“The role of brand hatred factors on consumer purchasing decision in the Ghanaian textile industry”

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THE ROLE OF BRAND HATRED FACTORS ON CONSUMER PURCHASING DECISION IN THE GHANAIAN TEXTILE INDUSTRY

Abstract

As consumer awareness of sustainability concerns advances, brand hatred has become increasingly significant in the textile industry. The emergence of brand hatred has prompted apprehensions regarding its impact on consumer purchasing decisions. This article explores the role of brand hatred factors on consumer purchasing decisions in the Ghanaian textile industry, proposing perceived brand authenticity as a moderating variable. The results showed that ideological incompatibility ($\beta = 0.15$, $p < 0.007$), symbolic incongruity ($\beta = 0.27$, $p < 0.000$) and unmet expectation ($\beta = 0.37$, $p < 0.000$) have a positive influence on consumer purchasing decision. Perceived brand authenticity was found to positively moderate ideological incompatibility and symbolic incongruity but negatively moderate unmet expectation. Anti-consumption and attribution theory were employed to develop the theoretical model. Using a purposive sampling technique, 339 questionnaires were collected from young consumers across various textile industries in Ghana between March and June 2025. These questionnaires were validated and analyzed using the structural equation modeling approach in SmartPLS 3. This study contributes to the expanding corpus of marketing literature by emphasizing the connection between consumer purchase decisions, perceived brand authenticity and factors influencing brand hatred.

Keywords brand hatred, consumer purchasing decision, anti-consumption theory, attribution theory, textile industry

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INTRODUCTION

In recent decades, emotional interactions between brands and their customers have been the subject of extensive theoretical and empirical investigation (Khatoon & Rehman, 2021; Lou et al., 2022; Sharma et al., 2023). Interaction with brands can also elicit negative feelings in consumers, such as hatred, when their expectations are not met in relation to public or service-related problems. The term "brand hatred" refers to the strong, negative sentiments that people have towards a brand, which can cause them to become disconnected from the brand and everything it represents (H. Nguyen & T. Nguyen, 2021; Kamboj & Sharma, 2023).

The widespread incidence of brand hatred has been identified as a significant problem for firms, as it profoundly affects consumer purchasing decisions through symbolic incongruity, ideological incompatibility, and unmet expectations (Taqi et al., 2024). Scholars have primarily examined the causes, stages, and effects of brand hatred; however, a growing body of literature is emerging on the topic of how brand hatred influences consumers' purchasing decisions (Attiq et al., 2022; Odoom et al., 2024). Studies have demonstrated that negative feelings

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of brand hatred can trigger a range of behavioral reactions related to the brand (Costa & Azevedo, 2023; Husnain et al., 2021). For instance, if a business does not offer decent working conditions to its employees, for example, people may adore the brand for its excellent quality but still despise it. Consumers are prone to acting swiftly on negative emotions, which can lead to brand hatred and conflicting brand consumption scenarios (Mushtaq et al., 2024).

The gap between the expectations of consumers and the performance of corporate brands on service complaints is growing in today's digital business climate, which is causing more disputes and hatred in the marketplace (Arruda Filho & Barcelos, 2021; Berceanu et al., 2023; Kunathikornkit et al., 2023). Given the increased speech equality between consumers and businesses in textile industry, customers are increasingly more expressive and assertive about the brands they hate (Kim & Sullivan, 2019). As a result, brand hatred in the textile sector is no longer concealed but is clearly present in consumer purchasing decisions. Every day, brand hatred is openly and widely expressed in several online customer feedback and social media outlets, making businesses susceptible to punitive critique from customers.

1. LITERATURE REVIEW AND HYPOTHESES

Attribution theory is an umbrella term for various approaches that examine how people make purchasing decisions and the processes they use to do so (Moehl & Friedman, 2022). Perceived brand authenticity is typically categorized into internal and external motives according to the attribution theory (Ginder et al., 2021; Safeer et al., 2023). An example of attribution to internal causes is when a person's or a product's traits, such as an adverse perspective on life, are blamed for a negative experience or mood. In contrast, attributing despair to external causes would suggest that environmental circumstances, such as unfavorable weather, are the primary cause of despair. Fritz Heider was among the first to apply an attribution theory to the perceived authenticity of a brand (Heider, 1958). Research suggests that because consumers actively observe behaviors, they continually conclude the causes of specific outcomes (Pang & Ruan, 2023; Cristian et al., 2025). The theory further suggests that the perceived brand authenticity of a product or service may be the root cause of brand hatred factors, including unmet expectations, ideological incompatibility, and symbolic incongruity, which are part of the theory's internal causes (Seth & Soch, 2024). The overall view of information is low, and the action in question requires a high level of individual input when these brand-hatred factors are attributed to internal motives. Perceived brand authenticity and its subsequent capacity to elicit positive or negative consumer reactions are influenced by a brand's capacity to interact with integrity, validity, and assurance (Kervyn et al., 2022). Given that, consumers' assessments of a brand's perceived authenticity are likely to be influenced by the signals conveyed through honest and forthright brand communication (Guèvremont, 2018).

The anti-consumption theory states that consumers form opinions about a product or service based on their knowledge of it, and those opinions can be either positive or negative. This concept is supported by the disconfirmation theory, which also contains the anti-consumption literature (Odoom et al., 2019). In a confirmation scenario, the consumer's expectations for the product or service are met, thereby increasing the likelihood of satisfaction. In a disconfirmation scenario, the customer's expectations are either exceeded or unaddressed, leading to dissatisfaction. Many scholars have investigated the anti-consumption movement and identified the factors that leads consumers to dislike certain products (Pecot et al., 2021; Valenzuela et al., 2022). Brand hatred influences consumer purchasing decisions due to three key elements, according to anti-consumption theory (Fetscherin & Raghabendra, 2021; Mushtaq et al., 2025). The first is when the customer has a bad encounter with the brand or is unhappy with the service or product's performance (Bryson et al., 2013). The incongruence between the brand image and the personality is another possible outcome. The other is a company culture that customers may perceive negatively due to ethical, social, or regulatory violations or corporate malfeasance. Negative actions, such as disregarding the compa-

ny's reputation or using foul language, can result from a lack of respect for the brand, leading to aggressive and preventative patterns of behavior .

Ideological incompatibility refers to the regulatory, cultural or corporate misconduct that consumers link to underlying factors (Chan & Hu, 2023). This can result in an undesirable consumer attitude. Therefore, ideological incompatibility involves a broader situational and often cultural or ethical perspective that extends beyond individual needs, consumers' personalities and product effectiveness. Customers tend to oppose brands that engage in unscrupulous economic activities and despise those that violate laws or cause environmental pollution (Ozdamar Ertekin et al., 2020; Elhajjar, 2022). The circumstances relating to ideological imbalances that clients primarily focus on include ethical, social and legislative violations of business principles, which lead to hostility toward the organization (Haase & Raufflet, 2017). In this sense, consumers feel ideologically at odds with brands when they are accused of organizational negligence. Furthermore, from a conceptual standpoint, brand philosophy is crucial in helping consumers make informed purchasing decisions (Rodgers & Nguyen, 2022; Van Quang & Anh, 2025). Based on the intellectual framework in which a brand is perceived, there is a possibility that consumers will repel it. When a brand is perceived as engaging in corporate misconduct, consumers perceive an ideological incompatibility with the brand, particularly in relation to regulatory, ethical or cultural issues, which tend to influence their purchasing decisions (Van Quang & Anh, 2025).

Symbolic incongruity occurs when those brand values are deemed as irreconcilable with an individual's self-concept (Ku & Chen, 2025). These issues are related to a brand's image difficulties and the meaning they may have for the consumer, as no one wants to be associated with a brand that has a bad reputation (Parris & Guzmán, 2023). Consumers can purchase brands that align with their identities or those that convey the desired meaning in their well-being (Wei et al., 2022). This class is referred to as a flavor procedure, and it is described as a potential sign of brand hatred. As a result, dissonance between the client's perception of value and the brand's symbolic implications could lead to unpleasant emotions for the business (Nguyen et al., 2024). Products with images that align with clients' identity or provide the meaning they seek in life are more likely to be purchased by consumers (Wongkitrungrueng & Suprawan, 2023).

Consumer purchasing decisions largely influence unmet expectations. The notion that unmet expectations are more recognizable, easily recalled and identifiable than identical pleasant experiences appears to be supported by this concept, which commonly influences consumers' purchase decisions (Tseng et al., 2023). A brand's traits and offerings, as well as the performance linked to a particular brand, can all be examples of stimuli related to brands that fall short of expectations (Gupta et al., 2023). Customers' expectations are either met or not when they use an item or brand because they compare their anticipations with the overall results (Gatter et al., 2022). With respect to popular brands, customer discontent is found to be the most reliable indicator of brand hatred (Roy & Datta, 2022). A significant factor in determining brand hatred in consumer purchase decisions is also found to be unmet expectations (Banerjee & Goel, 2020). It follows that unmet expectations are likely to influence consumers' purchasing decisions.

The consumer purchasing decision is the stage in the decision-making process where a person chooses to patronize a brand under consideration (Kotler & Keller, 2016). Customers' purchasing decisions for identical goods are determined by their personal responses to the product or brand. Numerous factors influence a consumer's decision regarding a purchase, but two of the most significant are that the brand is tangible and that the service meets their needs (Pranoto et al., 2022; Hanaysha, 2022). Customers often defend their hatred for a brand by arguing that their complaints will make firms aware of their legal and societal responsibilities (Haupt et al., 2023). Recent research has demonstrated a positive relationship between customer purchase decisions and brand hate (Rahimah et al., 2023; Mushtaq et al., 2024). Consumer satisfaction with the brand determines whether the product or service is acceptable or unsatisfactory, and whether the customer has a favorable or adverse reaction towards the brand.

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The concept of perceived brand authenticity refers to the ideology that underlies the relationship between brand's online and offline communications with its target audience, as well as its company policies and practices (Chu et al., 2023). Consumers tend to develop a dislike for a particular brand when it fails to meet their expectations and falls short of their desired goals. Numerous academics have recognized that satisfied consumers are inherently loyal (Manyanga et al., 2022; Xu & Mehta, 2022). Consumers base their purchasing decisions on their objectives, which include selecting from multiple choices to mitigate adverse emotions, reduce decision-making and increase their ability to advocate for the brand in question (Diamantopoulos et al., 2025). The degree to which consumers believe a brand is genuine now plays a pivotal role in how they evaluate and rank brands. Based on the foregoing, we hypothesized that customers are more likely to be ideologically incompatible with the brand if they perceive the company's efforts and dedication as insincere. If consumers assume a brand is genuine, they will stop identifying with it, which means fewer business for brands.

For powerful companies, a feeling of brand authenticity can be enhanced by symbolic incongruity in emotion across brand touchpoints (Massi et al., 2023). The degree to which consumers perceive a brand as authentic varies over time. Customers judge a brand's credibility based on the authenticity and distinctiveness of its products (Fritz et al., 2017). Most customers are seeking products that appear more genuine, and they find that patronizing such products helps them achieve their personal objectives, which represent who they are (Pradhan et al., 2023). Beer, high-end wines and vacation spots are just a few of the branding situations where studies have found evidence of this demand for authenticity (George & Hovan George, 2023; Wargenau & Che, 2006). These connections to the authenticity of the brand would influence the consumer's attitude and behavior symbolically. Much of the literature on authenticity centers on the idea of being either faithful to or inconsistent with some referent (Wanjugu et al., 2022; Xu & Mehta, 2022).

Considering the beneficial associations associated with unmet expectations and perceived brand authenticity, it stands to reason that customers will gravitate towards businesses they perceive as genuine and that meet their expectations, rather than those they regard as assumed to be authentic (Kolinski & Tubis, 2025). Therefore, there has been an increase in studies examining customers' perceptions of a brand's authenticity based on their unmet expectations following product encounters (Burgess & Jones, 2023; J. Rixom & B. Rixom, 2023). Marketing managers' communications, positioning, promotions and other points of contact can shape consumers' opinions of a brand's authenticity. Brands can be seen as authentic in various ways (Moulard et al., 2016). Since consumers have a positive impact of authentic brands, they are more likely to prefer those that they view as consistent and driven by internal values when given the choice between competing brands (Lu et al., 2015).

The study helps by bridging the gap between attribution and anti-consumption theory in the context of consumer purchasing decisions. By investigating the influence of brand hatred factors on consumer purchasing decisions, the study expands on the body of current brand hate literature and the anti-consumption thesis. It highlights how the textiles industry should address brand hatred factors that influence consumers' purchasing decision.

In summary, the primary objective of this study is to investigate the role of brand hatred factors on consumer purchasing decision in the Ghanaian textile industry, with perceived brand authenticity as a moderating variable. The study examines the hypotheses formulated based on this framework (Figure 1 illustrates the research framework):

H1: Ideological incompatibility has a positive effect on consumer purchasing decisions.

H2: Symbolic incongruity has a positive effect on consumer purchasing decision.

H3: Unmet expectation has a positive effect on consumer purchasing decision.

H4a: Perceived brand authenticity moderates the relationship between ideological incompatibility and consumer purchasing decision.

Source: Authors' conception.

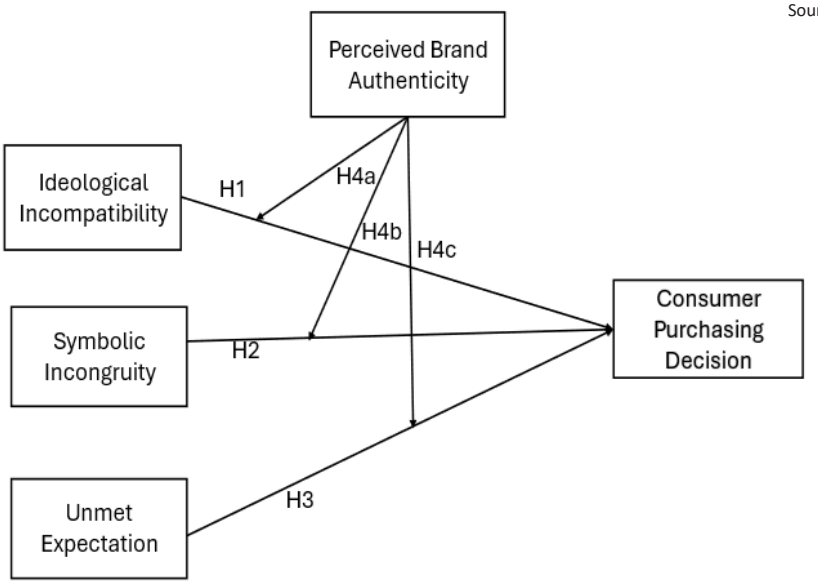

Figure 1. Conceptual framework

H4b: Perceived brand authenticity moderates the relationship between symbolic incongruity and consumer purchasing decision.

H4c: Perceived brand authenticity moderates the relationship between the unmet expectation and consumer purchasing decision.

2. METHODOLOGY

This study used a quantitative methodology and an explanatory approach. The target population for this study was textile consumers in the Accra metropolis, which was chosen because it is Ghana's capital and the hub of most commercial activity. Many respondents were young consumers attending universities and colleges within the metropolis. Due to its multicultural heterogeneity, the Accra metropolis is considered to represent a diverse range of industries in Ghana. Ghana is known for having a high youth population (63%) and a high textile density proportion (79.65%) (Kwankye & Frempong-Ainguah, 2025). Purposive sampling technique was used to select participants from five textile industries, including ATL, GTP, Woodin, Batakari, and Kente. This sampling strategy involves the researcher selecting people for the sample. Respondents were primarily female (79.6%), which aligns with the target group of interest. Women have a stronger connection to textile brands and are more socially aware than men (Valaei & Nikhashemi, 2017; Potdar et al., 2024). 74% of the participants expressed a strong dedication to the chosen cause/purpose, which aligns with the profile of young consumers who are more culturally informed than older generations. Given the study's emphasis on brand hatred and consumer purchasing decisions, it is crucial to select participants who have a thorough understanding of the subject. Scholars claim they can save time and effort by obtaining a suitable sample using their expert judgement.

As part of our evaluation process, we inquired whether individuals had any adverse experiences with the brands. No one was able to complete the questionnaire without responding to the evaluation question.

Young consumers comprise a significant portion of the customer base, which is one of the reasons this study focuses on them. We asked participants about any negative brand experiences they had encountered as part of a screening inquiry.

This experiment determined the required sample size of 360 participants using G-Power 3.1 software, based on Cohen's (1988) method with an effect size of 0.5 and an estimated power of 0.80 (Miao et al., 2023). With a three-month wait time, we acquired the data in a single wave. Information was gathered between March and June 2025. The authors disseminated information about the study

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through resource persons at seminars and conferences held in Accra on the topic of brand hatred and consumer purchasing decisions. This helped to raise the response rate. Participants were asked to confirm their consent by completing a study form included in a subsequent email. The authors used various platforms, including Google Forms, to contact 360 respondents. The authors acquired (N = 339) at the conclusion of the data collection phase, signifying a strong rate of response to the research questions. Since no clinical or animal tests were required for this investigation, ethical approval is not necessary. The respondents provided their answers voluntarily, and the research data was collected anonymously. After gaining the consent and agreement of textile consumers, 339 structured questionnaires were either self-administered or completed via a URL through Google Forms using a purposive sampling technique. The questionnaire was mainly sent to customers of textile companies. According to the survey instrument's instructions, a consumer filled out the questionnaire using details about themselves. Subsequently, respondents completed either a hard-copy questionnaire or a Google form that the authors made available via URL links. The researchers included a consent form explaining the study's aims with the questionnaires they sent out. The research participants were assured that their answers would be kept confidential. Their data will be kept confidential and used exclusively for research.

The survey had 25 required items with a five-point Likert scale from "totally disagree" to "totally agree," based on multi-item levels subsequently proposed in the study, which were used to answer the questionnaire's demographic elements and all validated ratings. Five items were used to measure perceived brand authenticity, and these are adapted from Chen et al. (2020). Five items were used to measure unmet expectations, adopted from Hegner et al. (2017). Five items were used to measure consumer purchasing decisions and were adopted from Suki (2013) and Napoli et al. (2014). Five items will be used to measure ideological incompatibility, adopted from Rodrigues et al. (2021). Five items will be used to measure symbolic incongruity and will be adopted from Rodrigues et al. (2021).

The study used the Statistical Package for the Social Sciences (SPSS) for descriptive statistics, and SmartPLS 3.0 software was utilized for PLS-SEM. An accurate modeling method, PLS-SEM, is suitable for evaluating detailed statistical models and determining the extent to which latent variable connections exist (Becker et al., 2023). The sample size was deemed appropriate to meet the criteria for path analysis using partial least squares structural equation modeling (PLS-SEM) and to achieve a statistical power of greater than 80% (Hair et al., 2017).

The internal consistency of each element was assessed using factor loadings, with an acceptable threshold of 0.7 (Henseler et al., 2009). The test for the model's reliability was assessed using Composite Reliability (CR) scores. All CR values exceeded the minimum level, and Cronbach's alpha was also above the required threshold of 0.7 (Hair et al., 2022).

Table 1. Socio-demographic profile of study participants

Source: Authors' field data from Ghana.

Details		Frequency	Percent (%)
Gender	Female	270	79.6
	Male	61	18
	Prefer not to say	8	2.4
Age	Below 25 years	50	14.7
	26-35 years	200	59
	36-45 years	80	23.6
	Above 46 years	9	2.7
Educational level	Undergraduate/ First Degree	240	70.8
	Masters/ Postgraduate	70	20.6
	Others	29	8.6
Occupational status	Employed	150	44.2
	Unemployed	20	5.9
	Student	100	29.5
	Retired	69	20.4
Type of industry	Woodin	56	16.5
	ATL	60	17.7
	GTP	18	5.3
	Smock	40	11.8
	Kente	165	48.7
Sample size (n)		339	100

3. RESULTS AND DISCUSSION

Due to factor loadings below 0.70, three items were eliminated from further consideration after a thorough study. All thirty objects, however, exhibited substantial cross-loadings (R = 0.70). Unmet expectation (0.88), ideological incompatibility (0.81), symbolic incongruity (0.89), consumer purchasing deci-

sion (0.88), and perceived brand authenticity (0.89) performed successfully in terms of reliability. To verify whether the model was convergent, we ran it through the AVE (Average Variance Extracted) test. The results presented in Table 3, which summarize the model, indicate that drivers of brand hatred, such as symbolic incongruity, unmet expectations, and ideological incompatibility, account for 79% of the variance in consumer purchasing decisions (R^2 = 0.79). The coefficient table indicates that symbolic incongruity is a significant predictor of customer purchase decisions, with a p-value of 0.00 (less than 0.05) and β = 0.27. In Table 3, we can see that ideological incompatibility has a β of 0.15 and a p-value of 0.007, which is lower than 0.05, indicating it is a significant predictor of customer purchase decisions. With a p-value of 0.00 and a β of 0.37 below the significance level of 0.05, unmet expectation stands out as a robust predictor of consumer purchase decisions.

Customers' impressions of a brand's credibility play a moderating role in two relationships: one between ideological incompatibility and purchases (*H4a*) (β =0.03, p-value=.0.61), and another between symbolic incongruity and purchases (*H4b*) (β =0.01, p-value=0.91). Thus, both *H4a* and *H4b* display positive empirical data, but they are profoundly unsupported. There are negative empirical evidence and a statistically insignificant moderating effect of consumers' perceptions of brand authenticity on the connection between unmet expectations and their purchase decisions (*H4c*, β = –0.07, p-value = 0.06).

Composite measures of defined items are unequal and have outstanding validity (Hair et al., 2014). All factors indicate a significant Cronbach's alpha, although Composite Reliability (CR) and Average Variance Extracted (AVE) are above

Table 2. Construct measurement assessment

	Scale	Factor loadings	CR	AVE
	Unmet Expectation (UE)			
UE1	Textile products do not operate well	0.71	0.88	0.66
UE2	The textile product is inefficient	0.85		
U3	The poor performance of this product is the reason I despise the textile brands	0.78		
U4	I am never impressed with textile products	0.87		
U5	The textile brand lacks my preferred quality, as anticipated	0.25		
	Symbolic Incongruity (SI)			
SI1	The textile products do not even represent who I am	0.71	0.89	0.61
SI2	My mindset is not suitable for textile products	0.81		
SI3	I would prefer not to be affiliated with textile products	0.79		
SI4	Textile products are not just what I am	0.74		
SI5	Textile products encompass the type of individual I would never want to be	0.84		
	Ideological Incompatibility (II)			
II1	I assume that textile products perform carelessly	0.80	0.81	0.52
II2	I believe that textile products act unethically	0.62		
II3	The textile business violates ethical norms	0.72		
II4	My principles and values are not compatible with the textile brands	0.72		
II5	The textile prioritizes financial growth over ethics	0.73		
	Consumer Purchasing Decision (CPD)			
CPD1	I explore which textile products dissociate the most and stop purchasing them	0.73	0.88	0.59
CPD2	When I go shopping, I focus a lot on the suitability of textile products suitability	0.82		
CPD3	I purchase textile products with a lower ecological impact more often on purpose	0.76		
CPD4	When I need this type of goods again, I will buy the textile brand	0.81		
CPD5	I will undoubtedly try this brand	0.70		
	Perceived Brand Authenticity (PBA)			
PBA1	The pattern on the fabric seemed real to me	0.74	0.85	0.63
PBA2	The look of the fabric line was genuine in my opinion	0.76		
PBA3	In my opinion, the textile brand's raw materials are genuine	0.76		
PBA4	The authenticity of the cloth brand's presentation was what I perceived	0.80		
PBA5	The use of the textile brand seemed genuine and of high quality to me	0.87		

Note: AVE = Average Variance Extracted, CR = Composite Reliability.

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the suggested minimums of 0.70 and 0.50, respectively (Fornell & Larcker, 1981). Hence, every factor is found to show high levels of convergence and an excellent internal uniformity (Table 2). The survey also matched the structure of the evaluation parameters, utilized existing dimensions, and ensured the confidentiality of the respondents (Hair et al., 2022), thereby minimizing potential Standard Method Bias (SMB). Complete collinearity assessment approach (Kock & Hadaya, 2018) yielded VIF values below the 3.3 threshold, indicating that the proposed model can be considered free of collinearity. The correlation matrix (Table 3) does not reveal any strongly connected factors, whereas Pavlou et al. (2007) suggest that proof of CMB should have been remarkable.

With AVE values higher than the suggested minimum of 0.5 (Fornell & Larcker, 1981) (Table 2), all components were validated. By applying multiple regression models to each component, we determined the Variance Inflation Factor (VIF), which fell within the acceptable range of 1.21 to 2.81 (Fornell & Larcker, 1981). In order to do a discriminant validity test, the AVE values should surpass the squared inter-construct correlation (SIC) estimations. Utilizing Kendall's tau-b correlations, we quantified the degree of ordinal scale connection.

The findings of *H1* suggest that ideological incompatibility has a positive impact on consumer purchasing decisions. The results align with past empirical findings (Hegner et al., 2017; Yoon et al., 2020; Otoo et al., 2023). The study's conclusions may be supported by the fact that cultural pride is fostered by ideological incompatibility with mass or domestic influence in the textile sector, where designs, materials, and techniques have profound cultural significance. Customers frequently purchase these goods to support their communities, preserve their cultural heritage, or combat marginalization.

H2 was accepted, suggesting a statistically significant link between symbolic incongruity and client purchasing decisions in the textile industry. The results provided positive empirical evidence for the impact of symbolic incongruity on customer purchasing decisions in Ghana's textile industry. The results of this study align with earlier studies on the impact of symbolic incongruity on customer purchasing decisions (Eklund & Helmefalk, 2022; Tosun et al., 2024). According to prior study, buyers' susceptibility toward hating a brand is primarily motivated by their gender, with male respondents placing more symbolic incongruity behaviors than female respondents when making purchases (Yadav, 2024). Given that there were more female respondents than male respondents

Table 3. Discriminant validity assessment (Fornell-Larcker criterion)

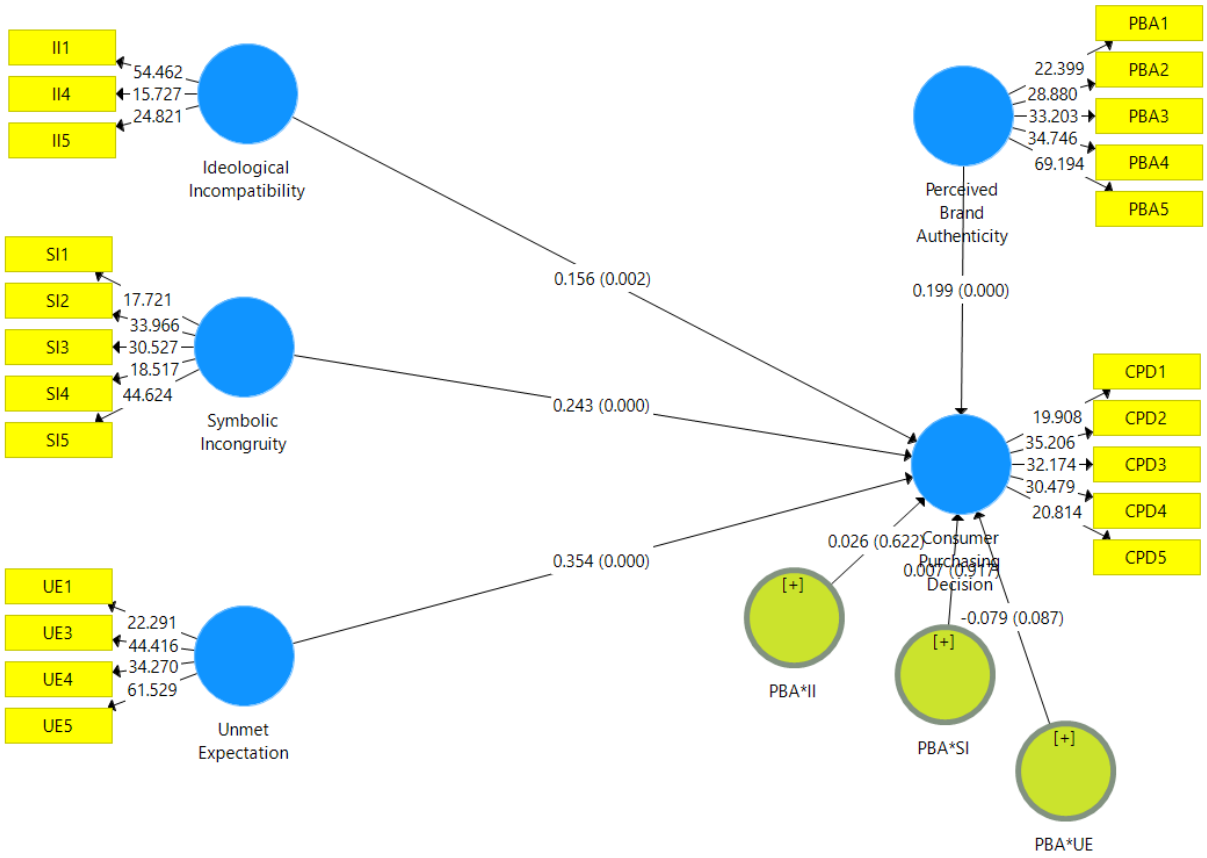
Construct	CPD	II	PBA	SI	UE
Consumer Purchasing Decision	0.80				
Ideological Incompatibility	0.79	0.81			
Perceived Brand Authenticity	0.77	0.72	0.79		
Symbolic Incongruity	0.76	0.77	0.72	0.78	
Unmet Expectation	0.75	0.62	0.69	0.68	0.81

Table 4. Overview of direct effects

Hypothesis	Direct effect	Beta (β)	Standard deviation	t-value	p-value	Results
H1	II → CPD	0.15	0.056	2.72	0.007	Supported
H2	SI →CPD	0.27	0.075	4.56	0.000	Supported
H3	UE →CPD	0.37	0.060	7.36	0.000	Supported
H4a	PBA*II→CPD	0.003	0.059	0.49	0.61	Unsupported
H4b	PBA*SI→CPD	0.01	0.068	0.11	0.91	Unsupported
H4c	PBA*UE→CPD	–0.07	0.049	1.72	0.06	Unsupported

Table 5. Results of R-Square and Adjusted R-Square

Construct	Coefficient of determination(R^2)	Adjusted R^2
Consumer Purchasing Decision	0.79	0.72



Note: II = Ideological Incompatibility, SI = Symbolic Incongruity, UE = Unmet Expectation, CPD = Consumer Purchasing Decision, PBA = Perceived Brand Authenticity.

Figure 2. Structural model path coefficient

in this study, we observed that symbolic incongruity is likely to affect what customers decide to buy.

H3 was accepted, indicating a statistically significant association between unmet expectations and customer purchase decisions in the textile industry. Path coefficient results showed positive empirical evidence against the influence of unmet expectations on consumer purchasing decisions in Ghana's textile industry. This study's findings align with previous research on the impact of unmet expectations on consumer purchasing decisions (Rana et al., 2024; Roosita Cindrakasih et al., 2024). It was observed that a clothing brand (textile) is affected by unmet consumer expectations. Unmet expectations tend to have an impact on tangible goods, such as hedonics and textiles (Angell & Solomon, 2014). According to anti-consumption theory, consumers may intentionally avoid or boycott a brand to align their actions with their values, not merely as a practical response, but as an ethical stance (Garima et al., 2025).

To determine whether the brand hatred factor significantly affects consumers' purchase decisions, the penultimate stage of the study examined the moderating effect of perceived brand authenticity. To conduct the moderation analysis, the assessed structural model was supplemented with the perceived brand authenticity. According to the results, none of the three moderation effects that were considered were notable enough to warrant further statistical investigation.

The present study's *H4a*, *H4b*, and *H4c* demonstrate how perceived brand authenticity moderates the relationship between consumer purchase decisions and brand hatred. Our findings supported the attribution theory by confirming that perceived brand authenticity has a positive influence on ideological incompatibility and consumer purchase decisions. Our investigation's results corroborate those of Islam et al. (2024) and Turker et al. (2023). The reason for

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these findings is that perceived brand authenticity reduces the likelihood of extreme consumer responses such as negative publicity, which often leads to ideological clashes. It is particularly relevant in the textile industry, where ethical production, cultural respect, and alignment with identity are increasingly important.

Our study's findings supported the fact that perceived brand authenticity moderates the relationship between the symbolic incongruity and consumer purchasing decision. The findings of this study align with previous research conducted by Bu et al. (2023) and Pittman et al. (2022). The reason for this alignment is that consumers with strong emotional ties to authentic brands are more willing to tolerate symbolic mismatches due to a deeper psychological investment in the brand. From the attribution theory perspective, the consumer's emotional connection alters the attribution process, leading them to maintain loyalty despite their symbolic incongruence (Kapoor et al., 2022).

With the findings of *H4c*, the moderating effect of perceived brand authenticity on unmet expectation and consumer purchasing decision was not confirmed. This is supported by past research findings (Cinelli & LeBoeuf, 2020; J. Rixom & B. Rixom, 2023). A possible reason for the alignment of the current study's results with those of prior studies is that attribution theory suggests that unmet expectations lead to causal explanations and emotional responses (Fu & Ma, 2022). When expectations are unmet, disappointment or frustration may override any perception of authenticity, especially in low-involvement products like textiles. Even if the brand is perceived as genuine to its values, the emotional attribution tied to the poor outcome is stronger and dictates behavior more than perceived brand authenticity does.

CONCLUSION

The study aimed to investigate how brand hatred factors influence consumer purchasing decisions in the Ghanaian textiles industry with perceived brand authenticity as a moderating variable. The findings reveal that the brand hatred factors (ideological incompatibility, symbolic incongruity and unmet expectations) positively influenced consumers' purchasing decisions. Perceived brand authenticity, on the other hand, positively moderated ideological incompatibility and symbolic incongruity but negatively moderated unmet expectations.

This study gives businesses metrics to gauge unmet expectations, perceived authenticity, ideological incompatibility, and symbolic incongruity. Creating symbolic congruity with customers may be facilitated by including pleasant referral networks. Preventing any unlawful, immoral, or environmentally damaging misconduct will undoubtedly reduce the ideological incompatibility of a brand with its customers. Providing high-quality goods that meet customer expectations helps alleviate the problem of unmet expectations.

This study has limitations that provide opportunities for future research. The findings of our study are restricted to Ghana's geographical territory. The distinctive cultures, government, and market dynamics of developing nations can differ significantly from those of developed economies, yet branding and cultural issues remain crucial in these areas. Future studies should compare these results with those of other developing nations. We propose that to evaluate the potential for generalization of the findings of this study and investigate bicultural comparisons, more research on other developing economies, including advanced nations, is necessary. The study exclusively used consumers to collect data, which could lead to bias in the results. It is advisable to study various participants, such as managers who have insight into brand hatred.

AUTHOR CONTRIBUTIONS

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Methodology: Aloysius Sabog.
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