The influence of symbolic incongruity and religious animosity on negative e-word of mouth with brand hate as a mediating variable on starbucks brand: Pro-Israel and LGBTQIA2+ Issues

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Abstract

This study examines the factors influencing symbolic incongruity and religious animosity towards negative e-word of mouth through brand hate towards the Starbucks Brand. The research conducted is a causal associative study using a purposive sampling technique. Data were collected through questionnaires from 219 respondents who knew Starbucks in Indonesia. Structural Equation Modeling (SEM) was used to identify the relationship between symbolic incongruity and religious animosity that can affect negative e-word of mouth towards the Starbucks Brand mediated by brand hate. The results of the study indicate that in the five hypothesis tests that have been carried out, it can be said that all relationships between variables, namely symbolic incongruity and religious animosity, have a significant effect and also have a positive effect on negative e-word of mouth with brand hate as a mediating variable. This research can contribute to the role of consumers as parties who make changes because it remembers the importance of understanding consumer perceptions and attitudes, which can influence market dynamics and encourage sustainable economic growth so that a company can manage its strategy well.

Keywords: Symbolic incongruity, religious animosity, Brand hate, Negative e-word of mouth

Abstrak

Penelitian ini mengkaji faktor-faktor yang mempengaruhi ketidaksesuaian simbolik dan permusuhan keagamaan terhadap mulut ke mulut elektronik negatif melalui kebencian merek terhadap Merek Starbucks. Penelitian yang dilakukan adalah penelitian asosiatif kausal dengan menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner dari 219 responden yang mengenal Starbucks di Indonesia. Structural Equation Modeling (SEM) digunakan untuk mengidentifikasi pengukuran seperti hubungan antara ketidaksesuaian simbolik dan permusuhan agama yang dapat mempengaruhi mulut ke mulut elektronik negatif terhadap Merek Starbucks yang dimediasi oleh kebencian merek. Hasil penelitian menunjukkan bahwa dalam kelima uji hipotesis yang telah dilakukan dapat dikatakan bahwa semua hubungan antar variabel yaitu ketidaksesuaian simbolik dan permusuhan agama berpengaruh signifikan dan juga berpengaruh positif terhadap mulut ke mulut elektronik negatif dengan kebencian merek sebagai variabel mediasi. Penelitian ini dapat memberikan kontribusi terhadap peran konsumen sebagai pihak yang melakukan perubahan karena mengingat pentingnya memahami persepsi dan sikap konsumen yang dapat memberikan pengaruh pada dinamika pasar dan mendorong pertumbuhan ekonomi yang berkelanjutan sehingga suatu perusahaan dapat mengelola strategi dengan baik.

Kata kunci: Ketidaksesuaian simbolik, Permusuhan keagamaan, Kebencian merek, *Negative e-word of mouth*

1. Introduction

Two phenomena that are currently occurring in the international environment are social deviation with the rise of Lesbian, Gay, Bisexual, Transgender, Queer, Intersex, Asexual and Two Spirits (LGBTQIA2+) and the humanitarian crisis in Palestine. The LGBTQIA2+ phenomenon has been a hot topic until now which can cause pros and cons debates in various parts of the world. More than 30 countries around the world have legalized same-sex marriage (Zia, 2024). This deviant behavior has received strong rejection from the wider community and countries that adhere to religious values. On the other hand, there is a humanitarian crisis in Palestine which is in the spotlight throughout the world. On October 7, 2023, Hamas suddenly attacked the city of Tel Aviv, Israel which was the reason Israel attacked all of Gaza (Kulsum, 2023). South Africa filed a lawsuit against Israel on December 29, 2023 for violating the 1948 Convention (Priambada, 2024). Israeli attacks on Palestinians have claimed at least 23,357 lives as of January 10, 2024 or 95 days since the outbreak of the conflict (Priambada, 2024). The average number of Palestinian fatalities is women and children with around 70% or 16,350 deaths (Priambada, 2024).

Public hatred and rejection have emerged towards several companies that have been proven to provide support for the humanitarian crisis in Palestine and LGBTQIA2+. One of them is Starbucks, the world's largest global coffee company from the United States headquartered in Seattle, Washington, which is also suspected of providing support for Pro Israel and LGBTQIA2+. Starbucks is accused of supporting Israel in the Palestine-Israel conflict. In October 2023, Starbucks allegedly filed a lawsuit against its union called Starbucks Workers United after a controversial post from its Pro-Palestine union (Revell, 2023). Starbucks Workers United uploaded a tweet on the social media platform 'X' with the caption "Solidarity with Palestine!" on October 7, 2023, which quoted a tweet containing a photo of a Hamas bulldozer seen tearing down a fence on the Gaza Strip border while attacking Israel (Revell, 2023). However, the tweet was deleted shortly thereafter.

Starbucks Executive Vice President and Chief Partner Officer Sara Kelly said that the pro-Palestinian union post negatively impacted the company and its workers (Revell, 2023). Starbucks' Seattle headquarters filed a lawsuit in the Southern District of Iowa, alleging that the Starbucks Union there posted the post (Durbin, 2023). Starbucks filed a lawsuit over the use of the company's name and symbol to identify itself, arguing that the violation of its union's intellectual property rights could damage its reputation and efforts to distinguish itself from the union (Revell, 2023). Offline or online, activists have urged consumers both offline and online to boycott or discontinue brands such as Starbucks that are seen as supporting Israel's ongoing military offensive in Gaza, Palestine. The product boycott action is supported by the Boycott, Divestment, Sanctions (BDS) Movement, a Palestinian-led movement for freedom, justice, and equality that seeks to provide international pressure to end Israel's actions against Palestine and to demonstrate that humanitarian issues are a central issue in this movement. As a result, by November 2023, Starbucks' market capitalization had plunged by nearly $12 billion (Rp. 187.8 trillion) with alleged weakening consumer

demand, a strike on 'Red Cup Day', and a public dispute with the union representing other workers in the conflict (Thaler, 2023).

In addition, Starbucks is also controversial because it recognizes and celebrates to support all communities including the LGBTQIA2+ community throughout the year (Peiper, 2024). ince 1988, Starbucks has supported this community by providing comprehensive health benefits including covering same-sex households (Peiper, 2024). LGBTQIA2+ behavior is a social deviation because no religion can justify such behavior. With this action, consumers assume that the Starbucks Company can damage the cultural values and image of a religion. Until now, the boycott action has been successful with the Boycott, Divestment, and Sanctions (BDS) movement and the use of the hashtag #boycottstarbucks on social media platforms that can tarnish the company's image (Gusnadi et al., 2024).

Symbolic incongruity occurs when consumers perceive the meaning of a brand as inconsistent with their identity (Faza et al., 2022; Lee et al., 2009). So customers will avoid these products and services if they do not match their self-image or identity. In this context, Starbucks is currently involved in a controversial issue that is suspected of supporting Israel because it demands its union and supports the LGBTQIA2+ community which is very contrary to religious and social values. This can cause discomfort, hatred, and personality inconsistency for consumers and the wider community who oppose it. Islam et al., (2019) also explained that customers must be careful to protect their self-image by avoiding certain brands.

Currently, there is a widespread boycott action carried out by the wider community against the Starbucks Company with the Boycott, Divestment, and Sanctions (BDS) Movement. Starbucks with pro-Israel issues and LGBTQIA2+ support is the cause of religious sentiment that can influence negative consumer perceptions. Factors that can cause boycotts from religious communities are the misuse of religious things such as symbols (Salma & Aji, 2023). A similar thing also happened in the case study of Faza et al., (2022), where one of the leading brands, Unilever, has a close relationship with Israel which can cause anger through the brand.

Bad feelings towards a brand are considered brand hate, which is described as a mental condition in which consumers develop very unpleasant feelings and hatred towards a brand, which is expressed through their anti-brand practices (Rahi et al., 2021). The psychological condition of consumers that arises as a result of deep negative emotional feelings and indifference through brands that behave badly, which causes consumers to experience negative and painful experiences, both individually and in groups, can be interpreted as brand hate (Walter et al., 2023; Zhang & Laroche, 2020). Related to the issue of support for the LGBTQIA2+ community and the company's pro-Israel stance, this has triggered hatred towards groups that oppose these rights. Consumers who hate the Starbucks Brand will avoid buying their products. This feeling of hatred towards the brand not only affects consumer perceptions but can also affect Starbucks' sales and reputation.

Consumers who have strong feelings of hatred or betrayal towards a brand will then cause consumer hatred, causing consumers to spread negative news through social media (Sharma et al., 2022). In the online context, this behavior is shown by consumers complaining about the brand to friends or family and spreading negative opinions through social media or websites (Kashif et al., 2021). The speed of the spread of negative e-word of mouth can allow for a two-way exchange of information between the communicator and the recipient (Martiyanti, 2023). So, negative e-word of mouth can reduce consumer intention to buy and damage customer loyalty to Starbucks products, which ultimately affects the company's revenue.

This study aims to provide an understanding of consumer behavior that contains symbolic incongruity and religious animosity which can shape perceptions and emotional reactions that can cause negative e-word of mouth through brand hate towards the Starbucks Brand regarding the Pro Israel and LGBTQIA2+ issues. Therefore, Starbucks must manage its good image and reputation by understanding that symbolic incongruity and religious animosity among consumers can cause hatred towards the brand. This will avoid the risk of negative e-word of mouth which can damage customer loyalty and company revenue.

2. Literature Review

Symbolic Incongruity
When a brand is considered inconsistent with a consumer's self-image, this concept is referred to as symbolic incongruity (Hashim & Kasana, 2019). Symbolic incongruity is a phase when there is a low fit between the ideal self-image and the actual self-image (Islam et al., 2019). Consumers will buy brands that have a self-image that matches their self-concept or brands that can provide meaning to their respective lives (Rahi et al., 2021). Trust is also a determining factor for consumers when assessing their adjustment to a brand. Barkah & Nabila (2021) stated that trust is a human characteristic based on determining each person's personality traits.

Lack of reliability in a brand's identity can make consumers hesitate to align themselves with the brand (Faza et al., 2022). Intentionally, the brand's strategy makes the brand irrelevant to consumers, thereby increasing their dislike of the brand (Faza et al., 2022). Consumers tend to make purchases with a positive brand image (Juniwati & Maghribi, 2022). The existence of symbolic incongruity in a company's brand will harm all of the brand's products, resulting in people not wanting to buy products from brands with an uncertain market image (Islam et al., 2019). Symbolic incongruity is a fundamental reason for predicting hatred toward a brand because symbolic incongruity can greatly influence it (Hegner et al., 2017; Kesse et al., 2021).

H1: Symbolic incongruity has a significant and positive effect on brand hate.

Religious Animosity
Religious animosity is a form of hostility that can be formed by the identity of a religious adherent and also influences an individual's motives for boycotting (Faza et al., 2022; Sari et al., 2017). Religious animosity can be called a hostile response that influences

identity as a religious adherent and shapes an individual's attitude towards boycotting (Faza et al., 2022; Sari et al., 2017). Religion is very important because it can direct an individual's overall behavior, such as perceptions and attitudes (Aji, 2017; Salma & Aji, 2023). A brand that is involved in a religious controversy and is associated with a particular religion will cause hatred towards the brand, and this can trigger a boycott of the brand.

Faza et al. (2022) said that consumers who boycott can take action to express their hostility towards the brand by provoking, blocking, or punishing the brand. Consumers who feel that a company supports values that conflict with their religious beliefs will feel hatred that deepens their dissatisfaction with the brand. This feeling of hatred not only affects their purchasing decisions but also encourages them to spread negative information about the brand through social media. This behavior also aims to pressure companies not to take actions or policies that they consider unethical (Faza et al., 2022; Hong & Li, 2021; Song, 2020) that can damage their brand image.

H2: Religious animosity has a significant and positive effect on brand hate.

Brand Hate
According to Kucuk (2019), brand hate can be interpreted as an attitude of indifference and consumer reluctance towards a brand and its value system as a reaction to the ongoing injustice of a brand that leads to deep negative consumer emotions. Brand hate is conceptualized as an emotional response that includes anger, sadness, and fear (Zhang & Laroche, 2020). Bryson et al. (2021) said that brand hate is more than just a momentary emotional response but provides a long-term negative affective attitude and can be triggered by one or more emotional parts of brand hate.

Brand hate occurs when consumers experience dissatisfaction after using a product or having an unpleasant interaction with a brand (Rahimah et al., 2023). Sharma et al. (2022) stated that it is only natural that social media provides opportunities to empower its users and can directly influence consumer attitudes to engage in negative e-word of mouth towards brand hate. When people hate a brand, they avoid engaging with the brand because of negative word of mouth and stop by boycotting the brand (Sameeni et al., 2024).

H3: Brand hate has a significant and positive effect on negative e-word of mouth.

Negative e-Word of Mouth
Negative e-word of mouth is the behavior of people who share their negative feelings and experiences with friends, family, or others online to provide information about brand behavior that is closely related to brand hatred (Rahimah et al., 2023). According to Jain & Sharma (2019), when consumers feel betrayed by a brand, hatred will arise which can make consumers intend to spread negative news through social media platforms. Pebrianti et al. (2020) said that word of mouth is the most powerful media in communicating products so marketing messages are good and effective because customers can make purchasing decisions.

Dos Santos et al. (2023) said that negative e-word of mouth can harm a brand because of its widespread distribution, which limits the company's opportunities to recover customers and overcome customer dissatisfaction. Negative word of mouth generates negative brand interconnections that can connect unpleasant information about a brand as perceived by consumers and reflect consumers' feelings about the relationship between themselves and the brand (Demiray & Burnaz, 2019; Rodrigues et al., 2021). Negative e-word of mouth spreads more easily and has been proven in today's digital era to be a sensitive point that can damage brands and affect customers (Pinto & Brandão, 2021).

H4: Symbolic incongruity has a significant and positive effect on negative e-word of mouth through brand hate.
H5: Religious animosity has a significant and positive effect on negative e-word of mouth through brand hate.

3. Research Method

The research conducted based on the level of explanation is associative causal. The questionnaire is a sample collection method that is considered to meet the criteria. The questionnaire distributed uses a Likert Scale of 1 to 5, with the following categories: Strongly Agree (5); Agree (4); Neutral (3); Disagree (2); and Strongly Disagree (1). Then, the questionnaire distributed in this study includes questions regarding the identity, characteristics, and perspectives of respondents on the survey topic. This questionnaire consists of 7 questions regarding the characteristics of respondents and 19 questions regarding the community's perspective on the Starbucks Company. The population of this study is people who already know and are familiar with Starbucks Coffee Shop. Researchers can collect samples in this study with a total of 219 respondents, in this case, Hair et al. (2021) argue that the sample range used with the recommended minimum is around 100-300 in estimating SEM parameters.
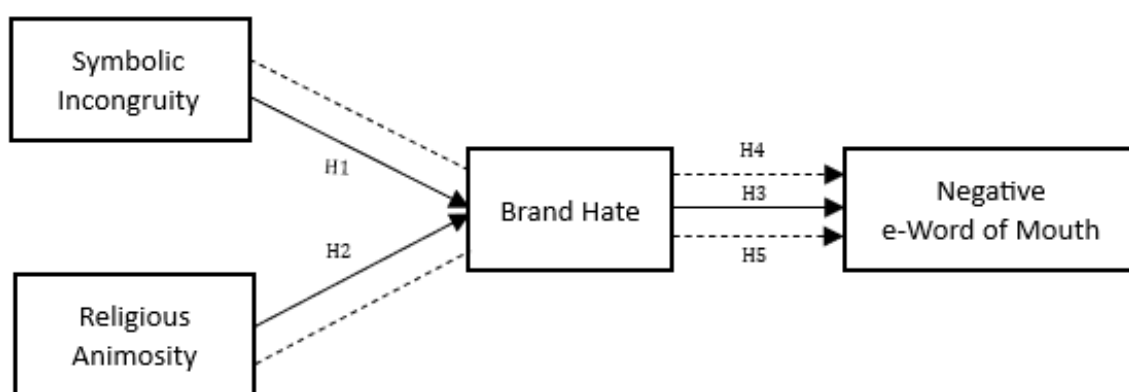

Figure 1. Research Model

Sampling was carried out using purposive sampling. Required characteristics: 1) Respondents are at least 17 years old and domiciled in Indonesia; 2) Knowing information about Starbucks that tends to side with LGBTQIA2+ and Pro Israel; 3) Having access and habits of using digital platforms; 4) Having given negative

comments about Starbucks on social media through digital platforms. Data analysis techniques are assisted by Smart PLS Ver. 4 Software using SEM (Structural Equation Modeling). Based on the research construct built from previous studies, the research model and research measurement scale can be stated in the following Figure 1and Table 1.

Table 1. Variable Measurement

Variable	Statement	Source
Symbolic Incongruity (SI)	1. 'Starbucks' doesn't represent who I am. 2. 'Starbucks' doesn't reflect who I am. 3. I don't feel like 'Starbucks' fits my characteristic. 4. I'd rather not to be noticed with 'Starbucks' 5. 'Starbucks' represents the type of person I refuse to be.	(Faza et al., 2022; Hashim & Kasana, 2019; Hegner et al., 2017; Rodrigues et al., 2021))
Religious Animosity (RA)	1. A feeling of anger arose within me when I learned of 'Starbucks' siding with Israel's military aggression against Palestine. 2. Starbucks' siding with Israel's aggression against Palestine made me feel even more distant from 'Starbucks'. 3. 'Starbucks' support for Israel's aggression against Palestine is inappropriate, in my opinion. 4. In my opinion, 'Starbucks' support for Israel's aggression against Palestine is wrong and contrary to humanitarian values. 5. In my opinion, it is only natural for a Muslim not to condone 'Starbucks' actions in supporting Israel's aggression against Palestine.	(Faza et al., 2022; Roswinanto & Suwanda, 2021)
Brand Hate (BH)	1. I feel angry or upset towards 'Starbucks'. 2. I have a deep hatred towards 'Starbucks'. 3. I feel disappointed towards 'Starbucks'. 4. I refuse to consume or buy food and drinks offered by 'Starbucks'.	(Hidayat, 2024)
Negative e-Word of Mouth (NeWOM)	1. I also share negative information or comments about 'Starbucks' to others. 2. I try to persuade many people to avoid buying and consuming food and drinks from 'Starbucks'. 3. I show a rejection attitude towards 'Starbucks' when talking to my friends. 4. I advise my friends not to buy and consume food and drinks from 'Starbucks' when they want to enjoy the coffee shop menu. 5. I often share my negative feelings about 'Starbucks' with my friends.	(Hegner et al., 2017; Kashif et al., 2021; Martiyanti, 2023; Rodrigues et al., 2021)

4. Results and Discussion

4.1. Results

Respondent Characteristics

The respondent profile analysis in this survey is based on the following demographics.

Table 2. Respondent Characteristics

Category	Item	f	%
Age	17 – 20 years	25	11,4
	21 – 30 years	165	75,3
	31 – 40 years	25	11,4
	41 – 50 years	3	1,4
	> 50 years	1	0,5
Gender	Male	60	27,4
	Female	159	72,6
Last Education	Elementary School	1	0,5
	Junior High School	2	0,9
	Senior High School	136	62,1
	D1/D2/D3/D4	16	7,3
	Bachelor Degree	64	28,3
	Master Degree	2	0,9
Job	Student	6	2,7
	College Student	143	65,3
	Civil Servant	8	3,7
	Police/Military	1	0,5
	Businessman/Businesswoman	12	5,5
	BUMN	2	0,9
	Private Sector Employee	29	13,2
	Unemployed	16	7,3
	Others	2	1
Monthly income (for those who are already working)	< Rp 3.000.000	38	17,4
	Rp 3.000.000 – Rp 5.000.000	24	11
	> Rp 5.000.000 – Rp 8.000.000	17	7,8
	> Rp 8.000.000 – Rp 10.000.000	8	3,7
	> Rp 10.000.000	2	0,9
	Unemployed	130	59,4
Monthly pocket money (for those who have not worked)	< Rp 1.000.000	64	29,2
	Rp 1.000.000 – Rp 1.500.000	45	20,5
	> Rp 1.500.000 – Rp 2.000.000	39	17,8
	> Rp 2.000.000 – Rp 2.500.000	16	7,3
	> Rp 2.500.000	9	4,1
	Employed	46	21
Resident	Sumatra	10	4,6
	Jabotabek (Jakarta, Bogor, Bekasi)	30	13,7
	Jawa	34	15,5
	Kalimantan	138	63
	Sulawesi	2	0,9
	Maluku	1	0,5
	Irian Jaya	0	0
	Bali	3	1,4
	Nusa Tenggara	1	0,5
	Total	219	100

Convergent Validity

The results of convergent validity in Table 3, the indicators for each variable have met the criteria to be considered valid. According to Hair et al. (2024), the standardization of outer loading indicators produced by PLS-SEM must be 0.7 or more. Meanwhile, the valid value on AVE is 0.50 or more. All correlations between indicators and variables on the outer loading value have been more than 0.7 and the AVE value has been more than 0.50, so it has been indicated valid and can measure the structure consistently in all models built.

Table 3. Convergent Validity

Correlation Between Indicators and Variables	Outer Loading	AVE	Description/ Result
SI1 ← Symbolic Incongruity	0.768		Valid
SI2 ← Symbolic Incongruity	0.849		Valid
SI3 ← Symbolic Incongruity	0.829	0.737	Valid
SI4 ← Symbolic Incongruity	0.830		Valid
SI5 ← Symbolic Incongruity	0.824		Valid
RA1 ← Religious Animosity	0.815		Valid
RA2 ← Religious Animosity	0.811		Valid
RA3 ← Religious Animosity	0.832	0.753	Valid
RA4 ← Religious Animosity	0.812		Valid
RA5 ← Religious Animosity	0.747		Valid
BH1 ← Brand Hate	0.894		Valid
BH2 ← Brand Hate	0.859	0.647	Valid
BH3 ← Brand Hate	0.821		Valid
BH4 ← Brand Hate	0.857		Valid
NeWOM1 ← Negative e-Word of Mouth	0.838		Valid
NeWOM2 ← Negative e-Word of Mouth	0.894		Valid
NeWOM3 ← Negative e-Word of Mouth	0.877	0.673	Valid
NeWOM4 ← Negative e-Word of Mouth	0.851		Valid
NeWOM5 ← Negative e-Word of Mouth	0.879		Valid

Discriminant Validity

The discriminant validity test has been met or can be accepted if the cross-loading on each item of the variable statement correlates more strongly with its variable and correlates less with other variables. As stated by Hair et al. (2024) in their research on the Fornell-Larcker criteria, it is shown that the square root of AVE for each construct must exceed the highest inter-construct correlation.

Table 4. Discriminant Validity Fornell Larcker

	BH	NeWOM	RA	SI
BH	0.858			
NeWOM	0.772	0.868		
RA	0.758	0.614	0.804	
SI	0.723	0.609	0.753	0.820

Reliability

Composite reliability is the upper limit and Cronbach's alpha is the lower limit applied to evaluate the internal consistency of the construct. In general, the composite reliability value should exceed 0.7, while Cronbach's alpha should be greater than 0.6. As shown in the data results in Table 5, the composite reliability value exceeds 0.7, and Cronbach's alpha exceeds 0.6, which is by the criteria.

Table 5. Cronbach's Alpha and Composite Reliability

Variable	Cronbach's alpha	Composite reliability
Brand Hate	0.880	0.918
Negative e-Word of Mouth	0.918	0.939
Religious Animosity	0.863	0.901
Symbolic Incongruity	0.879	0.911

R Square

The R Square value criteria are from 0 to 1 and if the resulting value is close to 1, the model fit will be better with the results of exogenous variables having a strong influence on endogenous variables. According to Hair et al. (2024) the measurement of the R-square value of 0.75 refers to strong, 0.50 refers to moderate, and 0.25 refers to weak. The data results in Table 6. show that brand hate appears to be influenced by exogenous variables by 0.628 (62.8%) and the adjusted R-Square value changes to 0.625 (62.5%) after considering the complexity model. Negative e-word of mouth is influenced by exogenous variables by 0.596 (59.6%) and the adjusted R-Square value is 0.595 (59.5%) after taking into account the complex model. These figures prove that both endogenous variables show their influence in the moderate class.

Table 6. R Square Value

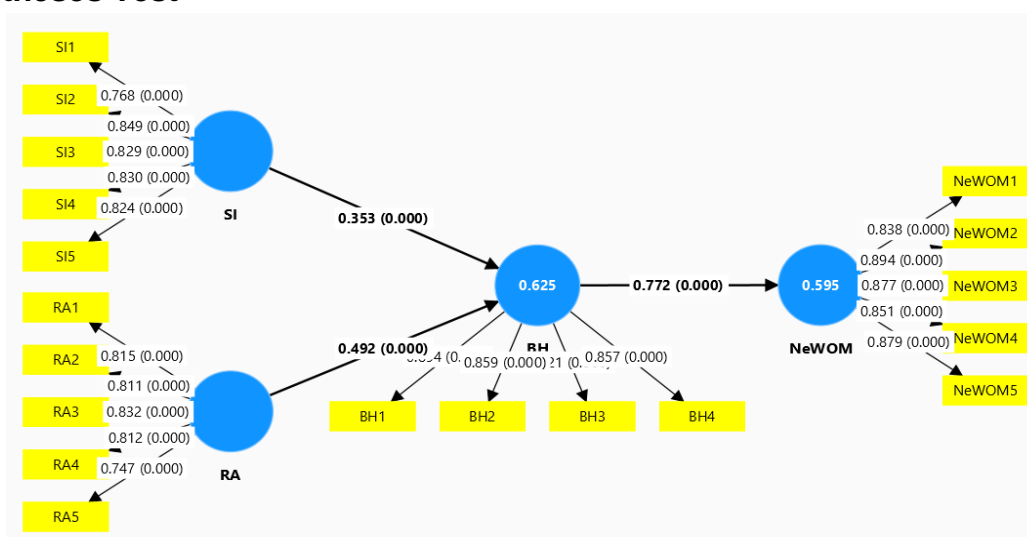| Endogenous Variables	R-square	R-square adjusted
Brand Hate	0.628	0.625
Negative e-Word of Mouth	0.596	0.595

Hypotheses Test

Figure 2. Bootstrapping Model Results

At this stage, SEM-PLS analysis was carried out using the bootstrapping method to produce the following diagram model (Figure 2).

Table 7. Hypotheses Test Results

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values	Description
SI → BH	0.353	0.356	0.088	4.036	0.000	positive significant
RA → BH	0.492	0.491	0.086	5.724	0.000	positive significant
BH → NeWOM	0.772	0.773	0.043	18.166	0.000	positive significant
SI → BH → NeWOM	0.273	0.275	0.070	3.902	0.000	positive significant
RA → BH → NeWOM	0.380	0.380	0.074	5.147	0.000	positive significant

In this case, the researcher conducted a test using the bootstrapping method on the sample intended to test the relationship between variables written in the hypothesis. The test was conducted using a two-tailed test with a significance value of p-value less than 0.05 (p <0.05) and a t-value above 1.96. Figure 2. and Table 7. show that all relationships of each variable influence each other by having a statistical t-value above 1.96 and a p-value of less than 0.05. Table 7. shows the results of the overall picture of the relationship between variables in 5 hypotheses. Thus, all hypotheses can be stated to have been proven significant and positive.

4.2. Discussion

Symbolic Incongruity and Brand Hate

The first hypothesis can be accepted with symbolic incongruity having a significant positive effect on brand hate. Respondents' assessment of symbolic incongruity in themselves as shown in the average value of 4.29 is very high, indicating that respondents generally stated that Starbucks did not reflect them. The results of this study obtained from previous studies stating that symbolic incongruity has a significant and positive effect on brand hate (Abbasi et al., 2023; Ghifaari & Haryanto, 2022; Hashim & Kasana, 2019; Islam et al., 2019; Rodrigues et al., 2021). In the case of Starbucks, which is currently involved in a controversial issue, consumers who do not align with the position feel that Starbucks is not in line with their values or self-concept, resulting in discomfort that develops into hatred of the Starbucks brand.

Religious Animosity and Brand Hate

The second hypothesis shows a significant relationship and also a positive relationship that must be accepted between religious animosity and brand hate. Respondents' assessment of religious animosity in themselves, which is indicated by an average value of 4.50 which is a very high value, has shown that respondents generally expressed feelings of anger when they learned of Starbucks' support for Israel's military aggression against Palestine. The respondents' assessment encourages a sense of religious animosity towards the Starbucks brand. This can be supported by

previous research which can be stated that religious animosity has a significant and positive correlation with brand hate (Faza et al., 2022). This happens because of feelings of anger or offense that arise due to the view that Starbucks does not respect the religious values of a consumer.

Brand Hate and Negative e-Word of Mouth

The third hypothesis states that brand hate through negative e-word of mouth has a significant positive influence as stated by the research results of other researchers (Chiosa & Anastasiei, 2017; dos Santos et al., 2023; Martiyanti, 2023; Rodrigues et al., 2021; Zhang & Laroche, 2020). Respondents' assessment of brand hate in themselves is shown in an average value of 4.33 with a very high value indicating that respondents generally stated that they felt angry, annoyed, disappointed, and deep hatred towards Starbucks and respondents refused to buy or consume Starbucks food and drinks. Also, respondents' assessment of negative e-word of mouth towards Starbucks in themselves showed an average value of 4.13 which means it is very high by indicating that respondents stated that respondents also conveyed negative comments to others about Starbucks and that respondents influenced many people not to buy food and drinks from Starbucks. When people feel hatred towards Starbucks, they not only stop purchasing products from Starbucks but also feel compelled to voice their hatred to others through social media platforms, forums, and website reviews.

The Influence of Symbolic Incongruity on Negative e-Word of Mouth through Brand Hate

The fourth hypothesis is proven that the correlation between symbolic incongruity through negative e-word of mouth mediated by brand hate has a positive and significant effect. Previous researchers have shown similar results (Pinto & Brandão, 2021; Rodrigues et al., 2021). The symbolic incongruity felt by consumers towards Starbucks is significant in the emergence of hatred towards the brand, especially for consumers who feel that Starbucks' support for issues is contrary to consumer beliefs. Therefore, this condition can form negative perceptions and make consumers express their hatred through boycotts and spread negative information through online platforms with consequences that can damage the brand's image and reputation and reduce consumer purchasing interest.

The Influence of Religious Animosity on Negative e-Word of Mouth through Brand Hate

The fifth hypothesis states that religious animosity influences negative e-word of mouth mediated by brand hate. According to Sari et al. (2017) in Roswinanto & Suwanda (2021), religious animosity comes from consumers' religious beliefs which can drive negative emotional reactions to a brand that is considered contrary to religious values. The religious animosity felt by consumers does not directly lead them to spread negative opinions on social media, but rather through the process of forming deep hatred towards Starbucks.

5. Conclusion

This study identifies various factors in negative comments from Starbucks Company that have an impact on the inconsistency between Starbucks brand image and consumer self-values and negative sentiments that arise due to negative issues from the company that can trigger hatred towards the brand. This study involved 219 respondents who revealed that symbolic incongruity and religious animosity significantly influenced brand hate as mediation in encouraging someone to give negative comments. Consumers need to be more selective in evaluating brand identity to make their decisions to support or reject a brand driven by how the brand reflects the social or religious values they hold. The boycott action against Starbucks that is not by consumer values can affect the market by reducing demand for Starbucks products leading to decreased sales and decreased company stock value. So, this can prove that consumers do not only act as users but also as consumers who create financial impacts for large companies.

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