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The Role of Social Media Users in Supporting the Boycott and Marketing of Alternative Egyptian Products After the War on Gaza 2023: An Applied Study Focusing on (X) “Formerly Twitter”^(*)

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Abstract

The current study aimed at identifying the methods of Users Generated Marketing (UGM) on X "formerly Twitter" to support the idea of boycott and marketing alternative Egyptian products after the war on Gaza - October 2023, and its reflection on their attitudes and behavior towards the boycott. The study relied on conducting a qualitative content analysis and characterizing a number of hashtags, in addition to applying an online survey to an available sample consists of 435 of "X" users and social networking sites. It has been found that approximately 27 hashtags aimed at urging the idea of boycott, mobilizing the public and raising awareness of its importance and the importance of buying the Egyptian products, and its positive effects, moreover there is an effective role for X and social networking sites users in supporting the boycott and marketing of alternative Egyptian products within the framework of UGM, which was reflected on respondents' socially responsible boycott behavior.

Keywords: User Generated Marketing (UGM) - Boycott of Foreign Products - Alternative Egyptian Products - Socially Responsible Behavior – The War on Gaza 2023 - X "Formerly Twitter".

^(*) The Paper was received on February 05, 2023, and accepted for publication on March 18, 2024.