

The Influence of Brand Hate and Perceived Social Media Power with Theory of Planned Behavior Approach to Negative EWOM Brand Zara Indonesia: The Moderation Role of Big 5 Personality Traits

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Zara, a prominent fashion brand known for its efficient business practices but plagued by frequent negative eWOM (NeWOM) concerning its service and marketing. This research investigates how brand hatred and perceived power of social media influence NeWOM, employing the Planned Behavior Theory and considering the moderating impact of the Big Five Personality Traits (B5PT). The study focuses on Indonesian Zara consumers who actively engage on social media, although the exact sample size remains unspecified but totals around 300 participants. Utilizing quantitative methods and multiple testing approaches, the research reveals several key findings. It highlights that anthropomorphism within subjective norm attitudes significantly increases brand hatred, whereas positive brand attitudes mitigate it. Notably, heightened levels of diligence and extraversion amplify connectedness among the brand hatred and NeWOM. Moreover, Homophile along with person's ability to use social media to enhance perceptions of social media's influence, thereby intensifying its impact on NeWOM. These insights not only offer Zara valuable evaluation metrics but also enrich the broader understanding of how NeWOM manifests and spreads in the context of modern consumer behavior and social media dynamics.

Keywords: Theory of Planned Behavior, Brand Hate, Perceived Social Media Power, Big Five Personality Traits, Negative eWOM.

1. Introduction

The development of the fashion industry is currently accompanied by the existence of advancing technology. With this technological growth, internet users play a significant role, including those in Indonesia. As stated on a survey by APJII or Indonesian Internet Service Providers Association, Indonesian internet users earned to 221.56 million people in 2024, which proves an upsurge the internet usage [1] The APJII also reported that Indonesia had an internet penetration rate of 79.5% in 2024, meaning internet connections reached 79.5% of the total population [2]. The increasing trend in internet usage was triggered by Indonesians growing awareness of the benefits and applications of the internet for facilitating their shopping activities, particularly the movement from traditional to online shopping methods [3].

Global data shows a steady growth in online consumer goods purchases, with purchasing decisions being influenced by peer reviews by web users, particularly from social media influencers. In the fashion industry, one of the companies that runs its business with internet technology and social media is the Zara brand [4]. Zara is one of the leading fashion brands in the world, founded by Amancio Ortega in 1975 in La Coruna, Spain. Zara expands its customer reach both offline and online. In terms of building outlets, Zara holds a top position, with 1,885 stores or equivalent to 32.41% of the total Inditex stores globally. Bershka has the second highest number of stores with 860, followed by Stradivarius with 849 stores, Pull & Bear with 789 stores, Massimo Dutti with 548 stores, and Oysho with 457 stores. Zara Home has the fewest stores within Inditex, with only 427. According to the report, Inditex has 62 outlets in Indonesia. The breakdown by brand is as follows: Zara with 16 stores, Pull & Bear with 14 stores, Stradivarius with 12 stores, Bershka with 8 stores, Massimo Dutti with 5 stores, Oysho with 4 stores, and Zara Home with 3 stores [5]

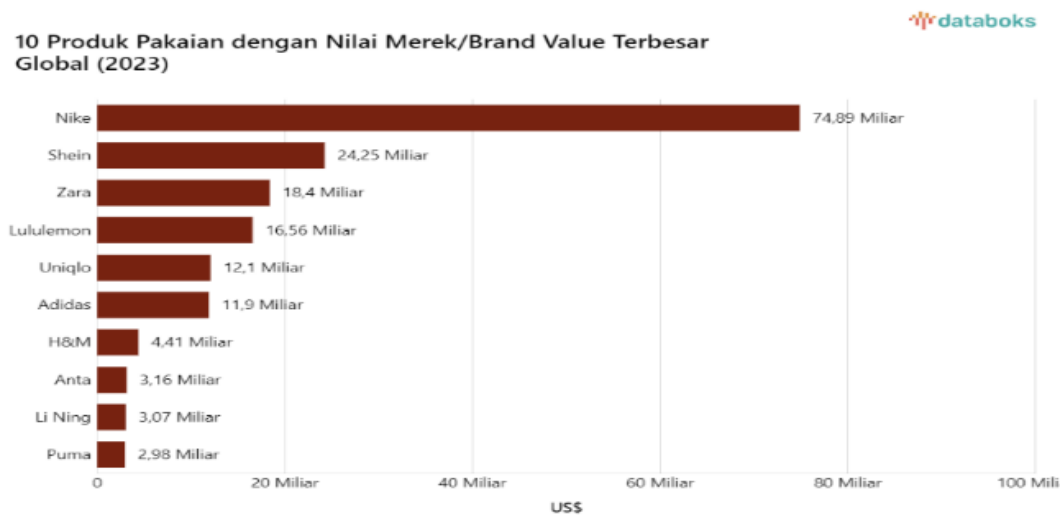


Fig. 1 Clothing Products with the Largest Global Brand Value (2023) [6]

The chart shows Zara in third place with a brand valuation of US\$18.39 billion in 2023, reflecting a 28% drop from the previous year (yoy). To compete with other brands, the Spanish fashion company collaborated with renowned designers such as Narciso Rodriguez from the US for the fall 2022 collection and Calvin Luo from China for the exclusive 2023 collection [6]. Businesses use social media for a variety of marketing activities such as advertising, connecting with customers through customer engagement and relationship management, and internal interactions between staff [7]. Referring to the previous research, content marketing play an important role since it engages consumers [3]. Therefore, it is necessary to create relevant, interesting and high-quality content. In this regard, Zara has faced negative experiences from its consumers. The company has been criticized in various media for poor service quality, both in Indonesia and abroad. However, we need to remember the importance of maintaining service quality. Service quality affects both attitudinal loyalty and behavioral loyalty from consumers. Additionally, on Saturday (8/12/2023), Zara posted photos on social media to promote its latest products. One photo featured McMenamy carrying a mannequin covered in white cloth, while another showed the model standing inside a wooden box. Many interpreted these images as reflecting the genocide in Gaza, Palestine, and deemed them inappropriate and lacking empathy for the victims [8].

Zara's advertising campaign became mired in controversy after it released an ad that sparked demonstrations and widespread protests, particularly from Palestinian supporters. This happened in various countries, especially in Indonesia. In South Jakarta, women wearing Palestinian attire protested directly at the Zara store in Pondok Indah Mall (PIM), bringing miniature bodies wrapped in shrouds. Based on research brand hatred was define as forceful negative emotions effect on the brand.” To avoid brand hate behavior from consumers, companies must ensure both direct and indirect comfort to prevent negative experiences [9].

When customers are in bad shape or dissatisfactory people with relevant experience respond actively through complaints and Negative Electronic Word of Mouth (NeWOM) [10] Brand resentment have a role to be an important predictor of NeWOM [11]. Based on the negative comments from consumers, social interlink aspect perhaps discussed to impact the connection among brand hate and NeWOM. This dynamic power plays an important role in shaping online communication. However, further investigation is needed to explore other factors that may influence NeWOM to enhance understanding of its impact.

In this research, looking at previous study conducted by [11] using TPB as an approach. This theory posits that behavior is determined by intentions influenced by individual attitudes and subjective norms. TPB focuses on the psychological factors affecting individual behavior in social and communication contexts. In this study, TPB helps explain how an individual's attitude towards the brand, recognized social media power, and intention to spread negative opinions (negative eWOM) are influenced by factors such as attitude, subjective norms, and behavioral control. Thus, TPB approach provides an in-depth understanding of the psychological factors behind these behaviors.

This paper is expected to offer both theoretical and practical benefits. Theoretically, it aims to enrich the field of consumer behavior, particularly regarding NeWOM, and serve as a reference for future studies. Practically, the findings are anticipated to accommodate benefits

insights for businesses, especially those in the fashion industry that use social media, helping them better understand their customers and design marketing strategies that capitalize on opportunities while minimizing the negative effects of brand hate and NeWOM.

2. Literature Review and Research Framework

In business, understanding consumer behavior is crucial as it can enhance profitability throughout the business process. The theory of consumer behavior encompasses the entire process individuals go through when faced with a product offer, from initial awareness to product evaluation. Consumer behavior includes various aspects, such as deciding whether to buy, when to buy, where to buy, and how to buy [12]. Consumers are categorized into two groups: individual consumers and organizational consumers.

2.1 Theory Planned Behavior

A brief explanation of TPB can predict whether someone will engage in a particular behavior. TPB uses three dimensions as a starting point for thinking: our attitude against the behavior, our subjective meaning toward the behavior, and the control of the behavior (our control) factors affecting the behavior) [13]. Referring to TPB, behavioral intention is decided into three factors: attitude toward the behavior, subjective norms for the behavior, and behavioral control. In the establishment of the theory, positive attitudes and supportive motivations provide the motivation to engage in the behavior, but specific motivations to act emerge when the motivation is strong.

a. Brand Attitude

TPB relies on the concept of expected value. Describe how attitudes shape behavior. In particular, attitudes toward behavior have a purpose to be available beliefs about the consequences of behavior, called behavioral beliefs. Behavioral beliefs represent an individual's likelihood of having an outcome or experience. As the example, the belief that using a heart monitor (behavior) can detect cardiac arrhythmias (outcome) and stress (experience) [13].

Referring to the previous research found that brand attitude negatively affects brand hate, with brand attitude having the strongest influence [11]. This means that lower brand attitudes correlate with stronger brand hate. According to the research, brand attitude consumer involvement in advocacy behavior, resulting in lower levels of brand hate. Based on this research, the following hypothesis can be formulated [14].

H1: Individual attitudes toward a brand (Brand Attitude) negatively affect brand hate.

b. Subjective Norm

There are two types of normative beliefs: injunctive beliefs and descriptive beliefs. Prevent beliefs are subjective expectations about whether certain individuals or groups (e.g., friends, family, spouses, colleagues, physicians, or supervisors) may or may not agree to engage in the behavior. Explanation of normative beliefs concern whether significant other people are doing the work. Both types of beliefs contribute to the intensity of social pressure to engage in behaviors and subjective norms [13].

Referring to the previous research found that subjective norms have a significant effect on brand hate, suggesting that affective factors and self-regulatory factors can impact brand hate [11]. Additionally, Referring to the previous research indicated that subjective norms (X2) partially affect brand hate [15]. This emphasizes the importance of examining social factors, particularly normative influences, to better understand consumer brand-related judgments and behavior. Based on this research, the following hypothesis can be proposed:

H2: Recognized subjective norms have a positive effect on brand hate.

c. Perceived behavioral control factors

Attitudes are thought to as the ground on subjective beliefs based on available behavioral beliefs and available normative beliefs, behavioral control is based on executive control beliefs. These beliefs are related to the location of component that can control or prevent the performance of a behavior. The controlling component are needs skills and abilities. Availability or lack of time, money or other resources. Organizational beliefs are defined as an individual's likelihood that certain factors will support or inhibit a desired behavior [13]. Referring to the previous research anthropomorphic tendencies, perceived social media self-efficacy and interpersonal homophily are some of the control factors felt by individuals [11].

Referring to the previous research found that individual anthropomorphic tendencies significantly affect brand hate [11]. Previous research [16] argues that brand anthropomorphism, as generated by consumers, may evoke negative emotions. Conceptualize these individual characteristics as internal control factors that facilitate feelings of hatred toward brands. Based on this research, the following hypothesis can be expected [17].

H3: Anthropomorphic tendency has a positive impact on brand hate.

Previous research [11] found if perceived social media self-efficacy is a control factor influencing perceived social media power. Their study indicated that the influence of social media influencers has a significant roles on the effectiveness of social media. In addition, [18] considered social network influence as an individual's belief in their ability to perform desired behaviors in a social environment. Social networking skills and a person's ability to successfully retrieve and share information can increase their effectiveness. Previous research stated that greater control and ownership are important to ensure power asymmetry. Based on this research, the following hypothesis can be formulated [19]

H4: Social media self-efficacy positively affects perceived social media power.

Not only are that, in perceived behavioral control factors there also factors regarding interpersonal homophile. Research by [11] found that interpersonal homophile within one's social media network positively affected perceived social media power. Interpersonal homophile can make individuals feel more empowered and confident when interacting online. Conversely, perceived social media power is enhanced by interpersonal homophile, representing the social relationship dimension. Moreover, interpersonal homophile serves as a control belief that strengthens individuals' perceptions of power and control on social media [20]. The results showed that interpersonal homophile significantly affects perceived social media power. As grounded by this research, some hypothesis can be proposed:

H5: Interpersonal homophile within one's social media network positively affects perceived social media power.

2.2 Brand Hate

Previous research [21] brand resentment is associated with emotional components like fear, anger, and sorrow. Brand resentment is described as the mental state that the client felt due to poor performance, they will experience negative feelings into the brand, resulting in a painful or disappointing experience on both individual and social levels [22]. The antecedents of brand resentment are usually due to disappointment with the brand. It can also be linked to transactional disagreements between consumers and companies, as unmet value expectations regarding products or services lead to a sense of injustice among consumers. From the above information, the following conclusions can be drawn that Brand Hate is a condition where consumers have negative feelings towards a brand caused by unpleasant experiences felt by consumers and results in consumer behavior after purchase.

Previous research indicates brand hate has a positive and significant effect on negative eWOM [23]. It is also have an impact at being reinforced by other factors. In his research, Brand Hate can have a negative impact since the Internet allows consumers to share their negative feelings with the entire world. Those research also tells that customers have gained experience bad brand behavior can use NeWOM to express their feelings. Furthermore, previous research supports the effect of brand hate on negative eWOM [24]. Previous research also finds that brand hate directly influences negative word-of-mouth communication on social media [25]. Based on previous research, the following hypothesis can be proposed.

H6: Brand hate play a positive and significant impact on NeWOM

2.3 Perceived Social Media Power

Power refers to "powerful influence" to change the behavior and attitudes of others. In consumer-brand connectivity, consumer power refers to the ability to negatively impact a brand's business by spreading NeWOM or ending the relationship with the brand. Social media has a lot of power these days. Previous research interaction in social networks is different from other forms of communication [26]. This is due to encourages participation without barriers because it is available to other customers, happens in real time and people can send or read information over the internet.

The Internet creates perceptions of power among users by enhancing participation, managing information, and increasing the impact of responses to digital platforms. The shared opinions and levels of social support available on social media provide consumers with a sense of empowerment. Perceptions of power are often triggered when users believe they have strong social ties and resources. Previous research has we examine the aspect of power in anticipating online behavior. Here, previous research [11] found that social media status influenced consumers' involvement in NeWOM behaviors.

Referring to the previous research demonstrated that perceived social media power has a positive effect on NeWOM [11]. Understanding perceived social media power is crucial for comprehending how consumers decide to engage in negative eWOM behavior, as it is a key determinant of such behavior. Their study found that the effect of perceived social media

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power on NeWOM was more significant than other variables. This research also validated that this NeWOM behavior results from individuals' perceptions of their social media power. Based on previous research, the following hypothesis can be proposed:

H7: Perceived social media power has a positive and significant impact on NeWOM.

2.4 Big Five Personality Traits (B5PT)

Some of contemporary research, along with traditional studies in psychology identify five basic aspects of personality. This theory proof as it developed over the years, and the original theory emerged in 1949. The Big Five traits described by this theory are openness, conscientiousness, extraversion, agreeableness, and neuroticism [27].

Referring to the previous research, empirically supports the idea that Top five personality traits influencing brand avoidance and negative eWOM behavior [23]. The five personality traits, a comprehensive model of personality, are extraversion, conscientiousness, neuroticism, agreeableness, and openness to experience [28]. Each situation has a different effect on consumer feelings and behavior [16, 29]. The data show that most of the Big Five characteristics have a significant impact on brand dissatisfaction and negative eWOM behavior, openness to experience does not have an effect on negative eWOM. According to some previous research, the subsequent hypothesis can be suggested:

H8 : The B5PT strengthen the positive connection between brand hate and negative eWOM behavior.

2.5 Negative Words of Mouth (NeWOM)

Consumer perceptions of the value of online shopping products or services are major determinants of consumer satisfaction. Service value encompasses an overall assessment of the benefits provided by an online shopping service provider. Dissatisfaction with a service provider's product or service significantly contributes to consumer switching intentions and behavior. NeWOM often arises from consumer complaints, which reflect dissatisfaction and influence the extent of NeWOM related to these complaints [30]. NeWOM represents consumer dissatisfaction with a product or service; the greater the dissatisfaction, the more extensive the reviews or comments, including images, word count, and negative emoticons in eWOM [31].

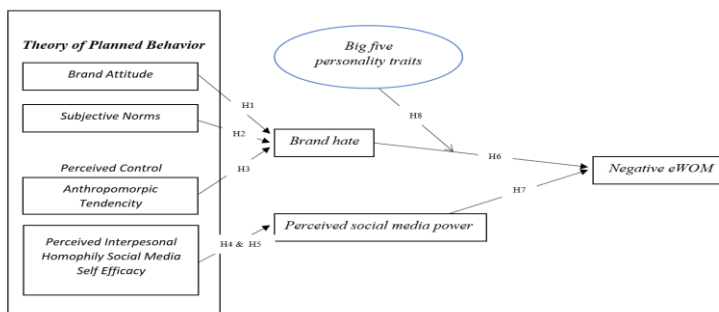


Fig. 2 Framework of Thought

Source : [11,23]

3. Research Methodology

The purpose of this research involves descriptive research. Descriptive research is chosen because the researchers already identify the factors or variables to measure within a subject or field, but the relationships between these factors or variables are not yet understood. In descriptive research, researchers solely describe the characteristics or functions of one or more variables within a specific situation [32]. This research paradigm aligns with positivism because it focuses on observing the observable "surface" without delving into deeper meanings. The positivist paradigm aims for generalization, although aspects such as human behavior cannot always be generalized and may include subjective elements [33].

The theory development approach employed in this research follows the deductive approach. This approach is selected because the goal is to start from a theory or hypothesis and verify it through data collection and analysis. Researchers begin with a general theory & develop specific hypotheses based on this theory. These hypotheses are then tested through data collection and subsequent analysis to determine whether the data supports or refutes the initial theory or hypothesis [34].

This research adopts quantitative research methods, encompassing systematic investigations of social phenomena using statistical or numerical data [35]. The research method used is a survey, which entails gathering information from individuals to describe, compare, or explain their knowledge, attitudes, and behaviors [36]. In this study, questionnaires were distributed online to individual units of analysis who are ZARA consumers in Indonesia and active social media users.

The researchers have minimal involvement in this study, as there is no manipulation or intervention conducted. The research setting is non-contrived, taking place in a natural environment where phenomena typically occur. Data collection follows a cross-sectional method, gathering data within a single period for subsequent processing, analysis, and conclusion drawing [31].

4. Results and Discussion

Table 1. Respondents' characteristics

Description		Percentage
Gender	Male	32%
	Female	68%
Age	16 - 20 Years Old	3%
	21 - 25 Years Old	38%
	26 - 30 Years Old	35%
	>30 Years Old	24%
Work	Students	16%
	Private Employees	31%
	Public Servants	14%
	Self Employed	31%
	Etc.	8%

Table 2. FL, AVE, CA and CR result

Laten	Item Code	FL	VIF	CA	CR	AVE
Brand Attitude	BA1	0.843	1.604	0.765	0.785	0.675
	BA2	0.793	1.673			
	BA3	0.828	1.430			
Subjective Norms	SN1	0.880	2.741	0.888	0.890	0.749
	SN2	0.888	2.806			
	SN3	0.889	2.703			
	SN4	0.802	1.803			
Anthropomorphic Tendency	AP1	0.738	2.772	0.909	0.935	0.645
	AP2	0.862	3.657			
	AP3	0.776	2.946			
	AP4	0.820	2.432			
	AP5	0.841	2.614			
	AP6	0.756	1.882			
	AP7	0.821	2.419			
Social Media Efficacy	SMSE 1	0.844	1.669	0.838	0.840	0.755
	SMSE2	0.887	2.182			
	SMSE3	0.875	2.157			
Homophily	H2	0.800	1.559	0.808	0.824	0.723
	H3	0.851	1.948			
	H4	0.898	2.123			
Brand Hate	BH1	0.900	3.915	0.954	0.956	0.813
	BH2	0.889	3.609			
	BH3	0.862	2.997			
	BH4	0.925	4.737			
	BH5	0.917	4.417			
	BH6	0.916	4.464			
Negative electronic word of mouth	NEWOM1	0.830	1.910	0.883	0.904	0.811
	NEWOM2	0.940	3.904			
	NEWOM3	0.928	3.609			
Extraversion	E1	0.847	1.495	0.712	0.727	0.634
	E2	0.738	1.320			
	E4	0.801	1.448			
Conscientiousness	C2	0.916	1.598	0.767	0.779	0.810
	C4	0.884	1.598			
Neuroticism	N1	0.780	1.719	0.748	0.755	0.564
	N2	0.766	1.552			
	N3	0.729	1.541			
	N4	0.728	1.201			
Agreeableness	A1	0.769	1.340	0.774	0.785	0.592
	A2	0.781	1.635			
	A4	0.751	1.555			
	A5	0.777	1.659			
Openess to experience	OTE2	0.802	1.268	0.718	0.731	0.635
	OTE3	0.758	1.494			
	OTE6	0.830	1.604			

The tools used to test indicators are the factor loadings value and the Average Variance Extracted (AVE) value. An item is considered acceptable if its factor loadings value is greater than or equal to 0.7 [36]. The data has been processed, and the results indicate that item codes A3, A6, C1, C3, C5, E3, E5, H1, OTE1, OTE4, and OTE5 need to be removed

because they do not meet the criteria and are considered invalid. According to the outer loading test results in Table 4.14, all remaining items have an outer loading value greater than 0.7. Therefore, it can be concluded that all research variables have passed the validity test since their outer loading values exceed 0.7. The reliability test assesses the consistency of the variable intervals measured by a number of indicators. The minimum acceptable values for Cronbach's alpha and Composite Reliability (CR) are 0.70 [37] Before testing the structural model hypothesis, it is necessary to check for multicollinearity between variables by examining the Outer Variance Inflated Factor (VIF) value. Lower levels of multicollinearity are preferable. The benchmark for multicollinearity is that the VIF value should be below 5 [37].

Table 3. HTMT

	A	AP	BA	BH	C	E	H	N	NEWOM	OTE	PPOS	SMSE	SN
A													
AP	0.255												
BA	0.108	0.486											
BH	0.306	0.337	0.346										
C	0.345	0.613	0.118	0.611									
E	0.322	0.785	0.429	0.533	0.891								
H	0.147	0.572	0.267	0.368	0.590	0.714							
N	0.215	0.580	0.391	0.328	0.655	0.814	0.437						
NEWOM	0.408	0.552	0.165	0.708	0.713	0.696	0.400	0.570					
OTE	0.196	0.540	0.255	0.615	0.570	0.715	0.503	0.532	0.737				
PPOS	0.196	0.558	0.279	0.398	0.542	0.750	0.683	0.403	0.600	0.605			
SMSE	0.146	0.184	0.421	0.051	0.067	0.367	0.269	0.410	0.052	0.353	0.229		
SN	0.223	0.364	0.217	0.807	0.542	0.548	0.334	0.559	0.673	0.583	0.279	0.101	

HTMT is the ratio of inter-trait correlations to within-trait correlations. HTMT is the mean of all indicator correlations across constructs measuring different constructs (i.e., heterotrait-heteromethod correlations) relative to the (geometric) mean of the average correlations of indicators measuring the same construct. Technically, the HTMT approach is an estimate of the true correlation between two constructs if they were both perfectly measured (i.e., if they were perfectly reliable). This true correlation is also referred to as an attenuated correlation. A high HTMT value approaching 1 indicates a lack of discriminant validity. The threshold criterion is that each construct variable can form its own latent variable if it has a value of less than 0.90. [37].

Table 4. Research Hypothesis Summary

Hypothesis	Path Diagram	Path Coefficient	t-value	p-value	Result
H ₁	Brand Attitude-> Brand Hate	-0.282	5.225	0.000	H ₁ accepted
H ₂	Subjective Norms -> Brand Hate	0.613	13.481	0.000	H ₂ accepted
H ₃	Anthropomorphic Tendency -> Brand Hate	0.238	4.605	0.000	H ₃ accepted
H ₄	Social Media Self-Efficacy -> Perceived Power of Social Media	0.074	1.942	0.027	H ₄ accepted
H ₅	Homophily -> Perceived Power of Social Media	0.543	11.006	0.000	H ₅ accepted
H ₆	Brand Hate -> Negative Electronic Word of Mouth	0.419	7.990	0.000	H ₆ accepted
H ₇	Perceived Power of Social Media -> Negative Electronic Word of Mouth	0.180	4.103	0.000	H ₇ accepted

Hypothesis	Path Diagram	Path Coefficient	t-value	p-value	Result
H _{8a}	Openness to Experience x Brand Hate -> Negative Electronic Word of Mouth	-0.014	0.272	0.393	H _{8a} rejected
H _{8b}	Conscientiousness x Brand Hate -> Negative Electronic Word of Mouth	0.087	1.878	0.031	H _{8b} accepted
H _{8c}	Agreeableness x Brand Hate -> Negative Electronic Word of Mouth	0.065	1.504	0.067	H _{8c} rejected
H _{8d}	Neuroticism x Brand Hate -> Negative Electronic Word of Mouth	-0.094	2.364	0.009	H _{8d} rejected
H _{8e}	Extraversion x Brand Hate -> Negative Electronic Word of Mouth	0.190	3.493	0.000	H _{8e} accepted

1. The Influence of Brand Attitude on Brand Hate

The first hypothesis investigated in this analysis is the effect of Brand Attitude on Brand Hate. The results reveal a path coefficient of -0.282, suggesting a negative relationship. The t-statistic is 5.225, with a P-value of 0.000. Given that the path coefficient is negative, the t-statistic of 5.225 exceeds 1.65, and the P-value of 0.000 is less than 0.05, the hypothesis is confirmed at the 5% significance level (one-tailed). This implies that Brand Attitude significantly and negatively influences Brand Hate.

Referring to the previous research identified that brand image was negatively related to brand hate [11]. Brand attitude was the most influential factor in this study, suggesting that personal brand attitude is associated with stronger negative brand feelings. Previous research [14] has shown that positive brand attitudes can promote consumer promotional behavior and reduce levels of hostility.

2. The Effect of Subjective Norms on Brand Hate

The second hypothesis explored in this study examines the influence of subjective norms on brand hate. The path coefficient is 0.613, signifying a positive correlation. The t-value is 13.481, and the P-value is 0.000. Given that the path coefficient is positive, the t-statistic (13.481) exceeds 1.65, and the P-value (0.000) is below 0.05, the hypothesis is confirmed at the 5% (one-tailed) significance level. This indicates that subjective norms have a significant and positive effect on brand hate.

One of the recent study found that subjective factors have a significant effect on brand hate [11]. This suggests that we support cultural influences and self-regulatory factors that may influence brand aversion. Also, referring to the previous research, the subjective conditions (X2) influence the negative negative variable [15]. The remaining research highlights the importance of examining the role of social factors, particularly cultural influences, to better understand consumer brand decisions and behaviors. Be aware that the expectations of others can be important to your thoughts and beliefs.

3. The Influence of Anthropomorphic Tendency on Brand Hate

The third hypothesis examined in this study explores the impact of Anthropomorphic Tendency on Brand Hate. The findings reveal a path coefficient of 0.238, indicating a positive relationship. The t-statistic is 4.605, and the P-value is 0.000. Since the path coefficient is positive, with a t-statistic of 4.605 surpassing 1.65 and a P-value of 0.000 being

less than 0.05, the hypothesis is confirmed at the 5% significance level (one-tailed). This suggests that Anthropomorphic Tendency has a significant and positive impact on Brand Hate.

Referring to the previous research, similarly found that individual anthropomorphism has a notable effect on brand hate [11]. Contends that consumer-generated brand anthropomorphism can provoke negative emotions [16]. Conversely, view these individual traits as internal control factors that enhance the effect of brand hatred [17].

4. The Effect of Social Media Self-Efficacy on Perceived Power of Social Media

The fourth hypothesis assessed in this study explores the effect of Social Media Self-Efficacy on Perceived Power of Social Media. The results show a path coefficient of 0.074, reflecting a positive impact. The t-statistic is 1.942, and the P-value is 0.027. Given that the path coefficient is positive and the t-statistic (1.942) exceeds the critical value of 1.65 at a 5% significance level, the hypothesis is supported (one-tailed). This indicates that Social Media Self-Efficacy significantly and positively affects Perceived Power of Social Media.

Referring to the previous research, shows that Perceived Social Media Self-Efficacy is a key factor influencing how individuals perceive the power of social media, with a significant effect [11]. Additionally, previous studies define social media efficacy as a person's confidence in their ability to perform desired actions in a social media context [18]. This belief enables individuals to effectively master social media skills, access and share information, and enhance their influence. Furthermore, [19] previous research highlights the importance of increasing control and ownership to create power imbalances [19].

5. The Effect of Interpersonal Homophily on Perceived Power of Social Media

The fifth hypothesis investigated the impact of interpersonal homophily on perceived social media power. The results reveal a coefficient of 0.543, suggesting a positive effect. The t-statistic is 11.006, and the P-value is 0.000. Since the coefficient is positive and the t-statistic (11.006) greatly exceeds the critical value of 1.65 at a 5% significance level, the hypothesis is supported (one-tailed). This confirms that Interpersonal Homophily significantly and positively influences Perceived Power of Social Media.

Referring to the previous research found that interacting with others on social media has a positive impact on social media status [11]. Interpersonal homophily enhances activity and communication online. Additionally, interpersonal homophily, reflecting the social relationship dimension, amplifies the influence of social networks. Moreover, interpersonal homophily acts as a control belief that enhances individuals' perceptions of power and control on social media [20]. The findings indicate that interpersonal homophily significantly affects perceived social media power.

6. The Effect of Brand Hate on NeWOM

The sixth hypothesis examined in this study explores the impact of Brand Hate on NeWOM. The results show a path coefficient of 0.419, indicating a positive effect. The t-statistic is 7.990, and the P-value is 0.000. Given that the path coefficient is positive and the t-statistic (7.990) exceeds the critical value of 1.65 at a 5% significance level (one-tailed), the

hypothesis is accepted. This demonstrates that Brand Hate significantly and positively affects NeWOM.

Referring to the previous research, suggests that brand hate, influenced by various factors, has a positive and significant effect on NeWOM [23]. Their study highlights that brand hate can be hazardous as consumers may use the Internet to spread their negative feelings globally. It also indicates that consumers who experience negative brand behavior may leverage NeWOM to voice their discontent. Additionally, previous research confirm the impact of brand hate on NeWOM [24], and another previous research finds that brand hatred directly influences negative word-of-mouth communication on social media [25].

7. The Effect of Percieved Power of Social Media on NeWOM

The seventh hypothesis tested in this study explores the impact of Perceived Power of Social Media on NeWOM. The results show a path coefficient of 0.180, indicating a positive effect. The t-statistic is 4.103, and the P-value is 0.000. Since the path coefficient is positive and the t-statistic (4.103) exceeds the critical value of 1.65 at a 5% significance level (one-tailed) with a P-value of 0.000 being less than 0.05, the hypothesis is supported. This demonstrates that Perceived Power of Social Media has a significant and positive effect on NeWOM.

Referring to the previous research indicates that Perceived Power of Social Media significantly affects NeWOM [11]. Understanding this perception is crucial for comprehending consumer decision-making and their engagement in NeWOM behavior, as it is a key factor in such actions. The study reveals that the effect of Perceived Social Media Power on NeWOM is stronger than that of other variables. This research confirms that negative eWOM behavior stems from individuals' perceptions of social media power.

8. The Effect of B5PT on Strengthening Brand Hate in NeWOM

The eighth hypothesis investigated in this study assesses how B5PT (Big Five Personality Traits) affects the relationship between Brand Hate and NeWOM. Specifically, this hypothesis examines two personality traits that enhance the positive link between brand hate and NeWOM behavior: Conscientiousness, with a path coefficient of 0.087, and Extraversion, with a path coefficient of 0.190. The t-statistic values are 1.878 with a P-value of 0.031 for Conscientiousness and 3.493 with a P-value of 0.000 for Extraversion. Since the path coefficients and t-statistic values meet the criteria (positive and exceeding 1.65, with P-values less than 0.05), the hypotheses are accepted at the 5% significance level (one-tailed). This suggests that Conscientiousness and Extraversion significantly and positively influence the strengthening of Brand Hate in NeWOM.

Previous research empirically supports the idea that B5PT impacts Brand Hate and negative eWOM behavior [23]. The B5PT model, which includes five personality traits—Extraversion, Conscientiousness, Neuroticism, Agreeableness, and Openness to Experience—is known for its comprehensive approach to emotions and consumer behavior [28]. However, different studies [22, 29] show varying relationships. Data indicate that each of the Big Five traits affects NeWOM and Brand Hate significantly, except for Openness to Experience, which does not influence NeWOM.

Overall Discussion

From the results of the discussion previously described, the overall findings of the research reveal that based on descriptive analysis, respondents' evaluations illustrate if Social Media Self-Efficacy falls within the 'very good' category, while Brand Attitude, Anthropomorphic Tendency, Homophily, and Perceived Power of Social Media are categorized as 'high'. In contrast, Subjective Norms, Brand Hate, Conscientiousness, Extraversion, and NeWOM are rated as 'satisfactory'.

Among the variables studied, TPB: Subjective Norms exhibits the greatest influence on Brand Hate. The second most impactful relationship is Homophile on Perceived Power of Social Media. All eight hypotheses tested are supported as each resulted in a $p\text{-value} > 0.05$. Specifically, the hypothesis regarding Brand Attitude demonstrates a negative and relevant consequence on Brand Hate, confirming its acceptance.

Furthermore, the hypothesis testing Subjective Norms shows a positive and relevant effect on Brand Hate, also accepted. Similarly, the evaluation of Anthropomorphic Tendency confirms its positive and significant impact on Brand Hate, leading to the acceptance of the hypothesis. Similarly, the assessment of Social Media Self-Efficacy shows a positive and significant effect on Perceived Power of Social Media, resulting in the acceptance of the hypothesis. Furthermore, the examination of Interpersonal Homophily reveals a positive and significant influence on Perceived Power of Social Media, and thus, the hypothesis is accepted. Additionally, testing the Brand Hate hypothesis reveals a positive and significant effect on NeWOM, with the hypothesis accepted. Testing the Perceived Power of Social Media hypothesis shows a positive and significant impact on NeWOM, also accepted.

Moderated testing on the B5PT variables, Conscientiousness and Extraversion, indicates that these traits strengthen the positive and significant relationship between Brand Hate and NeWOM. Conversely, the B5PT Openness to Experience, Agreeableness, and Neuroticism do not contribute to strengthening Brand Hate against NeWOM and thus are not significant."

This version aims to clarify the findings while maintaining the original meaning and structure as much as possible.

5. Conclusion

Based on the research findings examining the impact of Brand Hate and Perceived Social Media Power using the Theory of Planned Behavior approach on NeWOM regarding Brand Zara Indonesia, along with the moderating role of B5PT discussed in the previous chapter, conclusions can be drawn that address the research questions as follows:

1. According to descriptive analysis, respondents rate Social Media Self-Efficacy as 'Very good', and Brand Attitude, Homophile, Anthropomorphic Tendency, Perceived Power of Social Media, and the B5PT (Extraversion, Agreeableness, Openness to Experience) as 'Good'. Subjective Norms, Brand Hate, NeWOM, and the B5PT (Conscientiousness, Neuroticism) are considered 'good enough'.
 2. Based on the results of hypothesis testing, Brand Attitude has a negative and significant effect on Brand Hate because the Zara brand is widely recognized by the public
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and is considered 'Good'. So that the level of hatred for the Zara brand is in the moderate category which can be considered 'Not High.'

3. Based on the results of hypothesis testing Subjective Norms have a positive and significant effect on Brand hate. If subjective norms or social pressure around consumers lead to a negative view of Zara, then this can lead to an increase in hatred for the Zara brand among consumers. This highlights the significance of social influence in shaping consumer perceptions and attitudes toward a brand.

4. The hypothesis testing reveals that Anthropomorphic Tendency positively and significantly affects Brand Hate. This means that consumers perceive Zara as having human-like traits, and when these traits are viewed negatively, it increases hatred towards the Zara brand. This indicates that anthropomorphic perceptions can intensify negative emotional reactions towards brands.

5. The results also show that Social Media Self-Efficacy positively and significantly impacts the Perceived Power of Social Media. Greater confidence and skill in using social media enhance consumers' views of its effectiveness and influence, underlining the role of self-efficacy in shaping how consumers perceive social media's impact on their lives.

6. Interpersonal Homophile, according to the hypothesis testing, has a positive and significant effect on the Perceived Power of Social Media. This means that when individuals in a social network share common traits, it strengthens their perception of social media's power and influence. This implies that similarities among individuals within a social network can boost confidence in social media's potential and impact on shaping opinions and behavior.

7. The findings also indicate that Brand Hate has a positive and significant effect on NeWOM. This suggests that an increase in disdain for a brand makes consumers more likely to spread negative reviews or comments about the brand online.

8. The Perceived Power of Social Media is shown to positively and significantly affect NeWOM. This means that when consumers view social media as having significant power and influence, they are more likely to use it to spread negative opinions about a brand. This underscores that seeing social media as a powerful tool can lead consumers to voice their dissatisfaction or antipathy towards a brand more openly on online platforms.

Lastly, the Big Five Personality Traits, specifically conscientiousness"and extraversion, positively and significantly reinforce the link between Brand Hate and NeWOM. Individuals with high levels of these traits are more likely to amplify the connection between brand hatred and the spread of negative comments about the brand on social media and other online platforms. This suggests that certain personality traits can influence how much brand hatred translates into concrete actions online.

Table 4. Statements Items

Variable	Items
Brand Attitude (BA) [38].	BA 1 "The brand is favorable" BA 2 "The brand gives me a good feeling " BA 3 "The brand is desirable"
Subjective Norms (SN) [9].	SN1 "People who are important to me think that I should hate brand X"

Variable	Items
	SN2 "People who influence my buying behavior think that I should hate brand X" SN3 "Society thinks I should hate brand X" SN4 "People that are important to me, think it is ok that I hate brand X"
Anthropomorphic tendency (AP) [39].	AP1 "An interaction with Electroselect looks like an interaction with a human being" AP2 "Electroselect functions as a human being" AP3 "While using Electroselect, I had an impression I interacted with human a being" AP4 "While using Electroselect, I had an impression that Electroselect had a personality" AP5 "While using Electroselect, I felt human warmth" AP6 "While using Electroselect, I had an impression that Electroselect is sociable to some degree" AP8 "While using Electroselect, I experienced a bit of human tenderness" AP9 "While interacting with Electroselect, I thought about Electroselect a bit like it was a human being"
Social media self-efficacy (SMSE) [9].	SMSE 1 "I feel comfortable using social media on my own" SMSE 2 "I can easily operate social media on my own" SMSE 3 "I feel comfortable using social media even if there is no one around me to tell me how to use it"
Homophily (H) [9].	H1 "Think your contacts on social media" H2 "Think like me" H3 "Behave like me" H4 "Are like me"
Perceived power on social media (PPOSIM) [9].	PPOSIM1 "I have a great deal of power" PPOSIM2 "I am able to get my way when expressing my opinion on the post" PPOSIM3 "I can get people commenting on the post to say what I want"
Big-Five Personality Traits : Extraversion (E) [21].	E1 "Sometimes I don't stand up for my rights as I should" E2 "I have a laid-back style in work and play" E3 "I act forcefully and energetically" E4 "I like loud music" E5 "I have felt overpowering joy"
Big-Five Personality Traits : Conscientiousness (C) [21].	C1 "I'm known for my common sense" C2 "I sometimes act thoughtlessly" C3 "I have good judgment" C4 "I have many skills" C5 "I'm not a very orderly or methodical person" C6 "I'm picky about how jobs should be done" C7 "I ignore a lot of silly little rules" C8 "I follow my ethical principles strictly" C9 "I'm not very ambitious"
Big-Five Personality Traits : Neuroticism (N) [21].	N1 I seldom feel nervous. N2 "When I'm around people, I worry that I'll make a fool of myself" N3 "I often feel that I am not as good as others" N4 "I feel awkward around people" N5 "It doesn't bother me too much if I can't get what I want"
Big-Five Personality Traits : Agreeableness (A) [21].	A1 "Often, people aren't as nice as they seem to be" A2 "I'm easy-going when it comes to dealing with people" A3 "I sometimes get into arguments"

Variable	Items
	A4 “I’m not a show-off “ A5 “When making laws and social policies, we need to think about who might be hurt” A6 “Human need is more important than economics”
Big-Five Personality Traits : Openness to experience (OTE) [21].	OTE 1 “I’m always in control of myself” OTE 2 “I like the old-fashioned methods I’m used to” OTE 3 “I believe variety is the spice of life” OTE 4 “Our ideas of right and wrong may not be right for everyone in the world” OTE 5 “I believe that it’s better to stick to your own principles than to be open-minded” OTE 6 “People should honor traditional values, not question them”
Brand hate (BH) [9].	BH1 “I’m disgusted by brand X” BH2 “I do not tolerate brand X and its company” BH3 “The world would be a better place without brand X” BH4 “I’m totally angry about brand X” BH5 “I hate brand X” BH6 “Brand X is awful”
Negative eWOM (NEWOM) [9].	NEWOM 1 “I speak of this brand on social media much more frequently than about any other brand” NEWOM 2 “I mostly say negative things about this brand on social media” NEWOM 3 “I have spoken unflatteringly of this brand on social media”

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