

**English Researches:**

- **Dr. Abeer Abdel Hamid Salem** - *MSA University*
Communicating Climate Change, A Sustainability Challenge:
An Analytical Field Study 7

Abstracts of Arabic Researches:

- **Associate Prof. Dr. Maeen Saleh Yahya Al-Maitamy** - *Liwa College - Abu Dhabi*
Associate Prof. Dr. Fouad Ali Hussein Sa'adan - *Sana'a University*
Principles of Persuasive Design for Internationally Ranked Arab Universities
Websites Using the (PSD) Model: Analytical Study 36
- **Associate Prof. Dr. Mohamed Ahmed Mohamed Aboud** - *Banha University*
Educational Media Students' Reliance on Artificial Intelligence Applications
in Producing Radio and Television Materials: A Field Study 37
- **Associate Prof. Dr. Mamdouh Elsayed Abd Elhady Shatla** - *Kafrelsheikh University*
Youth Seeking for Political Information about the Ethiopian Renaissance Dam Crisis
on Social Media and its Relationship to Satisfaction with the Egyptian Government's
Performance during the Crisis: A Field study 38
- **Dr. Hamed Ateeq Ali Alghamdi** - *King Saud University*
The Image of the Media Department among Students at King Saud University
in Riyadh 39
- **Dr. Zainab Saleh Abd Elfadeel Gad** - *Al-Azhar University*
Determinants of Hatred of Local and International Brands and their Relationship
to Egyptian Consumer Behavior: A Field Study 40
- **Bander Abutaleb Safhi** - *King Saud University*
Connective Participation in Al Rajhi Bank's Communication with its Customers
Who Use Social Media Platforms 41
- **Ethar Abdulmohsen Alyoubi** - *King Abdulaziz University*
Job Satisfaction among Public Relations Practitioners in Healthcare Institutions
in the Kingdom of Saudi Arabia, Hospitals in the City of Jeddah as a Model:
A Field Study 43
- **Majed Salem Ahmad Alabdali** - *Arab East Colleges*
The Impact of Using Social Media on Reshaping the Values: An Applied Study
on Saudi Society 44
- **Mrwah Talat Mohammed Amin Yankar** - *King Saud University*
Electronic Dialogic Communication in Digital Platforms of the Saudi Ministry
of Health Sector 45

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Determinants of Hatred of Local and International Brands and their Relationship to Egyptian Consumer Behavior: A Field Study

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Abstract

This study aims to identify:

1. Determine the dimensions of brands hatred according to what experts or consumers from the Egyptian public, the study sample, determine.
2. Identifying the relationship between the dimensions of hatred and the outcomes of hatred, i.e. the negative behavior carried out by the consumer towards the brand, from the point of view of experts and the Egyptian public.
3. Monitoring methods to reduce brands hatred and achieve tolerance for it from the point of view of experts and the public.

The study used an interview tool on a sample of 15 experts who had direct dealings with customers, in addition to a questionnaire tool that was applied to a sample of 390 individuals from the Egyptian public.

The study reached to:

- The most apparent dimensions of hatred were ideological, moral, and ethical avoidance, followed by symbolic contradiction, then experiential avoidance, devaluation and helplessness, and finally avoidance resulting from advertising strategies.
- The most prominent outcomes expressing the reactions of the consumer who disliked the brand were: the negative word in first place, then changing or boycotting the brand, followed by brand complaints, and in last place retaliation against the brand or harming it.
- It appeared that the level of tolerance for the brand was low overall, especially if the reason for disliking the brand was ideological difference or symbolic inconsistency.
- There was a significant effect of the dimensions of brands hatred on the outcomes that appear in hateful consumer behavior.
- It appeared that there was an inverse correlation between the quality of the previous relationship with the brand and forgiveness of the brand.
- There was a significant effect on the dimensions of hatred and brand forgiveness.

Keywords: Brand Hatred, Quality of Relationship with the Brand, Double Hatred Theory, Aversion Model, Social Identity Theory.

(*) The Paper was received on March 27, 2024, and was accepted for publication on June 22, 2024.

