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How Brand Experience Shapes the Impact of Brand Hate on Purchase Intention?

Marka Deneyimi, Marka Nefretinin Satın Alma Niyetine Etkisini Nasıl Şekillendirir?

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How brand experience shapes the impact of brand hate on purchase intention?^{1*}

Abstract

In consumer behaviour literature, it is widely acknowledged that positive and negative emotions significantly influence purchase intentions. In contemporary markets, negative consumer experiences spread rapidly, reshaping brand perceptions and altering purchase decisions in a short space of time. In this context, 'brand hate' is a strong negative emotional reaction that goes beyond mere dissatisfaction and can result in radical behavioural outcomes such as active boycotts, avoidance and negative word-of-mouth communication. At the same time, consumers are increasingly demanding that companies provide benefits that go beyond mere functionality; they now want to establish more profound emotional and experiential connections. The concept of brand experience therefore encompasses consumers' sensory, emotional, cognitive and behavioural interactions with a brand. It plays a transformative and mitigating role within consumer-company relationships. This study investigates the impact of brand hate on purchase intention, aiming to elucidate the mediating role of brand experience in this relationship. The research population consists of individuals aged 18 and over who reside in Erzurum, Türkiye. Data were collected from 541 participants via convenience sampling and analysed using SPSS 25 and AMOS 24. During the analysis, reliability tests and exploratory and confirmatory factor analyses were conducted to evaluate the internal consistency and validity of the measurement models. Furthermore, PROCESS Macro Model 4 was used to evaluate the indirect effects of the independent variable and ascertain the mediating role of brand experience. The findings highlight several key points. Firstly, brand hate has a significant negative effect on purchase intention. Secondly, brand experience has a positive influence on purchase intention. Thirdly, there is a significant negative relationship between brand hate and brand experience. Also, brand experience plays a partial mediating role between brand hate and purchase intention. These results demonstrate that brand experience can be used strategically to alleviate negative consumer attitudes. This study contributes to the limited literature on this subject by analysing the relationship between brand hate and brand experience within a structural model in the Türkiye context. The study provides practical implications for marketing strategies, particularly with regard to managing and mitigating negative consumer reactions.

Keywords: Brand hatred, brand experience, purchase intention, negative consumer reactions

Marka deneyimi, marka nefretinin satın alma niyetine etkisini nasıl şekillendirir?^{2**}

Öz

Tüketici davranışları literatüründe, olumlu ve olumsuz duyguların satın alma niyetlerini önemli ölçüde etkilediği yaygın olarak kabul edilmektedir. Günümüz pazarlarında, olumsuz tüketici deneyimleri hızla yayılmakta, marka algılarını yeniden şekillendirmekte ve kısa sürede satın alma kararlarını değiştirmektedir. Bu bağlamda, "marka nefret"i, temel memnuniyetsizliğin ötesine geçen ve aktif boykotlar, kaçınma ve olumsuz ağızdan ağıza iletişim gibi radikal davranışsal sonuçlara yol açabilen güçlü bir olumsuz duygusal tepkidir. Aynı zamanda, tüketiciler, işletmelerden artık sadece işlevselliğin ötesine geçen faydalar sağlamalarını talep etmektedir. Tüketiciler artık daha derin duygusal ve deneyimsel bağlar kurmak istemektedirler. Dolayısıyla marka deneyimi kavramı, tüketicilerin bir markayla olan duygusal, duygusal, bilişsel ve davranışsal etkileşimlerini kapsar. Bu kavram, tüketici-işletme ilişkilerinde dönüştürücü bir rol oynamaktadır. Bu çalışma, marka nefretinin satın alma niyetine etkisini araştırmakta ve bu etkide marka

¹ Ethical approval for this study was obtained from the Social and Human Sciences Ethics Committee of Atatürk University (No: E.88656144-000-2500131683; Session: 7; Decision No: 146; Approval Date: April 22, 2025).

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deneyiminin aracılık rolünü belirlemeyi amaçlamaktadır. Araştırma örneklemini, Türkiye'nin Erzurum ilinde ikamet eden 18 yaş ve üzeri bireylerden oluşmaktadır. Veriler, kolayda örneklem yoluyla 541 katılımcıdan toplanmış ve SPSS 25 ile AMOS 24 kullanılarak analiz edilmiştir. Analiz sırasında, ölçüm modellerinin iç tutarlılığını ve geçerliliğini değerlendirmek üzere güvenilirlik testleri ile doğrulayıcı faktör analizleri yapılmıştır. Ayrıca, bağımsız değişkenin dolaylı etkilerini değerlendirmek ve marka deneyiminin aracılık rolünü tespit etmek için PROCESS Makro Model 4 kullanılmıştır. Bulgular birkaç önemli noktayı vurgulamaktadır. İlk olarak, marka nefretinin satın alma niyetine önemli ölçüde olumsuz etkisi vardır. İkinci olarak, marka deneyiminin satın alma niyetine olumlu etkisi vardır. Üçüncü olarak, marka nefret ile marka deneyimi arasında önemli ölçüde olumsuz bir ilişki bulunmaktadır. Ayrıca marka deneyimi, marka nefret ile satın alma niyeti arasında kısmi bir aracılık rolü oynamaktadır. Bu sonuçlar, marka deneyiminin olumsuz tüketici tutumlarını hafifletmek için stratejik olarak kullanılabilirliğini göstermektedir. Bu çalışma, Türkiye bağlamında yapısal bir model içinde marka nefret ile marka deneyimi arasındaki ilişkiyi analiz ederek, bu konuyla ilgili sınırlı literatüre katkıda bulunmaktadır. Çalışma, özellikle olumsuz tüketici tepkilerinin yönetilmesi ve hafifletilmesi açısından pazarlama stratejileri için pratik çıkarımlar sunmaktadır.

Anahtar Kelimeler: Marka nefreti, marka deneyimi, satın alma niyeti, olumsuz tüketici tepkileri

Introduction

In the increasingly globalised world economy, businesses face greater challenges than ever before in ensuring their sustainability and securing a permanent place in the expanding market. In the contemporary business environment, enterprises' ability to attain a competitive edge and ensure their continued viability depends on their capacity to adapt to evolving environmental factors and intense competition. In this context, achieving sustainable competitive advantage requires not only strategic branding processes, but also accurate analysis of the emotional responses that influence consumers' decision-making. Examining brand hatred and the factors that cause it is important for both marketing literature and businesses' strategic decision-making processes, as it helps to understand the negative feelings consumers develop towards brands.

Negative feelings towards brands generally affect consumers' attitudes and behaviours more than positive emotional bonds (Hegner et al., 2017). Negative feelings towards businesses and brands have a detrimental effect on brand image and corporate reputation, posing a significant long-term risk. Therefore, businesses need to pay more attention to the factors that create negative emotions, such as hatred, in consumers.

Consumers who experience brand hatred are more likely to voice their negative experiences through complaints. In order to prevent negative word-of-mouth communication from escalating into complaints, businesses need to prioritise the consumer-brand relationship (Demirağ and Çavuşoğlu, 2020, pp.131–133). Negative experiences tend to spread quickly, be remembered for a long time and generate strong reactions. Compared to the customer loyalty created by positive experiences, negative experiences lead to greater customer loss for businesses (Lax, 2012). Properly managing negative experiences can prevent consumers from engaging in behaviours that could harm the business (Çıldırım and Ağlargöz, 2021, p.56).

However, to ensure customer loyalty and encourage repeat custom, businesses need to offer an exciting and memorable brand experience. This gives businesses a clear competitive advantage (Ramaseshan and Stein, 2014, p.665). Providing consumers with meaningful and enjoyable experiences is an important strategic marketing tool. Therefore, implementing brand experiences contributes to developing effective marketing strategies and creating strong brands (Khan and Rahman, 2015, p.10).

In this context, the main objective of the research is to analyse the effect of brand hatred on consumers' intention to purchase and to reveal the mediating role of brand experience in this effect. The scope of the study, supported by literature, is of critical importance in understanding and managing negative consumer–brand relationships, which are becoming increasingly prevalent today.

The research is divided into two main sections. The first section discusses the concepts of brand hatred, brand experience and purchase intention in detail within a theoretical and conceptual framework. It also provides a comprehensive review of academic studies in the field. The subsequent section examines the mediating effect of brand experience on the relationship between brand hatred and purchase intention through empirical investigation.

Although prior studies have extensively examined the antecedents and consequences of brand hate, the psychological mechanisms through which it influences consumer behaviour remain under-explored. In particular, although brand experience has been widely studied as a precursor to brand loyalty, its role as a mediator in the relationship between negative brand emotions and purchase intention has received limited empirical attention. Furthermore, research investigating this relationship in emerging markets such as Türkiye is scarce. This study therefore addresses an important theoretical gap by examining how brand experience mediates the impact of brand hate on purchase intention in a developing market context.

1. The Concept of Brand Hatred

Thanks to social media, today's consumers have the power to instantly share their negative experiences with millions of people. This means that brand hatred can evolve from an individual reaction into a collective movement. Therefore, it is critically important for modern brand management to understand the causes, dimensions, and consequences of brand hatred.

Brand hatred is defined as an intense negative emotional response, stronger than ordinary dislike. It arises from reasons such as negative experiences with a brand, conflicting symbolic meanings between the brand and the consumer's identity, or the brand being ethically unacceptable (Hegner et al., 2017; Zarantonello et al., 2016). This emotion can lead to the avoidance of the brand and a desire to punish it through negative word-of-mouth communication or an explicit desire for revenge (Grégoire et al., 2009). In the digital age of social media and online platforms, the emergence and spread of brand hatred has accelerated, and negative feelings towards brands are more easily reflected in the public sphere. Consequently, brand hatred profoundly affects not only consumers' purchase intentions, but also the brand's image and societal perception (Kucuk, 2016; Zarantonello et al., 2016).

Various researchers have offered different definitions of brand hatred in their studies. Bryson et al. (2013), for example, defined it as "an intense negative emotional response to a brand". Kucuk (2018) took a more detailed approach, defining it as 'a psychological state in which the consumer develops intense negative feelings and hatred towards a brand, manifested in anti-brand activities'.

Johnson et al. (2011) consider brand hatred to be an intense form of opposition accompanied by feelings of revenge, stemming from critical events. They also emphasise that this feeling is accompanied by shame. Alba and Lutz (2013), on the other hand, define brand hatred as

'true brand disgust'. They state that it involves the consumer perceiving themselves as being held hostage by the company. This hostage situation is associated with structural reasons such as high switching costs, local monopoly status or exit barriers. Romani et al. (2012) conceptualise brand hatred as a state of extreme dissatisfaction with the brand. Similarly, Bryson et al. (2013) define it as an "intense negative emotional response to the brand".

For many years, marketing and consumer behaviour literature has focused on positive emotions such as brand loyalty, commitment and trust. The relationship that consumers establish with brands has mostly been considered within a positive framework. However, recent studies reveal that negative emotions towards brands are at least as influential on consumer attitudes and behaviours as positive ones.

2. The Concept of Brand Experience

Brand experience is defined as the sum of consumers' multidimensional, holistic and sensory-based interactions with a brand. It is evaluated as a combination of emotional, cognitive and behavioural responses that arise during moments of contact with the brand (Brakus et al., 2009). This concept suggests that consumer-brand relationships are shaped by functional benefits, psychological factors, and experiential dimensions.

The concept of brand experience was first introduced to the marketing literature by Schmitt (1999), who emphasised that brands are multifaceted objects of experience requiring the active participation of consumers, rather than merely products, logos, or symbols. In 2003, Schmitt defined brand experience as a structure consisting of strategic touchpoints, such as products, packaging, logos, brochures and advertisements.

Brakus et al. (2009) took a more systematic approach to this concept, conceptualising brand experience as a structure based on four fundamental response types and developing a measurement scale for it. In this respect, brand experience coincides with the 'stimulus-response' model found in psychological literature, whereby stimuli offered by the brand (e.g. design, communication and store atmosphere) elicit responses from consumers (Ramaseshan and Stein, 2014; Andreini et al., 2019).

Brakus et al. (2009, p.53) define brand experience as a multidimensional construct comprising consumers' feelings, thoughts, emotions, and behaviours in response to specific, brand-related stimuli. This is in contrast to a general evaluation of the brand. Accordingly, brand experience encompasses particular emotional and cognitive responses that extend beyond basic feelings of liking or satisfaction. These experiences may vary in intensity, and in some cases they can be more memorable and impactful than other types of consumer experience. Furthermore, brand experiences may be either positive or negative, depending on the nature of the interaction between the consumer and the brand. Such experiences can occur over different time periods, ranging from short-term encounters to long-term impressions that persist in the consumer's memory. Interestingly, brand experiences can emerge even when consumers do not develop a strong emotional bond with the brand, suggesting that experiential responses can occur independently of deeper relational attachment. In this context, brand experience is shaped by the product itself, as well as environmental and emotional elements such as store atmosphere, visuals and communication language (Başer, 2011, pp.66–70).

Brand experience is a strategic tool that can help businesses to stand out from the crowd and create value. According to the literature, brand experience enables consumers to make more accurate and confident purchasing decisions (Joseph, 2010, p.34). It also enables brands to stand out from their competitors by creating unique and memorable interactions with consumers (Zarantonello and Schmitt, 2013, p.261). Positive brand experiences are also associated with increased customer loyalty, as consumers tend to develop stronger relationships with brands that offer meaningful experiences (Ramaseshan and Stein, 2014, p.670). Furthermore, brand experience is considered a source of sustainable competitive advantage, enabling firms to differentiate themselves in highly competitive markets in the long term (Harris et al., 2017, p.209). Furthermore, brand experience plays a decisive role in brand positioning by shaping how consumers perceive and evaluate a brand compared to alternative offerings (Rajumesh, 2014, p.76).

Therefore, brand experience has become a critical variable at the heart of marketing strategies. The theoretical foundations of the concept of brand experience are based on the experiential consumption approach developed by Holbrook and Hirschman in the 1990s. Schmitt (1999) developed the experiential marketing framework, which explains how businesses create experiences for customers with their brands. Within this framework, brand experience is considered a holistic concept that encompasses all customer interactions with the brand (Hamşioğlu, 2020).

3. The Concept of Purchase Intention

An intention is when someone decides to perform an action and knows that they want to do it. Many people think that intention is a sign that a person will behave in a certain way because it shows what they want to do (Bandura, 1986).

Ajzen (1991) explained that intention is a key factor in predicting not only whether someone will do something, but also how hard they will try to do it. According to this approach, an individual's attitudes, beliefs, and perceived ability to behave are considered effective factors in shaping intention (as cited in Kocagöz and Dursun, 2010).

Çağlın (2015, p.26) defines intention as the individual's actual will expressed prior to behaviour, positioning this concept as a fundamental structure that acts as a bridge between attitude and behaviour. Therefore, intention represents a mental orientation and a multidimensional process influenced by environmental conditions and past experiences.

One of the most common applications of the concept of intention in the context of consumer behaviour is purchase intention, reflecting an individual's willingness to purchase a specific product or service, and the likelihood of them performing this behaviour. Spears and Singh (2004) define purchase intention as a conscious planning process aimed at purchasing a specific product, whereas Dodds et al. (1991) consider it to be the consumer's desire to purchase a product.

Heljic (2015: 35) defines purchase intention as an individual's internal orientation towards purchasing a product in the future, whereas Keller (2001) describes it as a structured process involving need awareness, attitude development and purchase preference. Madahi and Sukati (2012) define purchase intention as the motivation to purchase a product for the first time or again based on previous evaluations of the product.

Porter (1974) interprets purchase intention as consumers comparing various brand options, gravitating towards a specific brand and developing a desire to purchase it. Schoenbachler et al. (2004) relate this concept to loyal customers who exhibit direct purchase behaviour towards a brand, disregarding the price factor. Rajagopal (2006) defines it as an international purchasing orientation that emerges as a result of appreciation for the product features of a particular brand despite intense market competition.

Tek (1999) considers purchase intention to be a strategic stage in the consumer's decision-making process involving the determination of factors such as product, brand, timing and quantity. However, intention does not always translate into actual purchasing behaviour. Even if consumers find a product worth buying, they may not act on their intention due to reasons such as priority needs, economic conditions, environmental impacts and alternative options.

Juster (1966) was among the first researchers to establish a positive relationship between intention and behaviour. He noted that purchase intention largely translates into behaviour, particularly for high-cost products such as automobiles. Similarly, Morwitz et al. (1993) found that an increase in the level of intention statistically significantly affects actual purchasing behaviour.

Measuring purchase intention is an important indicator that forms the basis of strategic decision-making processes in marketing literature. According to Chen and Lee (2015: 195–209), this concept is crucial for monitoring market trends, predicting the potential acceptance of new products and developing brand positioning strategies. Brand image, product quality, price perception, brand knowledge and consumer interest are among the many factors that shape purchase intention.

This study will examine purchase intention beyond traditional determinants, particularly in the context of brand hatred and brand experience. The effects of consumers' negative feelings (hatred) or positive/negative experiences towards the brand on purchase intention will be analysed, as will the way in which this reflects the purchase process from emotional and experiential dimensions. The aim is to make original contributions to the literature in order to gain a deeper understanding of consumer behaviour.

4. The Importance and History of the Research Topic

Although the relationship between brands and consumers has traditionally been examined in the context of consumer behaviour literature through the lens of loyalty, commitment and positive emotions, in recent years, the dynamics of negative emotional responses, such as brand hatred, have become a subject of increasing research. Studies in this field provide valuable insights into the impact of negative consumer-brand relationships on purchase intentions.

Brand hate is defined as the intense negative emotions, attitudes and behaviours that consumers develop towards a brand. It refers to a much stronger and more persistent emotional state than merely disliking a brand (Gonçalves Filho et al., 2022).

Zarantonello et al. (2016) define brand hatred as the behavioural outcomes of consumers' intense negative feelings towards a brand, emphasising that this concept represents a deep emotional disconnect rather than mere dissatisfaction. Brand hatred has indeed been observed to lead not only to avoidance behaviour among consumers, but also to complex

reactions such as active boycotts, organised criticism campaigns on social media and legal action (Hegner et al., 2017).

They classify the underlying triggers of these behavioural responses into three categories: negative past experiences with the brand; symbolic incongruity, or conflict between the consumer's self-perception and the brand identity; and ideological incongruity, or contradiction between the brand's value system and the consumer's ethical positions. In summary, brand hatred arises from negative consumer experiences and directly influences purchasing behaviour.

The role of emotions in consumer behaviour is increasingly emphasised today, and the impact of negative emotions on purchase intent is being studied in depth (Grégoire et al., 2009). Brand hatred is not merely considered a level of dissatisfaction, but rather a cluster of negative emotions leading to deeper and more persistent behavioural consequences. Therefore, it is regarded as a risk factor that could have serious implications for marketing strategies.

Brand experience is defined as the totality of elements that affect the customer on a psychological level (Yıldız, 2022). It is hypothesised that customers who have had a positive brand experience and perceive the brand as valuable are more likely to become brand advocates. Conversely, negative experiences can lead to brand hatred. Consequently, studies seeking to understand the relationship between brand animosity and consumer behaviour tend to suggest that brand experience is a key factor influencing this relationship. Brand experience is defined as the sum of consumers' sensory, emotional, cognitive and behavioural interactions with the brand and is considered one of the fundamental determinants of consumer–brand relationships (Brakus et al., 2009). It is therefore suggested that brand experience may play a mitigating, transformative or mediating role in the effect of negative emotions, such as brand hatred, on purchase intention (Iglesias et al., 2011).

However, a review of the literature reveals that studies directly testing the relationship between brand hatred and brand experience are limited in number. In particular, academic studies conducted in the Turkish context reveal that research examining these two concepts together and testing them within relational and causal models is scarce. In Türkiye, the concept of brand hatred has been considered alongside the international literature, taking local dynamics into account. One of the fundamental references in this field is the study by Balıkçioğlu and Kıyak (2019), which reveals that symbolic and ideological incompatibility trigger brand hatred, particularly with regard to high-tech products (e.g. smartphones). Furthermore, the study emphasises that brand hatred has emotional, cognitive and physical dimensions and that consumers may not only avoid the brand, but also exhibit retaliatory behaviour towards it (Yavuzalp Marangoz, 2023). Organised boycott calls and the spread of negative comments via social media are becoming a widespread phenomenon, particularly among young, tech-savvy consumers (Müftüoğlu and Ünal, 2021). While studies conducted in Türkiye reveal the multidimensional nature of brand hatred and its effects on consumer behaviour, they also demonstrate that research into the impact of cultural and digital dynamics on brand hatred remains limited. Our study therefore makes an important contribution to the literature by examining the relationship between brand hatred and purchase intention in the Turkish market, specifically through the lens of brand experience.

This research aims to make a unique contribution at both the theoretical and practical levels by addressing the phenomenon of brand hatred, which is becoming increasingly important for understanding consumer behaviour in Türkiye, through the lens of a multidimensional variable such as brand experience. In today's world, where rapid shifts in feelings towards brands occur among young, tech-savvy consumers and can be instantly expressed through digital platforms such as social media, revealing the regulatory and shaping effect of brand experience on these feelings is strategically valuable in terms of marketing literature and practices.

5. The Purpose of the Research

This study aims to examine the effect of brand hatred on purchase intention and reveal the mediating role of brand experience in this effect. Brand experience is defined as consumers' sensory, emotional, cognitive and behavioural interactions with a brand, and has been linked to positive outcomes such as brand loyalty (Brakus et al., 2009; Iglesias et al., 2011). However, when negative emotions prevail, the nature of these experiences may change and brand experience may play a mitigating or transformative role in the effect of negative emotions, such as brand hatred, on consumer behaviour. In this context, the study has three main objectives:

1. Determine the effect of consumers' level of brand hatred on their intention to purchase.
2. Examine the effect of brand experience on purchase intention.
3. Statistically test the mediating role of brand experience in the relationship between brand hatred and purchase intention.

The study also aims to contribute to local literature, as it is one of the few examples in the Turkish context where these variables are considered together. It therefore aims to provide practitioners with guidance on how brand experience can be used as a strategic tool for managing negative feelings towards brands.

6. Research Scope and Limitations

The research focuses on individuals aged 18 and over who live in the Erzurum province. Consequently, the sample was restricted to a specific geographical area and convenience sampling was employed. Therefore, the findings cannot be generalised directly to the consumer population in Türkiye as a whole. However, the study's large sample size ($n = 541$) increases the validity of the research results at the regional level.

One of the study's limitations is the time constraint. As the research is based on data collected during a specific period, it is difficult to reflect changes that may occur over time and make long-term generalisations.

As a data collection tool, the questionnaire form relies on participants' subjective statements. This may lead to measurement errors, such as social desirability bias or common method bias. The study tested this risk using Harman's One-Factor Test and found that common method bias was at a reasonable level. However, the objectivity of the measurements is naturally limited by the fact that data is obtained through self-reporting.

7. Research Model

A review of studies in the consumer behaviour literature reveals that negative feelings towards a brand, including brand hatred, can directly influence purchase intent. Brand hatred

is defined as an intense negative emotional reaction to a brand, which can result in behaviours such as avoiding the brand, communicating negative opinions about it, and boycotting it.

Figure 1.1 shows the conceptual model developed in line with this objective.

Figure 1.1. Research Model



8. Research Hypotheses

Consumers' negative feelings towards a brand can trigger various negative behaviours, such as avoiding the brand, refraining from purchasing its products, and spreading negative word-of-mouth communication. In this context, brand hatred is an intense expression of negative consumer attitudes towards a brand (Zarantonello et al., 2016). The literature contains robust evidence suggesting that negative feelings directly impact purchase intention (Romani et al., 2015). Therefore, this study formulated the H(1) hypothesis, predicting that brand hatred would reduce consumers' purchase intention.

H₁: Brand hatred negatively affects consumers' purchase intention.

Brand experience is a multidimensional concept consisting of consumers' direct or indirect interactions with the brand (Brakus et al., 2009). However, when consumers experience intense negative emotions such as hatred towards a brand, their brand experiences are also expected to be negative. Strong emotions, especially hatred, can cause consumers to have negative experiences at every touchpoint with the brand. To test this relationship, hypothesis H(2) was developed, which posits a negative correlation between brand hatred and brand experience.

H₂: Brand hatred has a negative effect on brand experience.

A positive brand experience is one of the key factors that strengthens consumers' perceptions of a brand and increases their loyalty to it (Iglesias et al., 2011). Positive sensory, emotional, cognitive and behavioural experiences with a brand support the formation of positive attitudes towards the brand and purchase intentions. Therefore, based on the assumption that positive brand experiences increase purchase intentions, hypothesis H(3) was formulated.

H₃: Brand experience positively affects consumers' purchase intention.

Brand experience is a variable that can soften or shape consumers' relationships with the brand, and consequently influence the way negative emotions such as hatred of the brand are reflected in consumer behaviour. Existing literature states that brand experience can play regulatory and mediating roles in consumer behaviour. In this context, it is expected that brand experience will directly impact the decline in purchase intention caused by brand hatred, mediating this relationship. Accordingly, hypothesis H (4) was formulated.

H₄: Brand experience plays a mediating role in the relationship between brand hatred and purchase intention.

9. Research Methodology

The study population consists of consumers aged 18 and over who reside in the Erzurum province. The sample size calculation was based on the 2023 Address-Based Population Registration System results from the Turkish Statistical Institute (TÜİK) (TÜİK, 2024). According to the most recent available statistics, the population of Erzurum province was 749,993 in 2023. As the population size is less than 1,000,000, the sample size calculation utilised a margin of error of 5% (0.05) and a confidence interval of 95% ($Z=1.96$). The minimum required sample size was thus determined to be 384 (Karagöz, 2017, p.57).

Before completing the questionnaire, participants were asked to identify a smartphone brand that had previously evoked negative emotions or dissatisfaction. All scale items were answered with reference to this selected brand. This procedure ensured consistency in participants' cognitive evaluations and minimised ambiguity in brand-related responses.

The data presented here was collected using a survey method. These surveys were conducted via face-to-face interviews with respondents. The survey form contained statements that were measured using a 5-point Likert scale. Participants were asked to indicate their level of agreement with each statement on a scale ranging from '5 = Strongly agree' to '1 = Strongly disagree'.

The study employed three validated measurement scales to evaluate the primary concepts. Purchase intention was measured using a scale adapted from those developed by Hung et al. (2011) and Berens et al. (2005). This scale assesses consumers' propensity to purchase a particular brand and their likelihood of acting on this intention. Brand hatred was assessed using a scale developed by Zhang and Laroche (2020) to measure negative emotions towards a particular brand. Brand experience was measured using a scale developed by Brakus et al. (2009) to evaluate consumers' impressions and feelings resulting from their interactions with a brand.

The data obtained from the research was subjected to comprehensive analysis using the SPSS 25 and AMOS 24 software packages. Reliability analyses (Cronbach's alpha coefficient) were performed to evaluate the internal consistency of the scales, and confirmatory factor analysis (CFA) was conducted to validate the measurement models. Multiple mediation analyses were performed using PROCESS Macro Model 4 to test the indirect effects of the independent variable on the dependent variable.

10. Findings of the Research

The study involved 541 participants, 55.3% of whom were female and 44.7% of whom were male. The sample was predominantly young and middle-aged, with those aged 25–34 forming the largest group (43.1%). In terms of educational background, nearly half of the participants had a bachelor's degree (46.0%), indicating that the sample was generally well educated. In terms of mobile phone preferences, Apple (37.2%) and Samsung (26.6%) were the most widely used brands, followed by Xiaomi (21.4%), which indicates the strong market presence of these brands among consumers in Erzurum. The questionnaire was designed to measure the concepts of brand hatred, brand experience and purchase intention. The tables below present the mean (\bar{X}) and standard deviation (SD) values of the participants' responses

for each variable. These analyses provide insights into participants' overall tendencies towards the variables and variability in their responses. Higher mean values indicate stronger agreement with the respective construct, whereas higher standard deviation values reflect greater dispersion in participants' responses.

Table 1.1 General Mean and Standard Deviation Values for Research Variables

Variable	Mean (\bar{X})	Standard Deviation (SD)
Brand Hatred	1.71	0.564
Brand Experience	2.96	0.572
Purchase Intention	3.25	1.322

According to Table 1.1, the mean value for the brand hatred variable is 1.71. This low mean suggests that participants generally do not harbour intense feelings of hatred towards brands. The standard deviation for this variable is 0.564, indicating relatively low variation in participants' levels of brand hatred. These results suggest that, while consumers in the sample group experience negative emotions such as dissatisfaction, discontent or disappointment, these do not translate into active responses such as boycotting the brand, negative word-of-mouth communication or overtly hateful behaviour.

Table 1.2. Skewness and Kurtosis Values for Research Variables

Variable	Skewness	Kurtosis
Brand Hatred	0.436	-0.264
Brand Experience	0.381	-0.056
Purchase Intention	-0.398	-1.135

The results show that all the skewness and kurtosis values are within the ± 1.5 range. Upon examination, it was observed that all values remained within this range. This finding suggests that the dataset exhibits a normal distribution and is suitable for parametric analysis. According to George and Mallery (2019), skewness and kurtosis coefficients within the ± 2.0 range suggest an acceptable level of normality in the data. Therefore, the fact that the values obtained in the study fall within the ± 1.5 range demonstrates that the dataset provides a reliable and valid basis for parametric statistical analyses. In this regard, the data meet the distribution assumption for the confirmatory factor and mediation analyses performed in the study.

Within the scope of the study, Pearson's correlation analysis was performed to determine whether meaningful relationships existed between the variables. This is an effective method for revealing the direction and strength of linear relationships between variables (Field, 2013: 78). Analyses were performed to evaluate the internal reliability of the brand hatred, brand experience and purchase intention scales, as well as the levels of inter-dimensional relationships.

The results of the analysis showed statistically significant relationships ($p < 0.01$) between all variables. A negative and significant correlation was found between brand hatred and purchase intention ($r = -0.421$; $p < 0.01$). This finding corroborates previous research suggesting that brand hatred can diminish consumers' propensity to purchase (Romani et al., 2012; Zarantonello et al., 2016). However, a positive and significant relationship was

found between brand experience and purchase intention ($r=0.537$; $p<0.01$). This indicates that consumers' purchase intention towards a brand increases as they have positive sensory, emotional and cognitive experiences with it. This result is consistent with the brand experience model developed by Brakus et al. (2009). Similarly, studies by Iglesias et al. (2011) emphasise the positive effects of brand experience on brand loyalty and purchase intention. Conversely, a negative and significant relationship was observed between brand hatred and brand experience ($r=-0.318$; $p<0.01$). This shows that as brand hatred increases, consumers' experiences with the brand become less satisfying or meaningful. This relationship reveals that strong emotions such as hatred can have a negative impact on the sensory and emotional aspects of consumer-brand interactions.

Common method bias (CMB) occurs when relationships between variables create variance beyond the true level of the relationship when data is collected using a single measurement method. In other words, the tools and methods used to measure something can influence participants' responses and cause deviations in the results (Malhotra et al., 2017). Such methodological biases are considered one of the main sources of measurement error in research and can negatively affect its reliability and validity (Podsakoff et al., 2003, p.879). Therefore, the presence of CMB in research must be tested and controlled. In this study, Harman's Single Factor Test was used to assess the presence of CMB. This test was performed using the SPSS program and factor analysis was performed on all items related to the variables. The analysis examined whether the factor loadings were grouped under a single factor and whether the total variance was explained. In addition to Harman's single-factor test, full collinearity variance inflation factor (VIF) values were examined to further assess common method bias. All VIF values were below the threshold of 3.3, indicating that common method bias was unlikely to threaten the validity of the findings.

According to the findings, the total variance explained was found to be 35.941%. As this figure is significantly lower than the accepted threshold value of 50% (Podsakoff & Organ, 1986, p.536), it was determined that there was no risk of common method bias in the study. It was therefore understood that no serious method bias existed that could have had a negative impact on the reliability and validity of the study's findings.

11. Evaluation of the Model's Scale Validity

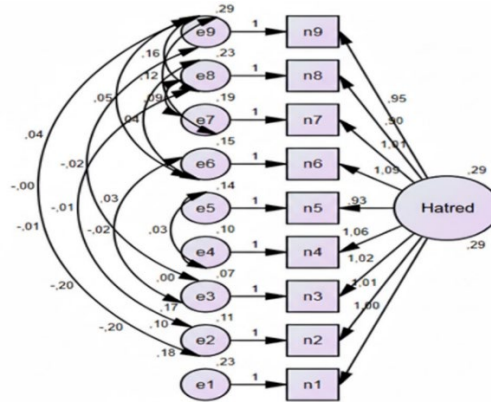
The model fit indices obtained from the confirmatory factor analysis of the Brand Hatred Scale are presented in Table 1.3. It can therefore be concluded that the fit indices of the tested model are quite high.

Table 1.3 Confirmatory Factor Analysis (CFA) Model Fit Indices for the Brand Hatred Scale

Fit Index	Value Obtained	Interpretation
Chi-Square/df	2.920	Good fit (≤ 3)
GFI	0.980	Good fit (≥ 0.95)
AGFI	0.947	Good fit (≥ 0.90)
NFI	0.989	Good fit (≥ 0.95)
RFI	0.976	Good fit (≥ 0.90)
CFI	0.993	Good fit (≥ 0.95)
RMSEA	0.060	Good fit (≤ 0.08)

Note: Fit index thresholds adapted from Hu and Bentler (1999), Kline (2011), and Hair et al. (2010).

Figure 1.2. Confirmatory Factor Analysis (CFA) Model for the Brand Hatred Scale



The results of the confirmatory factor analysis for the brand hatred scale indicate that the model fits well. All fit indices are well above acceptable thresholds: GFI (0.980), AGFI (0.947), CFI (0.993), NFI (0.989) and RFI (0.976). The chi-square/df ratio of 2.920 is also within the ideal range. The RMSEA value of 0.060 also indicates a good level of model fit. These findings reveal that the brand hatred scale has strong construct validity.

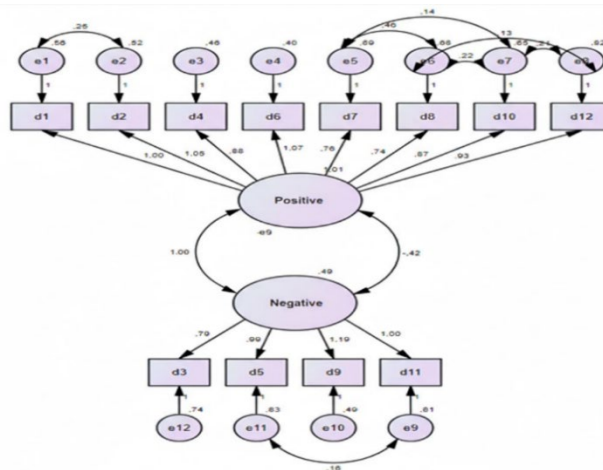
The model fit indices obtained from the confirmatory factor analysis of the brand experience scale are presented in Table 1.4. According to these, it can be concluded that the fit indices of the tested model are quite high.

Table 1.4. Confirmatory Factor Analysis (CFA) Model Fit Indices for the Brand Experience Scale

Fit Index	Value Obtained	Interpretation
Chi-Square/df	4.045	Acceptable fit (≤ 5)
GFI	0.948	Acceptable fit (≥ 0.90)
AGFI	0.912	Acceptable fit (≥ 0.90)
NFI	0.954	Good fit (≥ 0.95)
RFI	0.934	Acceptable fit (≥ 0.90)
CFI	0.965	Good fit (≥ 0.95)
RMSEA	0.075	Acceptable fit (≤ 0.08)

Note: Fit index thresholds adapted from Hu and Bentler (1999), Kline (2011), and Hair et al. (2010).

Figure 1.3. Confirmatory Factor Analysis (CFA) Model for the Brand Experience Scale



The findings of the confirmatory factor analysis for the brand experience scale indicate that the model exhibits an acceptable level of fit. The fit indices, GFI (0.948), AGFI (0.912), CFI (0.965), NFI (0.954) and RFI (0.934), are all above the recommended threshold. The chi-square/df ratio of 4.045 is also within acceptable limits. The RMSEA value of 0.075 is below the recommended limit, indicating low model error. These results demonstrate that the brand experience scale has sufficient construct validity.

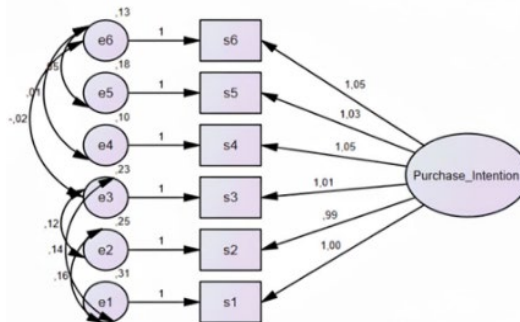
The model fit indices obtained from the confirmatory factor analysis (CFA) of the Purchase Intention Scale are presented in Table 1.5. Accordingly, it can be concluded that the fit indices of the tested model are quite high.

Table 1.5. Confirmatory Factor Analysis (CFA) Model Fit Indices for the Purchase Intention Scale

Fit Index	Value Obtained	Interpretation
Chi-Square/df	1.723	Good fit (≤ 3)
GFI	0.997	Excellent fit (≥ 0.95)
AGFI	0.975	Good fit (≥ 0.90)
NFI	0.999	Excellent fit (≥ 0.95)
RFI	0.996	Excellent fit (≥ 0.95)
CFI	1.000	Excellent fit (≥ 0.95)
RMSEA	0.037	Excellent fit (≤ 0.05)

Note: Fit index thresholds adapted from Hu and Bentler (1999), Kline (2011), and Hair et al. (2010).

Figure 1.4. Confirmatory Factor Analysis (CFA) Model for the Purchase Intention Scale



The results of the confirmatory factor analysis for the purchase intention scale indicate that the model exhibits an extremely high level of fit. All the fit indices are above ideal values: GFI (0.997), AGFI (0.975), CFI (1.000), NFI (0.999) and RFI (0.996). The chi-square/df ratio of 1.723 indicates good model fit. The RMSEA value of 0.037 reflects an excellent level of fit. These findings reveal that the construct validity of the purchase intention scale is extremely strong.

11.1. The Mediating Role of Brand Experience in the Effect of Brand Hatred on Purchase Intention

This section examines the mediating role of brand experience in the relationship between brand hatred and consumers' purchase intentions. To test this relationship, the PROCESS Macro Model 4 developed by Hayes (2018) was employed, which utilises bootstrap resampling methods to directly estimate indirect effects and is widely regarded as a more statistically robust alternative to the classical Baron and Kenny (1986) causal steps approach. The analysis was conducted using 5000 bootstrap samples at a 95% confidence interval.

For a mediation effect to be established, the following three conditions must be satisfied (Hicks and Tingley, 2012):

- The effect of the independent variable (brand hatred) on the mediating variable (brand experience) must be statistically significant.
- The effect of the mediating variable (brand experience) on the dependent variable (purchase intention) must be statistically significant.
- The effect of the independent variable (brand hatred) on the dependent variable (purchase intention) must be statistically significant.

Furthermore, when the mediating variable is introduced into the model, a reduction in the direct effect of the independent variable on the dependent variable is expected. The results of the analysis are presented in Table 1.6.

Table 1.6. Path Coefficients Related to the Mediating Role of Brand Experience in the Effect of Brand Hatred on Purchase Intention

Regression Analysis Steps	Dependent Variable	Independent Variable	ANOVA		R ²	B	Coefficients		
			F-stat	p-val			Beta	t-stat	p-val
Test 1	Brand Experience	Brand Hatred	8.300	0.000	0.015	-0.124	-0.123	-2.881	p<0.001
Test 2	Purchase Intention	Brand Experience	138.327	0.000	0.339	1.229	0.532	15.081	p<0.001
Test 3	Purchase Intention	Brand Hatred	34,658	0.000	0.360	-0.421	-0.180	-5.104	p<0.001
		Brand Experience				-0,575	-0,246	-5,887	p<0001
Indirect Effect			Effect			BootSH		BootLLCI	BootULCI
			-0.153			0.057		-0.270	-0.044

Table 1.6 shows the results of the Hayes PROCESS Macro Model 4 analysis, which was performed to test the mediating role of brand experience in the relationship between brand hatred and purchase intention. The analysis was performed using the bootstrap method with 5,000 samples, and the confidence interval was assessed at the 95% level.

As seen in the table, the effect of brand hatred on brand experience is negative and statistically significant ($B=-0.124$, $\beta=-0.123$; $t=-2.881$; $p<0.001$; $R^2=0.015$). This finding indicates that as participants' levels of brand hatred increase, their experiences with the brand are negatively affected. In other words, consumers who develop negative feelings towards a brand tend to exhibit a weaker experiential bond with that brand.

In the second stage, the effect of brand experience on purchase intention was examined and found to be highly significant ($B=1.229$; $\beta=0.532$; $t=15.081$; $p<0.001$; $R^2=0.339$). This finding reveals that consumers' positive experiences with a brand strongly increase their purchase intention, which is consistent with the brand experience model proposed by Brakus, Schmitt, and Zarantonello (2009).

In the third stage, when brand experience was incorporated into the model as a mediating variable, the direct effect of brand hatred on purchase intention remained negative and statistically significant ($B=-0.421$; $\beta=-0.180$; $t=-5.104$, $p<0.001$). This finding demonstrates that even after accounting for brand experience, consumers' purchase intentions continue to decline as brand hatred increases.

In addition to the direct effect, the total effect of brand hatred on purchase intention was also found to be significant ($B = -0.575$; $p < 0.001$), indicating that the relationship between brand hatred and purchase intention is partially channelled through brand experience.

The indirect effect coefficient ($B = -0.153$) and bootstrap confidence intervals (BootLLCI = -0.270 , BootULCI = -0.044) confirm a statistically significant partial mediation effect. The fact that the confidence interval does not include zero provides robust evidence that brand experience plays a significant mediating role in the relationship between brand hatred and purchase intention. Consequently, brand experience emerges as a critical mechanism through which consumers' negative feelings toward a brand are translated into reduced purchase intentions.

The significance of the mediating effect is further supported by the Sobel test. Although the Sobel test is widely used to assess the statistical significance of indirect effects, it assumes a normal distribution of the indirect effect (MacKinnon et al., 2002), which may reduce its reliability in cases of small samples or non-normal distributions.

Table 1.7. Sobel Test Results for the Mediating Effect of Brand Experience

Sobel Z	Significance (p)	Result
-2.83	0.0046	Significant ($p < 0.05$)

The Sobel test yielded a z-value of -2.83 ($p = 0.0046$), exceeding the critical threshold of ± 1.96 and satisfying the $p < 0.05$ significance criterion. The negative direction of the z-value confirms that an increase in brand hatred reduces purchase intention through its adverse effect on brand experience, thereby corroborating the partial mediating role of brand experience.

Taken together, the PROCESS Model 4 mediation analysis findings confirm that all hypothesised relationships are statistically significant. Specifically, brand hatred had a negative and significant direct effect on purchase intention ($B = -0.421$; $\beta = -0.180$; $p < .001$) and a negative and significant effect on brand experience ($B = -0.124$; $\beta = -0.123$; $p < .001$). Furthermore, the effect of brand experience on purchase intention was positive and highly significant ($B = 1.229$; $\beta = 0.532$; $p < 0.001$). The Sobel test results also confirm the partial mediating role of brand experience ($Z = -2.83$; $p = 0.0046$). Overall, these results support the validity of the proposed model, highlighting the significant mediating role of brand experience in the relationship between consumers' hatred of a brand and their purchase intentions.

Conclusions and Recommendations

This study aimed to examine the mediating role of brand experience in the relationship between brand hatred and purchase intention. Analyses of data collected from 541 participants aged 18 and over living in Erzurum confirmed most of the proposed hypotheses and produced statistically significant results. The findings revealed that brand hatred negatively affects consumers' purchase intentions. This is consistent with previous studies indicating that negative emotions significantly influence consumer behaviour (Zarantonello et al., 2016; Romani et al., 2015). Hatred towards a brand not only leads to avoidance, but also directly reduces consumers' intention to purchase from that brand. Accordingly, hypothesis H₁ was accepted.

Additionally, a significant negative correlation was found between brand hatred and brand experience. This suggests that negative emotions can influence consumer experiences in a negative way, leading to dissatisfaction during brand interactions. In particular, negative experiences in the sensory, emotional and behavioural dimensions reduce the likelihood of consumers forming a positive bond with the brand. Accordingly, hypothesis H₂ was accepted.

Furthermore, the findings demonstrate that positive brand experiences have a favourable effect on consumers' purchase intentions. This is consistent with previous studies, such as those by Brakus et al. (2009) and Iglesias et al. (2011), which emphasise the role of positive brand experiences in shaping favourable consumer attitudes. Brand experience has been identified as an important factor in fostering brand loyalty and directly influencing purchase intentions. Therefore, hypothesis H₃ was accepted.

One of the study's most significant findings is that brand experience partially mediates the relationship between brand hatred and purchase intention. This suggests that, although brand experience cannot eliminate consumers' negative feelings towards a brand entirely, it can reduce their impact on purchase intention. In this respect, brand experience can function as a strategic mechanism that helps brands offset the negative consequences of brand hatred. Accordingly, hypothesis H₄ was accepted.

From a managerial perspective, these findings emphasise the importance of brands strategically managing consumer experiences across all customer touchpoints. Practices that enhance sensory, emotional, cognitive and behavioural experiences, such as product design, service quality, after-sales support, communication tone and digital interactions, can play a vital part in mitigating the impact of brand hatred. Brands operating in highly competitive markets, in particular, should focus not only on functional benefits, but also on creating memorable, emotionally engaging brand experiences. Such experiences can help rebuild consumer trust and encourage consumers to reconsider their purchasing intentions.

Furthermore, brands should develop distinct communication strategies to enhance the brand experience and establish stronger emotional bonds with consumers. For consumers who have had negative experiences with a brand in the past, strategies such as transparent communication, apology mechanisms, service recovery practices and compensation policies can be crucial in rebuilding trust and improving the brand image. Therefore, effectively managing the brand experience is a valuable strategic tool for minimising negative consumer attitudes and improving long-term customer relationships.

Future research could examine the sub-dimensions of brand experience (e.g. sensory, emotional, cognitive, and behavioural experiences) separately, testing the mediating effect of each one. Additionally, applying similar models to different sectors (e.g. automotive, finance, fashion or technology) could reveal sector-specific dynamics of brand hatred. Qualitative studies could provide deeper insights into how consumers develop brand hatred based on past experiences. Furthermore, cross-cultural studies examining the role of cultural differences in shaping these relationships could significantly contribute to the existing literature.

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