

# The Impact of Brand Hate on Non-Repurchase Intentions Across Offline and Online Channels in Hospitality Services

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## KEY WORDS

Brand hate,  
hospitality services,  
non-repurchase intention,  
online complaining,  
offline negative  
word-of-mouth.

## ABSTRACT

This study examines the impact of brand hate on non-repurchase intentions in the hospitality industry, focusing on how brand hate drives offline negative word-of-mouth (NWOM) and online complaining in a cross-channel setting. A quantitative research method was employed, with data collected through a survey of individuals who had negative experiences with hospitality brands. The findings reveal that brand hate significantly influences offline NWOM, leading to a strong non-repurchase intention. This is especially true in close-knit communities where personal reputation and social relationships are highly valued. The link between online complaining and non-repurchase intention is not statistically significant. This suggests that while consumers may express dissatisfaction online, this does not always translate into a firm decision to avoid repurchasing. Additionally, the research highlights the mediating role of both offline and online channels in influencing consumer behavior as a reaction to brand hate. The study provides valuable implications for hospitality managers in developing strategies to effectively address negative brand emotions. By focusing on effective service recovery and customer relationship management, businesses can mitigate the negative impacts of brand hate and enhance customer loyalty.

## 1. Introduction

The hospitality industry operates in a highly competitive environment driven by the rapid growth of international tourism, where both global hotel chains and local businesses face immense challenges in sustaining market share. In this context, customer emotions emerge as critical determinants of consumption experiences and behavior, particularly influencing repeat patronage (Hegner et al., 2017). While extensive studies have explored positive consumer-brand relationships, the role of negative emotions, particularly brand hate, remains an underexplored but increasingly relevant

area of research. Introduced by Kucuk (2018), brand hate encapsulates intense negative emotional reactions toward brands that significantly shape both online and offline consumer behavior. With the rise of social media, these negative sentiments are amplified, as consumers publicly express dissatisfaction, often leading to severe reputational damage for brands (Grégoire et al., 2009).

In the hospitality industry, these factors become more evident because of the non-physical characteristics of services, which naturally involve higher perceived risks compared to tangible products (Bijmolt et al., 2014). Understanding and managing these adverse perceptions is thus vital for maintaining

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competitive advantage. This research seeks to fill these gaps by examining the dynamics of brand hate within the hospitality industry, focusing on its behavioral and contextual impacts in multi-channel settings. Employing a quantitative survey method, data was gathered from 202 participants through a snowball sampling technique in 3 months. Using Structural Equation Modeling (SEM) alongside reliability and regression analyses, the research validated a robust conceptual framework for brand hate and explored its influence on non-repurchase intentions and offline and online negative word-of-mouth (NWOM). By providing insights into the manifestations and impacts of brand hate, particularly in the Vietnamese hospitality sector, this study makes contribution to both the theoretical understanding of adverse relationships of consumer-brand and the development of practical strategies for mitigating their effects, equipping service providers with tools to sustain market competitiveness.

## 2. Theoretical Foundations

### 2.1. Overview of brand hate

Brand hate, a key concept in consumer behavior, consists of two main types: active hate and passive hate. Active hate is characterized by strong feelings such as anger, contempt, and disgust, which often lead to behavior like sharing negative word-of-mouth (NWOM), filing complaints, or openly criticizing a brand (Zarantonello & Grappi, 2016). Conversely, passive hate is associated with deeper, less overt emotions such as fear, disappointment, and shame, which typically result in long-term consequences like brand avoidance and diminished trust. These emotional responses extend far beyond mere dislike, often including elements of resentment and a desire for revenge, making brand hate a significant challenge for businesses to address (Hegner et al., 2017). Defined as a psychological state deeply rooted in negative experiences, brand hate has the potential to harm both individual consumer-brand relationships and collective societal perceptions. The pervasive nature of social media further exacerbates these effects, providing consumers with platforms to broadcast grievances to a global audience instantaneously. The viral capabilities of digital platforms not only accelerate the spread of brand hate but also amplify its impact by shaping public opinion and intensifying its consequences for businesses on a larger scale (Kucuk, 2018). Research suggests that brand hate can be conceptualized through a hierarchical framework. In its single-dimensional form, brand hate is categorized into three levels: cold hate, marked by mild dissatisfaction without significant retaliatory behavior; cool hate, characterized by moderate frustration or distrust, often accompanied by disengagement or NWOM; and hot hate,

representing the most severe form, with intense anger and resentment driving public retaliation or revenge-seeking actions (Kucuk, 2018; Zarantonello & Grappi, 2016). Alternatively, the multi-dimensional structure of brand hate highlights how various emotional elements interact to produce dynamic and complex responses, increasing the intensity of brand hate when these elements combine. This research expands on these ideas by addressing the effects of brand hate through three main dimensions: investigating the nature of brand hate, analyzing the behavioral responses it triggers, and exploring how it influences intentions to refrain from repurchasing (NRI) through various channels, such as online complaints and offline NWOM.

### 2.2. Brand Hate in Hospitality Services

Service failures in the hospitality industry have been shown to strongly correlate with brand retaliation, as highlighted by Sarkar et al. (2021). Their findings indicate that significant service disruptions often evoke intense negative emotions, such as brand hate. This emotional response manifests in various consumer behavior, including actively seeking to harm the brand, disengaging from interactions with the brand (Grégoire et al., 2010).

This study examines the impact of NWOM across both offline and online platforms, alongside non-repurchase intentions, in the hospitality sector, where personal interactions and customer loyalty are critical. Although Sarkar et al. (2021) established a connection between brand hate and retaliatory actions in hospitality, their research did not explore how these actions differ between online and offline settings. Addressing this gap, the current study investigates both dimensions, providing a deeper understanding of consumer responses in a service context. Prior studies often emphasize online complaints, overlooking offline NWOM, which remains vital in the hospitality industry due to the importance of face-to-face interactions.

By extending the conceptual framework of undesirable customer behavior in hospitality services and incorporating cross-channel perspectives, this research offers a more holistic view of brand hate's effects. It explores the interplay between NWOM and non-repurchase intentions, thereby contributing to the literature on consumer retaliation and brand management within a multi-channel environment.

### 2.3. Hypotheses development based on past studies

Drawing on Affective Events Theory (AET) (Weiss & Cropanzano, 1996) posit that negative service encounters act as "affective events" that spark intense emotional reactions, which in turn drive consumers' behaviors and future decisions. In the hospitality context, a serious service failure or perceived betrayal can trigger brand hate, an extreme negative emotion

beyond mere dissatisfaction (e.g. anger, contempt, or resentment). According to AET, such affective reactions will heavily influence subsequent attitudes and actions. Consistent with this logic, prior studies show that adverse experiences are key precursors to brand hate and can lead consumers to retaliate (e.g. by spreading negative word-of-mouth or lodging complaints) and to avoid the brand thereafter. For instance, Hegner et al. (2017) find that negative past experiences significantly contribute to brand hate and drive behaviors like negative word-of-mouth (NWOM). Similarly, Grégoire et al. (2010) note that aggrieved customers often engage in online complaining as a form of retaliation against perceived unfair treatment. Moreover, intense negative emotions associated with brand hate tend to erode any desire to patronize the brand again; Davvetas and Diamantopoulos (2017) show that feelings such as regret can sharply reduce repurchase intentions, especially for consumers closely identified with the brand.

Based on these insights, we propose that brand hate plays a central role as an emotional catalyst translating bad experiences into both retaliatory actions (offline NWOM and online complaints) and avoidance intentions (non-repurchase). In a cross-channel setting, brand hate is expected to not only directly heighten non-repurchase intentions, but also indirectly do so via the two channels of complaint behavior (offline and online). The research model therefore positions brand hate as the driver of a chain of negative responses culminating in consumers' intention to never repurchase.

### 2.3.1. Offline negative word-of-mouth (NWOM)

Offline negative word-of-mouth (NWOM) is characterized by face-to-face interactions in which dissatisfied customers share negative opinions about a brand, often serving as warnings to others to avoid it. This form of communication is particularly influential because it occurs in trusted social settings, such as among friends, family, or colleagues, and is considered highly credible due to the interpersonal trust inherent in such exchanges. Service failures or unmet expectations are common triggers for offline NWOM, as they evoke strong emotional responses, including frustration and dissatisfaction, which compel individuals to share their negative experiences (Istanbulluoglu et al., 2017). In the hospitality industry, where service experiences are deeply personalized and inherently intangible, the repercussions of dissatisfaction are often amplified. Customers' emotional investment in these experiences makes them more vulnerable to heightened negative emotions, which can escalate into brand hate, an intense psychological state marked by anger, contempt, or resentment (Hegner et al., 2017).

Brand hate intensifies customers' dissatisfaction and increases their motivation to engage in offline

NWOM as a means of expressing their frustration and seeking validation for their grievances. This behavior serves both individual and social purposes: dissatisfied customers vent their emotions while simultaneously cautioning others within their social network, thereby amplifying the spread of negative perceptions (Grégoire et al., 2010). Moreover, the ripple effect created by offline NWOM reinforces dissatisfaction within the social network, as shared grievances are often validated and magnified by others. Given the critical role of word-of-mouth in shaping consumer decisions in the hospitality sector, the relationship between brand hate and offline NWOM becomes particularly significant. As brand hate grows stronger, it directly fuels offline NWOM, with dissatisfied individuals increasingly inclined to share their unfavourable experiences as a warning to other customers. Therefore, as customers' brand hate intensifies, their likelihood of engaging in offline NWOM increases accordingly.

*H1: Brand hate leads to offline NWOM in hospitality service.*

### 2.3.2. Online complaining (OC)

Online complaints (OC) refer to customer dissatisfaction voiced through various digital platforms, including online forum, review sites or social media. These complaints are typically prompted by service failures, which trigger strong emotional responses, particularly in sectors like hospitality, where customer experiences are inherently personal and expectations are high. Digital platforms enable these grievances to be shared widely and rapidly, amplifying their reach and potential impact on a brand's reputation (Bambauer-Sachse & Mangold, 2011). Unlike offline complaints, OC is often deliberate and calculated, providing customers with an avenue to publicly share their dissatisfaction, potentially influencing others and drawing the brand's attention.

In service industries such as hospitality, repeated service failures and unmet expectations are common precursors to brand hate, a heightened emotional state characterized by resentment, anger, and a desire for retribution (Zarantonello et al., 2016). This intense emotion often drives consumers to engage in OC as a way to vent their frustration and exert pressure on the brand to acknowledge and address their grievances. Brand hate's persistent nature ensures that these emotions are not fleeting but rather compel customers to take deliberate actions, such as posting online complaints, to publicly highlight the brand's shortcomings (Grégoire et al., 2009). Furthermore, the digital environment enhances this behavior by offering dissatisfied customers a platform to share their experiences broadly, seek validation from other users, and potentially harm the brand's reputation.

Given the personal and emotional stakes involved

in hospitality services, the relationship between brand hate and OC is particularly pronounced. Consumers who feel betrayed or disappointed by a brand are more likely to channel their negative emotions through online platforms, where their grievances can be amplified and their need for retribution fulfilled. From these findings, the proposed hypothesis is:

*H2: Brand hate leads to OC in the hospitality service context.*

### 2.3.3. Non-repurchase intention (NRI)

Non-repurchase intention (NRI) describes to a decision of consumer to cease engaging with a brand, typically due to dissatisfaction, unmet expectations, or service failures. This behavior represents a critical stage of consumer disengagement, where customers not only stop purchasing from the brand but may also actively avoid or reject it in favour of alternatives, embodying elements of brand avoidance and anti-consumption (Grégoire et al., 2009). In the hospitality industry, where service quality is inherently intangible and customer experiences are deeply personal, repeated service failures intensify dissatisfaction and foster brand hate, a potent emotional state marked by resentment and anger (Zarantonello et al., 2016). This phenomenon undermines loyalty, transforming dissatisfaction into a deeply ingrained aversion toward the brand, thereby heightening the likelihood of NRI. Addressing brand hate is critical because it not only jeopardizes immediate customer retention but also poses long-term risks to brand equity and competitiveness in the market. Consumers experiencing powerful negative emotions like anger or contempt are more prone to avoiding future engagement with the brand and actively seeking alternatives, which broadens the divide between the brand and them (Hegner et al., 2017). These behaviors challenge the ability of hospitality businesses to maintain their customer base, particularly in a competitive landscape where customer loyalty is a key driver of sustainability. The emotional intensity of brand hate magnifies its impact, making NRI an inevitable outcome if these negative emotions remain unaddressed. Thus, the hypothesis is proposed below:

*H3: Brand hate drives non-repurchase intention (NRI) in the hospitality services context.*

Customer complaint behavior significantly influences how a brand is perceived, with the chosen medium of complaint—whether private or public—playing a vital role in shaping subsequent consumer decisions (Istanbulluoglu et al., 2017).

Customer complaint behavior significantly influences how a brand is perceived, with the choice of complaint channels - whether private or public - having significant implications for subsequent consumer actions (Istanbulluoglu et al., 2017).

NWOM, which spreads through personal interactions such as conversations and warnings, exerts a particularly damaging influence on brand equity. This form of complaint is characterized by its credibility and interpersonal trust, which amplify its impact on those who receive the message (Bambauer-Sachse & Mangold, 2011). By intensifying negative emotions toward the brand, offline NWOM contributes to weakened brand loyalty and encourages behaviors such as boycott and non-repurchase intentions (NRI), particularly when negative perceptions remain unresolved (Hegner et al., 2017).

In the industry of service like hospitality, where customer trust and positive experiences are critical drivers of loyalty, offline NWOM poses a significant threat. Dissatisfied customers sharing verbal accounts of their negative experiences create a ripple effect that not only damages the brand's reputation but also reinforces negative perceptions among existing and potential customers. This personal and direct form of communication is especially influential because it combines the power of shared emotional experiences with the trust inherent in close relationships. As a result, offline NWOM not only deters repeat customers but also discourages potential customers from engaging with the brand. Building on aforementioned findings, the proposal of hypothesis is:

*H4: Offline NWOM leads to the NRI in the hospitality service context.*

Online complaints (OC) are a powerful tool for consumers to voice dissatisfaction, particularly in service-centric industries such as hospitality, where experiences are inherently intangible and personal. These complaints often arise from service failures or unmet expectations, serving not only as an outlet for frustration but also as a way to validate and reinforce the consumer's decision to avoid the brand later on (Istanbulluoglu et al., 2017). The public and visible nature of OC amplifies its impact by drawing attention to unresolved issues and influencing both current and potential customers. When service recovery efforts fail to adequately address complaints, unresolved grievances exacerbate negative attitudes toward the brand, further diminishing the likelihood of repurchase (Bijmolt et al., 2014). In the hospitality industry, where customer satisfaction is a cornerstone of success, OC significantly amplifies dissatisfaction, eroding brand loyalty and trust. The digital platforms that host these complaints make them accessible to a wide audience, magnifying their reputational damage and reinforcing negative consumer perceptions. Furthermore, the public visibility of OC solidifies the complainant's resolve to disengage from the brand, as the act of sharing grievances in a public forum can validate their dissatisfaction and make their decision to avoid the brand more permanent. This dynamic underscore the critical role that OC plays in influencing NRI,



particularly in industries that rely heavily on positive consumer sentiment and trust. Therefore, the hypothesis is proposed:

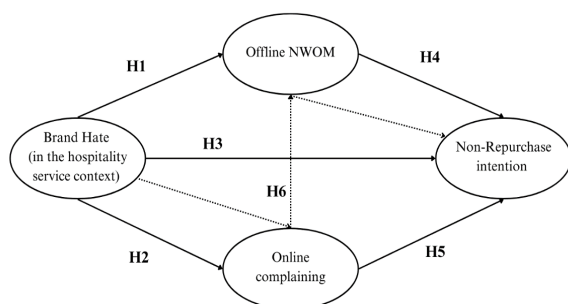
*H5: OC results in NRI in the hospitality service context.*

#### 2.3.4. Mediation hypothesis

Brand hate triggers strong adverse feelings, including contempt, anger and resentment, which compel consumers to express their dissatisfaction through various channels, including OC and NWOM (Istanbulluoglu et al., 2017). OC capitalizes on the asynchronous, public nature of digital platforms, enabling consumers to articulate their grievances in a deliberate and impactful manner while amplifying dissatisfaction to a broad audience. These public complaints often serve as a catalyst for offline NWOM, where dissatisfied consumers extend their discussions into personal, real-life interactions. This transition from online to offline channels creates a feedback loop, as offline NWOM further reinforces the consumer's negative perceptions of the brand while influencing others within their social network (Guo, 2015). The combined influence of OC and offline NWOM intensifies the consumer's resolve to disengage from the brand, significantly increasing the likelihood of NRI. In the hospitality industry, where customer experiences are highly personal and trust is central to maintaining brand loyalty, this cyclical process is particularly damaging. Brand hate acts as the driving force behind this chain reaction, initiating a sequence of behaviors that propagate dissatisfaction across online and offline environments. As OC amplifies negative sentiment and offline NWOM reinforces these perceptions through trusted interpersonal connections, the compounded effect makes it exceedingly difficult for brands to rebuild consumer trust or loyalty. Based on this reasoning, the final hypothesis is proposed:

*H6: Brand hate brings about NRI through a serial effect of mediation involving online and offline NWOM.*

From the aforementioned arguments, this study presents the research model in Figure 1.



**Figure 1. Proposed Conceptual Model**

## 2.4. Research method

### 2.4.1. Measurement Scales and Questionnaire Design

The research employs a questionnaire based on four constructs and six hypotheses, with measurement scales adapted from Hegner et al. (2017), Grégoire et al. (2010), and Davvetas and Diamantopoulos (2017). The survey questions are evaluated on a 5-point Likert scale, spanning from 1 ("Strongly Disagree") to 3 ("Neutral") and 5 ("Strongly Agree"), to effectively capture respondent attitudes and perceptions while ensuring clarity and reliability.

### 2.4.2. Sample Design

Given the study's focus on strong negative emotions like brand hate typically triggered by adverse service experiences, snowball sampling was considered appropriate. Such emotionally involved consumers are difficult to access through random sampling. By leveraging trusted social networks, this method enabled the recruitment of participants who had experienced similar negative encounters. It also reflects the interpersonal nature of brand hate, which often spreads within close communities. Therefore, snowball sampling offered a practical and theoretically grounded approach to reaching the target population in the hospitality context. The data were collected through an online self-administered questionnaire distributed via Google Forms. The survey link was initially shared with university students in Vietnam, who were then encouraged to forward it to individuals in their personal networks who had experienced unsatisfactory service from hospitality brands. This referral-based distribution method aligns with the snowball sampling strategy, allowing the study to reach emotionally involved respondents who had encountered negative service events and were thus relevant to the research focus.

To meet statistical requirements, the study adhered to structural equation modeling (SEM) guidelines recommending a minimum sample size of 200 (Kline, 2023). After data cleaning, 202 valid responses were retained, providing sufficient statistical power for reliable analysis of the hypothesized relationships (Table 1).

**Table 1. Respondent demographics (N=202)**

	Factor	Frequency (N=202)	Percentage
Gender	Male	37	81.7 %
	Female	165	18.3 %
Age	18 – 24 years	194	96 %
	25 – 34 years	6	3 %
	35 – 44 years	1	1 %

	Factor	Frequency (N=202)	Percentage
Education level	High School	2	1 %
	College/University	189	93.6 %
	Postgraduate	11	5.4 %
Monthly Income	Under 5 million VND	133	65.8 %
	5-10 million VND	45	22.3 %
	10 – 20 million VND	16	7.9 %
	20-30 million VND	3	1.5 %
	Over 30 million VND	5	2.5 %
Region of residence	Northern	16	7.9%
	Central	25	12.4%
	Southern	161	79.7 %

### 2.4.3. Statistical techniques

The study applies Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS software to assess both the measurement and structural models.

The analysis follows a two-step approach. First, the measurement model is assessed for reliability and validity using criteria such as outer loadings above 0.7, composite reliability (CR) higher than 0.7, average variance extracted (AVE) exceeding 0.5, and discriminant validity evaluated through the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio (below 0.9). For formative constructs, collinearity is examined by checking the variance inflation factor (VIF under 5) to ensure the model's adequacy (Hair et al., 2017).

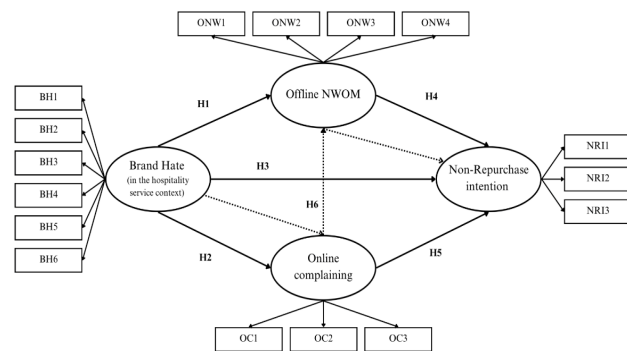
Second, the structural model is analyzed by examining  $R^2$  values to determine the explanatory power of the independent variables. Path coefficients are tested for significance using bootstrapping, where p-values below 0.05 confirm statistical significance.

This methodological framework ensures the validity of the constructs and supports the theoretical foundation by providing robust insights into the hypothesized relationships.

## 3. Results and Discussion

### 3.1. Results of the Conceptual model

The model analysis results illustrate that the hypotheses highlight how brand hate can potentially affect customers' intentions of non-repurchase, with offline negative word-of-mouth (ONW) and OC serving as mediating factors within the hospitality service context.



**Figure 2. Conceptual model resulted from SMART PLS-SEM**

### 3.2. Results of the Measurement model

As detailed in Table 2, the results confirm that all constructs satisfy the necessary criteria for reliability and validity. Specifically, Cronbach's  $\alpha$  values exceed the 0.7 threshold, indicating high internal consistency, with values ranging from 0.880 to 0.934. Likewise, Composite Reliability (CR) scores are between 0.917 and 0.948, surpassing the recommended minimum of 0.7, further validating the reliability of the constructs and ensuring the indicators appropriately reflect the intended latent variables. Additionally, the Average Variance Extracted (AVE) values for all constructs surpass the 0.5 benchmark, with a range of 0.735 to 0.848, demonstrating that the constructs account for a significant portion of variance in their indicators, thereby confirming convergent validity.

Discriminant validity is evaluated using both the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio. According to the Fornell-

**Table 2. Reliability and validity of variables**

Constructs	Items	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)	STANDARD
Brand hate	BH	0.934	0.948	0.753	>0.7
Non-Repurchase intention	NRI	0.901	0.938	0.835	>0.7
Online complaining	OC	0.912	0.944	0.848	>0.7
Offline negative word-of-mouth	ONW	0.880	0.917	0.735	>0.7

Larcker criterion, the square root of the AVE for each construct (BH: 0.868; NRI: 0.914; OC: 0.921; ONW: 0.858) exceeds the correlations between the constructs, as shown in Table 3. This result confirms that each construct is conceptually distinct, fulfilling the requirements of Fornell-Larcker criteria.

**Table 3. Fornell-Larcker criterion**

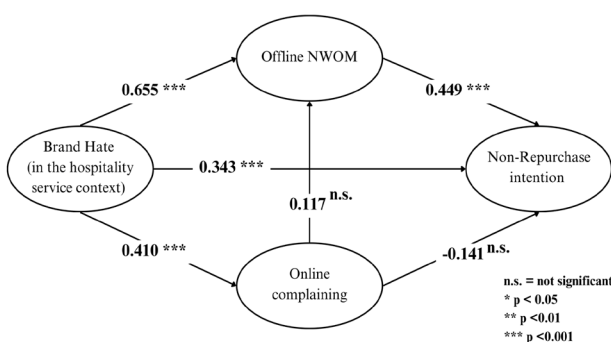
	BH	NRI	OC	ONW
BH	0.868			
NRI	0.601	0.914		
OC	0.410	0.173	0.921	
ONW	0.703	0.636	0.386	0.858

The HTMT results reinforce discriminant validity, as all values are under the 0.9 threshold. Table 4 provides the HTMT matrix, with the highest value recorded at 0.771. These results confirm that the constructs exhibit satisfactory discriminant validity, ensuring that they are adequately differentiated from one another.

**Table 4. Heterotrait-monotrait ratio**

	Heterotrait-monotrait ratio (HTMT)
NRI ↔ BH	0.646
OC ↔ BH	0.437
OC ↔ NRI	0.174
ONW ↔ BH	0.771
ONW ↔ NRI	0.704
ONW ↔ OC	0.421

### 3.3. Results of the Structural model evaluation



**Figure 3. Path coefficients and significance levels**

In the context of hospitality services, brand hate has a substantial impact on offline NWOM ( $\beta = 0.655$ ;  $p < 0.001$ ), providing support for H1. Furthermore, brand hate contributes to OC ( $\beta = 0.410$ ;  $p < 0.001$ ) and elevates non-repurchase intentions ( $\beta = 0.343$ ;  $p < 0.001$ ), validating H2 and H3. Offline NWOM significantly affects NRI ( $\beta = 0.449$ ;  $p < 0.001$ ), confirming H4. However, the correlation between OC

and NRI ( $\beta = -0.141$ ;  $p = 0.059$ ) is not statistically significant, meaning H5 is not supported.

The connection between online complaints and offline NWOM is positive but does not reach statistical significance ( $\beta = 0.117$ ;  $p = 0.073$ ). This suggests that the proposed relationship lacks empirical support, with the observed effect being weaker than initially expected. Regarding hypothesis H6, which suggested an indirect impact of BH on NRI through OC and ONW, the findings do not substantiate this claim. Specifically, the p-value for the indirect pathway (BH  $\rightarrow$  OC  $\rightarrow$  ONW  $\rightarrow$  NRI) is 0.187, exceeding the standard significance level of 0.05. These findings confirm that the indirect influence of brand hate on the intention not to repurchase, mediated by online complaints and offline NWOM, is statistically insignificant, resulting in the rejection of H6.

Figure 3 illustrates the significance of the pathway (BH  $\rightarrow$  ONW  $\rightarrow$  NRI), which can be explained by Vietnam's unique socio-cultural and economic context. Vietnam, as a collectivist society, emphasizes strong interpersonal bonds and social trust, shaping consumer behavior to favor offline negative word-of-mouth (NWOM) over online complaints (OC) as a means of voicing dissatisfaction. This tendency reflects cultural norms that prioritize preserving social harmony and view public criticism as potentially confrontational or socially inappropriate. Younger individuals, in particular, often prefer discussing grievances with close family or friends in person rather than resorting to online platforms, thereby amplifying the influence of offline NWOM. Additionally, social pressures, such as concerns over reputational impacts in academic or professional environments, further discourage public expressions of discontent online, reducing the mediating role of OC. The constructs of OC and ONW may also inadequately capture their contextual variations in Vietnam, where decision-making is deeply rooted in personal relationships. Within the hospitality sector, offline NWOM holds significant sway due to the reliance on trusted personal recommendations and heightened perceived risks associated with intangible service experiences. These insights highlight the centrality of offline interactions in Vietnam and emphasize the need to tailor theoretical models to better align with the local cultural and economic landscape for a more accurate representation of mediation effects.

Table 6 illustrates the correlation results among the variables. The results emphasize the key role of offline interactions, particularly offline ONW, in shaping NRI in the hospitality sector. A strong link is observed between brand hate (BH) and ONW ( $\beta = 0.655$ ,  $p < 0.001$ ), with ONW significantly influencing NRI ( $\beta = 0.449$ ,  $p < 0.001$ ). This highlights the need to manage interpersonal communication to address customer dissatisfaction. In contrast, online complaining (OC) exerts a weaker

influence on NRI ( $\beta = -0.141$ ,  $p = 0.059$ ), potentially reflecting Vietnam's cultural preference for face-to-face interactions in decision-making.

Additionally, the relatively low  $R^2$  value for OC (16.8%) suggests that online complaining is shaped by external variables not accounted for in the current model, such as digital literacy, accessibility to online platforms, or cultural attitudes toward public criticism. This highlights the importance of future research to investigate other potential determinants of OC, especially within culturally specific contexts like Vietnam. These findings underscore the critical need for hospitality managers to prioritize proactive customer engagement and effective resolution strategies in offline interactions. Addressing dissatisfaction promptly in offline settings is essential to mitigate the influence of ONW, which exerts a more substantial effect on consumer behavior compared to online channels.

The findings presented in Table 6 underscore the strong influence of offline NWOM within the hospitality sector. By comparison, online complaints appear to have a less substantial influence on consumer disengagement. This disparity may stem from cultural norms in Vietnam, where strong interpersonal bonds and direct, face-to-face communication are more influential in the decision-making process.

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Our findings indicate that brand hate significantly influences non-repurchase intention within the hospitality sector, with offline negative word-of-mouth (NWOM) serving as a critical mediating factor. These results are consistent with the study by Curina et al.

**Table 5. Summary of the structural results in PLS-SEM**

	Hypothesis	$\beta$	P values	$R^2$	Result
H1	Brand Hate $\rightarrow$ Offline NWOM	0.655	0.000	0.506	Accepted
H2	Brand Hate $\rightarrow$ Online Complaining	0.41	0.000	0.168	Accepted
H3	Brand Hate $\rightarrow$ Non-Repurchase Intention	0.343	0.000	0.468	Accepted
H4	Offline NWOM $\rightarrow$ Non-Repurchase Intention	0.449	0.000		Accepted
H5	Online Complaining $\rightarrow$ Non-Repurchase Intention	-0.141	0.059		Rejected
H6	Brand Hate $\rightarrow$ Online Complaining $\rightarrow$ Offline NWOM $\rightarrow$ Non-Repurchase Intention	0.022	0.187		Rejected

**Table 6. Deviation correction coefficient**

	Original Sample (O)	Sample Mean (M)	Bias	2.50%	97.50%	
Brand Hate $\rightarrow$ Offline NWOM	0.655	0.655	0	0.567	0.732	Support
Brand Hate $\rightarrow$ OC	0.410	0.413	0.003	0.273	0.534	Support
Brand Hate $\rightarrow$ NRI	0.343	0.341	-0.003	0.205	0.484	Support
Offline NWOM $\rightarrow$ BH	0.449	0.458	0.009	0.254	0.629	Support
OC $\rightarrow$ NRI	-0.141	-0.146	-0.006	-0.280	0.003	Non-support
Brand Hate $\rightarrow$ OC $\rightarrow$ Offline NWOM $\rightarrow$ NRI	0.022	0.024	0.002	-0.001	0.062	Non-support



(2020), which established that brand hate leads to offline NWOM, online complaints, and non-repurchase intention. However, our research specifically focuses on the hospitality industry in Vietnam and emphasizes the mediating role of offline NWOM in strengthening non-repurchase intentions.

In addition, Sarkar et al. (2021) demonstrated how service failures in the hospitality sector trigger intense negative emotions, resulting in retaliatory behaviors such as NWOM and brand avoidance. Our study extends this understanding by highlighting that offline NWOM is not merely a consequence of brand hate but also plays a crucial mediating role in the relationship between brand hate and non-repurchase intention.

Moreover, our research contributes to the existing literature by addressing the cultural context of Vietnam, where offline word-of-mouth exerts a profound influence on consumer decision-making. This underscores the importance of considering cultural factors to gain a more comprehensive understanding of negative consumer behavior within the hospitality industry.

## 4. Conclusion and managerial conclusions

### 4.1. Conclusion

This study underscores the pivotal role of brand hate in shaping consumer behavior within the hospitality industry, with a particular emphasis on offline negative word-of-mouth and its strong influence on non-repurchase intentions. Offline NWOM emerged as the most significant factor affecting customer decisions, highlighting the importance of managing interpersonal interactions effectively. This dynamic is especially pronounced in collectivist cultures like Vietnam, where trust, personal reputation, and social relationships are integral to consumer decision-making. In contrast, the non-significant relationship between online complaints and non-repurchase intention in this study can be affected by several contextual and cultural factors. First, online complaints often serve as an emotional venting mechanism, allowing consumers to express dissatisfaction without necessarily committing to behavior change. Second, effective service recovery such as timely, empathetic brand responses can mitigate dissatisfaction and reduce the likelihood of consumer defection. Finally, in collectivist cultures like Vietnam, public criticism is socially discouraged, and consumers tend to prefer resolving issues privately or through interpersonal channels. As a result, online complaints may reflect temporary frustration rather than a firm intention to abandon the brand, thereby weakening their predictive power on repurchase decisions.

Theoretically, this study advances the understanding of brand hate's cross-channel effects, offering a nuanced view of how offline and online feedback channels independently influence consumer

behavior. By challenging assumptions about the interconnectedness of these channels, the research refines existing frameworks and highlights the need to examine their distinct impacts. Offline NWOM, with its reliance on trusted interpersonal relationships, proves to be a dominant driver of NRI, while OC, despite its visibility and immediacy, requires complementary recovery strategies to mitigate its long-term effects.

### 4.2. Managerial implications

These results highlight the significance of addressing brand hate in a comprehensive and innovative manner to mitigate its adverse effects and foster brand resilience in the hospitality industry. One critical implication for managers is the prioritization of managing unfavourable offline word-of-mouth (NWOM), which has a significant influence on customers' non-repurchase intentions, particularly in socially cohesive communities where hospitality brands rely heavily on interpersonal reputation. Hospitality managers should proactively intercept dissatisfaction during the service encounter by encouraging real-time customer feedback through personal interactions, digital surveys, or feedback kiosks. Prompt resolution of emerging issues, such as offering immediate service recovery solutions (e.g., room changes, complimentary services, or personalized apologies), can prevent the escalation of dissatisfaction into widespread negative offline word-of-mouth, which is particularly damaging in local markets where personal recommendations carry substantial weight. Simultaneously, online service recovery strategies must be enhanced, recognizing that although digital complaints may exert a less direct influence on individual repurchase decisions, their public visibility significantly impacts broader brand perceptions. Timely and empathetic responses to online complaints on OTA platforms, social network sites, or Google Reviews, combined with robust social media monitoring, are essential to demonstrating accountability and care. Publicly addressing online grievances not only mitigates the immediate negative sentiment but also signals responsiveness to potential customers, thereby maintaining brand trust across digital channels.

By leveraging digital platforms that encourage active customer participation, hospitality brands can gather diverse perspectives and foster a sense of inclusion and ownership among guests. In the context of the Vietnamese hospitality market, initiatives such as dedicated online feedback portals, service co-creation campaigns, or idea competitions can be particularly effective, providing guests with a structured avenue to contribute to service innovation. Utilizing crowdsourced insights to identify recurring pain points enables brands to act swiftly and visibly, transforming dissatisfaction into opportunities for

customer engagement and relationship rebuilding.

Furthermore, the interplay between online and offline feedback underscores the necessity for integrated cross-channel management. Ensuring consistency in communication, service standards, and complaint resolution across all channels reinforces the brand's reliability and fosters trust among customers, who increasingly expect seamless experiences regardless of the touchpoint. Holistic data analysis tools that consolidate feedback from face-to-face interactions, online reviews, and social media can enhance managers' ability to detect patterns and deploy targeted interventions. Equipping frontline staff with both digital proficiency and interpersonal skills is pivotal, enabling them to handle complaints effectively whether encountered in-person or online. By transforming negative experiences into opportunities for loyalty-building, particularly through tailored recovery programs and active customer involvement in service refinement, hospitality brands can not only address immediate challenges but also create a sustainable competitive advantage. Importantly, these strategies should be adapted to local cultural nuances to ensure their effectiveness within specific market contexts, such as the high social interactivity and community influence observed in Vietnam. A consistent, proactive cross-channel management approach positions hospitality brands to thrive in an increasingly dynamic and reputation-sensitive environment.

Further studies should explore the various factors that influence consumer behavior to acquire a deeper insight of how brand hate affects different industries and contexts. Broadening the research to include elements like cultural influences, sector-specific characteristics, and technological advancements can help develop more effective approaches to address brand hate. Additionally, investigating the changing digital environment and its impact on shaping consumer attitudes and actions can offer valuable knowledge for businesses striving to adapt in a rapidly changing market.

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