

The importance of studying the project: The importance of studying the project comes with international commercial growth, travel, and the discovery of new products and high-quality products that the Omani consumer is increasingly facing foreign products. This study provides insight into how to form the image of the brand and ethnocentrism consumer and consumer animosity with a view to buying with consumers. Also, the purpose of this study is to find out whether consumer ethnocentrism and consumer animosity affect the intention of repeat purchases toward foreign products. Therefore, the importance of studying the ethnocentrism consumer and the animosity of the consumer comes within the framework of trying to know how it can affect the intention of repurchasing towards Omani products and what this influence was subject to for the loyalty of customers.