
| RESEARCH ARTICLE

The Role of Language in Digital Marketing Strategies in Saudi Arabia

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| ABSTRACT

This study examines the impact of using the Arabic language and Arabic-rooted expressions in digital marketing strategies for foreign products in the Gulf countries. By conducting a comprehensive literature review, the research highlights the significant role of linguistic and cultural adaptation in enhancing consumer engagement, fostering brand loyalty, and demonstrating cultural sensitivity. Key findings reveal that the use of Arabic in marketing content creates a stronger emotional connection with consumers, making the advertising more relatable and trustworthy. Additionally, incorporating Arabic into marketing strategies positively influences brand loyalty, as consumers perceive brands that respect their cultural identity more favorably. The effectiveness of bilingual advertising, which balances the use of Arabic and English, is also emphasized, catering to both cosmopolitan and traditional market segments. Case studies of successful campaigns in the automotive and luxury goods industries illustrate the practical benefits of localized marketing strategies. This study provides valuable insights for marketers seeking to optimize their strategies and succeed in the culturally rich and diverse markets of the Gulf region, offering recommendations for future research on the long-term impacts of these approaches.

| KEYWORDS

Arabic language, digital marketing, foreign products, consumer engagement, Saudi market, Sustainable Development Goals (SDGs)

| ARTICLE INFORMATION

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Introduction:

Saudi Arabia is a nation deeply rooted in its cultural and linguistic heritage, with Arabic as the official language and a symbol of its identity (Suleiman, 2019). These are organic components of the nation's heritage intertwined in the overall social cohesion and integrated into day-to-day communication and problem-solving in the country. Arabic today occupies a unique position as a linguistic and artistic means of expression, which has boosted its role as a trigger of perceptual and behavioral patterns in many spheres of life, including commerce and advertising (Bakalla, 2023). Over the last several years, the Arabic language has gained strategic importance in the marketing mix of companies, and the role of Arabic in Saudi Arabia is gradually being realized and valued by various companies. The orientation concerning Saudi Arabia's modernization via language, culture, and Arabic rhetoric, as applied in the ads and branding, has emerged as key to the comprehension of communicating.

The rapid growth in the Gulf market in general and the Saudi market in particular, has made the Gulf market the focus of attention of major economic companies. As a result of this growth, many foreign goods have entered the Saudi market, which are considered new to Arab culture or have foreign cultural connections. Therefore, a problem has emerged for these companies related to marketing these goods, products, and services in a way that attracts consumers and shows their advantages. Hence, the use of the Arabic language as a means of marketing has emerged.

Therefore, the language used to promote foreign products and goods is one of the biggest challenges in the Saudi market. On the one hand, there is a need to maintain the uniqueness of the brand identity and on the other hand, there is a

need to use encouraging expressions to attract local consumers. This need arose as a result of the English language's failure in marketing foreign products. Indeed, many global brands have started using Arabic expressions of cultural roots in their marketing strategies.

Thesis Statement:

This paper examines the impact of using the Arabic language and Arabic-rooted expressions in digital marketing strategies for foreign products in Saudi Arabia. This paper highlights the role of adapting the marketing content of global brands in the automotive industry to suit Arabic-speaking consumers in increasing the number of consumers and strengthening their loyalty. This study demonstrates the strategic importance of language adaptation in marketing foreign products in the Kingdom of Saudi Arabia.

Objectives:

1. Investigate the impact of using Arabic language in marketing foreign products in Saudi Arabia.
2. Analyze how the use of Arabic engages consumers and builds brand loyalty.
3. Provide recommendations for international brands on enhancing their marketing strategies.

Research Questions:

This study seeks to answer the following research questions:

1. How does the use of Arabic language influence consumer engagement with foreign products in Saudi Arabia?
2. What are the perceptions of Gulf consumers towards foreign brands that utilize Arabic in their digital marketing?
3. What cultural and linguistic factors should be considered when designing digital marketing campaigns for foreign products in the Gulf?

Methodology:

This study relies on a comprehensive literature review as its primary research method. The literature review method allows the researcher to analyze and study the existing studies, reports, and case studies. This approach helps in identifying the strengths and weaknesses of the existing knowledge without collecting primary data through surveys or interviews.

Arabic Language and Marketing:

The Arabic language remains central to formulating advertising strategies in Saudi Arabia because it serves as a medium of identity and communication. According to Alotaibi (2024), the Arabic language is essential to support the advertisement; the cultural elements also dictate that the Arabic language has to be incorporated in the ad. Therefore, the same study revealed that advertisements created in the local language are more effective for Saudi customers because they use values and norms familiar to the Saudis (Alotaibi, 2024). Arabic is more appropriate for the brand in conveying its message; it helps to build a relationship with its audience. Consumers feel proud and consider themselves a part of a brand, and it is because they believe brands have an interest in their culture. As brought out by Alotaibi (2024), using appropriate pictures, narrative, and Arabic in branding enhances consumer interest and loyalty, as they touch on the aspects of enjoying a brand experience that includes additional Islamic and Arab culture.

Different dialects or forms of Arabic also affect the goals of advertising. In one specific work, Algernas and Aldholmi (2021) focused on the part played by Arabic dialects in commercial breaks. They concluded that dialectal differences play a massive role in memory and recall. They discovered that commercials with the Saudi regional accent register better with the audience than those with the Modern Standard Arabic. This is because they bridge the gap between brands and the necessary local communities, enabling them to reach the audience faster (Algernas & Aldholmi, 2021). That is, the researchers acknowledged that those people who are more aware of their audience by choosing the dialects according to their profile make better adverts. Modern Standard Arabic can remain the formal universal language of communication in Saudi Arabia; however, local Arabic dialects are more effective and appealing for various marketing campaigns if used for specific customers.

Cultural Values and Consumer Behavior:

Cultural values, deeply rooted in religion and traditions, profoundly shape consumer preferences in Saudi Arabia, influencing how marketing campaigns are perceived and received. Khan (2021) examines how Islamic values (such as modesty and family orientation) are expressed in advertising and how they affect product appeal and promote consumer loyalty. Advertisements featuring cultural landmarks and symbols, e.g., references to Ramadan or family gatherings, capture the attention of Saudi consumers through their emotional appeal to their lived experiences (Khan, 2021). Similarly, Bajaber (2020) points out how advertising campaigns should reflect traditional values; consumers are likelier to develop loyalty to brands that respect local customs. Marketers can integrate culturally relevant themes and visuals to build trust and alignment with the audience, which almost always leads to lasting brand loyalty (Bajaber, 2020). Such studies emphasize the critical role of culturally bespoke advertising in serving the specific ambitions of the Saudi market.

While such cultural values as religion and traditions dominate, Saudi consumers also grow interested in modernity and foreign branding. Al-Jarf (2022) analyzes shop naming conventions in Saudi Arabia to examine how the shopping preferences of the country's consumers are driven by duality, highlighting an amalgamation of Arabic and English naming. For instance, her study shows that although modernity is depicted by Westernized branding, it appeals to younger, more urban consumers who seek cosmopolitan experiences (Al-Jarf, 2022). The coexistence of modern and traditional likes represents a marketplace for marketers to create campaigns that combine global effectiveness with cultural authenticity. Likewise, Bhatti and Alnehabi (2023) examine the relationship between Arabic language proficiency and expatriates' adaptation and job performance, discussing the importance of language in marketing. They reveal that it is essential to consider Arabic language nuances for clear communication, leading to closer connections between viewers and brands (Bhatti & Alnehabi, 2023). Local and expatriate demographics in Saudi Arabia must be catered to in marketing campaigns. It resonates with the need for language and cultural sensitivity in marketing efforts.

Globalization and Language in Marketing:

Globalization has significantly influenced the marketing landscape in Saudi Arabia, particularly in the integration of foreign names and branding strategies. Algernas and Aldholmi (2021) point to how businesses resort to giving out foreign names to carry an air of modernity and international grip. This trend is commonplace in retail, hospitality, and technology because global branding often equates to consumer quality and innovation (Algernas & Aldholmi, 2021). In a market where Western and global dominance is increasing, adopting foreign names can draw youngsters and the cosmopolitan demographic and simultaneously indicate that the brand is aligned with international standards. On the other hand, this shift is interlinked with Saudi consumers' deep cultural identity (Al-Jarf, 2022). Foreign branding can be appealing initially, but combining global elements with Arabic language cues like the Hijazi rounded face can resonate more culturally with the audience and reduce the tension between domination and tradition.

For marketers, the challenge lies in balancing local cultural preferences with global trends to optimize consumer engagement (Algernas & Aldholmi, 2021). Despite globalization, which urges businesses to take up an international outlook, the artistic and language identity of Saudi Arabia must be blended in to appeal to wider audiences. If a brand ignores the cultural nuances, product advertisements and their designs will alienate traditional audiences. For instance, a campaign nearly entirely in English may appear as a translated effort that does not capture the possibility of an emotional connection with the language – the Arabic language carries the load of its culture. To be more specific, Muslim consumer appeals do not require the rejection of foreign influences but use both Arabic and extralimital components to appeal at once to traditionalist and modernist sensibilities (Algernas & Aldholmi, 2021). Thus, a balance between the two is optimal.

Importance of Arabic in Local Advertising:

Arabic is undoubtedly the most critical language in advertising within the Kingdom of Saudi Arabia, acting as an essential mediator between the brand and the consumer. Including Arabic contributes to cultural relevance and raises the consumer involvement level due to the authenticity of a company message (Algernas & Aldholmi, 2021). Language and identity are intertwined in Saudi Arabia, and such advertisements prove that one is dedicated to knowing the language and its meaning for Saudis. Marketers use certain words that consumers can easily relate to due to the familiarity of the language they understand best – their mother tongue. For instance, brands developing slogans or promotional messages in Arabic feel easily associated, which is crucial when dealing with Saudi consumers (Algernas & Aldholmi, 2021). Using language aids in building loyalty towards the brands and fortifies the marketing speculations by repetitively referencing the brands' public relations to the audience's cultural expectations.

Arabic allows marketers to align their campaigns with Saudi Arabia's cultural and religious values. Because such values are central to the Saudi way of life, religious phrases or symbols of the Arabic language are expected. For instance, one could look at campaigns during Ramadan, which are loaded with Arabic, using themes of community, generosity, and spirituality to make the whole more culturally relevant (Yasir, 2022). Culturally attuned strategies like these help to get marketing messages across more deeply on the psyche so they resonate amongst Saudi audiences and get them to purchase the advertised items. This is, therefore, not merely a means through which firms can communicate effectively in the Saudi market; it is a strategic asset that is best deployed in identifying and creating trust and engagement among Saudi consumers.

Dialectal vs. Standard Arabic:

The choice between colloquial Arabic and Modern Standard Arabic (MSA) in advertisements significantly impacts consumer perceptions and engagement. When ads are adjusted by using a local dialect, it usually creates an emotional effect as they employ the everyday language of the listeners and not simply a polished, standard version of the language. Where dialectal Arabic is concerned, it is decisive for reaching regional or specific demographic groups since it has the propensity to lend a familiar and personal flavor (Yasir, 2022). For instance, an ad targeting more young audiences in Riyadh may use the Najdi dialect to bring about a more notable connection. For another example, in dialectic Arabic, there is a synonymity between informality and warmth; it is a suitable choice for advertising messages conveying intimacy and approachability (Yasir, 2022).

In contrast, MSA is often used for campaigns emphasizing formality, authority, or a national appeal. MSA is well understood across all Arabic-speaking regions, so it is suited to ads with extensive brand awareness, such as government campaigns or luxury brand marketing (Saudi Arabia Country Commercial Guide, 2024). While helpful, MSA sometimes distances the customer away, as it is not colloquial Arabic and more suitable for corporate clients. The choice is mainly determined by consumer preferences, with dialects a preferred option, particularly of younger audiences who find them both casual and relatable; the more traditional and universal appeal MSA offers to the more senior members of society (Yasir, 2022). The role that dialects play in the interaction between dialects and the emerging MSA shows the need to tailor the degree of linguistic strategy to the intended audience to achieve the connection between goods and their buyers.

Cultural Sensitivity in Advertising:

Cultural sensitivity is a cornerstone of effective advertising in Saudi Arabia, where Islamic values and traditions shape consumer behavior and expectations. In Saudi Arabia, advertisements need to fit within the cultural and religious values of the society to reach out to people there successfully. Creating content in the Arabic language under ethical considerations is included. For example, imagery and language must be modest, as aggressive messaging and content can alienate consumers and damage brand reputation (Al-Shbiel, 2017). However, cultural themes incorporated into marketing strategies, such as family, hospitality, and faith, resonate deeply with Saudi consumers and lead to cultural alignment.

Navigating cultural taboos is another critical aspect of advertising in Saudi Arabia. Some topics, like alcohol, gender roles, or overt consumerism, have to be handled cautiously so they do not offend societal norms. Culturally appropriate symbolism and messaging can reach advertisers without stepping over bounds (Al-Shbiel, 2017). For instance, when placing products on prime-time television, the scenarios should reflect traditional Saudi family values so that it is something anyone would relate to and see as acceptable. By treading carefully with cultural sensitivity when appealing to Saudi society, marketers not only impart a higher level of appeal in their messages but also show respect for the cultural and religious fabric of the Saudi people.

Balancing Globalization with Local Identity:

The challenge for Saudi businesses lies in maintaining cultural authenticity while adapting to globalization's demands. According to Aldawish et al. (2024), local companies must keep their edge only if they form a bond with Saudi heritage and national pride. For instance, relevant examples of social media campaigns incorporating cultural identity into modern marketing strategies are those that celebrate Arabic calligraphy, traditional attire, or Islamic holidays (Aldawish et al., 2024). They encourage Saudis to buy local products and offer them pride in their culture. Also to be considered is the importance of Arabic in mediating between market trends on a global scale and the local values prevailing (Aldawish et al., 2024). Advertisements that combine Arabic elements with global branding meld well because they speak to a diverse audience. For example, a hybrid Arabic-English language ad streamlines the use of the English language for a younger, globally aware demographic and of Arabic for older traditional audiences (Aldawish et al., 2024).

Localization in E-Commerce:

Localization is essential for success in Saudi Arabia's e-commerce landscape. Translating platforms and advertisements in Arabic gives one accessibility and cultural alignment, which are necessary for building consumer trust. Omar et al. (2022) show that the optimal localization quality translates into better consumer perception and purchase behavior on Amazon. Sa platforms. Precise language and culturally adaptive content are essential, as the highest engagement and sales come from e-commerce platforms with seamless Arabic interfaces, which are promoted through culturally tailored promotions (Omar et al., 2022). However, localization takes work; it requires considerable effort to maintain its brand voice, translate technical terms, and adapt its promotional strategies to suit Saudi mores. Black Friday campaigns for celebrating this day need to be localized, for example, by being connected to Saudi shopping habits and Islamic values. This has to do with addressing these challenges so that e-commerce platforms are not just accessible but also meaningful to Saudi consumers.

Fluency in the Arabic language is essential for the success of digital marketing. Alqahtani et al. (2018) suggest that language issues impact the degree to which customers trust brands and engage in online shopping. Culturally appropriate Arabic texts aim to be comprehensible and provide a welcoming feel, enabling consumers to engage in e-commerce web pages (Alqahtani et al., 2018). However, carelessly translated text or overstressed foreign language results in distrust and mocking, which might especially antagonize elderly or non-cosmopolitan audiences. Thus, there is a need to include correct Arabic cultural values while designing campaigns (Kurniawan, 2023).

Literature Review:

According to Widyahening (2015), language is an important means of communication that humans use to interact with others. Language is used as a tool to portray positive and negative experiences of individuals, and through which, the customer can access advertising material that touches on what they need and dispel their fears of new products. Language is not limited to the system of written or spoken symbols but includes the social dimension related to the culture of society. Advertising

language is also used to form or present goods and services. Language can also be used to tell events that have happened to others as a mediating tool in the advertising production process in self-expression, presentation, and persuasion. Thus, language can be used to influence consumers' decision over buying certain products or services.

In another study, Michael Linquata (2023) illustrates that advertisements are primarily intended to introduce consumers to a product or brand and motivate them to take an actual step to purchase, which contributes to increasing profits and sales. This is where language comes in as a tool for successful advertising, as it represents a vital element that distinguishes good advertising from bad. Language is the most powerful tool that marketers can use to communicate with the audience effectively, as choosing the right words directly contributes to achieving the success of the advertisement. Using the right language can arouse consumers' emotions, a feature that marketers exploit to establish emotional connections with the audience. The researcher showed that purchasing decisions are often influenced by the emotions that the advertisement evokes, whether they are feelings of joy, sadness, or fear. Advertisers know this and use language intelligently to stimulate those feelings and attract consumers' attention more strongly. Ultimately, the success of advertising depends on the extent to which it affects consumers' emotional response, which contributes to pushing them towards deciding to purchase the product or service.

Moreover, some researchers (Novianti et al., 2024) conducted a study on the importance of using the Arabic language in promoting food and beverage products that rely on the Arabic language in their advertisements. The study aims to describe the process of forming the Arabic vocabulary used in these advertisements and analyze their meanings and styles. Using the stylistic methodology and the semantic domain, data were collected from seven advertisements and analyzed descriptively. The results showed that there is a similarity in the use of imperative sentences (the imperative style) in directing consumers on how to present products. In addition, the words used carry ten different meanings according to the context of the sentence. Therefore, the study concluded that the Arabic language in advertisements enhances the feeling of loyalty towards products.

Furthermore, Hosni M. El-Dali (2019) focuses on revealing the main elements of the advertising text by discussing the mutual interaction between culture and language, including cultural schemas and advertising discourse. The study provides examples from the media with their analysis, to clarify some of the rhetorical methods used in Arab advertising. It also shows that advertising texts build their meanings through their interaction with other types of cultural discourse and cannot be separated from the context of the culture of the advertising text.

Additionally, Vasiloaia (2009) confirms that the use of language in advertising is one of the essential elements for the success of any marketing campaign, as it helps to reach the recipient effectively. Advertising is not just a means of conveying information about a product or service, but it relies heavily on language to attract attention and persuade the audience. She adds that advertisers innovate in the use of words and rely on language in particular to influence the audience, whether through the use of unconventional expressions or manipulating words and their meanings to become more attractive and effective. Often, advertising breaks the traditional rules of language to make a greater impact and tends to use words out of their usual context or even invent new terms to arouse curiosity.

In a study conducted by Sandra Ribeiro (2016) on Portuguese companies, it was found that language plays a major role in the global economy. The study showed that the language barrier prevents these companies from expanding internationally. Therefore, the study recommended that the language barrier should be taken into account when making a decision to trade with another country.

In the same context, a number of researchers (Hashem, Al-Qeed, & Qtaish, 2024) studied the impact of using local terms and cultural references in brand promotion through social media marketing and their role in consumers' purchasing behavior. The research addressed the issue of using the mother tongue in product marketing and its role in influencing consumers' purchasing decisions. The results of the study indicate that employing the local language can positively impact purchasing behavior by evoking a sense of familiarity, authenticity, and cultural pride. The use of cultural connotations in the brand had a positive impact on purchasing decisions.

In another study, researchers (Abuljadail & Badghish, 2021) examined how local and global brands use their Facebook pages in Saudi Arabia. Building on previous research on globalization and localization, cultural value, and branding, with a particular focus on cultural value alignment, this study was designed to explore the following question: What unification/localization strategies do global brands use to engage Saudi consumers more on brand Facebook pages in Saudi Arabia in terms of liking, sharing, and commenting.

To identify the content strategies used on social media by local and global brands and consumer engagement using Facebook metrics, a content analysis of brand Facebook pages was conducted. Data for this study was collected from 40 official brand Facebook pages in Saudi Arabia. By randomly selecting ten posts from each page in March 2015, 400 posts were collected and analyzed. The results of the study provided insights into brand and consumer activity, highlighting increased engagement with price/value information, performance-related information, and Saudi Arabian cultural indicators.

A study conducted by Ulrike Nederstigt and Beryl Hilberink-Schulpen (2017) illustrates that foreign-language advertisements are not always more successful than advertisements using the consumers' native language. The experiment considered the consumers' proficiency in the foreign languages used in the advertisements, and the results showed that using a foreign language does not necessarily guarantee the advertisement's success. The effectiveness of the advertisement may differ depending on the chosen language and the way it is used. Their study showed that the symbolic and cultural factors associated

with the use of a foreign language play a greater role than just the proficiency of the language itself. In other words, the effectiveness of the advertisement may be related to the cultural feeling that the foreign language evokes, and not just to the understanding of the words and phrases used, which means that the use of the mother tongue has a greater impact than the foreign language in commercial advertisements.

Another study by Menkveld (2015) on the effectiveness of using English in the Netherlands, showed that participants identified more with advertisements that used their native Dutch language, compared to advertisements that contained English. Participants said they identified more with the advertisement that was presented entirely in Dutch. This according to the researcher related to the higher levels of identification with Dutch advertising is believed to lie in the concept of consumer nationalism. Consumer nationalism is a consumer's overall sense of loyalty towards their country, with significant effects on attitudes and purchase intentions.

Abdulaziz Alotaibi (2024) illustrated that using the Arabic language in Saudi advertisements plays a major role in promoting foreign products in the Saudi market. His study showed several results, most notably the importance of integrating Arabic into advertisements to enhance the brand's interaction with Arab culture, enhancing real communication with the target audience and their interaction which guarantees a sense of involvement. According to the study, people tend to buy more when they feel that they are engaged in advertising, which will happen due to the use of Arabic language.

This research (Almutairi & Alotaibi, 2023) focuses on sentiment analysis in Arabic and its impact on e-marketing, with a focus on using deep learning techniques to improve analysis processes. Sentiment analysis (ASA) is an essential tool for understanding users' opinions and reactions to products and services offered on social media platforms and commercial websites. However, this process faces many linguistic challenges related to the Arabic language, such as the wide variety of dialects, complex morphological features, and lack of appropriate data. The research aims to compare different sentiment analysis models used in e-marketing in Arabic, highlighting advanced algorithms in deep learning. Among the most notable contributions of the study is the presentation of deep learning models that have been used in sentiment analysis in Arabic, in addition to developing a new dataset for Saudi telecom companies, called "Sara-Dataset", to enhance the quality of services provided. The performance of previous studies was also evaluated in terms of accuracy, F-measure, recall, and pre-processing techniques such as word embedding, which helps improve the performance of models. Finally, the study presents a model for designing sentiment analysis of telecom services provided in Saudi Arabia, which contributes to improving the quality of services and enhancing the customer experience.

In a study conducted by Anna Stuk (2023) on some German companies, the researcher showed that although companies rely heavily on the English language as the business language, the importance of the mother tongues spoken by customers cannot be ignored. Moreover, the researcher has also indicated that companies with limited resources can outperform large companies if they invest in the use of the mother tongues of the target markets.

Abdullah Mohammed Bajaber (2020) conducted a study on the role of culture and language in the impact of marketing advertisements in the Saudi market. The study showed that the use of language and culture are factors that positively affect advertisements. The study also showed that exploiting cultural elements in the advertising industry creates greater loyalty among consumers, as the product is linked in this way to the cultural values of the consumer.

In another study by Adrian Gully (1997) on the importance of language, she found that the Arabic language is essential in building links between the producer and the consumer. The language used in advertisements is not a fixed entity but a dynamic mix of several components. Through the researcher's analysis of a group of television and print advertisements in Egypt, she noticed the overlap of linguistic levels between classical and colloquial Arabic. The study also showed the importance of moving between colloquial and classical dialects to achieve a greater impact on the recipient.

Furthermore, another study (Hadjichristidis et al., 2019) showed the importance of using the mother tongue, especially when it comes to making emotional decisions. The study showed that using the mother tongue arouses the recipient's emotions more than foreign languages. The study also showed that although people understand foreign languages, this is not enough to arouse their emotions. Hence, using the Arabic language in marketing foreign products facilitates the purchase decision.

Results:

Studies indicate that the use of language plays a major role in consumer decisions and purchasing behavior, especially in advertising. A study conducted by Bajaber (2020) emphasized the importance of using local language and culture to enhance the impact of advertisements in the Saudi market. The study showed that incorporating cultural elements and using the Arabic language in advertisements for foreign products enhances consumer interaction with these products, leading to increased brand loyalty. The Arabic language here acts as a means of linking the product to local cultural and social values, which prompts consumers to feel that they are directly concerned with the advertising message, which enhances purchasing decisions and increases the likelihood of the product's success in the local market.

Another study (Alotaibi, 2024) emphasized the importance of using the Arabic language in marketing foreign products in the Saudi market. The study showed that promoting foreign products in the Arabic language contributes to enhancing interaction with the local culture and enhances effective communication with the target audience. This strategy gives consumers a sense of belonging and participation in the advertising experience, which contributes to reducing the trust barrier and makes

them more willing to make a purchase decision. The use of Arabic in this case is not limited to conveying information but also contributes to arousing feelings of trust and cultural belonging, which plays a major role in consumer decisions.

In the same context, a study (Hadjichristidis et al., 2019) showed that the mother tongue, especially Arabic in the marketing context, is an effective tool in stimulating consumers' feelings and decisions. The study showed that consumers respond more strongly to advertisements that use their mother tongue, even if the promoted products are foreign. The Arabic language can arouse emotions more than foreign languages, which makes consumers more attached to the product and more willing to buy.

Recommendations:

In light of studies on marketing foreign products in the Saudi market, it is recommended that advertising campaigns for foreign products should adapt to the local culture and rely primarily on the Arabic language to communicate with the audience. Using Arabic in advertisements is a vital step to create a deeper and more interactive relationship between the brand and Saudi consumers. Advertisements need to include Saudi cultural elements that are in line with the values of the local community, as research has shown that linking the product to the local culture enhances consumer loyalty and increases the chances of success of marketing campaigns.

In addition, it is recommended that foreign companies focus on building trust by presenting their products in a way that demonstrates respect for local culture and values. This can be achieved by including Arabic vocabulary and expressions that reflect interest in the needs and expectations of the Saudi consumer while taking care to enhance emotional communication with the audience by exploiting cultural elements that touch their feelings. Building this type of emotional communication enhances the opportunity to make a purchase decision and supports the brand in the competitive Saudi market.

Practical Implications and Conclusion:

The combination of the Arabic language and Saudi cultural issues in marketing sheds light on the significance of culture as the ultimate tool for attracting consumers' attention, gaining their trust, and, ultimately, fostering lasting client loyalty. The analysis of available scholarly literature proves that Arabic is an essential communication medium and information exchange tool in the country's culture, which is necessary for successful marketing campaigns in Saudi Arabia. Generally, Arabic in commercials, whether Modern Standard Arabic, which is formal, or colloquial, which is more informal, is more effective than English; it evokes positive emotions in the targeted audience and strengthens brand loyalty. Moreover, the language is to be complemented by Islamic and cultural elements, such as modesty, family values, and national pride, to combine traditional expressions with modern consumption trends. The layer of globalization is intricate because many foreign brands are seen as premium. In the digital age, more and more value is assigned to culturally sensitive and linguistically targeted marketing strategies than to those that do not pay attention to localization. However, the dual imperatives of celebrating cultural identity and taking advantage of modern marketing trends have been increasingly critical for businesses operating in Saudi Arabia, making it essential that cultural and linguistic awareness is noticed when navigating such a unique and fast-moving market.

To achieve the marketing objectives successfully, it is vital for any marketer who wants to venture into Saudi Arabia to understand the culture and language used. It will be necessary to ensure that a culturally appropriate strategy for reaching segments of the audience is integrated with the Arabic language. For instance, to capture the target consumers, advertisement messages should always incorporate the elements of Arabic in their messages, such as slogans or event-specific words. Furthermore, global and local balancing should be done by marketers with experience in both areas to develop multilingual campaigns that target different audiences without compromising the cultural impact.

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