

Patriotic Advertising: An Opportunity for Resuscitating the Egyptian Economy Rekindling the Egyptian Domestic Brands

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Abstract

Critical national events, such as national crises, threats to national security, or economic downturns, are known to elicit patriotic sentiments among citizens (Yoo, 2015). Advertising themes that emphasize national identities and patriotism reflect a promotional strategy that exploits the concept of consumer nationalism and has been adopted by corporations to promote their products in the local as well as the international markets (Wasswa, 2017).

The significant emotional impact of recent events in Gaza has prompted Egyptian advertisers to use the patriotic message format to elicit favorable consumer responses. In the midst of such brutal and criminal attack on Gaza, boycotting calls had gone viral, people are genuinely refusing to purchase products from international brands showing support for the Israeli hideous war on Gaza. Patriotism and Arab nation unity have become favorite brand positioning propositions for advertisers in Egypt in the 4th quarter of the year 2023. The aim of this paper is to conceptually explore the concept of patriotism and patriotic advertising, the potential impact of patriotic-themed ads on the Egyptian consumers' intentions of purchasing domestic products, and what would that entail for the Egyptian economy.

Keywords: Patriotism, Nationalism, Ethnocentrism, Patriotic brand, Patriotic advertising, National identity, Social identity salience, Boycott, domestic brand consumption, job opportunities/employment rates, and economy resuscitation.

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الإعلانات ذات الطابع الوطني: فرصة لإنعاش الإقتصاد المصري

إحياء العلامات التجارية المصرية

الملخص

في ظل الأحداث الوطنية الحرجة، مثل الأزمات الوطنية، تهديد للأمن القومي، أو الركود الاقتصادي للدولة، تتأجج المشاعر الوطنية بين المواطنين. المحاور الإعلانية التي تعزز الهوية و النزعة الوطنية تعكس استراتيجيات ترويجية تستغل مفهوم توطين الاستهلاك، وقد تبنتها الشركات للترويج لمنتجاتها في السوق المحلي والعالمية.

لقد دفع التأثير العاطفي الكبير للأحداث الأخيرة في غزة المعلنين المصريين إلى استخدام نموذج الرسائل الوطنية للحصول على ردود فعل إيجابية من المستهلكين. في خضم هذا الهجوم الوحشي والإجرامي على غزة، انتشرت دعوات المقاطعة لكافة المنتجات من العلامات التجارية العالمية التي تدعم و تمويل الكيان الصهيوني في حربه الشنعاء على غزة. أصبحت الوطنية ووحدة الأمة العربية من المحاور و الركائز الحيوية في استراتيجيات التمركز للعلامات التجارية المختلفة في مصر في الربع الأخير من عام 2023. الهدف من هذه المقالة هو العرض النظري لمفهوم الوطنية والإعلان الوطني، والتأثير المحتمل للإعلانات ذات الطابع الوطني على نوايا المستهلكين في شراء المنتجات المحلية المصرية، وما سيجري على ذلك من آثار على الإقتصاد المصري.

الكلمات المفتاحية: الوطنية، القومية، النزعة العرقية، العلامة التجارية الوطنية، الإعلان الوطني، الهوية الوطنية، بروز الهوية الاجتماعية، المقاطعة، الاستهلاك المحلي، فرص العمل / معدلات التوظيف، و إنعاش الإقتصاد.

1. Introduction

When the nation is in question or, conversely, when the nation is pushed as an answer, the call for nationally minded consumerism always arises. "Buy national" advertising has served as a propaganda weapon for both carving out new nation states from imperial authority as well as coping with the loss of power in previous imperial centers. For instance, economic crisis, particularly when linked to international competition, had led to calls for consumers to prioritize their own country (Kühschelm, 2020).

Brand politicization has increased, owing mostly to the more polarized political environment. Most businesses have consciously chosen sides, usually based on the values of the corporate, the owners' beliefs, and the customers. This brand polarization has caused firms to focus on patriotism and influence consumer behavior, as consumers have begun to pay more attention to details and make more informed decisions about what they buy or consume (Shetty et al., 2021).

Individuals tend to adopt values that are socially acceptable and appealing within their group or society as a whole in order to achieve positive self-esteem. Furthermore, people gain high self-esteem by interacting with organizations, groups, and individuals who share the same values (Puncheva-Michelotti and Michelotti, 2014).

(Puncheva-Michelotti and Michelotti, 2014) suggested that consumers might choose domestically owned brands because they aspire to help their country's economy. Consumers believe that businesses that are domestically owned contribute more to their nation than foreign enterprises by reinvesting revenues in

the local economy and assisting in the creation of local employment.

2. Consumer ethnocentrism, patriotism, and nationalism

(Li et al, 2021) pointed out that while the terms nationalism, ethnocentrism, and patriotism appear similar, their associated attitudes are different. Patriotism does not necessarily imply hostility toward other nations; rather, it suggests a feeling of allegiance and belonging to one's native nation. Nationalism is characterized by negative attitudes toward other nations, claims of dominance in the international community, and a sense of superiority toward one's own country. Ethnocentric consumers believe that local goods are of the highest caliber and that buying foreign products is improper.

Consumer ethnocentrism refers to the beliefs of consumers regarding the appropriateness and morality of purchasing foreign-made products (Tsai, 2010; Wasswa, 2017), it reflects values related to loyalty and pride in one's native nation. From an ethnocentric standpoint, the purchase of foreign goods is considered unpatriotic, and even immoral since it harms the economy of the consumer's home country (Tsai, 2010). Consequently, consumers who are ethnocentric will assess domestic goods differently than those made in foreign markets. The apprehension that purchasing foreign goods may hurt the nation's economy, consumers' reluctance to purchase foreign goods, and bias against imports are the foundations of consumer ethnocentrism (Wasswa, 2017).

Consumers tend to be more ethnocentric when their preferences and attitudes are more nationalistic and less cosmopolitan. (Tsai, 2010). Nationalism and patriotism, involving two

separate concepts, have been recognized as important precursors to a consumer's ethnocentrism. (Tsai, 2010; Wasswa, 2017). Patriotism reflects commitment and readiness to sacrifice for the nation, while nationalism is commitment plus exclusion of others, a readiness to sacrifice reinforced by hostility toward others (Tsai, 2010). A consumer's ethnocentrism connects to their patriotic feelings of loyalty and responsibility, and there is empirical evidence that supports this relationship (Shetty et al., 2021).

According to (Shetty et al., 2021), being a patriot pertains to having a strong sense of pride in your nation and the fortitude to protect it. Patriotism reflects the pridefulness in what an organization stands for, liberty of speech, bravery, democracy. Additionally, it encompasses the devotion, love, and sentiments of homeland attachment shared with the fellow citizens. A person might become patriotic by having a deep sense of attachment to their nation's historical features, cultural heritage, political repute, and ethnicity. Ultimately, patriotism comprises the set of values that are respected by individuals and what businesses could utilize to enhance their brand image and effectively position themselves.

The significant reliance of marketing on patriotism had enticed the academics to further illustrate the nature of patriotism and its influence on the purchasing intentions of consumers. Patriotism encompasses the people's attachment to their COO, taking into consideration their national pride levels. Patriotism reflects the reason behind people choosing domestic brands over foreign ones, and it significantly influences the consumer's decision making. Even though patriotism plays a significant role in enhancing consumers' intentions to purchase local products, it was found that particularly in a developing country,

Patriotic Advertising: An Opportunity for Resuscitating the Egyptian Economy: Rekindling the Egyptian Domestic Brands

consumers are also quality-oriented, hence, if they perceived the foreign products of higher quality than the domestic ones, then they would choose the foreign products (Li et al, 2021). The value for money might also be the reason why consumers would give up on their patriotism and ethnocentrism and buy foreign-made products or brands. Consequently, to remain competitive in such globalized business environments, marketers should comprehend complexities and dynamics of their target markets (Wasswa, 2017).

In times of a crisis, nationalism and patriotism typically become more intense. In a crisis, ethnocentrism tendencies, which can cause tension between citizen identities and consumers, have a significant impact on consumer behavior. In such circumstances, buying domestic products could be perceived as the morally right and ideal consumption decision. Businesses take advantage of a crisis to appeal to customers' patriotic feelings and persuade them to purchase domestic brands (Wasswa, 2017).

3. Patriotic Brand

According to (Li et al, 2021), a brand that is made in a given nation, provokes national pride sentiments among the nation's consumers, and illustrates a local iconography would be considered as a patriotic brand. It is not necessary, amid globalization, for patriotic products to be produced locally, the ownership of such brands might even be merged with or acquired by foreign companies. However, for a brand to be perceived as patriotic, the consumer should perceive it as a domestic one, hence, affiliating to their country of origin.

Marketing professionals have applied patriotism to marketing through the patriotic brand concept. If a country is threatened, its people (i.e., consumers) become extremely patriotic, and businesses respond by implementing marketing strategies that are patriotic-themed (Li et al, 2021).

Even though globalization and the standardization of products had brought about significant advantages for international brands via the flattening international markets, it had also negative social and economic effects, raising unemployment, and inciting deficits of trade in some nations. Consequently, in recent years consumer ethnocentrism and economic nationalism have increased globally, fostering the consumers' attitudes of patriotism regarding the products they purchase. People's concerns about the whereabouts of the products' manufacturing are emphasized and they are vigorously endorsing local brands. In 2016, a global firm for marketing research had released a survey report indicating that about 75% of consumers globally have indicated that their purchase intentions are impacted by the brands or product's COO, in the same context, 59% concur that they buy local products as a support to domestic businesses. Such figures were elevated among customers in developed countries more than developing countries. Recognizing this trend, some brands emphasized the fact that their products are domestically made, coupling their brand image with patriotism, or working on developing a patriotic brand image (Li et al, 2021).

4. Patriotic brand, brand image, and corporate image

Patriotic brands, which imply brand images, could be defined as the consumer's brand perception reflected in the brand associations he holds in their memory. Brand images impact the

Patriotic Advertising: An Opportunity for Resuscitating the Egyptian Economy: Rekindling the Egyptian Domestic Brands

perceptions of consumers regarding the attributes of a product. Worth mentioning, branding products entail giving them distinct identities. Conversely, the corporate image represents how the customers, and the other stakeholders perceive the company. Corporate branding encompasses preserving a company's reputation and cultivating a positive corporate image. Patriotic brands are more likely to exhibit corporate images than product images since they represent the associations consumers perceive in relation to their country of origin (Li et al, 2021).

A corporate brand is identity based; thus, it is built upon corporate' objectives, values, standards of quality, activities, and so forth. Furthermore, a corporate brand's voraciousness is contingent upon its authenticity, plausibility, sustainability, profitability, and responsibility. An essential component of a corporate brand is the corporate image which might be derived from relevant media coverage or professional and consumption contact experiences. One of the main reasons consumers purchase local brands is to support the local companies, and thus, the corporate image would play an integral part in the consumers' purchasing decisions. The institutional image, the commodity image, and the functional image constitutes a corporate's image dimensions. Consequently, for a patriotic brand to be developed, a corporate image must reflect perceived corporate social responsibility, perceived quality, perceived employer brand, perceived corporate integrity, and perceived corporate ability (Li et al, 2021).

- i. **Perceived Quality** is the primary driver behind consumers' purchases of particular brands. It is a subjective consumers' assessment rather than an objective one of a product's functional or manufacturing quality. It represents the

- beliefs of the consumers about the soundness of the quality of products. A local consumer would generally favor domestic products; however, if he perceives the foreign products to be of higher quality than the domestic ones, he will then make the decision to purchase the foreign products. Conversely, it would be less likely for consumers to purchase foreign products if they perceive the domestic ones of higher quality.
- ii. **Perceived corporate ability.** A corporate's competitiveness and professional competence, comprising its capability to enhance the quality of its current offerings and to create new ones, are referred to as corporate ability, which reflects a form of the corporate image. Through mediating factors like emotions, public images, and trust, consumers' buying intentions may be indirectly impacted by their perceptions of a corporate's abilities. Consequently, local consumers would consider the local brands more iconic the higher their perceived level of a brand's corporate ability. Subsequently, such brands would inspire pride in the country and turn into patriotic brands.
- iii. **Perceived corporate integrity,** integrity in simple words reflects what is good or right. It reflects moral and ethical actions. It means demonstrating extensive moral values, moral decency, and honesty. Corporate integrity is a principle of corporate operations, it reflects various forms of demonstrable objective values, such as dependability, honesty, and morality. It entails planting a patriotic brand image in consumers' minds.
- iv. **Perceived corporate social responsibility (CSR)** reflects a corporate's commitments towards consumers' rights and interests, minority and disadvantaged groups, ecological and environmental quality, community needs, labor relations, state responsibilities, and governmental relations.

Patriotic Advertising: An Opportunity for Resuscitating the Egyptian Economy: Rekindling the Egyptian Domestic Brands

CSR represents a commitment to preserve ethics, foster economic growth, and enhance the standards of living of the workers and their families, as well as of that of local communities and the society at large. Hence, enterprises must work for the interest of all stakeholders, including employees, business partners, shareholders, community residents, and clients. CSR practices can earn customers' positive evaluations and significantly impact the corporate image. A perceived CSR can improve a brand's image, i.e., consumers' sentiments of pride are fostered by the higher levels of local brands' perceived CSR, accelerating the development of a patriotic brand image. The consumers' corporate integrity perceptions could be emphasized by increased levels of domestic brands' CSR.

- v. **Perceived employer brand**, a company's workforce has become more socially conscious, and the consumers nowadays demand that businesses do more for their workers than just creating jobs or enhancing working conditions—they expect businesses to proactively develop various benefits for their workforce. In addition to being a component of social responsibility brought about by moral pressures, attending to the well-being of employees could also be seen as a fundamental component of a company's existence. An employer brand emphasizes the remuneration and benefits that an employer provides prospective employees, including functional, economic, as well as psychological benefits. Consumers take pride in companies that adopt employees' well-being. A strong perceived employer brand enhances perceived CSR, and consequently, such companies would enjoy a strong patriotic brand image.

5. Patriotic advertising (brand patriotism as a communication strategy)

Advertising and patriotism have been going side by side since the advent of mass media. Both are linked to the idea and practice of democratic persuasion, of communicating our views, values, and products as the best (Fyrkova, 2022).

A strategy that companies rely on in an attempt to influence the consumers' attitudes towards their products is brand patriotism. Companies are using brand patriotism as a communication tool. Brand Patriotism is thought to influence the people's buying decisions because it provides the brands with a louder voice and directs them to the bigger objective of jointly building the nation. Campaigns of patriotic advertising would significantly influence consumers who are more patriotic, however, such ads would not influence consumers who are less patriotic (Shetty et al., 2021).

Brand patriotism implies relying on advertisements that are patriotic in nature as a marketing strategy to appeal to a consumer's emotional attachment to their own nation and foster feelings of belonging. Patriotic advertising fosters a strong sense of identity with the nation and its citizens, as well as fostering positive attitudes toward the brand, and heightening the consumers' intents to buy (Shetty et al., 2021; Wasswa, 2017).

(Raghavan, 2015) illustrated that unity and patriotism represent the ads unique selling points. Commercial attributes should reflect patriotism and unity in terms of the: the name of the brand, choreography, taglines, celebrity endorsements, and melody. Advertisers believe that positioning brands around the

Patriotic Advertising: An Opportunity for Resuscitating the Egyptian Economy: Rekindling the Egyptian Domestic Brands

theme of patriotism works well for brands since it presents an opportunity for a country to demonstrate confidence and pride of its superiority. Brand positioning on unity, national pride, and patriotism themes develops a deep emotional bond in the minds of the people. If used wisely, connecting a product or service's core values with the values and goals of the country can be an intriguing and thrilling challenge. Patriotism branding patriotism has the potential to draw in viewers as it offers clear and believable benefits. Evoking strong emotions among the viewers, which eventually leads to a brand recall, would be emphasized via emotional advertising that highlights unity, national pride, and patriotism.

Metaphors of advertising shape consumption by turning it into a national identity-affirming ritual (Wasswa, 2017). Patriotism is implanted into the advertising image of goods or services which creates an additional consumer value (Ovrutsky and Ponomareva, 2016).

Advertising has long utilized patriotic appeals, particularly during significant national events, whether they be natural or manmade (Wasswa, 2017). Advertisers use patriotic appeals to connect with consumers' sense of responsibility toward their country. Scholars have suggested that such messages become more effective when there are critical national events such as threats to national security or economy since they are likely to be factors to increase consumers' ethnocentric tendencies and encourage pro-social local brands purchase. By doing so, the customers act like selfless citizens who are helping other fellow citizens (Yoo, 2015).

Patriotic advertising had influenced consumers' ethnocentrism towards domestic products. Advertising campaigns promote patriotic and ethnocentric behavior among a nation's citizens. Ethnocentric consumers are reminded to maintain their patriotism when making purchases through patriotic advertisements. Such campaigns aim at influencing the customers' intent to purchase local brands. The people's behavioral intentions reflect their willingness to carry out a particular action. The theory of planned behavior provides the best explanation for this. This theory holds that an individual's actions are dictated by their behavioral intentions, which are impacted by their perception of the behavior and subjective norms (Wasswa, 2017).

Patriotic advertising influences the level of consumer ethnocentrism. It strengthens the ethnocentrism of consumers, which results in a positive assessment and preference for domestically made products. Patriotic advertising is associated with a competitive advantage, typically, domestic brands should use such themes in their marketing communications to appeal to the customers' feelings of nationalism and ultimately argue them to buy domestic products. At the same time, where domestic companies are encouraging customers to buy local products as a sign of patriotism, they should strive to enhance their quality levels to match or preferably surpass that of global brands. Given that consumers are highly ethnocentric particularly amid a national crisis, local brands should capitalize on that by evoking consumers' feelings of nationalism and patriotism to market their offerings (Wasswa, 2017).

Patriotic Advertising: An Opportunity for Resuscitating the Egyptian Economy: Rekindling the Egyptian Domestic Brands

The format of the patriotic messages is used by advertisers to encourage positive attitudes and induce actions in response to the crises. Media advertisements started utilizing symbols like patriotic phrases, patriotic colors, and the flag to emphasize how committed and proud businesses were of their country. Furthermore, over the years, there has been a substantial increase in the usage of patriotic slogans such as "Made in..." and others along these patriotic themes. Such phrases and symbols are used in patriotic appeals with the intention of stirring up patriotic sentiments and thoughts. People are more likely to perceive national concepts, such as the patriotic symbols, patriotic beliefs, and national flag, positively when they have a strong sense of connection with their COO. Consequently, consumers with strong national identities choose products that support their identity by associating them with their COO (Wasswa, 2017).

In the aftermath of September 11, for instance, while some businesses downplayed the economic aspects and emphasized developing ad campaigns to promote national pride, express grief, and position their brands as a good corporate citizen, for others, patriotism was exploited as a sales pitch to boost sales and customers' confidence, one such company was General Motors. Accordingly, the patriotic-themed marketing communications not only helped in boosting the consumers' confidence but also implanted the notion that it is a principal civic obligation to continue consuming and, moreover, to support the American brands. Consumption has become a patriotic and political act as a result of the convergence of rising nationalism, advertising campaigns with patriotic themes, and the apprehensions regarding a country's economic stability. Consequently, patriotism was incorporated into advertisers' long-term branding campaigns (Tsai, 2010).

6. National identity, social identity, social identity salience

A plausible variable that could impact consumers' reactions to advertisements incorporating patriotic themes is their degree of national identification. National identification, manifested through attachment, loyalty, and pride, forges among citizens solidarity bonds, aligning the interests of the people with the nation's welfare, and inspires good citizenship. Strong national identifiers are more inclined than weak national identifiers to defend and promote the welfare and economics of their own country. Consequently, customers who have a strong sense of national identity could try to showcase it through their purchasing and consumption behaviors. Expressions of national identity can take many forms, such as adhering to advertisements with "made in..." labels to boycott the products of countries perceived as antagonists of the native nation. Remaining loyal to local brands through purchasing decisions has significant implications socially and culturally (Yoo, 2015).

Commodification describes the use of core values as consumer motivators, introduction of spiritual values into the nature of commercial brands and, thus, increase in their social value, and, ultimately, in economic value. Such a process is referred to as brand social positioning. Patriotism is actively used by manufacturers as an additional consumption value and motivator (Ovrutsky and Ponomareva, 2016).

An individual's perception of a brand's quality, the reason behind brand purchase, and the customer's rationale to be loyal to domestic brands are predominantly impacted by the country of origin. A product's national identity is represented by its national, political, and economic characteristics, in addition to its quality and appearance, which the customer associates with

Patriotic Advertising: An Opportunity for Resuscitating the Egyptian Economy: Rekindling the Egyptian Domestic Brands

the preconceived notions about their country of origin (Shetty et al., 2021).

National identity might have a stronger impact on consumer responses to advertisements using patriotic messages when their national identity is switched on or activated through identity cues. Advertisers have often utilized patriotic ads to maximize the effectiveness of promotional messages that particularly appeal to consumers' patriotic emotions (Yoo, 2015).

In the specific case of national identification, people define themselves in terms of their country membership. National identification encompasses people regularly identifying themselves as belonging to a country and, consequently, they recognize, comprehend, accept, and are willing to fulfill their national identity-related obligations. People who highly identify with their country tend to respect the symbols of the country such as a national flag and national anthem and believe that their country is better and more worthy than other countries. Further, they are likely to feel high attachment to the country, which refers to the positive identification with the values of one's country or simply as love for one's country. This inner acceptance gives rise to expressions of attachment, love, or loyalty to one's nation, as an expression of superiority to other nations, or as protective behavior toward one's nation. Further, the degree of national identification can be manifested through consumers' consumption patterns. Consumers often use consumption to express their identity and beliefs, and products are often consumed because of what they symbolize. People who are strong identifiers with a nation are more likely to be patriotic customers than weak identifiers and, thus, are more inclined to favor local brands over foreign ones. Customers driven by patriotism, for instance, would purchase and wear the

various patriotic symbols such as a country's flag to express their love and pride in being citizens of their country. They are even prepared to make the ultimate sacrifice for their nation by purchasing more costly local products if doing so would reinforce the growth of their nation's economy (Yoo, 2015).

The social identity theory, AKA the association of social identity, asserts that a consumer's degree of identification is heavily impacted by their attention to stimuli related to social identity, intentions to purchase products related to social identity, and response to actors in advertising aligning with social identity (Shetty et al., 2021).

According to (Yoo, 2015), the activation of the social identity — a construct termed social identity salience — rather than the social identity's mere existence is what stimulates an increase in the processing of identity-relevant information. This phenomenon known as social identity salience is emphasized when someone spontaneously categorizes themselves in response to social contexts or situations, they are activating or switching on an identity-related conceptual structure in their self-concept. A salient social identity works on a psychological level to strengthen the impact that affiliating to a certain group has on behaviors and perceptions. Put differently, an individual will become more and more identified with a particular social group when that social identity is activated and made momentarily salient, and that momentarily salient social identity influences consequent judgments and decision-making. A person's attitudes and behaviors could be influenced by making a specific social identity more salient.

Patriotic Advertising: An Opportunity for Resuscitating the Egyptian Economy: Rekindling the Egyptian Domestic Brands

In the context of advertising, stimulus cues can also affect the ethnic identity salience and subsequent preferences and decisions of consumers. By activating the consumer's ethnic identity, through the ethnic primes implanted in the advertisements, the ethnic consumers are inclined to evaluate targeted advertisements more favorably (Yoo, 2015).

7. Rekindling the Egyptian domestic brands (shopping for the nation)

Let's unfold the Egyptian situation in a nutshell. Globalization has brought about fierce competition to the Egyptian domestic brands decades ago. The Egyptian market was saturated and had for long been dominated by international brands and franchises. Corresponding to what (Li et al, 2021) had identified, consumers (specifically those of less nationalistic and more metropolitan in their preferences) in developing countries (e.g., as in the case of Egypt) chose international or foreign brands because they perceived it of higher quality than the Egyptian domestic ones, and this, consequently, had negatively impacted the Egyptian economy significantly. The perceived strong brand image and the perceived high quality of foreign brands had significantly impacted their purchasing decisions. Moreover, the Egyptian consumers had presumptions of weak corporate ability of domestic brands, i.e., they perceived the domestic brands as having weak professional competence and competitiveness which indirectly inversely impacted their purchase decisions.

In fact, a lot of the Egyptian domestic brands had failed to change these presumptions, declaring their defeat by the hands of the foreign brands. They either failed to enhance their quality levels, their branding strategies, corporate identity, CSR,

positioning strategies, pricing strategies, advertising campaigns, etc. Moreover, the customers complained of inadequate value for money (i.e., charging high prices for inferior quality products). Over the past decades, such presumptions were fueled by the increase of sovereignty of foreign brands. Only few domestic brands, however, were able to position themselves strongly in the Egyptian market.

Confirming with what (Fyrkova, 2022; Wasswa, 2017) had illustrated, in the amidst of a crisis, the behavior of the consumer is largely influenced by ethnocentric tendencies which pertains to patriotic sentiments of responsibility and loyalty. In the aftermath of the savage and unhumanitarian war on Gaza, the Egyptian consumers were disconnected from the international corporate brands identity. For more elaboration, let's recall what (Li et al, 2021) had concluded, it is not necessary, amid globalization, for patriotic products to be produced locally, the ownership of such brands might even be merged with or acquired by foreign companies. However, for a brand to be perceived as patriotic, the consumer should perceive it as a domestic one, hence, affiliating to their country of origin. What happened in Egypt, is that some of the international brands had lost its local iconness. Their corporate identity (i.e., goals, values, activities, etc.) which explicitly contradict with our national identity had resulted in the decision of the boycott of these international brands that publicly and proudly declared their support of Israel and Zionism. These international brands had announced their funding of Israel, hence, funding the occupation and genocide of Gaza and our Palestinian brothers and sisters. This actually evoked the Egyptians resentment and emphasized the sentiments of responsibility and loyalty to support Gaza and the Palestinians. The Egyptian consumers,

Patriotic Advertising: An Opportunity for Resuscitating the Egyptian Economy: Rekindling the Egyptian Domestic Brands

consequently, are rejecting the international brands and shifting to domestic brands as a substitute.

The Egyptian domestic brands' advertisers capitalized on the crisis to appeal to consumers sense of patriotism, i.e., they emphasized the use of patriotic-themed ads to elicit the consumers' patriotic sentiments even more. Marketers had utilized the patriotic-themed marketing communications to elicit positive attitudes and behavioral responses about the crisis. The patriotic-themed marketing campaigns had reinforced the customer's ethnocentrism that led to positive assessments and inclination toward domestically made products. Given the current crises, purchasing foreign products would in fact be considered unpatriotic, and even immoral since it harms Palestine and threatens our nationhood.

Advertisers used symbols such as the Egyptian flag, patriotic colors, and patriotic phrases to showcase the brands' devotion to and pride in the country. Moreover, using the "Made in Egypt" and other similar slogans with a patriotic appeal had substantially intensified people's ethnocentrism and patriotism. Further, they emphasized their full support to Palestinians and proudly participating in donations campaigns and using the Palestinian flag and taglines such as "From Egypt to Gaza".

The following are some of the boycotting calls of international brands supporting the genocide.



Retrieved from various social media platforms, October 2023

Patriotic Advertising: An Opportunity for Resuscitating the Egyptian Economy: Rekindling the Egyptian Domestic Brands

Some of the Egyptian patriotic-themed advertisements evoking patriotism and ethnocentrism



The impact of the patriotic-themed ads

Although it is quite soon to precisely and accurately identify the impact of the boycott on the economies of the international brands as well as the impact of patriotic-themed advertising on the consumption levels of Egyptian domestic brands, the Egyptian economy, and the employment rates. However, initial indicators emphasized the positive impact of the patriotic-themed advertising in eliciting patriotic sentiments of loyalty and reponsibility, evoking ethnocentrism and total support for Egyptian local brands. Patriotism definetly impacted the purchasing decisions of a lot of the Egyptian consumers which now consider buying international brands as improper, unethical, and unpatriotic, and consequently, considering the consumption of domestic products as an act of patriotism. Egyptian consumers are even demanding the comeback of various authentic Egyptian domestic brands that have long disappeared.

Various Egyptian manufacturing firms had experienced an immense increase in the demand of their products and services, subsequently, this resulted in an increase in the manpower demand to offset the massive increase in the production and operations levels, i.e., leverging the employment rates.

We have even witnessed brands coming back to life after so many years falling behind the foreign brands and losing the competition. **Spiro Spathis** (the soft drink company), among others, represents one of the the strongest comebacks. Greek Spiro Spathis founded the Spiro Spathis brand in 1920 with the goal of bringing novel and inventive beverages to Egypt. The business made history in 1922 when it launched in the Egyptian market's first-ever soft drinks. For the first time after decades

Patriotic Advertising: An Opportunity for Resuscitating the Egyptian Economy: Rekindling the Egyptian Domestic Brands

falling behind the foreign competition, i.e., the American soft drink gurus Pepsi and Coca-cola, the company had secured a strong comeback, revenues were increased by three hundred percent, as a result of boycotting calls of a number of competing brands showing full support for Israel, and this in turn resulted in an increased job opportunities (the following figure illustrates Spiro Spathis job posting). Spiro Spathis' chairman, Youssef Talat, stated that productivity levels has increased to satisfy the demand of the regional market, the company had also provided job opportunities for those who lost their jobs in international companies (i.e., exhibiting corporate social responsibility). Moreover, he mentioned that the company is considering launching new product lines of food and diet products (i.e., exhibiting strong corporate ability).



اليوم المفتوح للتوظيف
لسبيرو سباتيس
الجمعة و السبت
٣ - ١١ / ٤ من ١٠ ص

نظرا للتوسعات مطلوب للتعيين فورا

- ١٥ مندوب بيع تجزئة برخصة او بدون القاهرة و الجيزة و الاسكندرية
- ٨ مشرف بيع جملة القاهرة و الجيزة و محافظات وجه قبلي (الصعيد) و محافظة البحر الاحمر
- ١٥ مندوب بيع جملة القاهرة و الجيزة و الاسكندرية
- ٤ محاسبين خبرة اناث او ذكور
- ٤ مدخل بيانات اناث او ذكور
- ٤ مناديب تحصيل - ٣ مناديب كبار عملاء
- ٢ اخصائي موارد بشرية اناث او ذكور
- مدير حركة للسيارات
- مدير مبيعات للتصدير

عنوان المقابلة:
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بعد الوصول لجهاتنا أكثر من 10٠٠٠ سيرة ذاتية من رغبى العمل
دققنا أكثر من ما كنا نتوقع من اليوم المفتوح للعمل، وبناء عليه تم تأجيل اليوم المفتوح للتوظيف لوقت آخر حسب إحتياج الشركة.

وسينم النظر في السير الذاتية لم تحديد موعد مع الأشخاص المؤهلين للوظائف المذكورة.

وعلى رغبى الانضمام الى فريق العمل، إرسال السيرة الذاتية على الإيميل الخاص بالشركة فقط.

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In the same context, a lot of other Egyptian domestic brands had pledged to enhance their products and service quality in an attempt to adequately satisfy the needs and wants of the Egyptian market. These companies are playing the patriotic card to the fullest. As an example, the Egyptian soft drink company Sina Cola, who previously had suffered from a substantial customer complaints as a result of inferior quality of its products, this is in addition to providing various job opportunities to those who lost their jobs as a result of the boycott (i.e., exhibiting corporate integrity, corporate ability, as well as CSR).

حرصا منا لآرائكم الى عملاء سيناكولا الكرام

من لا يشكر الناس لا يشكر الله. شكرا لكم جميعا شكرا لآرائكم وانتقاداتكم. نحن نعلم انكم تريدون نجاح الصناعة المصرية. وان تكون الصناعة المصرية رائدة في جميع أعمالها. ولذلك نحن نحترم جميع تلك الانتقادات سواء كانت ايجابية او سلبية او حتى كانت بروح المزاح فتحن جميعا نقف سويا يدا بيد لنجاح الصناعة المصرية ولا يسعنا الا ان نشكر الجميع، ونعدكم بصدق ان تلك الفرصة سنستغلها للنجاح وللارتقاء بالصناعة المصرية في كافة مجالاتها طالبين منكم ان تقفوا بجانبنا لنستطيع ان نتجاز تلك المرحلة بنجاح سائلين الله عز وجل ان يوفقنا في جميع المجالات الصناعية بداخل جمهورية مصر العربية العظيمة

معا لخدمة الصناعة المصرية يدا بيد للتطور والتقدم

مجموعة شركات سيناكولا تعلن فتح جميع أبوابها لتوظيف وتعيين كل الكوادر والموظفين المصريين الذين فقدوا وظائفهم في جميع الشركات الأخرى في جميع المجالات نتيجة للمقاطعة وأنها بصفتها شركة مصرية خالصة مئة بالمئة وطنية داعمة للصناعة والاقتصاد المصري والمصريون فإن مصانعها وجميع أقسام إدارتها مفتوحة دائما للجميع وللمن يرغب في العمل لدى هذه المجموعة. ونعد الجمهور المصري أننا كصناعة وطنية مصرية خالصة سنعمل دائما للارتقاء للأفضل ولخدمة أبنائنا وأهاليها وتحيا مصر وتحيا الصناعة المصرية بزعمائها وشعبها وصناعتها وأيدي أبنائها

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8. Conclusion

News reports about a country activate a national identity, which in turn influences how the customers evaluate subsequent advertisements. When news reports contain unfavorable or negative information about one's home country, such reports are perceived as threats. When consumers' national identity is

Patriotic Advertising: An Opportunity for Resuscitating the Egyptian Economy: Rekindling the Egyptian Domestic Brands

threatened (high salience), they become more prompted to take actions to counteract such threats (identity-consistent actions), restoring a more positive self-concept. Thus, through an altruistic process, positive assessments of the nation's representations were induced as a result of the people's sense of national identity threats. to people's national identity led to positive evaluations of the representations of their nation (a behavior of in-group favoritism) (Yoo, 2015).

Patriotism is manifested through love of native land, identity with the nation and readiness to protect fellow citizens' interests. Patriotism plays a crucial role in forming national consciousness, ensuring identity, unity, and positivity of perception of its ethnic and national group (Ovrutsky and Ponomareva, 2016). A citizen's sense of attachment to their own country reflects patriotism (Tsai, 2010), it is a topic that always arises into the foreground in moments of crisis for the country and the community with which it identifies (Fyrkova, 2022). People articulated and rationalized the substantial impact of consumer consumption on any given nation with noticeable ease and intuition. Rather than the consumption conceptualization in a self-indulgence form and driven by discourses publicized to promote a patriotic spending, people concurred that consumption cumulatively and collectively effects on the economic system that this demand driven. (Tsai, 2010). Patriotism has substantial positive impacts on consumers' intention to buy domestically produced products (Ghadikolaei and Hedayatnazari, 2021). Individuals who are influenced by patriotic advertisements and ethnocentrism are more likely to purchase patriotic brands (Shetty et al., 2021).

In the amidst of the Palestinian crisis, the calls for the boycott initiated at the individual level, i.e., it came from the Egyptians themselves, and the Egyptian brand advertisers, by relying on patriotic advertisements, had further reinforced the consumers' positive attitudes towards the purchase of domestic products. And as we've seen from the period of only one month how the people's patriotism and ethnocentrism had somehow shifted the control away from the international brands. This could be the golden chance for resuscitating the Egyptian economy by restoring the trust in the Egyptian domestic products and services. The social media platforms over this past month were overwhelmed with unprecedented support for a lot of Egyptian brands, people are expressing surprise at the quality of some the Egyptian products and services that matches or even surpass the foreign ones, not to mention the fact that they were completely oblivious about. And this specifically could be attributed to the failure of some of the Egyptian brands to create the proper awareness for their products and services. There is a growing interest in supporting and promoting local businesses within the community, and this in a nutshell represents a great opportunity for upcoming economic prosperity and job opportunities provision.

However, when using patriotism to connect with potential customers, the Egyptian brands must exercise caution because patriotic appeals run the risk of backfiring if consumers believe the strategy is abusing patriotism for financial gains, bringing forth negative attitudes. Consequently, they need to:

1. Create brand awareness, emphasizing proper promotion mix and techniques.
2. Create a strong patriotic brand image, emphasizing perceived product quality, perceived corporate ability, CSR, perceived corporate identity.

Patriotic Advertising: An Opportunity for Resuscitating the Egyptian Economy: Rekindling the Egyptian Domestic Brands

3. Develop effective branding strategies, emphasizing strong corporate identity.
4. Develop competitive pricing strategies. Greediness could be a sign of an inappropriate exploiting patriotism under the current circumstances. The Egyptian consumer is price-sensitive to some extent, any unjustified increase in prices would alienate the customers, i.e., need to emphasize value for money.
5. Enhance the quality of products and services. Consumers will stay loyal to the Egyptian domestic brands, become brand advocates, and increase purchases over their lifetime, only if they continue to perceive it of high quality.
6. Work on having a strong patriotic brand that exhibits a strong perceived corporate ability, corporate integrity, and corporate social responsibility.

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Patriotic Advertising: An Opportunity for Resuscitating the Egyptian Economy: Rekindling the Egyptian Domestic Brands

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