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# IMPACT OF THE TRANSITION FROM STANDARD ARABIC TO COLLOQUIAL ARABIC IN COMMERCIAL ADVERTISEMENTS ON THE PURCHASE DECISION OF SAUDI CONSUMERS

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## ABSTRACT

*This study aimed to determine the Impact of the Transition from Standard Arabic to Colloquial Arabic in Commercial Advertisements on the Purchase Decision of Saudi Consumers. Given the growing tendency of advertisers to employ colloquial varieties to enhance relatability and emotional appeal, the study seeks to examine how such linguistic shifts influence consumer perceptions and behavior within the Saudi context. To achieve this objective, descriptive analytical method was used, and the questionnaire was used as a tool to collect data from the study sample members, which are (120) Consumers in Saudi society. The results showed that the perceptions level of the study sample members (Saudi consumers) regarding the impact of the shift from Standard Arabic to colloquial Arabic in commercial advertisements on their purchasing decisions is at a high level, with a mean of (3.845), also, there is a role for shifting from Standard Arabic to colloquial Arabic in commercial advertisements in the purchasing decisions of Saudi consumers. The results further confirmed that the use of colloquial Arabic plays a significant role in shaping purchasing decisions, as it enhances message accessibility, emotional engagement, and audience identification with advertised products and services. This highlights the necessities directing marketing strategies towards adopting purposeful advertising content that takes such considerations into account, but without abandoning Standard Arabic and limiting its use.*

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**KEYWORDS:** Standard Arabic, Colloquial Arabic, Purchase Decision, Saudi Consumers.

## 1. INTRODUCTION

Marketing is one of the most prominent planned business activities of a company, through which it seeks to reach specific customer groups by optimally presenting its products and services to consumers using various possible marketing methods and tools. This aims to attract new customers, achieve a larger market share, increase profits, and achieve the desired competitive advantage.

Hence, the importance of commercial advertisements as one of the most prominent aspects of marketing emerges. Commercial advertising is a special linguistic discourse and an effective tool for influencing the recipient's mind through its role as a means of purposeful communication between the advertiser and the recipient, who receives the advertisement in the form of verbal and nonverbal information that includes a marketing offer for a specific product or service (Rudenko, 2023).

Specialized studies show that the success of a commercial depends largely on the use of language, its accuracy, its emotional component, and its ability to communicate with the audience at a level they understand and accept (Bazanova and Musa, 2024). For this reason, the correct use of language in social advertising is crucial to attracting consumers' attention, effectively understanding advertising messages, and influencing their purchasing decisions (Devos et al., 2024). This was confirmed by Alotaibi (2024) study, which indicated that commercials that correctly use Arabic significantly influence consumers' purchasing intentions. This highlights the importance of using Arabic in marketing campaigns and commercials targeting Saudi society. Companies that cater to the needs of Saudi customers can enhance their chances of achieving sales by incorporating aspects that take into account Saudi dialect, customs, and traditions. In the same context, despite the importance and strength of Modern Standard Arabic (MSA) and its significance in advertising, as a prominent means of promoting Arab cultural identity and its acceptance by a large segment of the Arab world. Furthermore, MSA's association with authority, education, religious identity, and Arab nationalism is also evident (Zughoul, 2024).

The reality indicates a clear decline in commercial advertisements designed in Modern Standard Arabic, most advertisements are designed in local dialects, and their text phrases and slogans are colloquial. These designers believe this style is more congruent with the target audience's psyche and mood, as they address them in a language close to their hearts, and also appeal to both educated and

illiterate individuals (Twal and Daif, 2022).

Because research into the linguistic aspects of commercial advertising helps us understand how it influences audience behavior and purchasing decisions, the idea behind this study was to investigate the impact of the shift from Modern Standard Arabic to colloquial Arabic in commercial advertisements on the purchasing decisions of Saudi consumers.

### 1.1. *The Statement of the Study*

What is noticeable in many commercial advertisements broadcast on various media outlets in many Arab countries is that advertising in Modern Standard Arabic has declined in favor of advertising designed in the local colloquial language. Colloquial advertising has become the preferred language for the largest segment of the public. This is true in the case of SA, where the researcher observed, through her review of a large number of commercial advertisements in SA that the designers of these advertisements resort to the frequent use of the colloquial dialect at the expense of MSA. This is perhaps to achieve the idea of popularity and promotion of the product, based on their belief that colloquial language is the way to achieve this. Through it, they can reach a larger segment of people, from their perspective, and thus influence their behavior and purchasing decisions.

This prompted the researcher to pose a fundamental question that represents the problem of the study: To what extent does the shift from MSA to colloquial Arabic in commercial advertisements affect the purchasing decision of Saudi consumers?

### 1.2. *The Questions of the Study*

This study seeks to answer the following questions

1. What is the perceptions level of the study sample members (Saudi consumers) regarding the impact of the shift from Standard Arabic to colloquial Arabic in commercial advertisements on their purchasing decisions?
2. Does the shift from MSA to colloquial Arabic in commercial advertisements play a role in the purchasing decisions of Saudi consumers?
3. Is there statistically significant differences at a significance level of ( $\alpha \geq 0.05$ ) between the responses of the study sample members regarding the impact of the shift from MSA to colloquial Arabic in commercial advertisements on the purchasing decisions of Saudi consumers attributable to the personal variables of the study sample personal

variables (gender, age, qualification, marital status and monthly income)?

### 1.3. The Significant of the Study

The importance of the study lies in two aspects: scientific importance and practical importance, as follows

- The scientific aspect: The importance of this study lies in its scientific aspect, as it addresses a vital topic, namely, examining the impact of the shift from MSA to colloquial Arabic in commercial advertisements on the purchasing decision of Saudi consumers. This is particularly true given the proliferation and diversity of commercial advertisements and their various means of presentation. This is particularly true given the scarcity of previous studies in this area, to the researcher's knowledge. This constitutes a valuable and new scientific addition to this type of study.
- The practical aspect: The importance of the practical study lies in assessing the perceptions of the study sample (Saudi consumers) regarding the impact of the shift from MSA to colloquial Arabic in commercial advertisements on their purchasing decision, and in providing a number of recommendations for Saudi companies that would contribute to developing their commercial advertisements based on the language used in accordance with the study's findings.

### 1.4. The Objectives of the Study

This study seeks to achieve the following objectives

1. To examine the perceptions of the study sample (Saudi consumers) regarding the impact of the shift from MSA to Colloquial Arabic in commercial advertisements on their purchasing decisions.
2. To determine the role of the shift from MSA to Colloquial Arabic in commercial advertisements on the purchasing decisions of Saudi consumers.
3. To determine whether there are statistically significant differences at a significance level of ( $\alpha \geq 0.05$ ) between the responses of the study sample members regarding the impact of the shift from MSA to Colloquial Arabic in commercial advertisements on the purchasing decisions of Saudi consumers, attributable to the personal variables of the study sample (gender, age, educational qualification).
4. To provide a number of recommendations for

Saudi companies that would contribute to developing their commercial advertisements based on the language used, in accordance with the study's findings.

## 2. LITERATURE REVIEW

In this part of the research, previous literature will be discussed, through what was stated in specialized books and previous studies, as follows

### 2.1. Consumer Purchase Decision-Making Process

In this topic, the consumer purchase decision-making process will be examined by identifying the concept of consumer purchase decision, as well as main factors affecting this decision that may motivate the consumer to the purchase behavior. Stages through which, the consumer purchase decision-making will be identified also, as follows

### 2.2. The Concept of Consumer Purchase Decision

The process of purchase decision refers to the decision that the consumer makes in order to buy products and services depending on various personal, social, cultural and economic factors. The decision-making process includes identifying the problem, searching for information, evaluating alternatives and the purchase, in addition to determining the extent to which they are satisfied with products after purchase behavior (Ling & Yazdanifard, 2014).

Purchase decision refers also to the process by which the consumer makes the decision to buy a specific product, along with the accompanying physical activities that the consumer performs through achieving, using or getting rid of products and services. The purchase decision is not limited to purchasing products or services, but it also includes also post-purchase activities (Fachmi et al, 2019). According to McCormick and Boardman (2019), the purchase decision is an analytical and rational process, by which the consumers choose and purchase the most suitable alternatives to products that meet their desires and requirements. This process includes many stages starting from identifying the problem (needs), searching for information, choosing the most suitable alternative, purchasing and finally evaluating result.

### 2.3. Factors Affecting the Purchase Decision

As mentioned above, the consumer purchase decision-making process is governed by several factors that represent incentives driving the person to the purchase behavior. These factors are either external, such as social, economic, cultural, etc., or

internal factors related to the consumer's personality and their personal characteristics, that will be discussed as follows

### 2.3.1. First: Social Factors

Social factors, such as family and the person's social status and role in community, significantly affect the consumer's behavior, which in turn affects the purchase decision for products and services. Each individual has somebody around him whom belongs to a (reference) group consisting of family, close friends, neighbors, co-workers, or groups on social media, where all of which directly or indirectly affect his personal purchase-decisions (Almeshal and Almawash, 2023). Family members may also affect the consumers' individual purchase behavior, as the family reflects the environment in which the individual acquires values, form and develop his personality. This environment allows the development of positions and opinions regarding topics such as social relations, society and politics. In addition, the family leads to the creation of primary perspectives about brands, products or consumer's habits. For example, consumers who have built an opinion about brands when they were teenagers can have opinions on the same brand in adulthood without even recognizing the influence of their families on that. The social status of consumers or their families may also affect the purchasing decisions, where the selection of products and brands usually reflects the social status of the consumers and their families (Qazzafi, 2020; Kotler and Kotler, 2016).

### 2.3.2. Second: Personal Factors

The consumer's purchasing decisions are affected by a number of personal factors, such as the consumer's age, marital status, job, economic situation, the number of family members, educational level.

The change in these personal factors changes also the purchase decisions. For example, with aging changes occur in the consumer lifestyle, hobbies and habits, thus, change occur in both the purchase behavior and purchase decisions. Purchase decisions differ also between married and unmarried persons who have families and children. In addition, the consumer's profession and purchasing power affect both the purchase decision and the purchase behavior. Income level affects the consumer's brand selection, and thus the purchase decision, due to that people of low income level are more interested in buying products necessary for survival more than spending on luxury brands of high prices (Lautiainen, 2015; Pemani et al, 2017).

### 2.3.3. Third: Psychological or Physiological Factors

The consumer's purchase decisions are affected by several psychological factors, the most prominent of which are the motivation, cognition, learning, believes and positions, due to the consumers' various needs that may be biological, such as the need for food, or psychological needs stemming from the need for recognition or belonging. These needs may be raised with the change in motives, for that the motive is basically a need that drive the person to seek satisfaction (Durmaz, 2014). Abraham Maslow is the most prominent and famous psychologist who studied these human needs and sought to explain reasons of human motives to meet different needs in different times. He also presented the so-called Maslow's hierarchy of needs, through which he supposed that the most important and prioritized needs are located at the bottom of the pyramid, while those with less importance and priority are located at the top of the pyramid. Maslow identified these needs and arranged them according to their importance for humans from the bottom to the top.

### 2.4. The Arabic Language and Its Importance

Language is what records the culture and identity of a people. It allows us to understand the customs and traditions of a particular country and to learn about its history. It also facilitates interaction between people, whether for economic, cultural, scientific, or political reasons, serving as a means of communication and interaction among different peoples worldwide (Hakem, 2022).

Arabic is one of the most prominent languages, spoken by approximately half a billion people across the Middle East and North Africa region (both native and non-native speakers), in addition to expatriates in various countries (Arabic Without Walls, 2024; Horesh, 2019).

According to Hakem (2022), Modern Standard Arabic (excluding its dialects) ranks fifth among the world's languages, following English, Mandarin Chinese, Hindi, and Portuguese. It is one of the six official languages of the United Nations. Although learning English has become essential, as it is the first language spoken or understood by the majority of people around the world, Arabic is also gaining increasing attention and spreading widely throughout the world. It is said that "Arabic is a captivating and complex language with a rich history and beautiful writing, and it is certainly worth studying!" (Audsley, 2019) The richness of this language stems from its diverse dialects, which number more than (30) in Arabic-speaking countries

and vary from one country to another (Salameh, 2021). As the official language of more than 22 countries and spoken by approximately 500 million people, and the religious language of more than 1.5 billion Muslims, Arabic occupies a unique position in the past and present. It is not merely a means of communication, but also a vehicle for culture, religion, and knowledge, and plays a pivotal role in global political discourse. Given the Arab world's strategic importance and natural resources, especially oil, it has a significant influence on global affairs. Consequently, knowledge of Arabic is crucial for diplomats, international organizations, and multinational corporations operating in the Middle East and North Africa (qizi and o'g'li, 2024).

## 2.5. Modern Standard Arabic (*Fusha*) and Colloquial Arabic (*Ammiya*)

The Arabic language is characterized by a prominent linguistic phenomenon known as "diglossia." This term refers to the coexistence of two different types of language within one community. In the case of the Arabic language, these two types are Classical Arabic and Colloquial Arabic. Classical Arabic is used as the language of the Holy Quran, in official contexts, literature, media and education throughout the Arab world. Colloquial Arabic, on the other hand, includes many regional dialects used in daily conversations, and varies greatly from one country to another and from one community to another within the same country (Alhilal, 2024).

Standard Arabic, often referred to as *Fusha*, has its roots in Classical Arabic, the language of pre-Islamic poetry and the Quran, this form of Arabic emerged in the Arabian Peninsula and was codified in the 7th century with the advent of Islam. Standard Arabic has evolved to serve as the lingua franca of the Arab world, transcending regional dialects and unifying diverse Arabic-speaking populations (Olivieri, 2024).

Conversely while dialects within the Arabic language are vibrant and an integral part of the cultural identity of their speakers, they differ significantly from Classical Arabic (Albirini, 2016). This difference represents a substantial linguistic gap, transforming Classical Arabic into what many researchers argue is a *de facto* second language for native speakers (Mohsen, 2021). This scenario highlights a critical challenge in the field of translation, particularly when translating from foreign languages into Arabic. Consequently, translating texts from other languages into Arabic requires adherence to the standards of Classical Arabic, posing a significant challenge for many, including students and consumers accustomed to

colloquial dialects (Alanazi, 2024). In Saudi Arabia, several studies indicate that there is a strong trend among citizens towards using Classical Arabic on social media, specifically on Twitter (X), compared to colloquial Arabic. A study by Alrajhi (2024) indicated that 91.67% of tweets out of approximately one thousand tweets collected from Saudi government and academic accounts were written in Classical Arabic, while the percentage of tweets written in colloquial dialects did not exceed 8.33%.

## 2.6. The Role of Local Arabic (Colloquial) in Advertising and Purchasing Decisions

The importance of Arabic is increasing in the commercial landscape, especially concerning advertising content. Providing advertising content in local Arabic is considered a prevailing trend in most Arab countries, including Saudi Arabia (Alasiri, 2022). Several factors have been identified as driving this trend. There is a clear consumer desire for advertisements that resonate with Arab cultural identity and language. Furthermore, there is official interest in empowering the Arabic language and culture to play a crucial role in advertising content. The Saudi government implements various initiatives to preserve and promote the Arabic language and encourages advertising agencies to incorporate Arabic into their advertisements (Alotaibi, 2024). In this context, Attiah's study (2024) indicated that Arabic, whether Modern Standard Arabic or colloquial, has the greatest influence on consumers and their purchasing decisions, as they constitute the two official languages of society and thus play a prominent role in delivering advertising content to consumers. In contrast, Alotaibi's study (2025) focused on exploring how the Arabic language affects product marketing. The study, conducted in Saudi Arabia, assessed the impact of using Arabic in digital marketing on consumer engagement and loyalty.

It revealed that this approach helped foreign products attract more Arab customers. Consequently, people felt a stronger connection to the brand, increased their trust, and became more loyal due to the alignment of the practices with their cultural customs.

Similarly, a study by Sahib and Al-Ameri (2023) aimed to identify the content of television advertisements on Iraqi channels and the persuasive techniques used to influence the audience. The study concluded that television advertisements used colloquial dialects more than Modern Standard Arabic, which significantly impacted consumers and increased the connection between advertisers and the

target audience. The researcher argues that advertising language plays a prominent and crucial role in shaping consumer behavior and purchasing decisions.

Colloquial Arabic can be particularly effective in advertising and its impact on purchasing decisions, as it makes the advertising message more accessible and understandable to the target audience. This makes advertisements that utilize colloquial Arabic more relevant to consumers' lives. This accessibility and ease of understanding enhance the advertising message's ability to influence consumers. Furthermore, the Arabic language reflects. The use of colloquial language in advertising shapes and defines social communication among individuals, making advertisements more credible and appealing. When familiar and locally relevant words and phrases are used, consumers feel that the advertisement reflects an interest in local culture and meets their needs. This will be further explored and confirmed in the upcoming field study, which will be based on surveying a number of consumers in Saudi society.

### 3. METHODOLOGY

Based on the presented study problem and in order to answer the study questions arising from it, the descriptive-analytical approach will be used. The theoretical part will examine some basic concepts related to the study topic, and scientific material will be collected from various sources, then classified and categorized. The applied part will be conducted through a field study targeting a number of Saudi consumers, who are customers of several Saudi companies that market their products and services through commercial advertisements. Data will be collected from them using a questionnaire as a data collection tool.

The data will then be processed statistically using a computer and the Statistical Package for Social Sciences (SPSS) program, to achieve the desired objectives of the study.

#### 3.1. The Tools of the Study

For the purposes of collecting and analyzing data to answer the study questions, the researcher will rely on a questionnaire, which includes a number of paragraphs in the form of questions to identify the attitudes of the study sample members (Saudi consumers) regarding the extent to which the shift from Standard Arabic to Colloquial Arabic in commercial advertisements has affected the purchasing decision of Saudi consumers. The

questionnaire followed the cognitive style that is based on 5-point Likert scale in order to identify the Approval degree of the study sample individuals regarding the items of the research instrument based on the answer weight, as follows

Approval degree	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Weight	5	4	3	2	1

After the tool (questionnaire) is prepared in its initial form, it presented to a number of experts and academics in this field to determine the apparent validity of the questionnaire items. In light of their opinions, appropriate modifications made, and the final version presented.

#### 3.2. The Sample

The researcher will conduct a field (applied) study that includes a number of Saudi consumers who are customers of several Saudi companies that market their products and services through commercial advertisements. Given the large size of the study population, a random sample of (120) consumers will be selected. After collecting the data, complete data was obtained for (116) individuals in the study sample, and statistical analysis was performed on them.

#### 3.3. Description of the Study Sample

This part of the study aims to show the frequencies and percentages of the personal characteristics of the study sample members related to the first part of the questionnaire, as follows.

Table 1 show that the majority of the study sample members Have female, whose percentage reached (66.4%) of the study sample, while (33.4%) of the study sample have a male., This is evidence that women have a greater passion and desire for shopping than men, and it can be suggested that advertisements and the language used in them be tailored to female preferences. The results showed that the age of the most of study sample (75.8%) are (Less than 47 year) who are young. Also, most of the study sample members hold a bachelor's degree, with a percentage of (60.3%).

Regarding the marital status variable, the results showed that the majority of the study sample members have Married at a rate of (69.8%), while (27.6%) are single. Finally, the result showed that more than half of the study sample were high-income earners, as (45.7%) of the study sample had a monthly income of more than 10,000 SR.

Table 1: Characteristics of the Study Sample Members.

Variable	Category	Frequency	Percentage
Sex	Male	39	33.6%
	Female	77	66.4%
	<b>Total</b>	<b>116</b>	<b>%100</b>
Age	18- Less than 27 years	15	12.9%
	27- Less than 37 years	31	26.7%
	37- Less than 47 years	42	36.2%
	47- Less than 57 years	18	15.5%
	more than 57 years	10	8.6%
Qualification	<b>Total</b>	<b>116</b>	<b>%100</b>
	High school or lower	7	6%
	Diploma	8	6.9%
	Bachelor's	70	60.3%
	Postgraduate	31	26.7%
Marital status	<b>Total</b>	<b>116</b>	<b>%100</b>
	Single	32	27.6%
	Married	81	69.8%
	Other	3	2.6%
Monthly income	<b>Total</b>	<b>116</b>	<b>%100</b>
	Less than 5000 SR	30	25.9%
	5000- Less than 7500 SR	21	18.1%
	7500- Less than 10000 SR	12	10.3%
	More than 10000 SR	53	45.7%
	<b>Total</b>	<b>116</b>	<b>%100</b>

#### 4. RESULTS

This part of the study presents the data analysis and the results, leading to answering its questions, as follows

**First question** What is the perceptions level of the study sample members (Saudi consumers) regarding the impact of the shift from Standard Arabic to colloquial Arabic in commercial advertisements on their purchasing decisions?

To answer this question, the mean and standard deviation of the responses of the study sample members were extracted to each question. Based on the 5-point Likert scale, the level of relative importance of items, dimensions and variables were identified according to the following formula (Sekaran & Bougie, 2013)

Relative importance	(Upper limit of the alternative - lower limit of the alternative)/	=	$(5-1)/3$	=1.33
	Number of levels			

The level of relative importance depending on the value of the mean of the study sample responses weights on items of the research instrument, and the dimensions and variables of its model according to three levels, as follows

Mean	Relative Importance
1 - less than 2.33	Low
2.33 - less than 3.66	Moderate
3.66 - 5.00	High

It is clear from the results presented in Table (2) that the perceptions level of the study sample members (Saudi consumers) regarding the impact of the shift from Standard Arabic to colloquial Arabic in commercial advertisements on their purchasing decisions is at a high level, with a mean of (3.845) and standard deviation of (0.505).

The results also shown in Table (2) indicate that paragraph (14), which states that "I believe that the colloquial Arabic used influences my perception of the value of a product or service" came in the first rank with a mean of (4.250), followed by paragraph number (11) which states that "I believe that using colloquial Arabic in advertising contributes to strengthening the relationship between the consumer and the brand" came in the second rank with a mean of (4.197), followed in the third rank by paragraph (16) which states that "I prefer to buy products advertised in colloquial Arabic rather than formal language" with a mean of (4.174).

On the other hand, the paragraph number (10) which states that "I hesitate to buy a product if the advertising message is in standard Arabic instead of colloquial Arabic" came in the last rank of importance with a mean of (2.977).

**Table 2: Means and Standard Deviations of the Perceptions Level of the Study Sample Members (Saudi Consumers).**

No.	Items	Mean	Standard deviation	Relative importance	Rank
1	I prefer watching ads that use colloquial Arabic (Ammiya) rather than standard Arabic (Fusha).	4.053	0.915	High	7
2	The colloquial Arabic used in advertising affects my interest in the product or service.	3.144	1.230	Moderate	15
3	I think that ads in colloquial Arabic are closer to my everyday shopping experience.	3.341	1.222	Moderate	14
4	Colloquial Arabic in advertising increases my desire to buy the product or service.	3.833	0.985	High	11
5	Colloquial Arabic used in advertising affects my trust in the product or service.	3.538	0.989	Moderate	13
6	I feel that ads in colloquial Arabic make the product seem more approachable and relatable.	4.106	0.879	High	4
7	I prefer advertising messages directed at me in colloquial Arabic when buying any product.	4.007	0.995	High	9
8	The colloquial Arabic used in advertising affects the speed with which I make a purchase decision.	4.098	1.023	High	5
9	I think colloquial Arabic contributes to making the ad more exciting and attention-grabbing.	4.068	1.231	High	6
10	I hesitate to buy a product if the advertising message is in standard Arabic instead of colloquial Arabic.	2.977	1.280	Moderate	16
11	I believe that using colloquial Arabic in advertising contributes to strengthening the relationship between the consumer and the brand.	4.197	0.809	High	2
12	I prefer ads in colloquial Arabic when shopping online.	4.038	0.912	High	8
13	I feel a change in my interaction with ads after they switch from standard Arabic to colloquial Arabic.	3.962	1.002	High	10
14	I believe that the colloquial Arabic used influences my perception of the value of a product or service.	4.250	0.877	High	1
15	The colloquial Arabic used in advertising affects my level of trust in the information it contains.	3.742	0.909	High	12
16	I prefer to buy products advertised in colloquial Arabic rather than formal language.	4.174	1.102	High	3
Total		3.845	0.505	High	

**Second question** Does the shift from Standard Arabic to colloquial Arabic in commercial advertisements play a role in the purchasing decisions of Saudi consumers?

To determine the role for shifting from Standard Arabic to colloquial Arabic in commercial advertisements in the purchasing decisions of Saudi consumers, a one-Sample t-test was applied, and the results were as shown in the following table:

**Table 3: Results of Applying One-Sample t-test.**

	Mean	Standard deviation	Df	T	Sig.
Total	3.845	0.505	131	87.510	0.000 *

\*Statistically significant at a level of ( $\alpha \leq 0.05$ )

It is clear from the results presented in Table 3 that the value of (T) reached to (87.510) and it is statistically significant at the level of significance ( $0.05 \geq \alpha$ ), and this indicates the presence of a role for shifting from Standard Arabic to colloquial Arabic in commercial advertisements in the

purchasing decisions of Saudi consumers.

**Third question** Is there statistically significant differences at a significance level of ( $\alpha \geq 0.05$ ) between the responses of the study sample members regarding the impact of the shift from Standard Arabic to colloquial Arabic in commercial advertisements on the purchasing decisions of Saudi consumers attributable to the personal variables of the study sample (gender, age, qualification, marital status and monthly income)?

**To answer this question, (One Way ANOVA) will be used as follows**

It is clear from the results presented in Table (4) that there is no statistically significant differences at the level of significance ( $0.05 \geq \alpha$ ) between the answers of the study sample members about the shifting from Standard Arabic to colloquial Arabic in commercial advertisements on the purchasing decisions of Saudi consumers due to the personal variables of the study sample members (gender, age, qualification, marital status and monthly income), based on the calculated (F) values of (1.322, 0.749,

0.717, 0.999, 1.517), respectively, which are not statistically significant at the significance level ( $0.05 \geq \alpha$ ) and at the significance level ( $\text{Sig}=0.166, 0.801, 0.836, 0.479, 0.076$ ) respectively, which are greater than (0.05). Accordingly, the answer of the third question is that: there is no statistically significant differences at a significance level of ( $\alpha \geq 0.05$ )

between the responses of the study sample members regarding the impact of the shift from Standard Arabic to colloquial Arabic in commercial advertisements on the purchasing decisions of Saudi consumers attributable to the personal variables of the study sample (gender, age, qualification, marital status and monthly income)?

**Table 4: One-Way ANOVA Test for the Differences in Answers Due to the Personal Variables of the Study Sample (Gender, Age, Qualification, Marital Status, and Monthly Income)**

Variable	Source of variance	Sum of square	df	Mean of square	F	Sig.
Sex	Within groups	5.492	27	0.203	1.322	0.166
	between groups	13.542	88	0.154		
	Total	19.034	115			
Age	Within groups	26.996	27	1.00	0.749	0.801
	between groups	117.443	88	1.335		
	Total	144.440	115			
Qualification	Within groups	11.953	27	0.443	0.717	0.836
	between groups	54.348	88	0.618		
	Total	66.302	115			
Marital status	Within groups	6.512	27	0.241	0.999	0.479
	between groups	21.238	88	0.241		
	Total	27.750	115			
Monthly income	Within groups	59.477	27	2.203	1.517	0.076
	between groups	127.764	88	1.452		
	Total	187.241	115			

## 5. DISCUSSION

The perceptions level of the study sample members (Saudi consumers) regarding the impact of the shift from Standard Arabic to colloquial Arabic in commercial advertisements on their purchasing decisions is at a high level, with a mean of (3.845). This result can be explained by the fact that Saudi consumers have become more aware of the marketing techniques used to influence their consumer behavior. The choice of colloquial language in advertising is seen as a way to increase psychological closeness and build a direct relationship with the consumer, making the advertising message simpler, more realistic, and more memorable. This high awareness also reflects consumers' interest in language as an influential element of trust and attraction, as many of them realize that colloquial language can create a feeling of intimacy and friendliness.

Also, the study concluded that there is a role for shifting from Standard Arabic to colloquial Arabic in commercial advertisements in the purchasing decisions of Saudi consumers. This result can be explained by the fact that colloquial language has a greater ability to create direct and rapid communication with the audience. Colloquial language makes the recipient feel closer to the brand and more authentic in the advertising message, as it

reflects the everyday speech the consumer is accustomed to in their social life. This linguistic style makes the advertisement simpler and easier to understand, increasing the likelihood of the message being remembered and its emotional impact, which in turn strengthens the purchase intention. Furthermore, the shift towards colloquial language plays a role in influencing the behavior of the Saudi consumer because it aligns with the social and media changes taking place in society, where spoken language has become an essential part of daily content across social media platforms and digital media. Therefore, the appearance of advertisements in colloquial language is in harmony with the language of the times and makes the advertising message more compatible with the preferences of young people and the ways in which they receive marketing messages.

This result is consistent with the findings of Twal and Daif (2022) study which showed that there is a clear decline in commercial advertisements designed in Modern Standard Arabic, most advertisements are designed in local dialects, which is more congruent with the target audience's psyche and mood, as they address them in a language close to their hearts, and also appeal to both educated and illiterate individuals. Also the previous result agrees with the findings of Sahib and Al-Ameri (2023) study which showed that television advertisements used

colloquial dialects more than Modern Standard Arabic, which significantly impacted consumers and increased the connection between advertisers and the target audience.

## 6. CONCLUSION

Despite the interest in Standard Arabic in many scientific, media, and cultural fields, it is noticeable in many commercial advertisements broadcast across various media outlets in many Arab countries that advertisements in Standard Arabic are declining in favor of advertisements designed in the local colloquial language. Colloquial advertisements have become the preferred language for the largest

segment of the public. To understand this reality within the Saudi environment, questions were directed to a number of Saudi consumers through a questionnaire prepared for this purpose, to understand their perceptions on this issue and to determine whether the shift from Standard Arabic to colloquial Arabic in commercial advertisements has a role in the purchasing decisions of Saudi consumers. The study showed that it has an influential role according to the opinions of the study sample, and this necessitates directing marketing strategies towards adopting purposeful advertising content that takes such considerations into account, but without abandoning Standard Arabic and limiting its use.

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