

The Importance of Arabic Language on Advertising Content in Saudi Arabia

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Abstract

The provision of Arabic language content when it comes to advertising is now seen as a trend in Saudi Arabia, and numerous factors have been seen to be the driving force behind this pattern. Having the Arabic language in Saudi Arabia's advertising space is not just an issue but also a crucial necessity. To investigate the role and magnitude of utilizing Arabic content in advertisement in the marketing domain in the Saudi Arabian market. The study applies qualitative methods. Semi-structured interviews are used to collect data from 12 Saudi consumers. The brand's engagement with the culture is significantly enhanced by incorporating Arabic language into their advertising, ensuring authenticity and cultural sensitivity, thereby fostering genuine connections with their target audience. Using Arabic language in advertising campaigns significantly impacts customer engagement and brand perception in the Saudi Arabian market.

Keywords: Arabic language, Advertising, Saudi Arabia, Arabic Content, Engagement, Influence, Marketing.

INTRODUCTION

Background

Arabic is a language spoken by more than half of a billion or so people across the Middle East and North Africa regions (*Arabic Without Walls*, 2024; Horesh, 2019). As the country continues to evolve and adapt to modern trends, the Arabic language is increasingly important in the commercial scene. The provision of Arabic language content when it comes to advertising is now seen as a trend in Saudi Arabia, and numerous factors have been seen to be the driving force behind this pattern (Alasiri, 2022). First, there is increasing pressure from consumers on advertisers to create advertisements that will touch the cultural identity and language of such consumers (Alasiri, 2022). Saudi Arabia has seen an increasing interest in ads designed in Arabic, especially for young consumers (Bajaber, 2020). In addition, the government's efforts to empower the Arabic language and culture also play a crucial role in leading to the use of Arabic content as an advertising vehicle (Sobh et al., 2015). The Saudi Arabian government is using different initiatives to keep and strengthen the Arabic language and compelling advertising agencies to adopt the changes following the trends.

Using Arabic content in advertising may make a difference in how users interact with the brand. Ads in which the Arabic language and Saudi culture are framed stand out because Saudi Arabian customers emotionally attach to them more easily (Algumzi, 2022). This arises from the familiarity and relatability of the Arabic content to their target population. Once consumers credibly feel that the advertisement appeals to them individually and brings their cultural affiliation to the audience's attention, they will more likely be inclined to appreciate the brand itself. They will find the message true to life (Algumzi, 2022). Although the effectiveness of introducing Arabic content into ad campaigns is realized, there are obstacles that marketers have to overcome in this regard. Furthermore, some marketers might be accounting for the Arabic content within their adverts, which may undermine the appeal to global consumers when targeting outside Arab countries. However, the use of Arabic language and ethnic references in the ad can face challenges due to the need for cultural sensitivity and authenticity.

Having the Arabic language in Saudi Arabia's advertising space is not just an issue but also a crucial necessity. With the country's growth along with its adjustment to global trends in the future, marketers need to understand not only how to communicate the message to Saudi Arabian consumers but also how the Arabic language and cultural identity can be utilized as an effective means of making the advertising message heard (Algumzi, 2022). Using Arabic content in their campaign and identifications, advertisers could develop a more effective and

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powerful campaign that matches the consumers' backgrounds (Sobh et al., 2015). Additionally, the advertisers should face the problem and develop ideas on retaining Arabic content and the cultural sensitivity and authenticity to deploy in this venture. This study is designed to investigate the importance of using Arabic content in Saudi Arabian advertising, its contribution to the enhancement of the engagement of the consumers, and the difficulties transpiring in the campaigns when the language and culture of Arabians are implied.

Problem Statement

Even though online ads are increasingly significant in Saudi Arabia, research on the impact and effectiveness of advertising with Arabic content needs to be improved. Most previous research work in this area focused on the English language or bilingual materials. Therefore, limited research has been done on Arabic, which is widely spoken in Saudi Arabia (Aloudah, 2022). In this regard, this oversight can particularly worry the Saudi population as it combines many cultures and languages, and Arabic takes on not only the position of the national language but also the heart of the culture and traditions (Aloudah, 2022). Additionally, most multinational brands and agencies that hire in Saudi Arabia follow global marketing and advertising campaigns meant for something other than local audiences due to language and cultural barriers (Tenzer & Schuster, 2016). This approach may often lead to inefficient advertising, reduced engagement of the brands, or missed opportunities in the area of targeted marketing strategies. Therefore, the present study intends to expound on how Arabic content can become a successful tool in ad campaigns within the Saudi Arabian market. The key findings of this research paper may be used by advertisers, marketers, and regular communication professionals to build more productive and appropriate advertising campaigns for the Saudi audience, which will be based on their linguistic and cultural preferences.

The current study is concerned with investigating the role and magnitude of utilizing Arabic content in advertisement in the marketing domain in the Saudi Arabian market. This study seeks to address the following key questions:

How does using the Arabic language in advertising campaigns impact consumer engagement and brand perception in the Saudi Arabian market?

What are the cultural implications and effectiveness of incorporating Arabic content in advertising strategies targeting Saudi Arabian consumers?

How does using the Arabic language in advertising influence consumer behavior, purchase decisions, and brand loyalty within the Saudi Arabian context?

The study questions in this research have been deliberated to provide priceless inputs on the role played by Arabic content in advertising in this one-of-a-kind cultural-linguistic landscape of Saudi Arabia. The information provided here will be helpful for the marketers and advertisers who develop their strategies in the same region.

Significance of the Study

The importance of this research stems from its ability to establish the possible effects of Arabic content on advertising in the Saudi market. This study can inform businesses and identify whether most consumers use Arabic. Thus, these findings can dictate a company's advertising strategies, enhancing sales, market penetration, and economic growth.

LITERATURE REVIEW

Islamic Culture Influence on Saudi Consumer Purchase Intentions

Muslims are a highly diverse group of different cultures, nationalities, and origins. Despite this, their faith and religion create a feeling of unity among their believers, thus influencing their shopping choices (Alkhalwaldeh, 2021). Notable Islamic values that should be at the heart of business include humility, generosity, moral conduct, and Islamic marketing (Kaukab et al., 2020). Consequently, Saudi Arabian companies have exploited various ways possible to capitalize on Islamic culture to drive customer choice. That said, the first way Saudi Arabian companies borrow from the advantages of Islamic culture is to influence the consumer by adding

cultural aspects to their goods and services. As such, Aldawish et al. (2024) propose that the culture-specific marketing approach requires businesses to ensure that marketing contents connect with Saudi culture, inherited from Islam's laws, beliefs, ethics, and habits.

Similarly, Bezzaouia and Joanta (2016) suggest that when Saudi Arabian companies maximize cultural images or pictures of marketing materials, they must be regarded as related to the Arabic-speaking target market. Furthermore, studies note that through cultural familiarity, heritage firms create advertisements containing cultural components familiar to Saudi culture, traditions, values, and people (Algumzi, 2017). Al-Rajhi (2008) asserts that instrumentalizing the marketing of products by using content that respects Islamic values and adapts to Saudi cultural norms is a very effective way of enhancing customer purchase intentions. Consequently, businesses can attract high chances of purchases from Saudi consumers by including elements like music, celebrities, and clothing that conform to Saudi traditions.

Besides cultural alignment, Saudi Arabian companies borrow from Islamic culture through Arabic to influence their customers to purchase (Aldawish et al., 2024). According to Sharma et al. (2016), Arabic is a language of immense religious and cultural significance; thus, the most viable approach for Saudi companies to influence consumers is to feature Arabic in their advertising campaigns. Pasha et al. (2019) state that global companies in Saudi Arabia use Arabic in their marketing and advertising to appeal to the ego of the larger Arabic-speaking audience and influence product consumption. Essentially, they show their understanding and readiness to interact with the audience in a language that appeals to them (Pasha et al., 2019). This includes using local dialects and slang to make the content more relatable and engaging. Alqahtani et al. (2023) assert that using the native Arabic language in marketing materials makes it easy and straightforward, thus gaining the trust of local consumers in the brand. Sanad and Muhammad (2021) also note that the dialect should be evident during translations, and short Arabic sentences devoid of slick literal translations may sound awkward. However, if transliteration is needed in cases of non-Arabic names, make it easier for Arabic speakers to pronounce and remember them better (Sanad & Muhammad, 2021). In general, employing the Arabic language connects with Saudi society's cultural values and notions, thus creating a more individualized and compelling marketing approach that influences consumer positive behavior.

Next, Saudi companies leverage Islamic culture to influence local consumers by matching visuals with Islamic values and detaching themes of images with people or animals, which are seen as disrespectful in Islamic society. According to Abdul Cader (2015), Saudi Arabia's outlook is based on the country's exact interpretation of Islam, known as Wahhabism. Subsequently, the advertisements for alcohol and sexual content are banned and forbidden by Islam (Abdul Cader, 2015). Additionally, the authors posit that it is the role of the advertisers to know Islamic values and create advertising campaigns that are practical and respectful of Islamic culture and religion (Abdul Cader, 2015). In contrast, the study also asserts that, as much as Islam stresses modesty and preaches against consumerism, the principles often contradict the main objective of advertising, usually portraying prestige as a crucial part of the good life (Abdul Cader, 2015). Moreover, Al-Hasan et al. (2021) and Alserhan (2017) argue that Islamic law (Sharia) generally prohibits any depiction of people and animals in advertisements and restricts the ability of advertisers in terms of creativity.

Saudi companies also prioritize respecting Islamic values in their advertising to appeal to the sensibilities of their consumers as a way of influence. Essentially, advertisements should emphasize Islamic values such as purity, cleanliness, and wholesomeness to appeal to Muslim consumers. Samir's (2012) study on Islamic marketing points out that presenting products in a way that aligns with Islamic principles without any content contradicting Islamic beliefs influences consumers to a brand. The same opinion is voiced by Bajaber (2020), stating that Saudi companies should ensure and emphasize the contents of their adverts and the language used to respect and exemplify Islamic teachings. Subsequently, they must pay attention to how their expressions and images can be interpreted because Islamic norms and ethics are a high priority among consumers in Saudi Arabia (Bajaber, 2020). Lastly, Algumzi (2017), while supporting leveraging Islamic culture, notes that targeting the consumers' values that match known Islamic principles, such as modesty and social responsibility, is appropriate and ethical. They appeal to Saudi consumers' consciousness and influence purchases (Algumzi,

2017). Notably, when ads fit with the concepts that viewers hold, it may generate a positive attitude, eventually leading to a lack of brand loyalty.

Next, Saudi companies leverage Islamic culture by being sensible to their religion and faith element to resonate with the consumer targets in Saudi. According to the research of Pasha et al. (2019), Saudi business awareness of values of religious sensitivity in adverts is in line with the Islamic teachings of portraying women based on Islamic virtues and purification (Pasha et al., 2019). On the other hand, an article published by Hassan et al. (2018) gives a comprehensive overview of the Islamic banking environment and underscores how ethical marketing is vital. Notably, the viewpoint regarding ethical marketing is affirmed to be an integral part of Islamic marketing. The authors mention that the fundamental ethics of Islamic marketing are equity, justice, and customer orientation, and they are geared toward enhancing customer satisfaction (Hassan et al., 2018). The authors also observe that Islamic marketing ethics establish long-lasting relationships and build stronger consumer loyalty and trust (Hassan et al., 2018). The diversified nature of the Islamic banking philosophy is one of its features. In contrast, Karoui et al. (2022) study "Islamic religiosity and consumer ethnocentrism in post-Arab spring countries" asserts that religiosity has little influence on Arab consumerism. Remarkably, the findings note that the level of Islamic religiosity did not strongly impact negative attitudes toward French manufactured products (Karoui et al., 2022). As such, this indicates that customers' spiritual beliefs do not affect their choice of national or international products merely because of their patriotic feelings.

Impact of Switching from Islamic Culture to Local Terminology on Arabic Consumers' Purchase Intentions

Merriam-Webster defines terminology as the technical language or words used in a business, art, science, or particular subject (Merriam-Webster, 2024). Therefore, in the case of Saudi Company advertisements, all terminology will mean Arabic words and expressions that appeal to Saudi consumers. To leverage consumer loyalty, one could use Arabic instead of Islamic terminology as a marketing tool to motivate native Arabs to buy the products. As such, firms that use cultural and Islamic values to market goods to Arabic-speaking customers can boost sales. However, it should be recognized that the target market has different perspectives and sensibilities. As a result, the marketing content should resonate with their beliefs and conventions. Almatrudi et al. (2023) note that many Saudi customers love Saudi products for national pride and, hopefully, are getting better quality. Therefore, when marketers utilize Arabic terms or symbolism in line with Islamic values in their advertisements, they create more relatable and attractive marketing, thus alluring Arabic customers to purchase decisions. Novianti et al.'s (2022) results also show a similarity in communication in using imperative sentences when presenting products. The advertising language used to explain how to present food and beverage products always uses the style of local Arabic (Alserhan, 2017; Novianti et al., 2022). In addition, the word forms used have various meanings according to the context of the sentence.

Next, switching from Islamic culture to local terminology to appeal to Arabic customers is a vital strategic marketing approach. Ashraf's (2019) study underscores trustworthiness, attitude, normative structure, and self-efficacy as critical elements influencing halal food marketing with reliable and credible halal certification processes. The investigation also found that the credibility of halal food is one of the significant elements of food marketing in Bangladesh. On the other hand, Sudigdo et al. (2020) and Khan and Khan (2019) noted that local terminologies that influence Arabic consumers are vital. Therefore, Islamic symbols on tourist destinations and Muslim spotting cues in restaurants with non-halal logos create trust and increase Saudi consumers' confidence to purchase and consume products (Khan & Khan, 2019; Sudigdo et al., 2020). This aligns with the concept that increasing native language and imagery is deemed more culturally sensitive to appeal to local consumers. Saputro et al. (2021) and Yuhanis and Nyen (2012) also note that halal certificates and awareness impact consumers' purchase intentions. Generally, using local terminologies makes customers confident in purchasing halal food goods, influencing their consumption habits.

Nevertheless, careful transition is essential regarding culture, symbols, and diversity within the Arabic-speaking community because transitioning from Islamic culture to the Arabic dialect could negatively impact companies. Alhazmi and Alfalig's (2022) study posits that Saudis' varied dialects make some considered prestigious and modern while others are perceived as less prestigious or have undesirable overtones. As such, central dialects

like Najdi were more widely liked than the other dialects (Alhazmi & Alfalig, 2022). Apart from that, the sudden transition could result in limited reach as some Arabic speakers might need help understanding local terminologies owing to the varied dialectics in Saudi Arabia (Benkharafa, 2013). Furthermore, according to Al-Hasan et al. (2021) and Mohammad et al. (2021), abandoning the Islamic language could alienate consumers who value religious alignment to purchases. Lastly, the transition could lead to losing brand identity because a business is established based on Islamic terminology (Rice & Al-Mossawi, 2002). A sudden transition could confuse and thus dilute the brand image. Integrating local culture and terminology into their marketing strategies could build strong emotional connections with Arabic-speaking customers and drive sales.

Saudi Arabian Companies Utilizing Local Terminology to Influence Customer Purchase in Saudi Arabia

In light of the above, Saudi Arabian companies can effectively utilize local terminology to influence customer purchase intentions by incorporating culturally relevant language and references into their marketing strategies. To realize this, companies can follow various techniques to ensure local terminology is culturally sensitive. The first strategy is for Saudi companies to collaborate with local experts or Arabic native speakers, cultural consultants, and stakeholders to gain first-hand insights and guidance on cultural perspectives and nuances. According to Cimendag and Yalcin's (2012) findings, the authors assert that partnering with local advertising agencies by Saudi companies facilitates and addresses cultural differences in marketing, provides insights into cultural nuances, and thus facilitates tailored advertising campaigns to better resonate with the local audience. Next, Saudi companies employ colloquial Arabic and slang in their marketing for content to resonate and engage the Saudi consumer. As Al-Harbi and Emam (2015) reported, the quality and accuracy of sentiment analysis can be significantly enhanced by applying preprocessing to the Saudi dialect. The authors also point out that standardizing language-specific phrases and portraying emotions is made possible by normalization approaches, which contribute to increased accuracy (Al-Harbi & Emam, 2015). Using lingo and reasonable terminology to local clients might help them build the company's trust.

Saudi firms consider regional dialects and the application of cultural research based on client sensitivity. According to Cimendag and Yalcin (2012), using culturally relevant strategies, such as Hall's high-context/low-context cultural theory and Hofstede's cultural dimensions, boosts the effectiveness of marketing initiatives. In like manner, Hati et al. (2020) note that consumers in the Kingdom of Saudi Arabia are guided by their Islamic faith and thus adhere to Sharia (Islamic law) principles. This shows how essential it is for some Muslims to keep their religious considerations in mind when shopping. Lastly, Saudi companies have a cultural advantage by bringing fast reactions to the issue of cultural sensitivities in marketing adverts to avoid being misunderstood by Islamic cultures (Alserhan, 2017). Thus, the correct translation is duly requested and accordingly researched by looking for the target culture, customs, language, and existing etiquette.

On the other hand, Mohammad et al. (2021) confirm that Saudi companies use local terminologies and visualize products and services to convince customers to purchase within Islamic styles. Abuljadail and Ha (2019) claim and agree with this same ideology that Saudi Companies translate their languages into their marketing materials to communicate in line with Islamic culture by avoiding terms that may be considered inappropriate or detrimental to Islamic principles. Cimendag and Yalcin (2012) claim that globalization is another way local corporations can adapt their overseas marketing message to local people's common vocabulary and cultural affinities. Through globalization, foreign brands and international marketing campaigns may be customized to the country's cultural environment.

Overall, the various studies and research highlighted have underscored the impact of Islamic culture on Arabic and Islamic nations. The findings have espoused the significance of advertisements incorporating Saudi local language and cultural elements into marketing strategies for Saudi Arabian businesses. Additionally, ensuring Islamic marketing and principles are highlighted as vital in increasing the emotional connection of Saudi companies with target consumers and substantially impacting their purchasing decisions.

Literature Gap

Even though prior literature highlights localized content as a significant imperative in advertising communications in Saudi Arabia, a limited number of research empirically investigate the reach, engagement, and sale conversion of Arabic content in constructing advertising. Many previous studies have focused significantly on the role of Arabic content in the Kingdom of Saudi Arabia (KSA) due to the Saudi users' language preferences. However, research has yet to be conducted to compare the actual statistics of Saudi Arabian content performance and outcomes against other English or bilingual content for the benefit of the advertising companies to enhance their profit. In addition, more research is needed on cultural advertising appeal and the religious aspect highlighted in the advert in Arabic. Hence, future research on the said determinants, such as the utilization of local culture in Arabic adverts, including culture, norms, and beliefs, will help understand the effect of these factors on consumers' perceptions and buying behavior.

To address these research gaps, the current study was planned to explore Saudi consumers' perceptions and attitudes towards Arabic advertisement content. Thus, it will assist advertisers/brands by providing them with information concerning state-of-the-art Arabic content and planning strategies for advertising campaigns in the Saudi Arabian market.

METHODOLOGY

Research Philosophy

The current study followed the interpretivist philosophy because of its applicability in qualitative analysis. Snyder (2019) argues that philosophy depends on social constructs such as language and consciousness. The interpretivism research philosophy was chosen for the study because it may help connect people's ideologies with diverse group approaches. For example, in this study, the researcher will connect Saudi consumers' opinions or ideas about the importance of Arabic content in the Saudi advertising scene. According to Kumar (2018), even with merely a preliminary forecast of the outcomes, the interpretivist philosophy can help the researcher grasp the subject of the investigation. Therefore, the researcher applied this philosophy to understand consumers' perspectives on how incorporating Arabic content into brands impacts their view of particular brands or products.

Research Approach

The study used an inductive approach to investigate the role of Arabic content in Saudi advertising. Through induction, the study begins with observations and data collection to arrive at more general or abstract theories (Kim, 2021). It usually goes together with qualitative research and is based on meaning from the inside rather than from the outside (Figure 1).

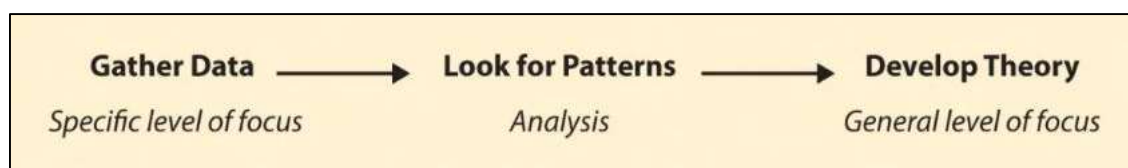


Figure 1. Inductive Approach

The research approach was appropriate for the study because it emphasizes learning from human experiences and relies on comparisons, patterns, and recurring themes to conclude.

Research Design

This study followed a qualitative research design. Qualitative research seeks to comprehend human behavior's fundamental motivations, meanings, and circumstances (Priya, 2020). It entails gathering non-numerical data (such as observations, interviews, and textual analysis) to investigate intricate issues (Priya, 2020). This design was chosen because it was suitable for gathering the most relevant and informative data from customer perspectives. Saudi Arabia has a distinct cultural background, and qualitative research enabled the researcher to investigate how Arabic material relates to religious values, cultural norms, and social standards.

Study Participants

Population and Sampling

The present study used probability sampling as the primary sampling method. Probability sampling methods ensured an equal representation of every study participant and the population size (Stratton, 2023; Wiśniowski et al., 2020). Through this method, the selection was done randomly to obtain sufficient results needed to conclude the study subject. Using the probability sampling technique, each member of the target population had an equal chance of being selected. A sample size of 12 participants successfully responded to the semi-structured interview questions. The 12 participants were Saudi consumers aged between 26 and 30 with a minimum of a bachelor's level in education. This educational background ensured the participants could comprehend the interview questions and give elaborate responses. Additionally, the study only included participants from four cities in Saudi Arabia: Riyadh, Jeddah, Albaha, and Tabuk.

Participants Recruitment

The first step of planning data collection is called participant recruiting, which is locating people who meet a particular target market or have specific goals and getting them to participate in focus groups or the target audience (Manohar et al., 2018). In this regard, the Saudi consumers were contacted and recruited through LinkedIn. An informed consent form (Appendix 2) was sent to each participant before participating to ensure voluntary participation. The researcher initially anticipated approximately 15-20 participants for this study but, after a careful review, decreased the number to 12 participants who met the criteria.

Data Collection

Materials and Instrumentation

This research was based on semi-structured interviews. In qualitative research, interviews are typically used to better understand the interviewer and interviewee by asking questions to clarify the replies offered (Connaway & Radford, 2021). Interviews are used in qualitative research because they reduce respondent ambiguity by clarifying the subjects addressed (Roulston & Choi, 2018). Open-ended interview questions allow the researcher to collect additional data for analysis. Participants are invited to discuss their perspectives on the study and contribute insightful information through clarifying questions posed by the interviewer. The researcher used the nine semi-structured interview questions (Appendix 1) to help collect the required information. Recording was done to ensure that every information provided was captured for analysis.

Procedure

The data collection procedure is the step-by-step process of collecting data from the selected participants (Taherdoost, 2021). Participants were invited to the data collection process through a Zoom application link. Zoom interviews helped create the interview questions. Zoom interviews were critical in making the interview questions and participants' responses clear and intelligible. The interviews lasted about 30 to 40 minutes, enough time to cover all the relevant questions. Participants were requested to contact the researcher via email with any questions or concerns about the study before the data collection date. To maintain individual privacy and confidentiality, the author avoided mentioning personal names. Each participant was assigned a unique name known only to the researcher.

Data Analysis

The data collected was thematically analyzed. Braun and Clarke (2006) suggest that thematic analysis can be fine-tuned and modified to suit research questions and context. First, the interview response was transcribed to enhance familiarity with the data. Transcribed interview responses were then searched for temporal or thematic crossovers between the interview questions (Naeem et al., 2023). The analysis process was interactive, and codes were used to yield different themes. The themes were refined to ensure every dataset was included and the correct terms were used for each theme (Lochmiller, 2021). Eventually, the code was arranged in the

form of categories. The codes were collected and put under headings for each category for interrelation analysis. Possible categories were interacted with to create a coherent structure for further study.

Trustworthiness

Qualitative data collected from participants must be trustworthy, generalizable, and re-usable in future studies (Cacciattolo, 2015). The research used various aspects to ensure that the data collected was rigorous and trustworthy. A four-dimension criterion discussed by Morse (2019) is used to guide the trustworthiness of research. The interviewer had the necessary knowledge and research skills to ensure credibility. For dependability, the researcher detailed a track record of the data collection process. The researcher ensured that the data collected could be confirmed by applying various triangulation techniques. Lastly, the study ensured the transferability of the results by using nine semi-structured interview questions that allowed the researcher to ensure data saturation.

Ethical Considerations

Ethical concerns are essential to ensure that research is carried out correctly and with respect for participants (Cacciattolo, 2015). A consent form (Appendix 2) was issued to all the participants before the interview to acknowledge their consent before commencing the interviews. The researcher guaranteed that the interview process was voluntary (Cacciattolo, 2015). Additionally, privacy is a significant issue; therefore, the researcher ensured that all participants' data was not used in the study, ensuring participants' confidentiality. The researchers ensured that procedures, methods, and techniques were designed to be unbiased and objective to protect privacy. The participants were assured that their data would remain confidential and anonymous. The participants were also free to withdraw without any consequences or retribution.

Methodological Limitations

One of the methodological limitations in the present research was the small sample size and non-generalizability. A small sample size can limit the representation of the whole population (Noyes et al., 2018). However, purposive sampling ensured that the most informed group was selected to achieve excellent data. To overcome this, the researchers explained and justified their sampling decisions and described the characteristics of the sample used in detail. The researcher also opted for a good mix of participants to reflect the complexity of the phenomenon under study.

FINDINGS

The present section discusses the results acquired from the collected data. The research was based on thematic analysis, and three themes were derived from the study, as discussed below.

Language and Engagement

The majority of Saudi Arabians speak Arabic as their first language. Creating information in Arabic in adverts would enable successful communication. In this regard, Participant P7 indicated that *"when I see Arabic commercials, I am generally captivated. The scripts are appealing, and they quickly grab my attention. Using Arabic gives the brand a sense of cultural richness and authenticity."* This implies that consumers find the brand more authentic when the advertisement incorporates Arabic. On this note, Participant P5 also stated that *"Arabic advertisements convey a sense of legacy and culture. When a brand employs Arabic, I link it with qualities such as authenticity, respect for culture, and dedication to excellence. It improves my opinion of the company."* This implies that using Arabic shows respect for Arabic culture and makes customers feel appreciated. This, in turn, boosts a brand's reputation and credibility with Arabic consumers. In agreement, Participant P2 mentioned that *"there was a perfume advertisement that combined Arabic lyrics with exquisite imagery. It seemed like a celebration of our ancestry. The use of words, emotion, and aesthetics made it memorable."* This shows that brands integrating Arabic in their advertisements create a more memorable experience for their consumers and are perceived favorably. Based on these responses, incorporating Arabic in commercials enables effective communication and improves cultural resonance and brand perception among Saudi Arabian consumers.

The Arabic language could also engage consumers and increase their attention to elements. In this regard, Participant P10 expressed, *"When I see an Arabic advertisement, the first thing that catches my eye is the calligraphy. Arabic calligraphy has a distinct elegance that quickly draws me in. Additionally, using brilliant colors and culturally relevant images increases my engagement with the advertisement."* Therefore, Arabic script's intricate and artistic beauty attracts consumers and improves consumer engagement, making it a valuable tool for advertisers. On this view, Participant P6 also noted that *"for me, it is the calligraphy and flow of Arabic letters. They convey a sense of style and sophistication. Furthermore, when advertising uses cultural representations or references, it connects with me."* This idea of sophistication helps to create positive brand associations. Customers who view an advertisement as sophisticated are more inclined to interact with it. As a result, utilizing Arabic in advertising can boost customer engagement because of its calligraphy, aesthetics, cultural significance, and perceived sophistication. Advertisers who skillfully use these aspects can develop memorable campaigns that connect with their target demographic.

Cultural Implications and Effectiveness

Arabic material in advertising resonates with the audiences, displaying their cultural traditions, identity, and values. Therefore, brands must reflect and capture the right cultural nuances in their advertisements to ensure cultural sensitivity. According to Participant P1, *"Some advertising or marketing initiatives capture cultural nuances, while others miss the target. Effective advertisements use local cultures, traditions, and humor. For example, during Ramadan, food and family play an important role; therefore, commercials that reflect these are effective."* This demonstrates that Arabic content appeals to local audiences because it reflects their cultural identities, traditions, and values. When brands add culturally relevant features, they build a closer connection with their target audience. Hence, brands should conduct consumer research and provide feedback to understand the cultural subtleties pertinent to their target demographic so that they can better capture them in marketing campaigns. In agreement, Participant P8 mentioned that *"a fast-food company recently used traditional Saudi hospitality scenes in Arabic advertisements. The message resonated because it reflected our culture's warmth and giving."* This implies that the message was consistent with cultural values by displaying warmth and giving. As such, effective advertising uses local culture, customs, and humor to make a good influence. However, misusing the Arabic culture symbols can create negativity towards the brand. In this regard, Participant P3 indicated that *"misusing religious or cultural symbols might lead to negative consequences. Also, avoid stereotyping. For example, depicting all Saudi women in the same way can be problematic."* This means that misinterpreting cultural signals or relying on prejudices can backfire. Avoiding stereotypes is critical. Therefore, advertising must use caution and compassion. With a similar view, Participant P11 claimed that *"stereotypes have negative consequences. Advertisers must exercise caution and avoid cultural appropriation. Authenticity counts."* This demonstrates that corporations should strive for accurate representation rather than taking parts from a culture without knowing their value. Thus, brands ought to conduct Arabic marketing with authenticity, cultural sensitivity, and a thorough awareness of local subtleties. This allows them to make genuine connections while avoiding traps that could undermine their brand image.

Influence on Consumer Behavior

Determining how Arabic content affects consumer behavior (such as brand perception and purchasing decisions) is critical for advertisers. In this regard, various participants expressed that advertisements with Arabic content have been affected by their purchase intentions. For instance, Participant P4 mentioned, *"A local bakery's advertisement featured delectable Arabic sweets made using traditional recipes. I went there, and the sweets lived up to my expectations. The advertisement affected my decision to try their product."* This demonstrates that advertisements with Arabic content influenced the participant's purchase intentions. Hence, incorporating Arabic content can increase consumers' desire to make purchases. In addition, the use of Arabic content can influence consumer brand loyalty. In this case, Participant P9 noted that *"if a brand regularly respects Arabic language and culture, I become more loyal. It shows that they are concerned about their audience."* As a result, employing Arabic language and cultural features can increase consumer brand loyalty. This loyalty derives from the belief that the brand cares about its customers." In agreement, Participant P12 highlighted that *"when a brand honors our language and culture, I feel a greater sense of belonging. I am more inclined to remain loyal and suggest it to relatives and close friends."* This demonstrates that consumers are likelier to remain loyal to firms that appreciate the Arabic language and culture and instill a sense of belonging. In addition, consumers are more likely to recommend such brands to others. These findings

highlight the necessity of strategically adding Arabic content into advertising and branding campaigns. This can allow advertisers to positively affect customer behavior and establish closer ties with their target audience.

DISCUSSION/ANALYSIS

This sector featured the analyzed findings in comparison to the literature review. The discussion focuses on answering the research question.

How does using the Arabic Language in Advertising Campaigns Impact Consumer Engagement and Brand Perception in the Saudi Arabian Market?

The analyzed findings highlighted that using Arabic in advertisements has several benefits, including improving brand authenticity, respecting Arabic culture, and making customers feel appreciated. This boosts a brand's reputation and credibility with Arabic consumers. Using Arabic language in advertisements creates a memorable experience and is perceived favorably. Thus, incorporating Arabic in commercials improves communication, cultural resonance, and brand perception among Saudi Arabian consumers. These findings can be connected to stipulations by Algumzi (2017) and Al-Rajhi (2008). According to Algumzi (2017), heritage corporations use cultural familiarity to produce commercials that include cultural components associated with Saudi culture, customs, values, and people. Advertisers use components of Saudi cultural heritage to reach their target demographic. Furthermore, Al-Rajhi (2008) claims that instrumentalizing product marketing by employing content that respects Islamic values and adapts to Saudi cultural norms is a highly successful strategy for increasing client buy intentions. This means that when brands align their messaging with Islamic ideals and cultural norms, they form better customer bonds. Therefore, using the Arabic language links with Saudi society's cultural values and conceptions, resulting in a more personalized and appealing marketing approach that affects favorable consumer behavior.

Arabic calligraphy and aesthetics can significantly engage consumers, enhancing their attention to elements. The analyzed findings show that Arabic script's intricate and artistic beauty, vibrant colors, and culturally relevant images can improve consumer engagement. The flow of Arabic letters conveys a sense of style and sophistication, creating positive brand associations. Advertisers skillfully use these aspects to create memorable campaigns that connect with their target demographic and boost customer engagement. These findings can be related to Sudigdo et al. (2020) and Saputro et al. (2021) assertions. According to Sudigdo et al. (2020), Islamic emblems at tourist attractions and Muslim spotting cues at restaurants with non-halal brands foster trust and improve Saudi consumers' willingness to buy and consume products. This is consistent with the idea that using more native language and imagery makes it more culturally sensitive and appealing to local consumers. Saputro et al. (2021) state that halal credentials and awareness influence consumer buying intentions. In general, utilizing local terminologies gives buyers the confidence to purchase halal food products, affecting their consumption habits. Thus, engaging consumers culturally through Arabic calligraphy and aesthetics can significantly improve their willingness to buy and consume products. The intricate beauty of Arabic script, vibrant colors, and culturally relevant images can create positive brand associations, boosting customer engagement. Hence, using native language and imagery can make products more culturally sensitive, appealing to local consumers, and influencing their consumption habits.

What are the Cultural Implications and Effectiveness of Incorporating Arabic Content in Advertising Strategies Targeting Saudi Arabian Consumers?

The analyzed findings highlighted that using Arabic language in advertising effectively resonates with audiences by displaying their cultural traditions, identity, and values. Brands must capture cultural nuances in their advertisements to ensure cultural sensitivity. Effective advertisements use local cultures, traditions, and humor, such as food and family during Ramadan. Thus, by adding culturally relevant features, brands can build a closer connection with their target audience. These results can be connected with the analyses by Hati et al. (2020) and Cimendag and Yalcin (2012). According to Hati et al. (2020), local cultural research and strategies are crucial for marketing initiatives in Saudi Arabia, as consumers adhere to Sharia principles. Thus, companies use local terminologies and visuals to appeal to Islamic styles and improve their brand perception among Arabic consumers. In addition, Cimendag and Yalcin (2012) mention that globalization allows companies to adapt

their overseas marketing messages to local people's common vocabulary and cultural affinities. The impact of Islamic culture on Arabic and Islamic nations is highlighted, emphasizing the importance of incorporating local language and cultural elements into marketing strategies. Therefore, accentuating the use of Arabic language and Islamic cultural principles in marketing is vital to increasing emotional connections with target consumers and significantly impacting their purchasing decisions.

Misusing Arabic cultural symbols and avoiding stereotyping can create negativity towards the brand. According to the analyzed results, authenticity, cultural sensitivity, and a thorough awareness of local subtleties are crucial for brands to conduct Arabic marketing, allowing them to make genuine connections while avoiding traps that could undermine their brand image. These findings correlate to Abdul Cader's (2015) and Alhazmi and Alfalig's (2022) stipulations. Abdul Cader (2015) expresses that when companies leverage Islamic culture to influence local consumers but misrepresent the Islamic culture, they are seen as disrespectful in Islamic society. Additionally, the author posits that it is the role of advertisers to know Islamic values and create advertising campaigns that are practical and respectful of Islamic culture and religion. Nevertheless, Alhazmi and Alfalig (2022) indicate that Saudi Arabia's dialects' cultural diversity and prestigious nature can significantly impact companies transitioning from Islamic culture to the Arabic dialect. The sudden shift could lead to limited reach, religious consumer alienation, and brand identity loss. Therefore, companies must integrate local culture and terminology into their marketing strategies to build emotional connections with Arabic-speaking customers and drive sales. As such, culturally sensitive marketing is critical for firms who want to communicate with Arabic-speaking clients. Misusing Arabic cultural symbols and reinforcing preconceptions can harm brand perception. To attain authenticity, marketers must manage local intricacies and norms, ensuring that Islamic culture is authentically represented without error. As a result, a strategic strategy incorporating local culture, vocabulary, and emotional ties is critical for successful marketing efforts in Arabic-speaking countries.

How does using the Arabic Language in Advertising Influence Consumer Behavior, Purchase Decisions, and Brand Loyalty within the Saudi Arabian Context

These results show that Arabic content significantly affects consumer behavior, including perceptions of brands and intentions to purchase. Commercials that use the Arabic language and cultural cues can influence consumers' intentions to buy because brands raise expectations, encouraging consumers to investigate and think about the highlighted products or services. As a result, the intentional use of Arabic content can increase consumers' inclination to purchase. These findings can be associated with assertions by Sanad and Muhammad (2021), Bezzaouia and Joanta (2016), and Al-Rajhi (2008). The research by Sanad and Muhammad (2021) emphasizes how important it is to use Arabic in marketing campaigns aimed at Saudi society. Companies can engage with Saudi Arabian cultural values and ideas by doing this. This technique seeks to develop a more tailored and persuasive marketing plan that favors consumer behavior and influences their buying decision. Al-Rajhi (2008) emphasizes the effectiveness of leveraging product marketing by including information that conforms to Saudi cultural standards and respects Islamic values. Customers' buying intentions are significantly increased when companies customize their marketing campaigns. Bezzaouia and Joanta (2016) claim that companies that cater to Saudi customers can boost their chances of making sales by incorporating aspects that follow Saudi customs. These components could be clothes, celebrities, or music that speaks to the Saudi Arabian culture. Consequently, while implementing marketing tactics aimed at Saudi consumers, it is critical to integrate Arabic culture. Thus, understanding and honoring cultural values allows companies to develop more successful marketing efforts and have a beneficial impact on customer behavior.

The analyzed findings have demonstrated that incorporating Arabic into branding and advertising campaigns increases consumer loyalty to the brand. This is because Arabic-speaking customers feel a sense of emotional affiliation and belonging. After all, they respect their culture. Customers are more inclined to recommend firms that appreciate and acknowledge their language and cultural history, which increases brand loyalty. Additionally, the Arabic language promotes brand advocacy and favorable word-of-mouth, creating brand ambassadors who spread the word about the company. Brand relevance and authenticity increase when Arabic content is carefully incorporated into communication channels like social media and advertising materials. The Arabic language also affects how consumers perceive products since they identify brands with justice, honesty, and reliability.

This favorable product perception influences general brand loyalty. These findings are similar to Cimendag and Yalcin's (2012) and Al-Harbi and Emam's (2015) implications. Based on Cimendag and Yalcin's (2012) research, the authors claim that Saudi businesses that work with local advertising agencies can better address cultural variations in marketing, gain insight into cultural eccentricities, and create customized ads that will better connect with the target market. Companies might acquire knowledge of cultural nuances by collaborating with agencies acquainted with the local setting. With this knowledge, they can develop more suited ad campaigns that connect with Saudi consumers. According to Al-Harbi and Emam (2015), pre-processing for the Saudi dialect can significantly improve the quality and accuracy of sentiment analysis. This indicates that the precision and reliability of sentiment analysis findings can be considerably enhanced by using pre-processing techniques. Standardizing language-specific expressions and accurately expressing emotions are two factors that lead to this improved accuracy. The authors also note that normalization procedures provide greater accuracy and can standardize language-specific terms and depict emotions (Al-Harbi & Emam, 2015). They could gain the community's trust by using language and terminology acceptable to local customers. It is imperative to refrain from employing offensive terminology and instead use language that appeals to Saudi consumers. Therefore, using slang and colloquial Arabic in marketing content aids in efficiently engaging the target audience. Thus, cultural sensitivity, precise sentiment research, and strategic language use are required while selling goods or services in Arabia. Businesses may produce more impactful advertising by knowing the local environment and adjusting their strategy accordingly.

CONCLUSION AND RECOMMENDATIONS

Conclusion

The study examined how the use of Arabic language in advertising campaigns affected customer involvement and brand perception in the Saudi Arabian market. In the Saudi Arabian market, it has been discovered that using Arabic in advertising campaigns significantly impacts customer engagement and brand perception. This is because of the brand's genuineness, regard for Arabic culture, and capacity to make clients feel valued genuinely. Brands may create a more compelling and individualized marketing approach by forming stronger ties with their customers and connecting their messaging with Islamic beliefs and cultural norms. Arabic calligraphy and design can captivate customers and foster favorable brand connotations. With the help of these components, ads that resonate with the target audience and increase customer interaction can be made to stand out. Furthermore, the cultural implications and effectiveness of including Arabic material in advertising campaigns aimed at Arabic consumers are discussed.

Brands must capture the appropriate cultural subtleties in marketing to ensure cultural sensitivity. However, misusing Arabic cultural symbols and stereotyping might lead to negative brand perceptions. Firms should incorporate local culture and vocabulary into their marketing campaigns to avoid this. As a result, successful marketing efforts in Arabic-speaking countries require a strategic approach that considers local culture, language, and emotional ties. Thus, the employment of Arabic in advertising considerably impacts customer behavior, purchasing decisions, and brand loyalty. Brands that respect culture and language in marketing using Arabic are more likely to maintain loyalty because it fosters a sense of belonging and encourages referrals. Businesses can favorably influence customer behavior and strengthen ties with their target demographic by effectively including Arabic content in advertising campaigns. Collaborating with local advertising agencies can assist solve cultural differences in marketing and generate tailored commercials that better connect with the target audience.

Standardizing language-specific terms and precisely expressing emotions can improve the accuracy and reliability of sentiment analysis results. Arabic-language material greatly influences customer behavior, including attitudes toward brands and plans to buy. Businesses can set higher standards and encourage customers to research and think about products or services by utilizing Arabic language and cultural clues. Sales can be raised by tailoring marketing efforts to Saudi Arabian cultural values and using elements that adhere to customs. Respecting and comprehending cultural norms are essential for effective marketing campaigns that favorably influence consumer behavior.

Recommendations for Practice

First, a customized strategy that considers the language and culture is required for advertising campaigns to succeed in Saudi Arabia. Second, companies ought to respect Arabic culture more. To ensure cultural sensitivity, brands should accurately depict cultural quirks in their ads. This entails being aware of and mindful of Islamic traditions and ideals. Thirdly, companies can influence consumer behavior and build stronger relationships with the target audience by consciously integrating Arabic content. Fourthly, corporations should work with local advertising agencies to overcome cultural differences and produce tailored advertisements that more effectively connect with the Saudi Arabian market.

RECOMMENDATIONS FOR FUTURE RESEARCH

Future research should use various methods to explore the current research topic further. The technique may have limited the data, enabling comparison between Arabic and other languages, such as English, in advertising in Arabic countries. Future researchers should also explore the cultural implications of utilizing the Arabic language in advertisements. This investigation should focus on how organizations can avoid the Arabic language and culture misinterpretations.

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