggering protests. However, this effect is not statistically significant, suggesting that abstract negative perceptions create dissatisfaction but rarely escalate into active protest (e.g., complaints on social media, organized boycotts, or direct contact with the company) because they require high effort. Consumers prefer passive boycotts such as quietly switching brands. This finding contradicts Chuenban et al. (2021), who linked negative brand experiences to protest expressions, and linked such perceptions to loyalty erosion and reduced competitiveness. In the long run, negative brand personality undermines trust, encouraging switching to more reliable alternatives (Fernando et al., 2023), often through the spread of negative word-of-mouth on social media.

2. Negative Brand Personality → Non-Repurchase Intention

Negative brand personality showed a negative and insignificant effect on non-repurchase intention. Greater negativity in perceived Oppo brand personality increased reluctance to repurchase, but this was less significant. Perceptions such as dishonesty proved less potent, outweighed by overall brand awareness, prior satisfaction (e.g., affordability, camera quality), or competitive alternatives (Xiaomi, Samsung). This contrasts with Curina et al. (2020) and Chuenban et al. (2021), who linked negative perceptions to loss of trust and brand switching, further amplified by psychological disappointment (Li et al., 2024). The spread of negative word-of-mouth reinforces these views, reinforcing avoidance and impacting potential consumers.

3. Brand Hate → Protest Behavior

Brand hate has a positive and significant effect on protest behavior. Strong negative emotions toward a brand translate into protest actions, as consumers channel intense dissatisfaction into expressions such as complaints or public criticism.These findings align with Korese & Achaglinkame (2024), who noted that hate-driven avoidance often precedes formal protests, Soeling et al. (2022) on the decline in trust that fuels widespread digital negativity, and Liu et al. (2024) on the spread of online hate that impacts brands in the long term. Jedicke et al. (2025) explain psychological dynamics through

moral reasoning strategies (rationalization, separation, integration), where ethical violations trigger explicit protests rather than passive boycotts when product performance declines, although tension resolution through separation weakens the effect.

4. Brand Hate → Non-Repurchase Intention

Brand Hate positive influence and significant effect on non-repurchase intention among Oppo consumers. Higher levels of consumer distaste for the Oppo brand substantially increase the likelihood of them avoiding future purchases. This aligns with the findings of Naranjo-Zolotov et al. (2022), who found that brand hatred forms negative attitudes that directly influence purchasing decisions, and Tahir et al. (2024), who noted that hatred is more often manifested in reduced engagement or purchases than outright protests but still reflects deep dissatisfaction with indirect reputational damage. Curina et al. (2020) support that repeated bad experiences reinforce non-purchase decisions, which are reinforced by widespread negative perceptions that shape public opinion. Shah et al. (2024) highlighted how brand boycotts fueled by consumer negativity, social norms, and advertising significantly increased demand for competitors while suppressing purchase intentions of the targeted brand. The impact of brand hatred extends beyond individuals through public opinion and social media, where affected customers spread negative experiences, deterring potential buyers and accelerating avoidance when companies appear unresponsive. This confirms brand hatred as a key driver of lost customer retention.

5. Protest Behavior → Non-Repurchase Intention

Protest behavior has a positive and significant effect on non-repurchase intention. When consumers express protest against a brand, it significantly influences their decision to stop purchasing that brand's products (Guzmán Rincón et al., 2023). A company's swift and appropriate response can maintain purchasing decisions despite protests (Guzmán Rincón et al., 2023; Tran, 2022). Responsive complaint management maintains consumer loyalty even amid protests (Tran, 2022), while reducing the level of protest serves as a key strategy to minimize negative impacts on purchasing decisions (Das & Mohar, 2020). This finding partially contradicts Capasso et al. (2024), who noted that consistent negative experiences increase protest but do not always translate into non-repurchase intentions. Thus, protest signals risk that may determine future repurchase avoidance.

6. Mediation: Protest Behavior (Negative Brand Personality → Non-Repurchase Intention)

Protest behavior does not significantly mediate between negative brand personality and non-repurchase intention among Oppo consumers in West Sumatra. This suggests that negative brand perceptions do not consistently trigger consumer protests, nor do these protests necessarily translate into intention to avoid repurchase. This insignificant mediation stems from abstract negative perceptions, such as Oppo's perceived dishonesty, that lack the emotional intensity to trigger vocal protest. Consumers instead quietly switch to alternative brands or remain open to repurchasing if Oppo implements significant improvements in product design and service. These findings contradict those of Li et al. (2024), who linked unethical brand traits to trust erosion, protest behavior, and non-repurchase intentions. Similarly, Candeias et al. (2019) emphasized protest behavior as an important mechanism that amplifies the negative impact of brand personality on purchase decisions, pushing consumers toward more trustworthy alternatives.

7. Mediation: Protest Behavior (Brand Hate → Non-Repurchase Intention)

Protest behavior significantly mediates the relationship between brand hate and non-repurchase intention among Oppo consumers in West Sumatra. High levels of brand hate trigger consumer protest actions, which then escalate into stronger intentions to avoid repurchasing in the future. These findings contradict those of Capasso et al. (2024) and Naranjo-Zolotov et al. (2022), who stated that brand

hatred primarily drives avoidance rather than active protest, and (Bayuma & Abebe, 2023), who emphasized that consumers seek satisfying alternatives to expressions of protest. Arshi et al. (2023) noted that uncontrolled hatred spreads through online/offline channels, damaging the brand and influencing others. In West Sumatra, Oppo consumers experiencing intense brand hatred due to perceived dishonesty or poor service initially expressed their dissatisfaction through social media complaints and negative reviews to alleviate the discomfort. This protest behavior then escalated into an intention not to repurchase Oppo products in the future.

Conclusions

Based on research result, a number of conclusion can become picture: Negative brand personality has a negative and insignificant influence on protest behavior and non-repurchase intention. Brand hate has a positive and significant influence on protest behavior and non-repurchase intention. positive as well as significant against non-repurchase intention. Protest behavior has positive and significant influence on non-repurchase intention. Protest behavior does not play a role as a mediator between negative brand per personality and non-repurchase intention, however mediate influence brand hate and non-repurchase intention.

For Oppo Smartphone Company: Evaluate and improve negative brand perceptions, particularly product quality and service aspects. Optimize customer service and complaint response to reduce protest behavior and the risk of non-repurchase. Reinforce positive brand awareness through campaigns that emphasize quality, trust, and a satisfying customer experience. Monitor social media and online forums to identify and address negative perceptions promptly. For Consumers :Provide constructive feedback to companies to improve products and services. Consider information from multiple sources before forming negative perceptions or overreacting.

Further research

Future research could expand the model by incorporating additional variables such as brand loyalty, service quality, and consumer experience as mediating or moderating factors to provide deeper insights into the dynamics of consumer behavior. Studies should also target a broader geographic region or a larger and more diverse sample to increase the generalizability of the results beyond the current West Sumatra context. Furthermore, qualitative approaches such as in-depth interviews or focus groups would be invaluable in exploring the motivations and psychological drivers underlying the formation of brand hatred and the manifestation of protest behavior.

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