



مجلة البحوث المالية والتجارية

المجلد (26) – العدد الثاني – أبريل 2025



Brand hate as a mediating variable between customer's dissatisfaction and negative online review: a field study on cell phone service companies' customers in Upper Egypt

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2025-01-01	تاريخ الإرسال
2025-01-26	تاريخ القبول
https://jsst.journals.ekb.eg/ رابط المجلة:	



Abstract:

This research aims to measure the impact of customer's dissatisfaction on brand hate and negative online review for customers of cell phone companies in Upper Egypt, as well as the mediating effect of brand hate in the relationship between the customer dissatisfaction and negative online review.

To achieve these objectives, the study conducted an online survey of a non-random sample of (482) items from customers of cell phone service companies in Sohag, Qena, Luxor, Aswan, and the Red Sea. Through using of the Path Analysis Method, a number of results have been found out: Customer dissatisfaction with the following dimensions: price, service quality, and customer service led to brand hate as well as negative online customer reviews. Brand hate also mediated partially between these dimensions and negative online reviews.

In conclusion, a set of recommendations have been presented through which the negative effects of brand hate and negative online reviews for customers of the companies under study could be reduced.

Keywords:

Customer's dissatisfaction, brand hate, negative online review, Upper Egypt

1- Introduction:

The growing circulation of virtual communication and social media platforms: such as Facebook, Twitter, WhatsApp, and Telegram, has led to the smoothness and exchange of information; it is now available for people to share their experience about goods and services (Hamida,2024, p.330) This remarkable circulation has also increased the online shopping websites and people began to rely on them entirely to gain relevant information about these goods and services required. Individuals or customers have had various websites on social media through the producing company, the influences or through the reviews and comments posted by the customers who had this experience at the time they had bought the goods or services posted on the company's online web sites, the social media locations or web sites interested in posting the customers; websites.

Furthermore, the internet has provided customers with another technique to express their dissatisfaction with the introduction of the internet web 2.0 to present the spoken word represented as the Electronic Word of Mouth with the acronym (E-WOM). The clients might have access to visit such websites such as Tripadvisor and co-share with other virtual people writing their comments (Tawat, 2015, P6). In addition, they may post their point of view on the company's location or on the social media platforms.

Academic studies have argued that individuals were influenced by the customers' reviews because they were produced by people who had previously tried this goods or service without marketing orientations such as the producing company or the influencers (Bryson et al., 2013; Brand&Reith, 2022; Daowd et al., 2020; Guler & Huseynov, 2021). Such online reviews could direct the virtual customers' purchasing attitude. Accordingly, the studies stepped up the significance of these positive and negative reviews given the customers and how to address them.

Though the reviews for customers online gained interest overseas, it is still meager in the Arab countries. This scantiness has been the motive behind this paper to address the influence of how far the customer dissatisfaction might be on the brand hate and negative online reviews for customers of the cell phone companies in Upper Egypt including five areas (Sohag, Qnea, Luxor, Aswan and The Red Sea). The survey tackles the mediating effect of brand hate in the relationship between the customer dissatisfaction and negative online review.



2- The pilot study and the research problem:

Through the pilot study conducted by the researchers on the cell phone customers, the results identified negative online reviews and comments posted by the current or previous customers on the company website or social media concerning the commodity or service offered by the company. It has been recently concluded by the researchers that there is an increasing dissatisfaction and anger prevalent among many cell phone customers in Upper Egypt (National Telecom Regulatory Authority, 2023, P1) as follows:

- In 2023, the number of complaints has reached (126521). They represent 18% of the total number. The complaints mainly focused on getting the customers subscribed in luxury services without their knowledge, changing the numbers, the outage, Wallet portfolio, petitions related to bills or the balance, petitions about marketing or and customer service.
- The Customer complaints were not limited to one company, but rather included all companies providing cell phone services, as shown in Table 1.

Table (1) Complaints submitted to cell phone companies in Upper Egypt

Company	Vodafone	Orange	Etisalat	Wee
Percentage	23%	26%	26%	17%

Source: National Telecom Regulatory Authority, 2023, the system of complain management

- The number of subscribers transferring phone numbers has increased to (800000), meaning 35% increase than 2022. The figures indicate an increase in the feeling of brand hate for the company giving the service and the customer's switch to another brand or company.

In an attempt to give an accurate description of the problem, the researchers conducted a pilot study in May, 2024 and held unstructured interviews with (40) customers in Sohag aiming to fix:

- How satisfied are the customers about the services of given by cell phone companies.
- The attempt to identify the customers' feelings related to brand hate of the cell phone companies.

- To what extent cell phone customers participate and share their opinions and negative comments through websites of the companies concerned or through social media.

Through these interviews, the study could reach the following conclusions:

- The dominance of dissatisfaction feelings among 50% of the customers' sample about the services given.
- The dominance of resentment feelings among 20% of the people taken as a sample because of the outage or subscription without their knowledge in luxury services.
- Certain customers' inclination to write their negative opinions and comments on the websites of such companies and on social media

In the light of the pilot study, the research problem is represented in the following questions:

- What is the impact of customer's dissatisfaction on brand hate and negative online reviews for customers of cell phone service companies in Upper Egypt?
- If we assume that this impact is there, does it increase upon mediating the brand hate variable?

3- The research objectives:

The objectives of this research may be introduced as follows:

- Identifying the impact of customer dissatisfaction on: brand hate and negative online review for customers of cell phone service companies in Upper Egypt.
- Identifying the effect of the brand hate on the customers' negative online review for customers of cell phone service companies in Upper Egypt.
- The accurate identification of the impact of customer's dissatisfaction on brand hate and negative online reviews for customers of cell phone service companies in Upper Egypt and mediating effect of brand hate.

4- The research importance:

In discussing the importance of this research, the following points may be concluded:



4-1 The scientific importance:

- Though there has been incremental interest for scholars to address the positive feelings towards goods and services such as: brand love, customers' attachment to it and their loyalty, the literature that tackles the negative feelings such as brand hate, brand shunning, and brand animosity is relatively scanty (Yadav& Chakrabarti,2021; Aziz& Rahman,2022). Kucuk states that there is scarcity in the literature addressing the brand hate in the Service organization sector (Kucuk, 2019).
- The scarcity of research done on customer's dissatisfaction on the factors that cause the brand hate and negative online reviews makes this article an immense addition in the field of online marketing creating academic new horizons.

4-2 The applied importance:

- The current topic plays a major role derived from the critical role performed by Communication and Information Technology Sector in Egypt, achieving 16.3% growth in 2023 (Ministry of Communications and Information Technology: Annual Book 2023,p16)
- The study may be a source of help for managers and marketers at cell phone companies to identify the motives that drove the customers to hate the brand and accordingly determine the appropriate mechanisms to minimize the negative effects for the brand hate on the performance of these companies.
- Furthermore, the study, supposedly, gives the officials in charge of the cell phone companies a number of findings regarding the customers' dissatisfaction in Upper Egypt and their brand hate and negative online reviews, which could be useful for plans and strategies stepping up the companies' capacity to establish longer relations with the customers.

5- Literature review and research hypotheses:

This part includes a definition of the following variables: negative online reviews, customers' dissatisfaction, brand hate, and the previous research efforts benefiting from them in building up the current hypotheses as follows:

5-1 Negative online reviews:

Before the internet, customers relied on only Word of Mouth to participate and share their opinion about a certain goods, service or company. With the appearance of internet, the Electronic-Word of Mouth began to be familiar as an updated and content extension to the traditional way of communication (Lopez & Sicilia, 2014). The updated version of the oral word (web 2.0) which helped subscribers in enhancing the web content (E-WOM) and created customer reviews, blogs and forums.

- The difference between the Electronic-Word of Mouth, blogs, reviews and Customers' comments.

The researchers observed during the literature review that there is a kind of misunderstanding in the use of the following terms: Electronic word of mouth, blogs, customers' comments, and customers' online reviews. Here is an explanation of each.

- **Electronic Word of Mouth:** There have been various definitions for the Electronic – Word of Mouth as an oral system of communication prevalent on virtual space (Lee et al.,2013 ,p688) in which messages related to products and services and users' experiences are sent through chat and forums. Thureau, et al. defined them as a positive or negative statement expressed by a virtual or actual customer about a certain commodity, service or company available to a sizable number of people online (Thureau, et al. 2004). Accordingly, the Electronic – Word of Mouth can be considered an unofficial communication conducted online including the customers' opinions and impressions about a certain commodity, service or company and spread widely and uncontrollably.
- **Blogs:** Blogs are simply websites that give access to subscribers to create and post the content of a certain topic from the new to the old and enable the readers to follow up the updated posts. They are used to share in conversations and information. Other companies use blogs to reach their customers (Isa, et al., 2012,p 517). Customers' online reviews are different from blogs in the sense that the first have a certain function concerning the customers' reviews that evaluate the use of a service or commodity. Prospective clients are usually interested in such reviews if they google the information about the service or commodity desired. The online websites include several positive



and negative reviews for each service or commodity and access the customers to compare the different opinions while blogs are confined to one perspective (Tawat, 2015, p19).

- **Customers rating:** The term ‘customers rating’ indicates the results created by the website relying on the customers’ ratings for a certain service or commodity (Mariani et al., 2019). It may be also defined as a numerical review to the opinions and experiences of the customers related to the purchased commodity or service obtained. Customers’ comments and reviews are considered important sources for potential clients who resort to them before they make up their minds to purchase goods (Basyouni & Hganim, 2023,p70). The customers’ reviews sincerely present a real customer and are given in one location (Al-Naquira 2023, p183).
- **Customer’s online review:** This term refers to the opinions and comments given by the clients on the websites in a form of short texts that express their satisfaction about the experience they have had about a given commodity, service or company (Mariani et al., 2019). It is ‘a positive or negative statement provided by an actual customer on websites to orient the potential customers towards a given service, commodity or company’. In other words, it is a type of Electronic – Word of Mouth in which the client posts his/her opinions and experiences (Yen & Tang,2019).

The previous literature reviews strongly argue that potential customers check the online reviews given by the former clients before taking any decision to purchase a certain item. They pursue the following aims:1) the attempt to get high-quality information to moderate the received risks of purchase, which affect the consumers buy or not to buy; 2) collecting information about the commodity or service and fix the way it is used. The potential customers look at social media and internet as the most widely used in terms of comfort, effectiveness and credibility which potential customers entirely put in the opinions and attitudes of the old ones more they trust the commercial websites. (Guler & Huseynov, 2021, p2635).

Previous literature in this area focused mainly on positive online reviews while negative online reviews have been given less interest and focus despite of the fact that the influence of the negative reviews in terms of the purchasing decisions for the potential customers and the loss of the current customers, is greater than the negative ones (Tawat,2015; Pee, 2016).

The study tackled the literature review about negative online reviews as follows: One of the crucial papers was conducted by (Chen & Tabari, 2017) who had mainly focused on the reasons behind the customers' negative online reviews on social media to the customers at Marriot Hotels in Beijing, China. Two points had been identified: the lack of empathy among employees, the tangible factors and the means of comfort and availability. (Ullrich & Brunner, 2015) had tackled the evaluation of the influences describing the various response options to the consumer's negative reviews which influenced the purchase intentions more than the positive reviews. Another study examined the influence the quality of the negative reviews on the purchase intentions, which was stronger if the consumer had been highly and subjectively effective (Xiao, 2016).

In addition, the negative Electronic reviews have influenced the consumer's behavior and his intentions to repurchase goods or services (Chiosa & Anastasiei, 2017; Brunner et al. 2019; Lis & Fischer, 2020). Other studies have covered the customers' negative online reviews had influenced the customer's intention to reserve at hotels electronically in Turkey and China (Güler & Hüseyinov, 2021; Zhang et.al, 2021). Again, the customers' online reviews and ratings have influenced the purchase process online (Katole, 2022; Zahi, et al., 2024; Godara, et al., 2024; Hamida, 2024). Basyouni and Ghanim have stressed the fact that the potential customers would carefully read the online reviews before taking any decision to purchase online and how the influence of the negative online reviews had guided the customers' options at restaurants more than the positive reviews (Basyouni & Ghanim, 2023).

5-2 Customer's dissatisfaction:

The customer's dissatisfaction refers to the negative feelings a customer develops comparing between his/her expectation about a certain commodity or service and its real performance in the Services Sector. According to Oliver's theory for the emphasized expectation, obtaining a given service begins with the individual's expectation for the required service. After a period of getting it, he or she reviews the perceived performance for the service and then compares it with his initial expectations and appropriateness. The result of this comparison is reflected in the customer's satisfaction or dissatisfaction (Abdelkadir et al. 2023, p114). Dissatisfaction is represented in various factors: price, quality, procedures, customer service, and service recovery. Here is a brief summary for each.



- **Dissatisfaction about price:** The customer's dissatisfaction usually occurs when he/she is treated unfairly and the cost paid is over what is offered to the client. These negative consequences may lead to the shift from brand, negative Word of Mouth and sometimes revenge against the brand (Khandeparkar, et al., 2020).
- **Dissatisfaction about service quality:** Dissatisfaction about service quality arises as a result of the gap between customers' expectations and their perception of service quality. Previous studies confirm that dissatisfied customers are more likely to engage in negative word of mouth, file a complaint directly with the company, resort to judicial authorities, or switch to competing companies' brands. A good example of this is the recent switch of a portion of Orange's cell phone customers in Egypt to competing companies (Al-Awady&Hamed, 2023, p 648).
- **Dissatisfaction about procedures:** The delay that occurs in answering customers' requests about the service or keeping the customer waiting at the company branches for a long time causes resentment and customers get bored of these procedures.
- **Dissatisfaction about customer service:** Dissatisfaction with customer service appears when employees in branches or customer service centers fail to meet customers' needs and desires.
- **Dissatisfaction about service recovery:** means a set of procedures that the company takes to solve the problems that the customer faces while obtaining the service (Abd El Mageed, 2022, p162). When the customer fails to recover the service, he becomes frustrated and his feelings of anger increase, and then the likelihood of posting negative reviews on the company's website or social media sites increases. (Shams et al., 2020) confirmed that satisfaction about service recovery has a positive impact on customer satisfaction.

5-3 Brand hate:

In the last two decades, there has been growing interest for the brand hate; Kucuk and Grégoire have been pioneers in this particular point. (Kucuk, 2008; Grégoire et al., 2009). Others have tackled the brand hate in terms of "the strong disagreement adopted by the consumers against the brand and how to revenge" (Johnson, et al., 2011). Kucuk referred to as the consumers' detachment from the brand and everything related to it and the feelings of disgust, anger,

disrespect and depreciation (Zarantonello, et al., 2018, P 549). Some scholars think that brand hate is a blend of ‘anger, sadness and fear from it (Zhang & Laroche, 2020). To conclude, there are two attitudes towards the brand: the first is one-dimensional while the latter is multi-dimensional.

Types of brand hate:

Fetscherin believes that there are five types of brand hate and that the outcomes of each vary as follows: (Fetscherin 2019,p119)

- **Cool Hate:** This is the feeling of unfamiliarity to the brand and the customer shifts to another brand.
- **Hot Hate:** It is the feeling of disgust to the brand and the customer’s reaction to the brand is extreme to the extent that he desires to get rid of it or might damage its reputation even if this is costly.
- **Simmering Hate:** the customer feels unfamiliar to the brand and despising it. The customer’s reaction to the brand might be reflected in submitting a private complaint.
- **Burning Hate:** The customer not only feels familiarity and contempt of the brand but also submits a public complaint to government authorities.
- **Seething hate:** It happens when the customer is overwhelmed with contempt of the brand and he or she revenges the brand on the short run.

The customers’ response to the development of brand hate often varies and proceeds inconsistently; this response might be an attempt to eschew the brand or the shift to another brand, the deliberate financial sacrifices to harm the brand or the inclination to get engaged in activities that damage the brand such as the negative word of mouth and suing the company (Curina, et al., 2019). Here are the most important studies about brand hate: Hegner’s study introduced the concept of Brand Hate, and the factors that triggered the brand hate. It concluded that customer’s negative experience could lead to brand hate (Hegner, et al., 2017). Another paper was examined by Aziz & Rahman, who stressed the fact that psychology, is still the dominant topic concerning the theoretical field of the brand hate. Most research done in this area focuses on brand hate in terms of services rather than on product (Aziz & Rahman,2020). Academic research in the developing countries should be stepped up. Kucuk argues that there are two types of brand hate: real haters and normal haters (Kucuk, 2019).



As for Ali et al, they focused on the introductions to the brand hate and came up with the following conclusions: the received injustice in prices, the unqualified calls, the customers' weak service steps up the brand hate. (Ali, et al., 2020). Other scholars such as Abo El Ezz & Shabana emphasized the fact that the customer's previous negative experience leads to an increase of brand hate and his desire to boycott it (Abo El Ezz & Shabana, 2020).

Sharma's study argued that the attitude toward the brand led to brand hate (Sharma, et al., 2021) whereas Islam added that the brand hate could occur for psychological reasons related to the customer and his personal attitude or his negative prejudice against the company or brand (Islam, et al., 2018).

Furthermore, Fetscherin found out that there were five types of brand hate that led to various attitudes or behaviors: eschewing the brand, private and public petition, revenge, deliberate financial sacrifices to harm the brand (Fetscherin, 2019). Filho recommended that there was a positive influence to the brand hate through the cell phone customers' eschewing the brand in Brazil (Filho, et al., 2022). Shinhabi said that there was a metaphorical influence to brand hate when the customers decide to eschew shopping websites in Egypt and move to others (Shinhabi, et al., 2024).

Jad concluded that the negative Word of Mouth was the most important output for brand hate and then boycotting the brand, complain against the brand and at the end the customers revenge against it (Jad, 2024).

Through the review of literature, the current study could come up with the following:

- Scarcity of research examining the customers' negative online reviews in the Arabic environment in general and specially in Egypt.
- No research has covered the influence of the customer's dissatisfaction factors on brand hate and the negative online reviews and the mediating effect of brand hate between them. Therefore, the researchers here try to examine it deeply in this study.

Following a statement of the problem and the research objectives, and the literature review. The study reached the following hypotheses:

Hypothesis1

There is a positive effect for the customer's dissatisfaction dimensions on the negative online reviews to the customers' cell phone companies in Upper Egypt.

This hypothesis has the following sub hypotheses:

H1a There is a positive effect for the customer dissatisfaction about price on the negative online reviews

H1b There is a positive effect for the customer's dissatisfaction about service quality provided on negative online reviews.

H1c There is a positive effect for the customer's dissatisfaction about procedures on negative online reviews.

H1d There is a positive effect for the customer's dissatisfaction about customer service on negative online procedures.

H1e There is a positive effect for the customer's dissatisfaction about service recovery on negative online reviews.

Hypothesis2

There is a positive effect for the customer's dissatisfaction dimensions on brand hate about the customers' cell phone companies in Upper Egypt.

This hypothesis consists of following sub hypothesis:

H2a There is a positive effect for the customer dissatisfaction about price on the brand hate.

H2b There is a positive effect for the customer's dissatisfaction about service quality provided on brand hate.

H2c There is a positive effect for the customer's dissatisfaction about procedures on the brand hate.

H2d There is a positive effect for the customer's dissatisfaction about customer service on the brand hate.

H2e There is a positive effect for the customer's dissatisfaction about service recovery on brand hate.

Hypothesis 3

There is a positive effect of brand hate on negative online reviews of cell phone service customers in Upper Egypt.

Hypothesis 4

The brand hate mediates the relationship between the customers' dissatisfaction dimensions and negative online reviews about the customers' cell phone companies in Upper Egypt.

This hypothesis consists of following sub hypothesis:

H4a The brand hate mediates the relationship between the dissatisfaction about price and negative online reviews.

H4b The brand hate mediates the relationship between the dissatisfaction about service quality and negative online reviews.

H4c The brand hate mediates the relationship between the dissatisfaction about procedures and negative online reviews.



H4d The brand hate mediates the relationship between the dissatisfaction about customer service and negative online reviews.

H4e The brand hate mediates the relationship between the dissatisfaction about service recovery in the service and the negative online reviews.

The following Figure shows the conceptual model of this research:

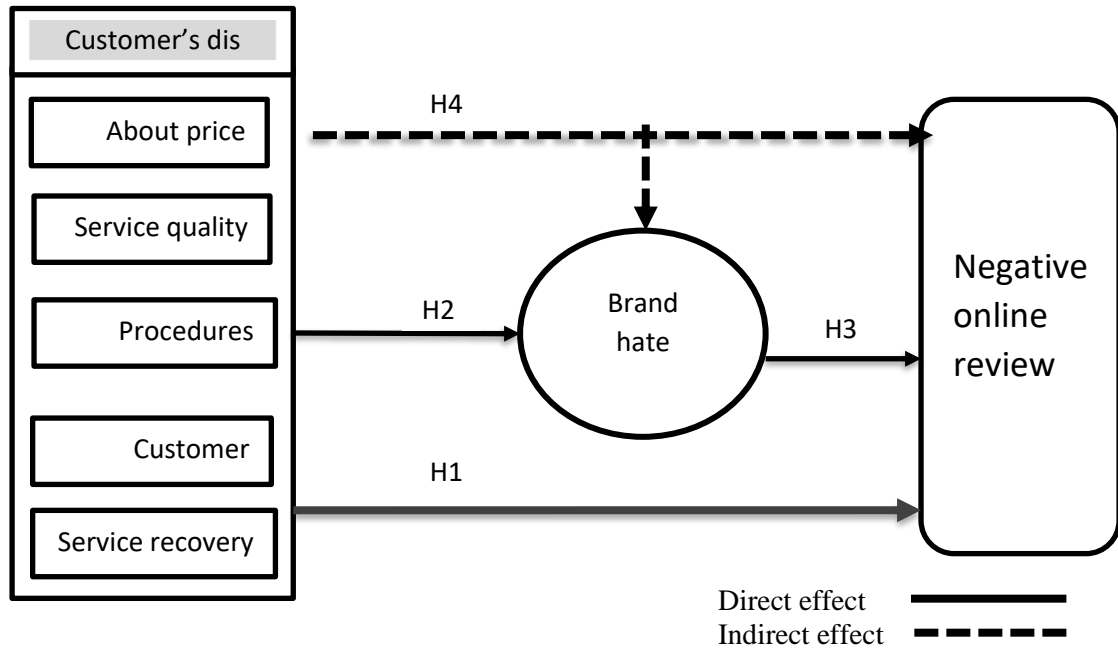


Figure (1) The conceptual model

6- The research methodology:

6-1-Population and research sample:

Population in this research includes all the customers of the cell phone companies in Upper Egypt, who use the social media as a way of communication. Due to the fact that there is no agreed upon list for the customers, the difficulty to fix them accurately and the circulation of the population on a large scale covering a large province (Sohag, Qena, Luxor, Aswan and The Red Sea), the researchers used the snowball non-random sample handled through a questionnaire on the social media platforms (See: Naderifar, et al., 2017; Dragan & Maniu, 2022 ; Leighton, et al., 2021; Abdelkadir , et al. 2023; Al-Alfy & Abdelwaged, 2023). The study sample includes (482) customers for cell phone companies in Upper Egypt (Sohag, Qena, Luxor, Aswan and The Red Sea). Here are the characteristics:

Table (2) Demographic characteristics of the sample N=482

		No	%
		Male	274
Gender	Female	208	43.2
	Under 35 years	254	52.7
	From 35 to less than 50	188	39.0
	More than 50 years	40	8.3
	Bachelor's	276	57.3
Education	Master's	178	36.9
	PhD and above	28	5.8
	Sohag	213	44.2
Residency	Qena	81	16.8
	Luxor	76	15.8
	Aswan	57	11.8
	The Red Sea	55	11.4
	Vodafone	181	37.6
Cell phone co.,	Etisalat	135	28.0
	We	97	20.1
	Orange	69	14.3

The above mentioned table shows that the percentage of the female participation is 43.2 while that of the males is 56.8% and 90% of the total number were under 50 in age. The table also shows that 57% were highly educated and represented most of the people interested in using internet and social media. Sohag as a governorate came first with 44% and customers for Vodafone and Etisalat reached 65% of the total number.

6-2 The procedural definitions and measurement:

The table shows the procedural definition for the variables of research and the way to measure each of them:



Table (3) Research variable& measurement

Variable	Operational Definition	Dimensions	Measurement Source
Customer Dissatisfaction	Negative feelings that arise when a customer compares his expectations regarding cell phone companies' services with his perception of their actual performance	It consists of 19 items distributed as follows: dissatisfaction about: price 5, service quality 4, procedures 3, customer service 4, service recovery 3), and these items are designed on a five-point Likert scale.	Ali, et al., 2020 Abdul Majeed, 2022
Brand Hate	Strong negative feelings towards the brand of the cell phone service provider	consists of 6 items designed on a five-point Likert scale	Henger, et al., 2017) (Chiosa & Anastasiei ,2017)
Negative Online Review	Any negative statement or opinion of a current or former custome posted or shared on the cell phone company's website or social media sites	It consists of 5 items designed on a five-point Likert scale	Alalfy & Abdelwaged.2023 Mainlofi&Ver (gura,2021

6-3 Testing the reliability and validity of the questionnaire:

- Testing the reliability of the measures:

Testing the measures means how valid it is to the questionnaire. The researchers reviewed the items that measure contains with view to make sure that is reliable and introduce the questionnaire in its initial form to faculty members at the Department of Business Administration to make sure how terms used are intact, accurate and relevant to the sample; it was also introduced to a limited number of the sample to make sure they get the point of the study and the

measurement items. Slight modifications have, accordingly, been added to the questionnaire taking their observations into account. In addition, the reliability coefficient of the measures used has been tested using the Intrinsic Validity, which is the square root to the validity coefficient.

- Testing the validity of the measures

The measure is described as valid if it yields the same results when reapplied on a given sample with very slight changes (Rayan, 2013, P. 151). To test the validity of the measures, the questionnaire applied to 40 individuals of the research sample of the cell phone companies in Sohag using Cronbach's Alpha Test, the following results have been reached:

Table (4) the validity coefficient to the measures N=40 Units

Measures		No. of Items	Alpha coefficient	Validity coefficient
Customer Dis.,	About price (SP)	5	0.886	0.941
	About service quality(SQ)	4	0.861	0.928
	About procedures (P)	3	0.808	0.899
	About Customer service (CS)	4	0.881	0.939
	About Service Recovery (SR)	3	0.829	0.910
Brand Hate (BH)		6	0.858	0.926
Negative Online Review(NOR)		5	0.916	0.957

The table indicates that the validity coefficient to the measures used goes beyond the minimum which is 60% (Sekaran & Bougie, 2016). The data indicate that the values of validity used are high; this means there is a degree of applicability in the inner structure among the items of the measures and whether the questionnaire is applicable to measure the items of each variable concerned.

6-4 Data collecting:

Data collecting had been done using online Survey due to the dispersion and expansion of the data geographically for Upper Egyptian area. The scholars had designed questionnaire on Google Drive from September 17th till October 22nd 2024. Then the link had been sent on social media with explanation to the purpose of



questionnaire and that it had been designed for academic purposes. There also had been emphasis on the privacy and confidentiality of the data about a group of people who responded positively and the number of subscribers had reached 482 individuals.

6-5 Methods of data analysis:

The study depends on the statistical package for humanities (SPSS, V. 26) in classification, tabulation and analysis of the data. To test the research hypotheses, the following statistical methods had been applied:

- Descriptive statistics such as means, standard deviations and correlation coefficient.
- Cronbach's Alpha coefficient to test the validity of the research measures.
- Path Analysis Method using (Amos V.26) to test mediation relationship variable of brand hate between the customer's factors of dissatisfaction and the negative online reviews.

7- The research field results:

In this part, the study tackles the field results beginning with Descriptive results. Then the hypotheses come as follows:

7-1 Descriptive results:

The table shows the means, standard deviations and the relationship between the research variables as follows:

Table (5) Correlation coefficients, Means and standard deviations

V	SP	SQ	P	CS	SR	BH	NOR
SP	1						
SQ	.840**	1					
P	.711**	.726**	1				
CS	.716**	.724**	.714**	1			
SR	.710**	.774**	.724**	.751**	1		
BH	.527**	.426**	.483**	.597**	.466**	1	
NOR	.268**	.165**	.249**	.461**	.287**	.701**	1
Mean	3.71	2.52	2.68	3.39	3.53	3.36	3.47
Standard Dev.,	0.98	0.95	0.91	0.96	0.93	0.91	1.03

** Significant at 0.01

The table shows the follows:

- There is a direct relationship about the dissatisfaction About price, quality, procedures, customer service, service recovery and customer's negative online reviews. There is also the brand hate and the negative reviews. The correlation coefficient reached the

following ordered figures: 0.268, 0.165, 0.249, 0.461, 0.287, and 0.701.

- The mean of the dissatisfaction variable about: price 3.71 with standard deviation 0.98; this means increase in the customer's dissatisfaction at cell phone companies in Upper Egypt about the price factor. As for the dissatisfaction about the other factors, the order goes as follows: service recovery (3.53, standard deviation 0.93) customer service (3.30 , standard deviation 0.96)procedures (2.68 , standard deviation 0.91) quality service (2.52 , standard deviation 0.95), This means that the customer's dissatisfaction about these factors was moderate (the customer's dissatisfaction here has been divided into three levels: low which is 2.33 or less, moderate which is 2.34 to 3.66 and high which is higher than 3.66 (Subedi, 2016).
- The mean of the brand hate reached (3.36 with standard deviation 0.91. This value indicates that the level of brand hate is in the middle (brand hate level has also been divided into three parts).
- The mean to the customer's negative online reviews reached (3.47) with standard deviation (1.03). The value indicates that the level of the negative reviews is in the middle (same division above mentioned).

7-2 Testing the research hypotheses.

To test the research hypotheses, the study used the AMOS_26 program in building up the Path Analysis Model for the relationships between the research variables. The quality and sufficiency of this model has also been tested and yielded the following results:

Table (6) shows the indices of the total quality in analyzing structural modeling

Index	Ideal range*	Calculated value
Comparative Fit Index (CFI)	$0.95 \leq CFI \leq 1.00$	0.975
Goodness of Fit Index (GFI)	$0.95 \leq GFI \leq 1.00$	1.000
Adjusted goodness of fit (AGFI)	$0.95 \leq AGFI \leq 1.00$	1.000
Normative Fit Index (NFI)	$0.95 \leq NFI \leq 1.00$	1.000
root mean square error of approximation, RMSEA	$0 \leq RMSEA < 0.05$	0.03
χ^2/df	$\chi^2/df \leq 2$	1.25

* (Mohammedi et al., 2018)



The table indicates that the values of model quality are located in the standard range for model acceptance. The following table shows the results of testing the research hypotheses:

Table 7 shows the results of testing the hypotheses

Hypothesis	Relationship under Investigation	Path Coefficient (β)	p.Value	Decision
H11	SP → NOR	0.20	**0.000	Accepted
H12	SQ → NOR	0.19	**0.000	Accepted
H13	P → NOR	0.15	0.191	Reject
H14	CS → NOR	0.14	**0.000	Accepted
H15	SR → NOR	0.12	*0.044	Accepted at 5%
H21	SP → BH	0.27	**0.000	Accepted
H22	SQ → BH	0.20	**0.000	Accepted
H23	P → BH	0.11	**0.002	Accepted
H24	CS → BH	0.21	0.000	Accepted
H25	SR → BH	0.22	**0.000	Accepted
H3	BH → NOR	0.78	**0.000	Accepted
H41	SP → BH → NOR	0.365	**0.000	Accepted
H42	SQ → BH → NOR	0.338	**0.000	Accepted
H43	P → BH → NOR	0.267	**0.000	Accepted
H44	CS → BH → NOR	0.249	**0.000	Accepted
H45	SR → BH → NOR	0.214	**0.000	Accepted

** Significant at 0.01

* Significant at 0.05

The table shows the following results:

- The first hypothesis is accepted with the exception of the third element. Accordingly, hypothesis 1 is partially accepted.
- The second hypothesis related to the positive and statistically significant effect to the customer's dissatisfaction on the brand hate
- The acceptance of the third hypothesis related to the positive and metaphorical effect to the brand hate on the negative online reviews.
- There is mediating and positive effect of brand hate in the relationship between the customer's dissatisfaction about price, service quality, customer service, repairing the deficiency in the service and negative online reviews. This is because of the increase in the influence coefficients that are ordered as follows:

9.4%, 10.4%, 11.7% and 14.8 %. This means there is a partial mediation.

- There is mediating and positive effect of brand hate in the relationship between the customer's dissatisfaction about the procedures and the negative online reviews. It goes to the increase in the increase in the influence coefficients that are found at the level 11.7%. This is a metaphorical and positive effect, which indicates that there is a complete mediation to the brand hate. Therefore, it may be argued that the fourth research hypothesis is accepted and the model will be as follows:

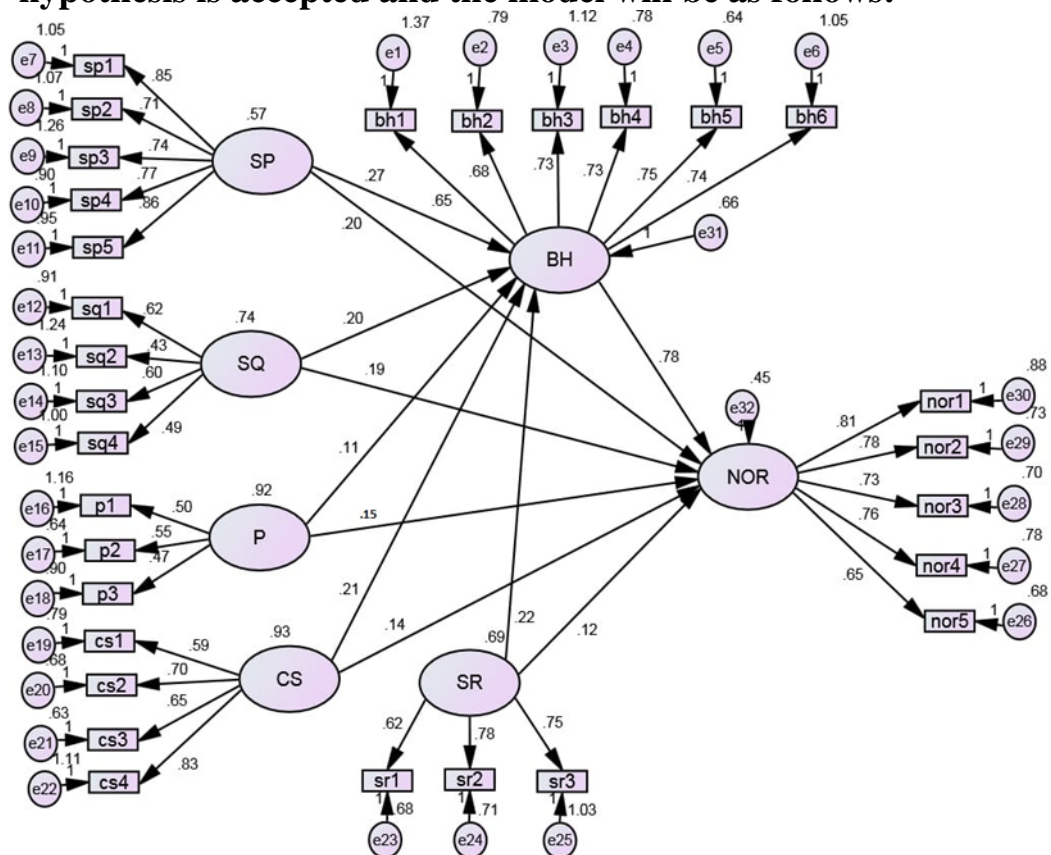


Figure (2) Final Research Model

8- Discussion of the findings and contribution:

8-1 Discussion of the findings:

- The research findings have revealed an increase in the cell phone customers' dissatisfaction in Upper Egypt about the price at the same time there was moderate dissatisfaction about the service quality, procedures, customer service, service recovery, brand hate and negative online reviews. This triggers the company officials to identify the reasons behind the customers' dissatisfaction in Upper



Egypt why they hate the brand – an act that could moderate and transfer the negative online reviews into positive ones.

- The results also revealed that there is positive effect to the customer's dissatisfaction about the price, service quality, customer service, service recovery on negative online reviews. Such results are compatible with the study conducted by (Alawdy & Hamed, 2023) and (Khandeparkar, et al., 2020).
- The findings again have revealed that there this a positive effect of the cell phone customer's dissatisfaction factors on the brand hate in Upper Egypt. Therefore, the study is compatible with the paper conducted by (Ali, et al., 2020) who stated that the customer's feelings of the price injustice, reduction in calls quality and lack in customer service could all lead to increasing anger and brand hate.
- The findings also have revealed that there is positive effect to the brand hate on negative online reviews, which is consistent with (Fetscherin, 2019; Sharma, et al., 2021). Both articles stressed the fact that with increase of brand hate, the possibility the customer's resort to negative online reviews increases: public and private petition against the brand hate. Hence, this is a confirmation to previous literature review.
- The results indicated that there is a positive effect, which is indirect to customer's dissatisfaction factors on negative online reviews through mediating the brand hate variable. The previous studies such as (Curina, et al., 2019, Fetscherin, 2019 and Ali, et al., 2020) came up with almost the same findings. The customer's dissatisfaction and brand hate may cause the customer's negative behavior such as negative online reviews, eschew of the brand hate and suing the company in the court.

8-2 Theoretical and practical implications:

- Theoretically, the research findings assured the impact of the customer's dissatisfaction and brand hate on the negative online reviews. This is implicitly an addition to the research literature in this field and opens new horizons.
- In application, the results assured that the brand hate could lead to negative results on the brand. Therefore, the officials should not only be vigilant to identify these factors causing hate brand but also try to mitigate them through the increase of the resources appropriated for the investment in the relationship between the customers and the brand.

9- Research recommendations:

- **The company administration for the cell phone in Egypt should take into account the negative online reviews by participating in online customer reviews either anonymously or publicly. Many review sites provide companies with some facilities to interact with negative online reviews, such as sending a message to these companies whenever their trademarks are exposed, so that the company can respond to them and deal immediately with negative reviews.**
- **The cell phone companies should follow up on negative online reviews, whether on the company's website, other social media platforms, or rating and review sites, and benefit from them as a source of information.**
- **The interest in positive oral marketing should increase through referral program incentives, which is a tool to step up support for the customers through which a company could benefit from identifying the customers' inclination to be satisfied about its positive services provided to them. The satisfied customers become supporters to the brand and company such as giving free minutes, reducing the price of the calls, or recharging the credit stepping up the self-confidence and credibility of the company and keeping the customers with them.**
- **It is inevitable for the officials to mitigate the customer's hatred to the brand through the serious follow up of the customers' complaints, determine the negative experiences, appropriate solutions, and prepare training programs to enhance their capacities for the front employees whether in branches or customer service center in dealing with customers. The following table shows a guiding plan to carry out the recommendations provided to the officials for the cell phone companies in Egypt.**



Table (8) Guiding action plan for implementing the recommendations

Recommendation	How to carry them out	Timing	Officials responsible
Addressing the customers' negative online reviews seriously	This can be done by participating in online customer reviews both anonymously or publicly and by immediately dealing with and responding to online customer reviews, especially negative ones.	Continuously	Brand Management
Using online reviews as a source of information.	This is done by following up on negative customer reviews on the company's website or social media sites.	Continuously	Brand Management
Increased interest in positive word-of-mouth marketing.	This can be done by: - Focusing on referral program incentives and using them to increase the support of customers who are highly satisfied with the company's services and working to build social networks through social media.	Continuously	Marketing Management
	-Training front-line employees in branches and customer service centers to provide new information about the company, its services and future aspirations in an attractive way to the customer and to communicate continuously with customers	If need be	HR Management in cooperation with Marketing Management
Working to reduce customer hatred of the brand	This is done through: - Seriously following up customer complaints, learning about their negative experiences, and finding appropriate solutions for them.	Continuously	Customer Relationship Management
	- Preparing training programs to develop the capabilities of front-line employees in dealing with customers.	If need be	HR Management in cooperation with Marketing Management

10- The research limitations and future research:

This study depended mainly on the snowball sampling which is non-probability sample. However, the scarcity in the subscription on the part of Aswan and The Red Sea causes a challenge of applying the same the results on the research Population. Therefore, the study recommends more similar future research in other provinces such as Greater Cairo and Delta, Points that can be focused on in future research include:

- The effect of integrating the customers' demographic characteristics as a modified variable in the relationship between the brand hate and negative online reviews.
- The effect of the brand hate on the value of brand.
- The effect of the customer's negative online reviews on the stereotype of the brand.
- Studying the effect of dissatisfaction factors on brand hate and the customer's negative online reviews in service sectors such as hotels, Airline companies and sport clubs.



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Research appendix

Dear Mr. /Mrs.

Dr. Ibrahim M. Abdel-Hamid, assistant professor at Business administration department and Dr. Marwan G. Ahmed, lecturer at Quantative Methods department, Faculty of Commerce – Sohag University. They are conducting a study about Brand hate as a mediating variable between customer's dissatisfaction and negative online review: A Field Study on cell Phone Service Companies' Customers in Upper Egypt. They would like to know your opinion through the questionnaire with the confirmation that the information is entirely classified and is used for research purposes:

Question 1: Please write down your opinion about the degree of your dissatisfaction about the following items:

		Strongly unsatisfied	Dissatisfied	Neutral	Satisfied	Strongly satisfied
1	The price of calls					
2	Price of SMS					
3	Price of internet services					
4	Discount provided by the company					
5	Recharge price					
6	Voice calls					
7	Incomplete calls					
8	Cell phone coverage					
9	Internet speed					
10	Company branches					
11	Work hours at branches					
12	Time required for the service completion at branches					
13	Solutions provided by customer services at branches					
14	The way employees deal with customers					
15	Solutions provided by customer center services					
16	The way employees answer your calls at the customer service center					
17	Solutions provided by the company for service recovery					
18	The speed of service recovery					
19	Compensations provided by companies for call disruptions					



Question 2: Please express your feelings about the brand of the cell phone company you subscribed with (Vodafone, Etisalat, W& Orange)

		Strongly agree	agree	Neutral	disagree	Strongly disagree
1	I feel unfamiliar against the brand					
2	I feel angry at the brand					
3	I hate the brand					
4	I consider the brand poor					
5	I don't forgive the brand					
6	I would like to harm the brand					

Question 3: There are actions customers take when they face any problem with the services given by your cell phone company. Please indicate your opinion

		Always	Mostly	sometimes	Rarely	Never
1	I write a negative comment on the company's website					
2	I write a negative comment on the company's website on the social media platforms					
3	I write a comment supporting the negative online reviews given by others					
4	I share any negative opinion about the company services on my page at social media					
5	I write 'mention' to my friends and relatives to follow the negative reviews about the company services					

Question: personal data

- Residency:

Sohag () Qena () Luxor () Aswan () The Red Sea ()

- Gender: Male () Female ()

- Age:

Under 35 years () From 35 to less than 50 () More than 50 years ()

- Education:

Bachelor's () Master's () PhD and above ()

- Cell phone co.

Vodafone () Etisalat () We () Orange ()

Thank you for your cooperation