

Influence of Negative Experience on Brand Hatred Perceived by Users of Telecommunications Services in Lambayeque

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Abstract

Brand hatred can be defined as a psychological state in which a consumer forms an intense negative emotion and hatred towards a brand, a hatred that is revealed with anti-brand activities (Kucuk, 2018).

For their part, Brandao and Popoli (2022) establish that negative experiences with the brand are an unimaginable experience that can cause negative feelings among consumers, which in turn can cause them to stop using or consuming a brand.

On the other hand, in recent years brands have experienced a consumer backlash in the form of brand hatred due to behaviors perceived as unacceptable. Brands failing to meet customer expectations tends to lead to negative feelings and experiences about brands (Roy et al., 2022).

A recent "Forbes" article highlights a major shift in consumer behavior around the world that suggests the growing importance of brand hate, positing that companies become more susceptible to "brand hate" when they fail to meet community expectations or fail to take into account what matters to consumers and society (Da Silva, 2019).

Keywords: Brand Hatred, Telecommunications, consumers.

Introduction

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A recent "Forbes" article highlights a major shift in consumer behavior around the world that suggests the growing importance of brand hate, positing that companies become

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more susceptible to "brand hate" when they fail to meet community expectations or fail to take into account what matters to consumers and society (Da Silva, 2019).

In this regard, both at the national level and in Chiclayo, no studies have been found that have analyzed the influence that having perceived a negative experience may have on the acquisition of telecommunications service brands, which have been used intensively in the last two years as a result of the context of the crisis due to the Covid-19 pandemic and as part of the need to adapt to the new normal (virtual teaching and remote work) (Fuentes, 2020). In addition, due to the increase in access to technological devices by the population and the variety of offers and plans offered by operating companies (OSIPTEL, 2022) and how this could generate emotions that negatively impact the brand itself to the point of not only preventing future purchase but also demonstrating against it.

Analysing this, it has been found that despite the dynamic growth of mobile lines, the 2021 Satisfaction Study revealed that 50% of the surveyed users of the mobile service felt totally satisfied with the service. This was a drop of four percentage points from 54% in 2020. In 2021, there was a decline in user satisfaction from large telephone companies (40% and 48% satisfaction) and other smaller companies (58% satisfaction). 56% of users surveyed reported problems with mobile service, especially with slow browsing speed (56%), coverage problems, interference or outages (55%), among other difficulties that occurred about 11.38 times in the year. Fixed internet service was found to be less favourable, with only three in ten users fully satisfied with the service, a drop of four percentage points from the 33% reported the previous year. That is, only almost three out of ten users were totally satisfied with the service. Customers of large companies were the ones who expressed the lowest satisfaction with fixed internet service, losing six percentage points compared to 2020 (23% satisfaction), identifying a negative impact on that market, with their experience being negative in terms of slow browsing speed and intermittency in the service (Arellano, 2021).

For this reason, the following research question is posed, How does negative experience influence brand hatred in users of telecommunications services, Lambayeque 2023?

The current research aims to reinforce the theoretical elements that refer to the effect that negative experiences with some brands have on the generation of aversion to them (Roy et al. 2022), which seeks to implement strategies to avoid the consequences that this would imply in the future purchase intention of users. Likewise, the application of an instrument adapted to the reality of the local consumer will provide a tool to assess the implication of the bad experiences of users with some of the local telecommunication service companies, thus generating a contribution in this highly competitive sector. In the same way, this study is important because it allows us to inquire in a practical way about how the emotions and experience of each consumer impact their perception in such a way that, being negative, it can cause the consumer to avoid the acquisition of brands on future occasions and even testify negatively about them. Considering that neuromarketing appeals to the relationship that emotions and feelings have in the intention and purchase decision of consumers, this study proposes an analysis to understand how companies can be affected by not being able to meet customer expectations and on the contrary cause a negative effect on it by generating aversion to certain brands.

The general objective of this research was to determine the influence of negative experience on brand hatred in users of telecommunications services, Lambayeque 2023, and the specific objectives, to establish the level of negative experience in users of telecommunications services, to determine the level of brand hatred and to determine the influence between the dimensions of negative experience in brand hatred in telecommunications service users. users of telecommunications services, Lambayeque 2023.

Literature Review

The study by Roy et al. (2022) sought to examine an integrated model of antecedents and consequences of brand hatred, taking into account negative brand experience and negative brand personality as antecedents of brand hatred. To do this, it used a quantitative approach, approaching a sample of 297 participants who had made purchases of various brands of products. Negative brand experience and personality were found to have a significant effect on generating hatred towards the brand.

For their part, Brandao and Popoli (2022) wanted to better understand the negative relationships between consumers and brands in social media-based anti-brand communities from the perspective of consumer culture theory (CBT). In particular, it investigates the purpose and meaning of consumers' participation in online anti-brand communities, also through the analysis of the ways in which they express their negative feelings towards hated brands. This study analyzes six anti-brand communities related to four global brands, namely Apple, Nestlé, Uber, and McDonald's, conducting several interviews with managers of anti-brand communities. The results show that the main reason why consumers join anti-brand communities is the desire to participate in the construction of new meanings and values of modern consumption, translating their ideological incompatibility with certain brands into negative engagement and activism aimed at destroying the image and reputation of the hated brand.

On the other hand, Wakefield and Wakefield (2018) sought to identify the emotions that are triggered by an experience with the brand and the impact that these had on hateful behaviors towards the brand, based on the messages on social media that were shared after the shopping experience. It considered a quantitative study with a sample of 164 people who agreed to participate in the study. It was possible to identify that the messages remained longer on their platforms when the shopping experience had been negative, which clearly establishes the effect it has on the decision to continue acquiring the brand, but also generates negative expressions in these interaction environments.

Likewise, Hashim and Kasana (2019) sought to explore in detail the concept of brand hatred, which is the extreme negative emotion towards brands, explaining how brand hatred evolves in consumers. More specifically, this study empirically assesses the antecedents of brand hatred. To do this, it used primary data from 250 consumers of fast food brands in Pakistan. A multiple regression analysis in SPSS was used to test hypotheses related to the background of brand hatred. The results indicate that brand hatred is caused by antecedent factors, namely negative experience in the past, symbolic incongruity and lack of trust, poor relationship quality, ideological incompatibility, and rumor, with rumor being the biggest instigator.

In the same vein, Noor et al. (2021) investigated the generation of negative emotions and behaviors in Muslim consumers based on their attitude towards offensive advertising. We examined the mediation of brand hatred between attitude towards offensive advertising and brand retaliation. The conditional indirect impact of religiosity on attitudes towards offensive advertising and retaliation towards the brand through hatred of the brand was also verified. A cross-sectional research design was used using the interception survey technique in shopping malls. Data was collected from 380 respondents visiting shopping malls in the Twin City areas of Pakistan (Rawalpindi and Islamabad) after ensuring their suitability for the study. The partial least squares structural equation model using SmartPLS software was used as a statistical technique to test the hypotheses. The results confirm that the attitude towards offensive advertising positively affects hatred and retaliation towards the brand. The conditioned indirect effect of religiosity on the relationship between attitudes towards offensive advertising and retaliation towards the brand has also been significant.

Kucuk (2018) discussed the antecedent roles that corporate social responsibility and consumer complaints play in consumer brand hatred and anti-brand activities. The

reasons for the existence of anti-brand websites and how they operate on dynamically changing digital platforms are discussed, with a literature review and data analysis. The results of this study reveal that there is a direct relationship between consumers' dissatisfaction with the lived experience and hatred of brands, and that there is a partially mediating impact of customer dissatisfaction and corporate social responsibility on consumers' hatred of brands.

Abbasi et al. (2022) investigated the moderating role of complaint management between ideological incompatibility, symbolic incongruity, negative past experience, and company social irresponsibility over brand hatred. The study employs duplex hate theory, which assumes that hatred is the manifestation of multiple factors. A self-administered questionnaire was used to collect data from 400 smartphone users in Rawalpindi and Islamabad, Pakistan. The results suggest that ideological incompatibility, symbolic incongruity, negative past experience, and corporate social irresponsibility all contribute to brand hatred.

Hate theory states that in addition to direct personal experiences, indirect non-personal experiences (e.g., rumors) can generate feelings of hate, implying that rumors in the marketplace can trigger hatred in a brand's consumers. In addition, hate theory states that a poor quality of relationship leads to hatred between two parties. Likewise, according to the theory of the consumer-brand relationship (Fournier, 1998), a good quality of relationship leads to love and a poor quality of the relationship can destroy that love relationship between the consumer and brands and lead to hate.

According to Fournier (1998), people see brands as human beings and connect with them as their peers and show feelings and emotions towards their favorite brands that are characterized as human. Using Sternberg's (2003) conceptualization, Kucuk (2016) defined the concept of brand hatred into three constructs, which are hatred of unwell-known brands, hatred of well-known brands, and hatred of popular brands. According to Kucuk (2016), hatred of unknown brands is the first notion of brand hatred that is not very severe, so it is considered the passive form of brand hatred and conceptualized as the absence of relationship between the brand and the consumer. Consumers simply ignore the hated brand and leave it behind because they consider it useless (Kucuk, 2016). Hatred of well-known brands is more than avoiding the hated brand because the feelings are stronger, resulting in complete dislike, dissatisfaction, and unhappiness given by the brand. According to Kucuk (2016), hatred of the well-known brand includes feelings of disgust that result in stronger emotions and sharper behaviors. Kucuk (2016) further explained hatred of popular brands as severe feelings of anger and anxiety towards the target brand. This hatred occurs when one feels frustration and helplessness after experiencing some brand failure (Kucuk, 2016). The same is true when there is a maximum service failure (Johnson et al, 2011; Gelbrich, 2010) and, sometimes, the immoral acts of companies or brands create these negative feelings in consumers who then want to harm those brands (Sweetin et al., 2013).

Bryson et al. (2013) define brand hatred as an intense negative emotional affect towards the brand, while identifying the antecedents of brand hatred in the case of luxury brands. On the other hand, Zarantonello et al. (2016) empirically investigated the nature of the phenomenon of brand hatred, its antecedents and its results. They alluded to hatred of the brand with negative behavioral outcomes such as complaints, negative word-of-mouth, and reduction or cessation of protest. They identified the multidimensionality of the brand-hatred construct and developed a scale to measure it. Subsequently, Hegner et al. (2017) empirically explored the concept of brand hatred and presented a taxonomy of the main determinants and outcomes. These authors argue that brand hatred is the result of previous negative experiences, ideological incompatibility, and symbolic incongruity. All of this leads to three negative behavioral outcomes, namely: (a) brand avoidance; (b) negative word-of-mouth; and (c) brand retaliation.

On the other hand, Kucuk (2019) concludes that brands are intangible economic indicators and emotional economic indicators and constitute the core of consumer decision-making. The findings suggest that companies with a lack of social initiatives and a growing number of consumer complaints would have brands that are the most hated in the markets (Kucuk, 2019). Recently, Zhang and Laroche (2020) point out that hatred of brands manifests itself through anger, sadness, and fear.

Finally, Hegner, Fetscherin & Delzen (2017) define brand hatred as a more intense emotional response of consumers towards a brand than dislike of it. This claim is based on the psychological literature of Sternberg (2003), who suggested that interpersonal hatred is not only a more intense form of interpersonal aversion, but also an empirically and conceptually distinct construct. Second, the psychology and marketing literature identifies three possible determinants of hate. The first is consumer dissatisfaction with the product or service performance (Bryson et al., 2013) or negative past experience with the brand. Another is the possible incongruity between one's own image and that of the brand. The latter refers to organisational behaviour that consumers may consider ideologically unacceptable due to legal, moral or social aspects of the company. In relation to behavioral outcomes, brand hatred leads to adverse brand avoidance actions or hateful behaviors by the consumer ranging from mild (badmouth or negative WOM) to severe retaliatory behaviors (Marticotte et al., 2016). In this sense, Hegner, Fetscherin & Delzen (2017) conceptualize brand hatred as something triggered by these three determinants and leading to three different behavioral outcomes.

Brand experiences vary in strength and intensity; That is, some brand experiences are stronger or more intense than others. Like product experiences, brand experiences also vary in valence, i.e., some are more positive than others, and some experiences may even be negative. In addition, some brand experiences occur spontaneously, without much thought, and are short-lived; others occur more deliberately and last longer. Over time, these enduring brand experiences, stored in the consumer's memory, should affect consumer satisfaction and loyalty (Oliver, 1997).

The brand literature suggests that the positive experience with the brand, i.e., (a) sensory; (b) affective; (c) behavioral and (d) intellectual, it creates a favorable attitude in customers towards the brand, leading to positive behavioral outcomes for the brand (Iglesias et al., 2019). Previous research operationalizes the brand experience using items selected with negative polarity from the original scale of Brakus et al. (2009). However, no studies have used the entire scale with negative polarity or valence. The existence of "negative brand experiences" has been frequently mentioned in multiple studies in different contexts, such as consumers' anxiety in online discussions about negative experiences with brands (Brandao & Popoli, 2022; Wakefield & Wakefield, 2018), the ability of defectors, known as consumers who used the brand previously but have stopped doing so, to consider the brand for future purchases (Bogomolova & Romaniuk, 2010) and in anti-consumption and brand avoidance (Lee et al., 2009). Baumeister et al. (2001) also suggest that people are more likely to share negative experiences than to share an equally positive experience.

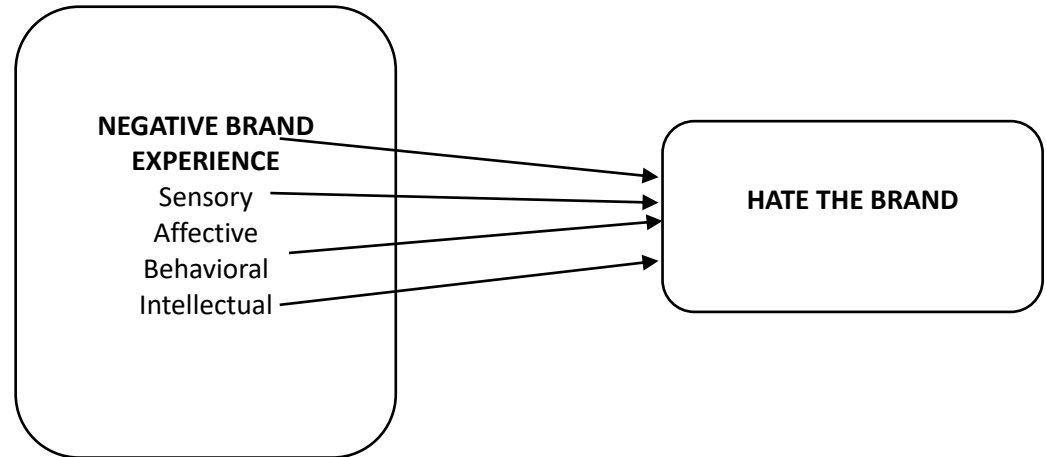
Fournier (1998) calls negative brand experiences an "unimaginable experience" that can elicit negative feelings among consumers, which in turn can cause them to avoid re-acquiring a brand.

Regarding the negative brand experience, the definition established by Brakus et al. (2009) determines the brand experience as the internal and subjective responses of consumers, as well as the behavioral responses evoked by negative stimuli related to the brand that are part of the design and identity of the brand, thus proposing four dimensions to measure it:

- Sensory: This dimension considers the impact that a brand's products have on the senses of the consumer in general.

- **Affective:** It refers to a strong emotional bond between a consumer and a brand that generates negative feelings towards a product or service offered by that brand.
- **Behavioral:** This dimension refers to the physical behavior triggered by the emotions generated by the brand in the consumer.
- **Intellectual:** This concept implies the stimulation received by the brand in the cognitive capacity of the consumer.

Conceptual model



Materials and methods

The study will be approached with a quantitative approach, since statistical measures will be used to meet the objectives of the study. Likewise, it will be of a basic type, as it is aimed at the search for the understanding of the fundamental aspects of the phenomena, of the observable facts or of the relationships established by the entities (Renacyt, 2021), and of an explanatory level since it will seek to determine the influence that the negative experience of the brand has on the generation of hatred towards the brand. A non-experimental design will be used since the study variables will not be manipulated; and cross-sectional, given that it will be carried out in a single period of time (Hernández et al., 2018).

The population will be considered to be people who have had experience in the use of telecommunications service brands from the various providers offered in the city of Chiclayo. Since this population is indeterminate in number, it has been considered to apply the study instrument to a sample found with the following formula:

$$n = \frac{Z_{\alpha}^2 * p * q}{e^2}$$

Where:

n = sample size

p = probability of the event associated with the research occurring

q = probability that the event associated with the investigation will not occur

Z = Statistical parameter of the confidence level (95%)

E = maximum accepted estimation error

$$n = \frac{1.96 * 0.5 * 0.5}{0.05^2} = 384.16$$

Therefore, 385 participants are considered in the study sample, which will be obtained with convenience sampling.

The survey technique will be used to collect the information, as an instrument will be a questionnaire to measure both variables: Hatred of the brand, will consist of 6 items on a 7-point Likert scale, which was developed by Hegner, Fetscherin & Delzen (2017), and to measure negative experiences with the brand, an instrument developed by Brakus et al. (2009), which consists of 12 items in 4 dimensions, sensory, affective, behavioral and intellectual, which are measured on a 7-point Likert scale where 1 strongly disagrees and 7 strongly agrees.

For data processing and analysis, the database will be designed using SPSS statistical software and Microsoft Excel to assess the reliability of the instrument; Then, descriptive statistical data will be obtained and the influence will be established using the multiple regression model.

Results and discussion

Determining the Influence of Negative Experience on Brand Hatred in Telecommunications Service Users, Lambayeque 2023

Board 1 Model Overview

Model	R	R-squared	Adjusted R-squared	Standard Error
1	,719A	,516	,515	5,969

a. Predictors: (Constant), NEGATIVE EXPERIENCE

Analysis: The values in this table refer to the percentage of explanation of the variability given in the hatred of the brand due to the negative experience, which is 51.6%.

Interpretation: It is established that 51.6% of the changes in the ratings of brand hatred are explained by the variation in the negative experience lived by consumers, that is, that negative experiences largely explain the generation of brand hatred.

Board 2 Analysis of Variance Chart

Model		Sum of squares	Gl	Quadratic mean	F	Gis.
1	Regression	14578,221	1	14578,221	409,114	,000B
	Residue	13647,685	383	35,634		
	Total	28225,906	384			

to. Dependent variable: BRAND HATE

b. Predictors: (Constant), NEGATIVE EXPERIENCE

Analysis: The analysis of variance chart showed that the influence of experience on brand hatred is significant (Sig.<0.05).

Interpretation: The value of Sig.=0.000 indicates that the negative experience that a consumer has with a brand influences the generation of hatred of that brand, therefore, the experience of bad experiences in the use or consumption of telecommunications brands contributes to the development of hatred of it.

Board 3 Regression model coefficients

Model		Non-standardized coefficients		Standardized coefficients	t	Sig.
		B	Desv. Error	Beta		
1	(Constant)	6,434	,942		6,829	,000
	NEGATIVE EXPERIENCE	,387	,019	,719	20,227	,000

a. Dependent variable: BRAND HATE

Analysis: On the other hand, it was shown that the influence of the negative experience is not only significant, but also intense (Beta=0.719).

Interpretation: The finding of a high influence of negative experience on brand hatred implies that the negative experiences perceived by customers have a significant impact on the generation of brand hatred, leading to the avoidance of subsequent consumption. In addition, it leads him to make public his complaints about the brand on the internet, to speak badly about it to his friends and acquaintances.

General hypothesis	Significance	Conclusion
Negative experience positively influences brand hatred in telecommunications service users, Lambayeque 2023.	p=0.000	The research hypothesis is accepted.

From this, evidence emerges to accept the research hypothesis, demonstrating that in the face of a negative experience, hatred of the brand is generated.

Establish the level of negative experience in users of telecommunications services, Lambayeque 2023.

Board 4 Negative Experience Scale

Total Score	Level of Negative Experience
12 - 35	Low
36 - 59	Middle
60 - 84	High

To evaluate the level of negative experience, the scale shown in Table 4 was considered, which establishes three levels to qualify the negative experience, which is obtained from the elaboration of percentiles on the total scores of the consumers' responses to the data collection instruments.

Board 5 Level of Negative Experience

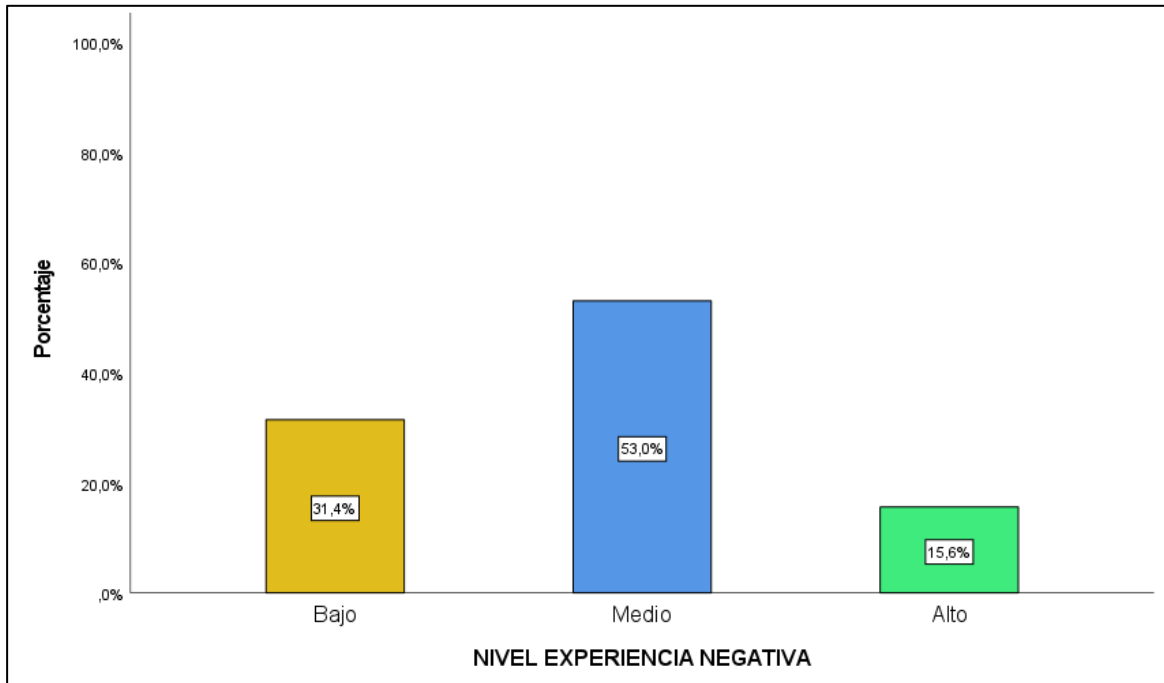
		Recount	Percentage
Level of Negative Experience	High	60	15,6%
	Low	121	31,4%
	Middle	204	53,0%
	Total	385	100,0%

Analysis: The evaluation of the total scores regarding the negative experience indicated that consumers reported a medium level in 53% of them, a low level in 31.4%, while those who indicated having had situations with a high level of negative experiences with the use of telecommunications brands were 15.6% of the sample.

Interpretation: A medium level of negative experience was found to predominate in consumers, this implied that most of them indicated that they had had some experience in

which not only their expectations were not met, but that this generated perceptions of aversion in different aspects, in addition 15.6% of them gave indications of having lived unpleasant experiences to such an extent that they would not even think about acquiring products of that brand again.

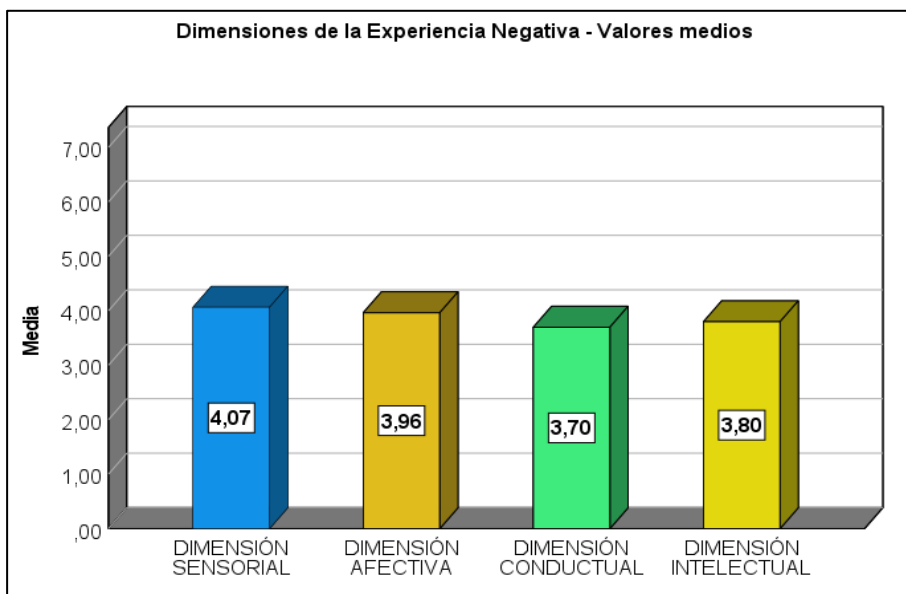
Figure 1 Level of Negative Experience in Consumers of Telecom Brands



Analysis: It was possible to identify that 31.4% of customers report having had a low level of negative experience when purchasing products from the brands under study, 53% consider that this negative experience was moderate while 15.6% indicated that it was high.

Interpretation: In general, consumers report that a medium level predominates in terms of negative experiences in terms of study brands, this due to the interruptions in the service they provide, which generated greater impact in the academic and business environment, since the service was required to be able to carry out their activities properly.

Figure 2 Negative Experience Averages by Dimension



Analysis: The average values of the dimensions of the negative experience showed that, in general, the consumer expressed perceiving negative experiences of medium level in the sensory, affective, behavioral and intellectual aspects.

Interpretation: By examining the dimensions of the negative experience, it was noted that the sensory aspect was the one that obtained a higher value on average, which is explained by the fact that it is precisely the attributes perceived by the senses that are experienced first, followed by the feelings and emotions that are triggered by a bad experience lived with a brand.

Determine the level of brand hatred in users of telecommunications services, Lambayeque 2023.

Board 6 Brand Hate Scale

Total Score	Level of brand hatred
6 - 17	Low
18 - 29	Middle
30 - 42	High

To evaluate the level of hatred of the brand, the scale shown in Table 6 was considered, which establishes three levels to qualify hatred of the brand, which is obtained from the elaboration of percentiles on the total scores of the consumers' responses to the data collection instruments.

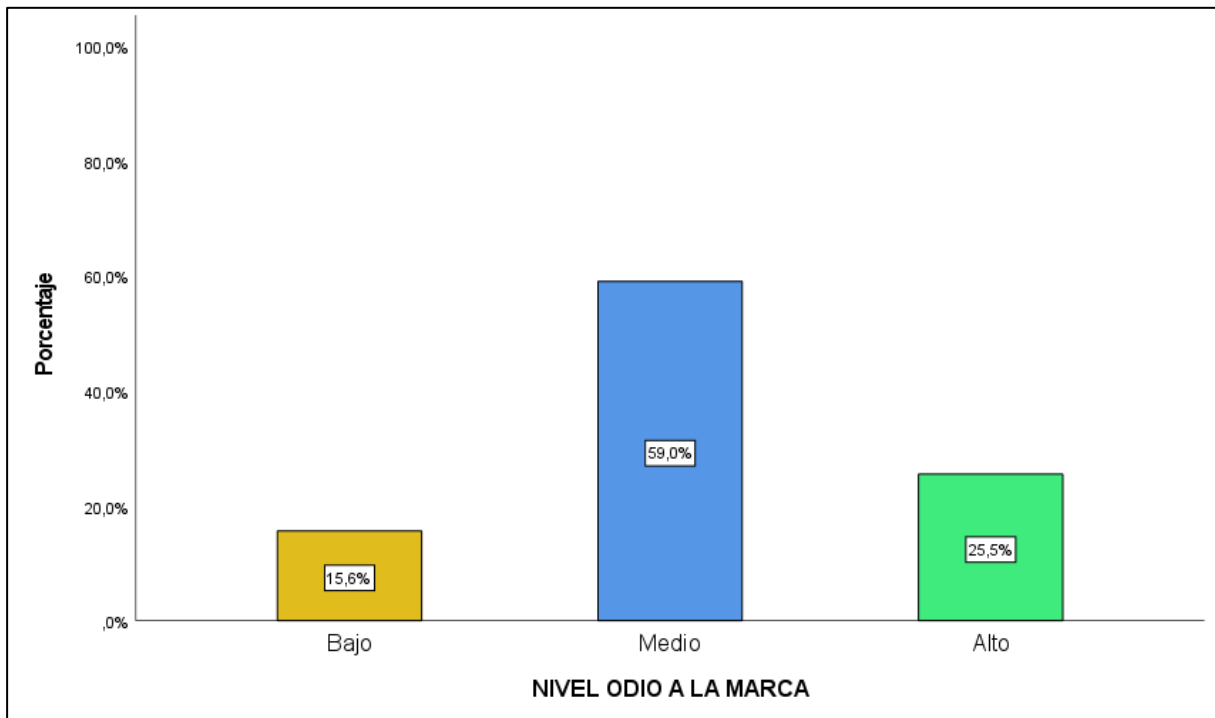
Board 7 Level of brand hatred

		Recount	Percentage
BRAND HATRED LEVEL	High	98	25,5%
	Low	60	15,6%
	Middle	227	59,0%
	Total	385	100,0%

Analysis: It was found that 59% of the sample indicated that they had generated feelings of hatred towards some telecommunications brands, 15.6% that it was low level, while 25.5% of them indicated that they had generated high levels of hatred towards brands.

Interpretation: Given that it was determined that 59% of consumers refer to a medium level of hatred of the brand, this implies that feelings of disgust and intolerance are generated in consumers towards the evaluated brands, which leads to avoiding their subsequent consumption, as well as that this intensifies in 25.5% of consumers who evidenced high levels of hatred towards brands.

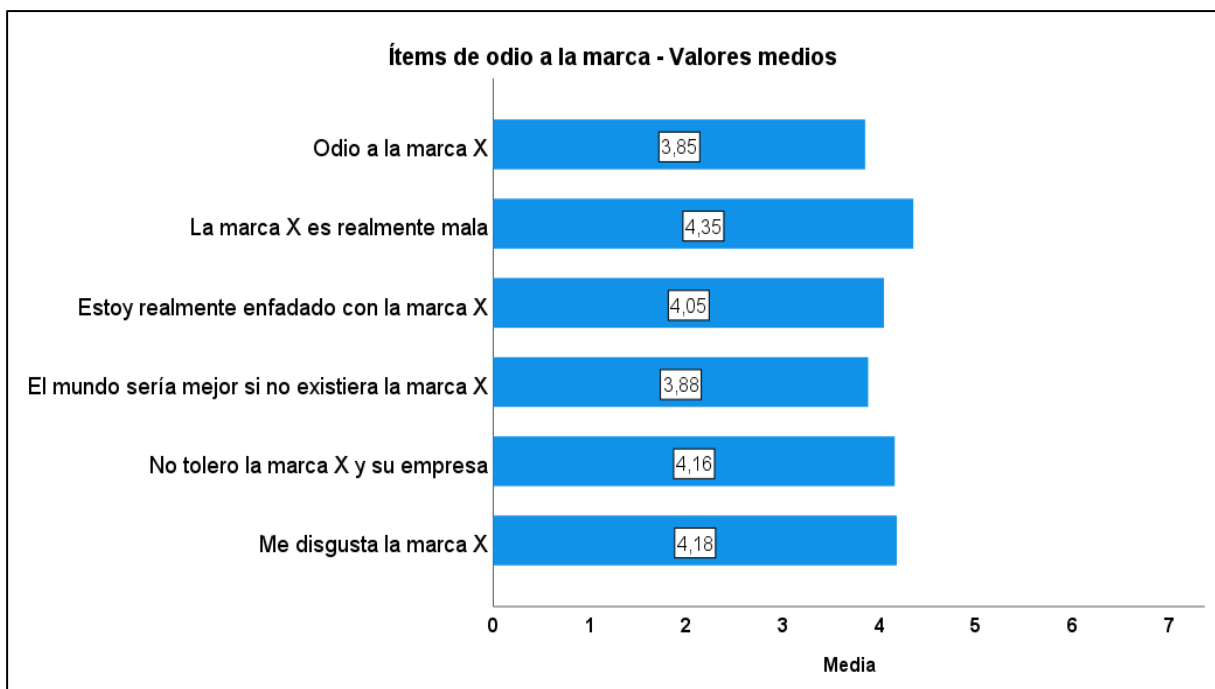
Board 8 Level of Brand Hatred in Telecom Brand Consumers



Analysis: It was possible to note 15.5% of consumers with low levels of hatred of brands, 59% with medium level and 25.5% with high hatred of telecommunications brands.

Interpretation: It was evidenced that 59% of consumers consider that they have a medium level of hatred of the brand from which moderate perceptions of anger and reference of brands that in some cases would not buy more because they consider them bad, even creating intolerance to the brand, this is intensified in 25.5% of them. who refer high levels of hatred to the brand.

Figure 3 Brand hatred - average values per item



Analysis: It was noted that the reference that the brand is considered bad had the highest average rating (4.35), followed by feelings of disgust (4.18) and anger towards the brand (4.05).

Interpretation: These findings indicated that consumers who experienced perceptions of intolerance to the brand and the company that offers it because they considered it really bad, even referring to feelings of disgust,

Determining the Influence Between Negative Experience Dimensions on Brand Hatred in Telecommunications Service Users, Lambayeque 2023

Board 9 Model Overview

Model	R	R-squared	Adjusted R-squared	Standard Error	Estimation
1	,739A	,546	,541	5,807	

a. Predictors: (Constant), INTELLECTUAL DIMENSION, SENSORY DIMENSION, BEHAVIORAL DIMENSION, AFFECTIVE DIMENSION

Analysis: When evaluating the dimensions, it was noted that the degree of explanation they have in terms of the generation of hatred of the brand from negative experiences explains 54.6% of the changes in hatred of the brand.

Interpretation: These results indicate that a large part of the aspects that explain the hatred of telecommunications brands is due to the bad experiences lived in their consumption.

Board 10 Analysis of Variance Chart - Dimensions

Model		Sum of squares	Gl	Quadratic mean	F	Gis.
1	Regression	15414,003	4	3853,501	114,295	,000B
	Residue	12811,904	380	33,716		
	Total	28225,906	384			

to. Dependent variable: BRAND HATE

b. Predictors: (Constant), INTELLECTUAL DIMENSION, SENSORY DIMENSION, BEHAVIORAL DIMENSION, AFFECTIVE DIMENSION

Analysis: Table 10 shows that the dimensions of negative experience significantly explain brand hatred (Sig. < 0.05).

Interpretation: These findings indicated that each of the negative experiences in their different dimensions contribute to the generation of hatred of the brand.

Board 11 Regression model coefficients

Model		Non-standardized coefficients		Standardized coefficients		t	Gis.
		B	Desv. Error	Beta			
1	(Constant)	6,147	,944			6,510	,000
	SENSORY DIMENSION	1,503	,244	,268		6,150	,000
	AFFECTIVE DIMENSION	,984	,374	,172		2,634	,009
	BEHAVIORAL DIMENSION	,024	,236	,005		,101	,920
	INTELLECTUAL DIMENSION	2,164	,381	,395		5,684	,000

to. Dependent variable: BRAND HATE

Analysis: It was found that the sensory, affective and intellectual dimensions of the negative experience significantly influence brand hatred (Sig. < 0.05), while the behavioral dimension was not shown to influence it. Of these, negative behavioral experience showed greater intensity (Beta=0.395), followed by sensory experience (Beta=0.268), while the influence of affective experience was slight (Beta=0.172).

Interpretation: When analyzing the dimensions of the negative experience that influence hatred of the brand, it was found that the dimension that had the most influence in the generation of hatred of the brand was the intellectual dimension, followed by the sensory and affective dimension. The behavioral dimension was not found to influence brand hatred. This implies that negative thoughts and the brand's lack of ability to solve the problems for which it is acquired generate a bad experience with telecommunications brands to the point of causing hatred to the brand. Likewise, the lack of visual appeal and even that disturbs the senses, also contributes to generating hatred of the brand.

Conclusions

According to the general objective, the influence of the negative experience on the hatred of the brand demonstrated the importance of offering positive experiences to users in transactions, otherwise they will increase complaints and prevent their subsequent consumption.

The failure to meet users' expectations and unfavorable experiences with the brand has generated a medium level of agreement with the negative experience in them, especially with the sensory dimension followed by feelings and emotions.

In the same way, unpleasant situations have generated feelings of disgust and low tolerance towards the brands evaluated, avoiding their consumption in the future due to the average level of hatred of users towards them.

Finally, the influence of the intellectual, sensory and affective dimensions was demonstrated. Except, the behavioral dimension as it is not relevant to users. Therefore, users expect pleasant experiences, the ability to solve brand problems, adequate visual appeal, positive thoughts, etc. in order to continue with subsequent consumption and not generate hatred of the brand.

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