

## Resilience To Negative Electronic Word Of Mouth: The Role Of Self-Congruity, Brand Attachment, And Prestige

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**Abstract:** This study aims to: (1) introduce the concept of resilience to negative electronic word of mouth (eWOM); and (2) examine a process model from self-congruity, brand attachment, brand prestige, and resilience to negative eWOM using a moderation mediation model. A time-lag approach was conducted to collect data, involving 312 students from two universities in Jakarta. Moderation hierarchical regression using a macro process is used to test the hypothesis. The results show that resilience to negative eWOM can be strengthened through personal resources (self-congruity, brand attachment, and brand prestige). The brand attachment has been proven to be a vital factor that can strengthen resilience to negative eWOM, and this relationship becomes more robust as perceived brand prestige at a high level. These findings extend existing topics related to eWOM by presenting another form of consumer loyalty and trust in a brand through resilience to negative eWOM.

**Keywords:** resilience to negative eWOM, self-congruity, brand attachment, brand prestige.

**Abstrak:** Penelitian ini bertujuan untuk: (1) memperkenalkan konsep resiliensi terhadap negatif electronic word of mouth (eWOM); dan (2) menguji model proses dari kesesuaian diri, keterikatan merek, prestise merek, dan ketahanan terhadap eWOM negatif menggunakan model mediasi moderasi. Pendekatan time-lag dilakukan untuk mengumpulkan data, melibatkan 312 mahasiswa dari dua universitas di Jakarta. Moderasi regresi hierarkis menggunakan proses makro digunakan untuk menguji hipotesis. Hasil penelitian menunjukkan bahwa pengaruh ketahanan terhadap eWOM negatif dapat diperkuat melalui sumber daya pribadi (kesesuaian diri, keterikatan merek, dan prestise merek). Keterikatan merek telah terbukti menjadi faktor penting yang dapat memperkuat pengaruh ketahanan terhadap eWOM negatif dan hubungan ini menjadi lebih kuat karena prestise merek yang dirasakan pada tingkat tinggi. Temuan ini memperluas topik yang ada terkait dengan eWOM dengan menghadirkan bentuk lain dari loyalitas dan kepercayaan konsumen pada suatu merek melalui ketahanan terhadap eWOM negatif.

**Kata Kunci:** eWOM negatif, kesesuaian diri, keterikatan merek, prestise merek.

## INTRODUCTION

In the last decade, the development of information technology has made researchers in the marketing field turn their attention to consumer behavior on various online and social media features, including electronic word of mouth (eWOM). The behavior of consumers who voluntarily talk about their experiences in the online world poses challenges for practitioners and researchers in the marketing field. However, it is not only positive eWOM that needs attention; recently, negative e-WOM that can spread quickly plays an essential role in consumer image and behavior. Both positive and negative eWOM are critical factors for marketers to understand their products or services' various advantages and disadvantages from a consumer perspective more objectively (Hu & Kim, 2018).

In line with the increasing number of customers who use eWOM in their activities on social media, scientific efforts are made to explore the factors that form eWOM, its impact, and the extent to which eWOM information influences consumer attitudes and behavior. However, previous researchers focused more on positive eWOM from the perspective of the perpetrators and ignored negative eWOM from the side of the recipient of the information. For example, several studies have tried to explore the motivating factors of eWOM from both negative and positive sides (Boo & Kim, 2013; Hu & Kim, 2018). Using a different perspective, Bachleda and Berrada-Fathi, (2016) compared the adverse effects of eWOM and personal WOM on trust in WOM and consumer purchase intention. Bachleda and Berrada-Fathi, (2016) also highlighted eWOM sources, where negative WOM obtained from interpersonal sources (pWOM) has a more substantial effect on trust in WOM than eWOM from marketer sites.

The current research contributes theoretically in several ways. While there has been much work on the topics of eWOM, a review of the literature reveals two areas that have opportunities for further exploration. First, we introduce resilience toward negative eWOM concept to broaden knowledge about the word of mouth area from the recipient's perspective. Resilience becomes very important and is closely related to consumer trust and loyalty (Saad et al., 2022; Wang et al., 2020). According to Wang et al. (2020), which explores the approach to regaining consumer trust through psychological resilience after having negative experiences, we are interested in further understanding resilience in the context of negative eWOM. In short, resilience toward negative eWOM is the level of trust in negative information obtained from the internet and social media. In the context of marketing, resilience is part of positive psychological capital (PsyCap) (Bhatnagar, 2021) and affects consumer loyalty, satisfaction, and trust. Furthermore, the present study uses the concept of the "eWOM effect" from Park and Lee (Japutra et al., 2019; Moran & Muzellec, 2017) as the primary basis for understanding resilience to negative eWOM from the perspective of the message recipient. More specifically, this research extends the existing model of eWOM (Bhatnagar, 2021) by incorporating positive psychological capital (e.g, resilience) and eWOM as a new construct that denotes resilience to negative eWOM.

Second, along with the belief in the vital role of eWOM, the researchers tried to explore its antecedents (Bachleda & Berrada-Fathi, 2016; Hu & Kim, 2018; Rabbanee et al., 2020) and its impact on consumer purchase attitudes and behaviors (Bulut & Karabulut, 2018; Prasad et al., 2019). However, most studies focus on eWOM from the perspective

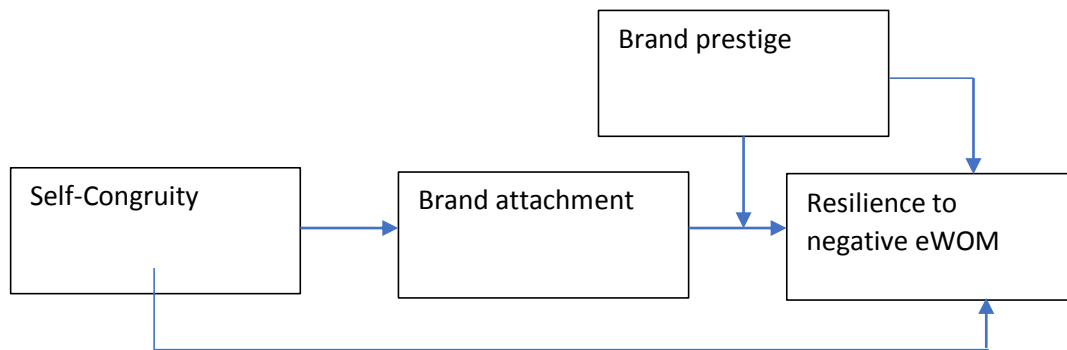
of the eWOM' actors and ignore how consumers respond to negative information obtained through eWOM. In this study, we broaden a better understanding of why consumers tend to be more resilient to negative eWOM from the recipient's side. Drawing on attribution theory (e.g., self-congruity) and brand attachment models (Rabbanee et al., 2020), we explore the role of self-congruity in brand attachment and resilience toward negative eWOM among cell phone users among college students.

Finally, brand attachment has previously been shown to have a close relationship with eWOM and brand loyalty (Gomez-Suarez & Mónica, 2020; Rabbanee et al., 2020). However, previous researchers only focuses on the impact of brand attachment (e.g., brand loyalty). Since brand attachment is confirmed related to eWOM actors, it would seem that whether brand attachment has the same influence as resilience toward negative eWOM remains largely unanswered. Therefore, the present study offers new insights into understanding resilience toward negative eWOM received via the internet and social media through internal resources (brand attachments) compared to external resources (Bachleda & Berrada-Fathi, 2016). Finally, present study integrates brand prestige in the relationship between brand attachment and resilience to negative eWOM. In other words, we specifically examine how the magnitude of the brand attachment effect on resilience to negative eWOM differs based on the strength of perceived brand prestige.

## **THEORITICAL REVIEW**

This study uses attribution theory and attachment theory to explain how personal resources (e.g., self-congruence, brand attachment, and prestige) can influence consumer behavior. In the marketing area, both attribution and attachment theory is helpful for understanding perceptions or conclusions based on personal judgments about a product/service compared to other people's opinions. In other words, both theories are closely related to personal experiences that shape consumer perceptions (Bhatnagar, 2021). For example, when there is negative news about a product, individuals who have experience using it will have their own opinions.

In a similar context, related to self-congruity with brands, brand attachment, and brand prestige comes from the integration of self-concept theory and social identity theory which then results in self-congruity theory (Sirgy, 2018). Conclusively, self-concept and attribution theories have been widely used to explain various consumer behaviors. For example, Šegota et al. (2021) use a self-concept framework to explain consumer satisfaction, engagement, expectations, and WOM. Furthermore, Rabbanee et al. (2020) explore the relationship between self-concept, brand attachment, and consumer engagement on social networking sites. Thus, drawing attribution theory and self-concept as a framework, we propose the research model shown in Figure 1.



**Figure 1.** Research Model

**Self-congruency, brand attachment and resilience to negative eWOM.** Electronic word of mouth is another form of traditional WOM, referring to the word-of-mouth exchange of information through the internet/social media. Meanwhile, at a more general level, WOM is "a behavioral tendency to discuss various products and brands across product categories and consumption contexts" (Srivastava & Sivaramakrishnan, 2021, p.370). WOM can be positive and negative, depending on how the information provider describes the product/service; if positive, WOM gives a positive review, while negative WOM denigrates the review object (Bachleda & Berrada-Fathi, 2016). Compared to positive WOM, the negative version is believed to significantly affect consumer attitudes and behavior (Lee & Jensen, 2014). Thus, marketers pay attention to various negative reviews, which are speedy and widespread, especially on online media. Researchers in the marketing area define brand attachment as the strength of the connection and brand bond between an individual and a brand (Park et al., 2010). Brand attachment can create memory, confidence, and consumer trust and therefore is very effective in predicting future consumer behavior, where brand selection behavior is related to congruent self-concept (Roy & Rabbanee, 2015; Sirgy, 2018). Self-congruity describes the match between the consumer self-concept and the value-expressive of a product or service (Sirgy, 2018). In the product context, self-congruity refers to the match between consumers' self-concept and the perceived image of a brand. Furthermore, more recent empirical evidence confirms that self-congruity is related to trust, loyalty, WOM (Šegota et al., 2021), and brand attachment (Rabbanee et al., 2020). Thus, we propose the hypothesis:

**H1:** Self-congruity has a positive impact on brand attachment.

While some studies assess the positive and negative consequences of eWOM, this study is interested in studying consumers' resilience to the negative eWOM. By adopting resilience from positive psychological capital literature (Thompson et al., 2015) and the eWOM effect (Moran & Muzellec, 2017), we propose resilience to negative eWOM as an integrating concept of trust and consumers loyalty (Bhatnagar, 2021). Resilience in the context of PsyCap is one of the psychological resources consisting of hope, self-efficacy, optimism, and resilience itself (Bhatnagar, 2021). More specifically, in the cognitive

perspective, resilience is overcoming failure and achieving success (Luthans & Youssef-Morgan, 2017). In the same vein, we define resilience to negative eWOM as the strength of a person's belief, trust, and commitment to the products/services they support; thus, whatever negative information does not affect their buying decisions in the future.

Self-congruity has been documented as an antecedent of various consumer attitudes and behaviors, including WOM (Šegota et al., 2021), but not resilience to negative eWOM. However, the relationship between the two can be explained through several reasons: first, self-congruity as an individual's alignment with the brand has been shown to have a potential effect on satisfaction, loyalty, and trust (Bhatnagar, 2021). In the same vein, resilience to negative eWOM is the strength of a person's belief, trust, and commitment to a particular brand. For example, Sirgy (2018) examine the link of self-congruity to loyalty and consumer behaviors on social media (Rabbanee et al., 2020). Second, individuals who have self-congruity with a product have the possibility not to be influenced by various negative information that may appear in online media. Resilience, henceforth, is a form of commitment and trust that comes from individual psychological assessments on a brand or its related values (Bhatnagar, 2021). Individuals who have resilience do not give up easily and are skeptical of negative information. Thus, it is logical that high self-congruity can increase consumer resistance to negative eWOM.

**H2:** Self-congruity has a positive impact on customer's resilience to negative eWOM

**Brand attachment and resilience to negative eWOM.** Studies linking brand attachment to negative eWOM resilience have never been done before. Drawing attachment theory, we propose that brand attachment triggers the resilience toward negative eWOM based on the following logical explanation. Brand attachment is "the strength of the bond connecting the brand with the self" (Park et al., 2010), so it is closely related to personal experience and adequate knowledge about the brand. The brand attachment also describes the strength of emotional relationships with brands (Gomez-Suarez & Mónica, 2020; Park et al., 2010), which can be in the form of products (Aboulnasr & Tran, 2020)), tourist destinations (Gomez-Suarez & Mónica, 2020; Rabbanee et al., 2020) and location-specific events such as hotels (Li et al., 2019). Therefore, individuals can have their own opinions and conclusions to give an assessment of a product/service. Drawing attachment theory, consumers are motivated to utilize personal resources to maintain their bond and closeness to the brand. Thus, they will tend to engage in support the brand (Elbedweihy et al., 2016; Park et al., 2010). Individuals who are attached to the brand tend to be loyal (Bhatnagar, 2021), are willing to recommend the brand to others (Jimenez & Voss, 2014), and are not easily influenced by the "temptation" of other products. Hence, it is logical that in a negative eWOM case, individuals who are attached and have an emotional connection to their brand will tend to have high resilience and be skeptical of negative information. Thus, we propose the hypothesis:

**H3:** Brand attachment has a positive impact on customer's resilience to negative eWOM

Brand attachment, the strength of the bond connecting and emotional between brand and personal self, may play an intermediate process between possible self-congruity and

resilience toward negative eWOM. In general, brand attachment has been widely demonstrated to play a mediator variable (Li et al., 2020; Rabbanee et al., 2020). For example, Rabbanee et al. (2020) examine the role of brand attachment as a mediator of self-congruity orientation to pro-brand behavior. In contrast, Li et al. (2020) prove the intermediate role of brand attachment between customer engagement and brand loyalty. In this study, we propose an intermediate role of brand attachment in the relationship between self-congruity and resilience toward negative eWOM to better understand the mediating mechanism at the stage of resilience formation. Accordingly, using arguments on hypotheses 1 and 3, we expect that self-congruity has not only a direct effect on resilience toward negative eWOM but also an indirect effect through brand attachment.

**H4:** Self-congruity has indirect impacts on customer's resilience to negative eWOM via brand attachment

**The role of brand prestige.** Brand prestige represents the status or individual esteem of a brand. Brand prestige is a combination of self-esteem, power, and social value on the attributes of a product, including uniqueness, rarity, performance, quality, or price (Kim et al., 2019). A prestigious brand can further represent consumers' social status; thus, prestigious brands can increase consumers' self-confidence and social image (Kim et al., 2019). Recently, brand prestige has been confirmed to have positive effects on consumer attitudes and behaviors such as brand attachment, purchase intention, perceived quality, WOM, and brand loyalty (Carnevale et al., 2019; Ji et al., 2018; Nischay et al., 2015). Furthermore, brand prestige has also been shown to moderate the relationship between brand simplicity and consumption (Bossel et al., 2019). Since brand prestige represents self-esteem and status, which was previously proven to affect positive attitude toward a brand (Ahn & Back, 2018), loyalty, and WOM (Ji et al., 2018; Nischay et al., 2015), present study proposes the role of brand prestige as an antecedent of resilience to negative eWOM. We suspect that the positive relationship between brand attachment and resilience to negative eWOM will be more assertive with the high perceived brand prestige.

**H5:** Brand prestige moderates the relationship between brand attachment and customer's resilience to negative eWOM.

## METHODS

**Sample and Procedures.** The target respondents in this study were students at two private universities in Jakarta which were determined using a purposive approach. Data was collected using a time-lag approach via an online self-administered survey. In the first phase, respondents were asked to provide basic information about demographics, cell phone brands used, and self-congruity. Two weeks later, respondents were invited via email to answer a questionnaire regarding brand prestige, brand attachment, and attitudes toward negative eWOM. The first phase was responded by 462 participants, while the second phase was only responded by 324 (70.1 percent of phase 1). After eliminating the questionnaire that did not meet the requirements (not filled out completely), 312 students were used as the final data. Respondents consist of 62.82 percent of females, and most

respondents are unemployed (61.54 percent). Respondents were grouped into users of the three largest groups of mobile phone brands (this study does not include brand names because they are related to publication ethics and licensing of brand names).

**Table 1.** Characteristics of Respondents

	Frequency	Percent
Gender		
Female	196	62.82
Male	116	37.18
Employment Status		
Unemployment	192	61.54
Employment	118	37.82
N/A	2	0.64
Users' of Merk		
Merk A	69	22.12
Merk B	132	42.31
Merk C	111	35.58

**Measurement.** All instruments used were adapted from previous studies. Respondents were asked to give a 5-point rating (1 is strongly disagree to 5 strongly agree). The measurement of social self-congruity was adapted from a 7-items scale by Rabbanee et al. (2020). Example items "People who use [brand name] are similar to how others see me" and "[brand name] contributes to my image as perceived by others". Furthermore, the brand attachment was measured by adapting the six items from Malar (cite in Japutra et al., 2019), this scale measures the respondent's feelings regarding the brand used, including affection, love, connection, passion, delight, and captivation.

Brand prestige is measured by a modified scale: three items (Li et al., 2018) and two additional items. Examples of items are "this brand is very prestigious" and "this brand has a high status." Two additional items included: "using this brand can increase your prestige" and "using this brand can impress others." Finally, resilience toward negative eWOM were measured using a three-item scale from Park and Lee (cite in Moran & Muzellec, 2017). Minor adjustments were made, and the survey instrument uses a scenario where respondents are given negative news about their products. Example items "I would not refer to this eWOM information in my future purchase decision" and "overall, I think the negative eWOM information is not reliable"

Control variable-following previous studies (e.g., Abubakar et al., 2017; Evertz et al., 2021; Teso et al., 2018), we included two control variables (gender and employment status) that are closely related to eWOM and brand attachment.

**Scale assessment and common method variance.** Because the data is obtained from one source, there is the potential to have a common method variance (CMV) so that several procedures are carried out to remedy it (Podsakoff et al., 2012). First, this study uses a time-lag design to minimize the effect of evaluation and attitudes of respondents who try

to connect between variables. Second, this study is anonymous and voluntary so that respondents can answer more objectively. Third, complete collinearity analysis (see Table 2) was used to detect the possibility of CMV. The results show that there is no variance inflation factor (VIF) more than 3.3; thus, this data can be declared free from CMV (Kock, 2017).

Convergent, reliability, and discriminant validity of the constructs in this study were assessed using Hair et al. (2016) parameters. First, convergent validity is assessed by looking at the factor loading of the items, which concludes that all items have satisfactory validity (all factor loading above 0.70). Second, reliability was assessed with Cronbach's alpha and construct reliability, providing a supportive conclusion that all the construct items used had met (CA and CR above 0.70, AVE value more than 0.50) as recommended (Hair et al., 2016).

**Table 2.** Scale assessment

	Loading Factor	VIF	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Social Self-Congruency	.80 - .87	2.18 - 3.06	.92	.93	.67
Brand Prestige	.82 - .86	2.43 - 3.06	.92	.93	.74
Brand Attachment	.78 - .93	2.58 - 2.95	.92	.94	.72
Resilience to negative eWOM	.87 - .88	2.04 - 2.41	.86	.91	.78

## RESULTS

The correlation results shown in Table 3 show that social self-congruency is positively correlated with brand attachment (correlation is 0.37, p value less than 0.01) and eWOM (correlation is 0.39, p value less than 0.01). Furthermore, brand attachment was also positively correlated with eWOM (correlation is 0.57, p value less than 0.01). These results provide preliminary evidence on the direction of the relationship between the variables used in the model.

**Table 3.** Descriptive statistics and correlation

No	Variable	Mean	S.D	1	2	3	4	5	6
1	Gender	1.38	.49	1					
2	Employment	1.37	.49	-.07	1				
3	SSC	3.29	.85	.00	-.05	1			
4	BP	3.39	.93	.07	.01	-.04	1		
5	BA	3.16	.98	-.03	-.05	.37**	-.13*	1	
6	eWOM	3.19	1.01	-.02	-.02	.39**	-.06	.57**	1

Notes: \*\* p value less than 0.01; \* p value less than 0.05, Social Self-Congruency (SSC), Brand Prestige (BP), Brand Attachment (BA), Resilience to negative eWOM (eWOM), standard deviation (S.D)



**Hypothesis-testing.** The results of the hierarchical regression analysis are summarized in Table 4. Using Macro Process (model 15), the social self-congruity is positive and significant related to brand attachment, the beta coefficient ( $\beta$ ) is 0.42 and p value less than 0.01 and resilience to negative eWOM ( $\beta$  is 0.24 and p value less than 0.01). In a similar vein, brand attachment was found to be significant related to resilience to negative eWOM, beta coefficient is 0.51 and p value less than 0.01). Thus, H1 - H3 were supported.

**Table 4.** Summary of hierarchical regression results

	<b>b</b>	<b>se</b>	<b>p</b>	<b>LLCI</b>	<b>ULCI</b>
Model 1, BA as dependent					
Gender	-0.05	0.1	0.6	-0.26	0.15
Employment	-0.08	0.1	0.46	-0.28	0.12
Main Effect					
SSC	0.42	0.06	0.00	0.30	0.53
Model 2, eWOM as dependent					
Gender	-0.03	0.09	0.71	-0.21	0.14
Employment	0.04	0.09	0.74	-0.14	0.20
Main Effect					
SSC	0.24	0.02	0.00	0.14	0.35
BA	0.51	0.05	0.00	0.42	0.61
BP	0.01	0.06	0.88	-0.09	0.10
Interaction	0.20	0.05	0.00	0.11	0.30

Hypothesis 4 states that brand attachment mediates social self-congruity and resilience to negative eWOM relationships. As shown in Table 5, the indirect effect was positive and significant base on bootstrap result LLCI 0.14-ULCI is 0.30, more than 0.05 cut-off value. Furthermore, hypothesis 5, which examines the role of brand prestige as a moderator in the relationship between brand attachment and resilience to negative eWOM, also proved significant with beta coefficient ( $\beta$ ) is 0.20 and p value less than 0.01. In line with the interaction variables, Table 5 more explains how the effect of brand attachment on resilience to negative eWOM: when brand prestige is at a low level, the effect of brand attachment on respondents' resilience to negative eWOM is 0.32, and the effect increases significantly by 0.70 when the brand prestige at a high level. These results indicate that brand prestige has a positive effect and increases the effect of brand attachment on respondents' attitudes towards negative eWOM. Thus, H4 and H5 were supported.

**Table 5.** Conditional effect (indirect and moderating)

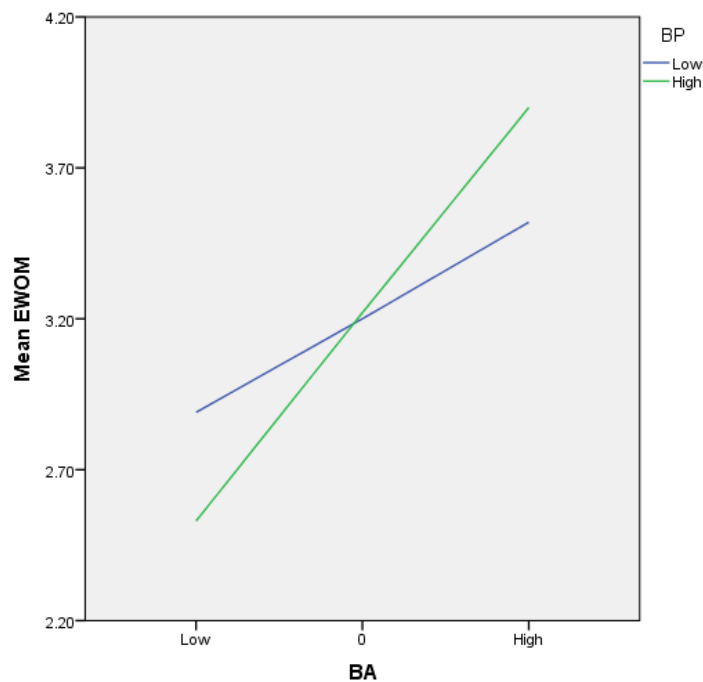
Indirect Effect	Effect	SE	LLCI	ULCI
SSC -> BA -> eWOM	0.21	0.04	0.14	0.3
Conditional Moderating Effect	Effect	SE	LLCI	ULCI
Low BP	0.32	0.07	0.19	0.45
High BP	0.70	0.07	0.57	0.83

## DISCUSSION

This study offers theoretical extensions to eWOM literature, especially on shaping consumer resilience to the negatives of electronic WOM. First, we introduce a new concept that describes the strength of consumer trust, commitment, and loyalty to a brand-related to eWOM. By adopting resilience from positive psychological capital literature (Thompson et al., 2015) and the eWOM effect (Moran & Muzellec, 2017; Verma & Dewani, 2021), we propose resilience to negative eWOM as an integrating concept of trust and consumer loyalty (Bhatnagar, 2021). The present study extends the previous studies that have focused more on the causal factors of eWOM (e.g., Bachleda & Berrada-Fathi, 2016; Hu & Kim, 2018; Rabbanee et al., 2020) or their impact on consumer behavior (e.g., Bulut & Karabulut, 2018; Prasad et al., 2019). The present study explores consumer responses to hostile eWOM explicitly from the perspective of the message recipient. Hence, resilience to negative eWOM can provide new insights in the marketing area, especially consumer behavior, to explain how loyal consumers are resilient when exposed to negative information about their products.

Second, drawing on attribution theory (e.g., self-congruity) and brand attachment models (Rabbanee et al., 2020), the results of the study prove that self-congruity has a positive effect on brand attachment, thereby adding to limited empirical evidence on similar topics (Rabbanee et al., 2020). Furthermore, as expected, self-congruity also positively affects resilience to negative eWOM, which is a prior empirical finding in this area. The study results support our assumption that consumers who have self-congruity with a product have the possibility not to be influenced by various negative information that may appear in online media. This study extends previous findings showing that self-congruity is closely related to consumer loyalty and online behavior (Sigry, 2008; Rabbanee et al., 2020).

Furthermore, the results of this study are also prior empirical evidence of the relationship between brand attachment and resilience to negative eWOM. Our study supports the assumption of attachment theory which explains that consumers are more motivated to utilize personal resources to maintain their bond and closeness to the brand. Consumers who have high brand attachment also tend to be loyal (Bhatnagar, 2021) and support the brand (Elbedweihy et al., 2016). Hence, our results show that in a negative eWOM case, individuals who are attached and have an emotional connection to their brand tend to be skeptical and resilient to various negative information about the products they use.



**Figure 2.** Condition of brand attachment effect on resilience to negative eWOM with brand prestige as moderator

Third, the present study confirmed the indirect relationship between social self-congruency and resilience to negative eWOM through brand attachment. This study adds to empirical evidence on the intermediate role of brand attachment (Rabbane et al., 2020; Li et al., 2020), particularly on the relationship between self-congruity and resilience to negative eWOM. Finally, our study finds the role of brand prestige as a boundary condition of brand attachment - resilience to negative eWOM relationships. As shown in Figure 2, brand prestige is a factor that strengthens the relationship between brand attachment and resilience to negative eWOM. The results of our study extend to previous research, which only tested the relationship between brand attachment and consumer behavior, such as attitude toward a brand (Ahn & Back, 2018), loyalty, and WOM (Ji et al., 2018; Nischay et al., 2015). Furthermore, the research results show that brand prestige has a vital role as a cushion that can influence consumer attitudes towards brands when exposed to negative information from eWOM.

This study also has practical implications for marketers, especially in marketing campaigns through online media. Referring to the results of this study, negative information received by consumers in the form of eWOM will not have a harmful effect as long as consumers personally have self-congruity and brand attachment. In other words, as long as producers can properly absorb much information from consumers as a target market, it is likely that this group will become loyal consumers in the future. Suppose a cell phone user sees himself as having a match with a product brand. In that case, he will tend to withstand various negative information about the product so that it will not affect his purchasing decisions in the future. Thus, marketers need to increase efforts to provide

various services to collect information from consumers through direct surveys to target markets and consumers.

Furthermore, brand prestige has a vital role in maintaining consumer resilience to negative eWOM. These results can be read as a combination of self-esteem and social values that form a unique value for the brand. For example, brand A manufacturers specifically highlight camera features with excellent quality, while brand B focuses more on the middle market share, which offers consumers a variety of price variations. Although brand prestige in this study is not directly related to resilience to negative eWOM, its role as moderating brand attachment and resilience to negative eWOM can provide helpful information to producers and marketers about the importance of establishing brand prestige.

## CONCLUSION

Since the rapid development of technology, especially on social media platforms, forums, and various other forms of online chat among consumers, eWOM has become a vital component of marketing campaigns. On the other hand, in addition to providing a positive side, eWOM also sometimes provides a lousy side where negative reviews can affect other consumers' attitudes. In this study, we introduce a new concept with various previous concepts related to consumer attitudes towards eWOM (loyalty, trust, commitment, resilience, eWOM) to resilience to negative eWOM as consumer resilience to negative information they receive through online media. Our study also confirms that resilience to negative eWOM can be strengthened through personal resources (self-congruity, brand attachment, and brand prestige). Brand attachment has been proven to be a vital factor that can strengthen resilience to negative eWOM, and this relationship becomes more robust as perceived brand prestige increases.

As a prior study of resilience to negative eWOM, our study cannot be separated from various shortcomings that can be covered by further research. First, the concept of resilience to negative eWOM that we propose is a modification of the concept of the "eWOM effect" and resilience that comes from psychological capital. As with the development of a new construct, we invite future research to extend this concept through a more robust methodology regarding scale development procedures in statistical psychology. Second, the sample of this research is students from two universities in Jakarta, so it has limitations in terms of generalization. We suggest that future studies enlarge the area and sample size so that the research results can cover a wider sample group.

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