

Brand Linguistics: The Influence of Using Local Terminology Through Social Media in Marketing Products on Customers' Purchase Behavior

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Abstract. This paper examines the influence of employing local words and references in brand linguistics through social media marketing on purchase behavior. The topic is interesting and relevant given the growing importance of social media and online marketing. While prior research has explored emotional marketing appeals more broadly, there is limited evidence on the specific use of local terminology in branding and its effects on consumer purchase decisions, representing a gap this study aims to address. The paper adopts a quantitative methodology, using a survey of 464 consumers in Jordan to assess the impact of factors like use of slang, traditional phrases, local names, cultural references and festivals in marketing on purchase behavior. The results indicate that employing local linguistics can positively influence purchase behavior by evoking familiarity, authenticity, and cultural pride. In particular, utilizing cultural semantics in branding had the strongest effect, explaining 63% of variance in purchase behavior. Overall, this study provides useful insights on how strategic use of local terminology in social media marketing can foster emotional connections with consumers and positively shape buying decisions. The paper is well-written and structured. Addressing some additional suggestions around the literature review, methods, and discussion would help strengthen the analysis and potential for publication.

Keywords: Brand Linguistics, Branding, Slang, Traditional Phrases, Local Names, Culture, Festivals, Nostalgia

1. Introduction

Language is one of the most communications implies between people. There showed up numerous approaches in which people can associated like sign dialect, lips perusing and other way in which two people can connected and communicate, but at the conclusion, language appeared to be the primary, fundamental and most vital way to bargain with others, express your sentiments and construct information (Sheth, 2020). Looking at language, it can be seen that it may be a fundamental prerequisite indeed for individuals who are looking for to ponder absent from their mother domestic and colleges require in conjunction with endorsements to ace its dialect based on universal test that are built for that valuation. Dialect can open the doors for more communication as well because it can be seen as a boundary in completing communication which was taken note by marketers and begun to utilize dialect related promoting plans in arrange to advance a certain brand or showcase for a particular item/service which is called Brand Etymology (Hornikx and Van Meurs, 2019).

The spoken language or dialect is one of the methods of communication between individuals in the same society. The language or dialect may not be universal and understandable to everyone, but many brands employ it in order to attract an audience consuming their products and employ them in order to communicate with the public and show their appreciation for their culture and heritage (Sandow, 2022; Goncharova et al, 2019). Lu et al (2019) and Liu and Meng (2021) indicate that employing the spoken language in marketing opens many doors for communication with individuals in society, and it is also an effective means of presenting the brand in a noticeable way, especially for international brands.

Organizations today, especially those that employ communication in marketing, are trying to adopt effective marketing methods that are close to the consumer and influential in order to motivate individuals to pay attention to marketing campaigns and encourage them to buy their products (Fava, 2019). There are organizations that have been using social media to market their products in a way that is close to the consumer, taking advantage of the consumer's national sentiment, their distance and longing for the homeland, or their desire to access local products from their country, especially if they live in another country (Lewis, 2019; Gou et al, 2020).

An example of this is what many organizations use in ideological use of popular heritage terms in marketing their products to Europe and America in order to win over immigrant individuals to those countries and exploit their emotions to market their products by resorting to strengthening the ties between the brand and the local community (Ulver and Laurell, 2022). In other words, many organizations employ emotions or emotional marketing in order to reach a wider sphere of consumers and market their products (Chen and Yuan, 2020; Giráldez-Cru et al, 2020; Cunliffe, 2019).

Kim and Sullivan (2019) aimed to understand how brands use emotion to influence consumers' purchasing decisions. The survey method was adopted and data was collected from a random sample in South Korea. The study proved that the use of emotion in marketing has a significant impact on changing the purchasing decisions of consumers for the benefit of the organization.

Barreda et al (2020) aimed to explain the effective role of social media in influencing the brand image and the emotional attachment to it in the context of the terms used. A questionnaire was distributed to a sample of consumers on social media platforms, and the analysis proved that social media and marketing through it creates a kind of emotional connection between the consumer and the published content, which positively affects the brand and pushes individuals to change their purchasing behavior towards purchasing (Moriuchi, 2019; Hashem, 2016). The study also indicated that there is a positive effect of the emotional marketing theory in attracting consumers and motivating them to buy, provided that it presents a positive experience and achieves emotional satisfaction for the consumer.

In addition to what was previously discussed, it was noted that there was a literary gap were studies that dealt with the impact of language and terminology on consumer behavior and communication with them, but there was no reference to the use of local terms and heritage references in the marketing of

different products, whether local or international. . In addition, it was seen that there were studies of the impact of language on consumer behavior in Western countries, but the use of language and general terms spoken in Arab countries, for example, and their impact on consumer behavior across different cultures and contexts have not been addressed.

From the previous argument and literary gap; the current study sought to examine the influence of using brand linguistics that are related to local culture through social media marketing (Slang, Traditional Phrases, Local Names, Culture and Festivals) in influencing consumer behavior towards purchasing. The study depended on quantitative approach through collecting responses from consumers from an online platform. The study employed the factor of social media not as a variable but more of a platform that has the ability to reach a wider range of consumers from different geographical locations. It is worth mentioning that the current study launches its aim based on emotional marketing theory which depends on the idea of marketing products by stimulating consumers' emotional feelings.

However, as a novel contribution of current study, it can be seen as an attempt to delve into the active role of cultural and linguistic factors in shaping consumer behavior through the mechanism of employing local terms in marketing campaigns on social media in order to reach a target audience based on their linguistic preferences and cultural identity. In addition, the novel contribution of the current study is an attempt to understand the importance and effectiveness of local marketing communication, that is, the integration of local terms in marketing through social media, in enhancing customer participation, and increasing brand awareness among consumers. It is also possible that the current study represents an attempt to stand on the impact of communication strategies between different cultures in providing insights about marketing practices using local terms in marketing campaigns through social media.

The reason for choosing social media in current study is attributed to the fact that it is the most used and common marketing approach that is being used currently. Many organizations have understood the deep effect of marketing through social media, in addition to its undeniable influence in terms of cost and time, this has led many organization to adopt social media as a marketing environment. As for choosing Jordan as a context of application, this is because researcher is a resident in Jordan and has the ability to reach the community.

From the above argument, researcher were able to build the following model in order to highlight the relationship between variables in a more coherent approach, and from which the following set of hypotheses was reached:

H: Employing linguistics in branding has a statistically significant influence on purchase behavior

H 1: Employing slang words has a statistically significant influence on purchase behavior

H 2: Employing traditional phrases has a statistically significant influence on purchase behavior

H 3: Employing local names has a statistically significant influence on purchase behavior

H 4: Employing culture semantics has a statistically significant influence on purchase behavior

H 5: Employing festival clues has a statistically significant influence on purchase behavior

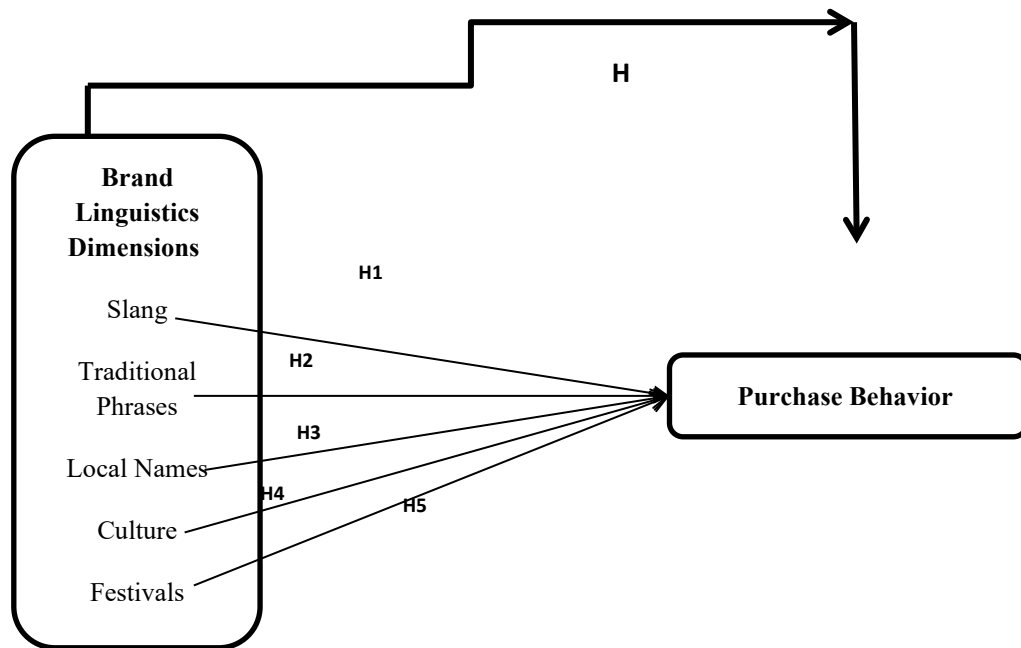


Fig.1: Study Model

2. Literature Review

2.1. Brand Linguistics

Brand linguistics refers to the study of the mechanism of employing language and terminology in creating and shaping the brand identity from the marketing point of view (Deng et al, 2021). Brand linguistics includes the words, phrases, and signs that the brand employs in its advertising campaigns, how consumers view these campaigns, and what is the nature of their feelings when exposed to one of these advertisements, whether they are visual or audio (Lavender, 2020).

Goncharova et al (2019) emphasized that the phrases, form and words used by the trademark have a great impact on the identity of the brand and the extent of consumer confidence in it, as they contribute to creating certain perceptions in the consumer's mind and behavior. On the one hand (Pogacar et al, 2021), indicated that the words, terms, and signs that the brand employs in its advertisements would affect the consumer's emotions and feelings and move them to a world of nostalgia, luxury, or tranquility and calmness, and thus positively affect his purchase decision.

The use of local terms in the marketing of products has a great influence on the purchasing behavior of consumers, as by relying on social media sites as a marketing platform the brand can communicate with consumers in a way that is close to their ideas and orientations (Barnawi, 2022). The business is aware of and studying the local community, appreciating it and understanding the needs of its members. As for Morais and Lerman (2019), they stressed that the integration of the local language and the colloquial language in marketing and marketing publications gives more connection and authenticity with consumers and distinguishes the brand from the rest of the competing brands.

According to Schmitt theory of consumer psychology (2012), the importance of the emotional response of consumers towards marketing campaigns and the words and terminology used is undeniable.

For this, Schmitt presented a model consisting of five dimensions that included (sensory, emotional, cognitive, behavioral and relational), and all these dimensions are related to the behavior of the consumer and contribute to the creation of different emotional responses that end with his decision-making towards the product (Schmidt et al, 2020).

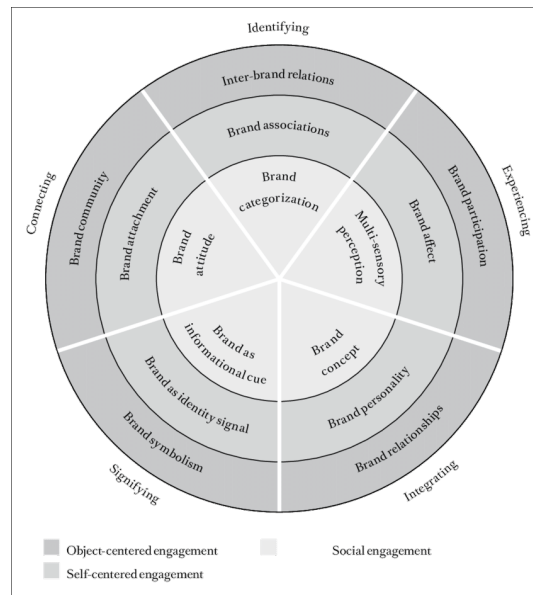


Fig.2: Schmitt Consumer psychology of brands (Schmidt et al, 2020)

2.2. Employing Local Culture in Marketing

The use of local words and dialects for marketing is one of the most important motives that lead to increasing the size of the market and expanding the customer base during marketing campaigns. Employing local spoken and written words can be an effective way for the brand to ensure a strong advertising campaign, in addition to enhancing communication with the public and showing appreciation for the local culture. An example of this is what Pepsi did during the month of Ramadan by using the word "**Hayyakum**" in Arabic, which means "**Welcome**" on a limited number of its cans. The fast food chain McDonald's also introduced a menu called "**Mac Arabia**", which was a sandwich made of Arabic bread and local spices. In addition, the official carrier of the United Arab Emirates "Emirates Airlines" uses the word "**Inshallah**" in its internal and external operations and marketing campaigns, which means, "**By God's Willing**" in English.

Involving the local culture in marketing campaigns is an effective way to build awareness of the brand in the first place, in addition to enhancing communication with customers and consumers and distinguishing the brand from its competitors (Al-Awwad et al, 2021). Among the strategies for including local culture in the marketing campaigns of brands are what Alnaser (2021) and Al Adwan (2019) explained:

- The use of local images and symbols, which indicate marketers' understanding of the nature of the culture in which marketing is carried out, such as the use of terminology, traditional and traditional clothing.
- The use of local traditions and customs such as the seasons of celebrations and festivals, weddings, feasts and holidays that exist in the culture in which marketing is taking place
- Partnership with local influencers and local organizations in order to reach a wider audience
- Use of colloquial and spoken local language such as words, expressions and terms
- Develop new products dedicated to this local culture such as designs, shapes and architecture

Bassano et al. (2019) argued that storytelling for marketing local products has emerged as a valuable

tool for enhancing the reputation of regions and their competitiveness in tourism and economic development. Through digital media platforms, individuals are encouraged to share their tourism stories and experiences. () agreed on the same idea arguing that storytelling and using local terms and references facilitate strategic communication, which in turn supports the achievement of sustainable competitive advantage.

Dewa Rucika et al. (2021) noted to the importance of leveraging local culture as a unique selling point for tourism destinations, as it is more cost-effective than relying solely on price-based strategies. It also discusses the challenges faced by the tourism industry in Bali, including seasonal fluctuations and oversupply of hotel accommodations. In addition, Paley (2021) came to conclusion that businesses in the tourism sector should not only compete based on price but also target the right market with the right product at the right time and price, incorporating Balinese culture into their marketing mix. By integrating local culture into tourism development, destinations can generate economic, physical, and socio-cultural benefits.

2.3. Employing Local Terminology in Marketing

Carnevale et al. (2017) indicated that brand linguistics is able to give a brand identity and clarify its personality. The language used by the brand, including its tone, voice and message, has an active role in shaping the identity and personality of the brand. This is usually done through consumers' ability to form emotional connections with brands, usually those connections that are compatible with their values and beliefs. In addition, Koshikawa (2019) pointed out that the linguistic elements employed by the brand are able to create a sense of familiarity, trust and connection between it and the customer, which would affect the behavior of customers.

Carnevale and Leman (2017) brand linguistics has the ability to distinguish the brand in competitive markets. Brand linguistics, through unique and attractive language, helps to distinguish the brand and make it memorable in the minds of customers. The use of local dialects in various marketing campaigns, specifically in Jordan, is one of the most important means that has proven its worth in the success of these campaigns. As the employment of spoken and local languages and terminology gives a sense of authenticity and a greater ability for the organization to reach a larger segment of society, and thus increase the opportunity to attract a larger audience. An example of employing the local language in marketing is when organizations market dairy products based on their local and not international names, such as instead of using “*curdled milk*” relying on “**Laban Rayeb**”, and instead of “*dry milk*” relying on the word “**Jameed**” (Saleena et al, 2023; Hersh, 2021).

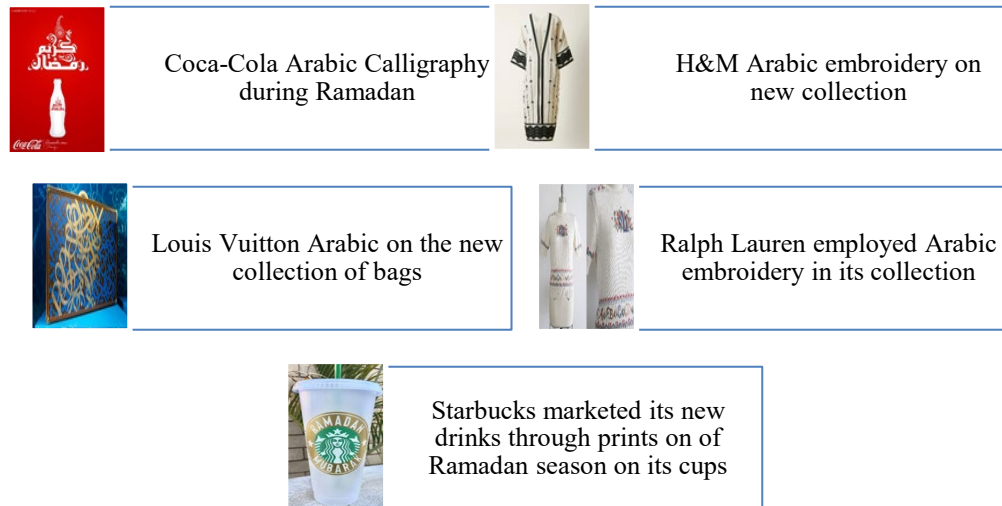
Employing local landmarks, places, and events is very important and attractive to the Jordanian consumer. Today, many organizations employ local events as a method to support their marketing campaigns. At the beginning of spring, governmental agencies patron milk and cheese festivals are held, and many events are held like olive harvest period of the year so that the organizations promote their products through these well-known seasons for the Jordanian family (Al-Azzam et al, 2022).

Employing local landmarks, places, and events depends on the country's richness in cultural heritage, and through heritage projections, products begin to be very popular with market goers because of enhancing their sense of pride. For example, a tourism agency promotes Petra, the Pink City, or Jerash, or any other tourist attraction in Jordan, by using the word “**Shemagh**” which is the Arabic word for the traditional men's headdress in Jordan (Albar and Nurimbono, 2022).

In addition to that, the Arab “*shemagh*”, with its red, black, and white colors was one of the most important heritage and cultural projections from the marketing campaigns of many brands. Among the international brands that have employed “*shemagh*” in their campaigns is Zara, where she launched Zara “*shemagh*”. This campaign included the launch of clothes that match the colors of the Jordanian “*shemagh*”. The Korean company Hyundai has used the “*shemagh*” in its marketing campaigns. The international brand Givenchy designed “*shemagh*” in its red and white colors. Arab Bank relies on

“shemagh” colors in its marketing campaigns (Fisher, 2020).

There are also many five-star hotels that adopt the Jordanian heritage seating areas as part of their decorations and interior furnishings in red and black colors and the wool material that has been known since ancient times. Using local terms in marketing campaigns can help differentiate local products from their competitors (Esho, 2023; Hasna and Hassan, 2021). For example, a local clothing brand can use local embroidery techniques and patterns and use local terms to describe their products, which can



help distinguish them from other clothing brands that do not use these techniques. Examples of that (Makharesh et al, 2022; Sheikh and Barahu'I, 2019; Järlehed and Fanni, 2022):

<https://www.behance.net/gallery/9841039/Coca-Cola-Ramadan-Karim>
https://www.ekayshop.com/?category_id=4677992
<https://elseed-art.com/projects/louis-vuitton/>
<http://t2.gstatic.com/images?q=tbn:ANd9GcR-bmNjiNePAL8nYIVYC4PGq6nrrmSHWGVkGMvG22uQDq-T3aQz>
https://www.etsy.com/market/ramadan_cold_venti?ref=seller_tag_bottom_text-1

Fig. 3. International Brands Using Arabic References in Marketing

In general, the use of local words and terms in marketing campaigns can be an effective way to attract local and international audiences by promoting local culture and heritage and distinguishing local advantages from its competitors.

2.4. How Jordan Markets Local Products in a Cultural Approach

It is widely known that Jordan is rich in its local products that are derived from its previous civilization and cultural heritage. Recently, with the wide spread of marketing through social media platforms; many organizations and businesses started to employ local references and terms in order to reach a wider audience base and attract more potential customers specifically for those who are living outside of the country and are hit regularly with nostalgic feelings for their country. This marketing was aided by the idea that Jordan has a very rich culinary culture, which is diverse in terms of dishes, ingredients and local spices. Many organizations have used these terms in their local form to market their products, for example the use of the word "*Za'atar*" in marketing instead of the word "*thyme*", referring to the mixture of herbs and spices used for bread, meat and vegetables (Amram, 2023).

Another employment of local words for marketing local products and cuisine in Jordan is when organizations employed the traditional dish of Jordan by marketing it outside Jordan with the local operative term "*Mansaf*", which is a traditional Jordanian dish made of lamb or goat, rice and dry milk

broth (Wojnarowski and Williams, 2020). In addition to that, many foreign organizations played on that field in using local terms for marketing products that are related to certain countries like using “*Falafel*”, which is balls of ground chickpeas and special spices fried and crunchy. “*Hummus*” referring to creamy dip made of chickpeas with tahini, lemon juice and garlic. “*Shawarma*” referring to grilled strips of meat or chicken with special spices and “*Kunafah*”, a sweet dish made of special dough and cheese (Kriel, 2019; Alegre et al, 2019; Nussbaum, 2021; Shamto and Al-waeli, 2022).



<https://www.amazon.in/VY-VedaYug-Zaatar-Eastern-Mediterranean/dp/B09BJDKDXK>

<https://alorobia.com/ar/products/kabaitilo-market-mansaf-ghee-spices-80g>

<https://www.amazon.in/SELF-CHEF-Falafel-Serves>

Without/dp/B089GT5Q3Z/ref=sr_1_8?crd=2J5C143SUF6FO&keywords=falafel&qid=1686827175&s=grocery&sprefix=falafel%2Cgrocery%2C201&sr=1-8

[https://www.amazon.in/Wingreens-Spread-Olive-Hummus-](https://www.amazon.in/Wingreens-Spread-Olive-Hummus-150g/dp/B01J7K4HC0/ref=sr_1_4_f3?crd=2XC4CK3D3EGH7&keywords=hummus&qid=1686827248&s=grocery&sprefix=humus%2Cgrocery%2C133&sr=1-4)

150g/dp/B01J7K4HC0/ref=sr_1_4_f3?crd=2XC4CK3D3EGH7&keywords=hummus&qid=1686827248&s=grocery&sprefix=humus%2Cgrocery%2C133&sr=1-4

https://www.amazon.in/Chef-Solutions-Shawarma-Seasoning-250g/dp/B06XZST5HF/ref=sr_1_4?keywords=shawarma&qid=1686827384&s=grocery&sr=1-4

<https://www.indiamart.com/proddetail/instant-konafah-23573144433.html>

Fig 4. Employing Local Terms in Marketing

2.5. Consumer Behavior

According to Trudel (2019), consumer behavior is the sum of decisions, actions, activities and attitudes taken by an individual when buying, using and acquiring a specific commodity. The study of consumer behavior is considered one of the most urgent matters for organizations, as the organization being aware of consumer behavior means that it maintains huge data that leads it to take a specific marketing, production or development decision that affects its reputation, interest and market competitiveness (Han, 2021).

Many factors influence consumer behavior including individual factors such as age, gender, income, educational level, and culture. There are also psychological factors such as perception, desire, motivation and preferences (Zwanka and Buff, 2021). Di Crosta et al (2021) indicates that consumer behavior is affected by marketing and advertising, and this effect stems from the different methods used by marketers to promote their products, which would lead to awareness of the brand, create trust, and then change consumer behavior in order to make a purchasing decision.

2.6. Purchase Behavior

Purchase behavior is a set of reactions that a consumer shows in order to make a decision to purchase a particular product or service (Peña-García et al, 2020). Purchase behavior includes many stages that the consumer goes through, starting from evaluation, review, and then decision-making. Purchasing behavior is affected by many factors, including the awareness of the brand and the individual's awareness of it, in addition to the brand's perception of consumers and their desires and preferences (Ellison et al, 2021). Cheung and To (2019) pointed out that advertising and marketing is one of the things that greatly affect the purchasing behavior of the consumer, as the advertisement and the words used in it either push the individual to take the purchase process or they keep them away from the desire to deal with the brand.

2.7. Social Media Marketing and Emotional Appeal

According to Schreiner et al. (2021) in their study, which aimed at the nature of the content that affects the level of customer participation and emotional responses to advertisements through social communication. The researchers found that there is an impact of the content, the nature of advertisements, the terms used, and the method of directing the advertisement on the emotional response of customers. They reached the conclusion that the more the language was closer to the daily and usual life of the individuals, their emotional response was higher compared to the official language.

Dolan et al. (2019) argued that there is a lack of understanding of the impact of social media content on consumer engagement despite organizations depending heavily in social media. They argued that (informational, entertaining, remunerative, and relational) have a deep impact on consumer through social media advertisements. Authors found that rational and emotional appeals have distinct effects on social media engagement behavior.

Reich and Pittman (2021) had the same attitude arguing that sustainability messages utilizing the sensual appeal and related language are more persuasive when social media post them. Additionally, the perception of the environmental corporate social responsibility by travelers acts as a mediator in this relationship.

3. Research Methods and Methodology

3.1. Theory and Methodological Approach

Current study adopted the quantitative approach due to the suitability of its numerical tools to collect data from a larger sample size, thus be able to generalize the results and explain the phenomenon. The current study launched from “emotional marketing theory” which is a marketing theory that focuses on employing emotion and feelings in advertisements and marketing dreams in order to influence the purchasing decisions of consumers, given that they will adjust their purchasing behaviors in harmony with their emotions and feelings more than rational and logistical thinking. The theory of emotional marketing also stems from the concept of "Emotional Bonding", which depends on creating an emotional bond between the product and the consumer, and this relationship is usually positively emotional and generates emotions such as pride, confidence and happiness.

3.2. Survey Design, Measures and Scales

A questionnaire was built by research through the aid of previous studies. The questionnaire was utilized to be main tool of study and through which primary data was collected. The questionnaire was built on likert 5 point scale and consisted of two main sections, the first took into perspective demographics of study sample (gender, age, qualification, income and occupation). As for the second part, it contained statements that were related to study variables including (Slang, Traditional Phrases, Local Names, Culture and Festivals). See table below.

Table 1. Statements Distribution of Variables

Variable	# of Statements
Brand Linguistics Dimensions	
Slang	7
Traditional Phrases	7
Local Names	7
Culture	7
Festivals	5
Purchase Behavior	10

The questionnaire was uploaded online through the aid of SurveyMonkey for total of 15 weeks in order to collect primary data from the largest sample possible. After that time, researcher withdrawn the collected data through an excel sheet and indicated in order to classify them for statistical processing.

3.3. Population and Sampling

Population of study consisted of all Jordanian consumers in Jordan. A convenient sample of (600) was chosen to represent the study population. After application process researcher was able to retrieve (464) properly filled questionnaires which indicated a statistically accepted response ratio of (77.3%).

3.4. Statistical Processing

Statistical package for social sciences SPSS was chosen as a main tool to deal with the collected primary data. Different statistical tests were used including frequency and percentage, mean and standard deviation, multiple and linear regression in addition to VIF and Tolerance calculations. Cronbach's Alpha was used in order to determine the reliability and consistency of study tool as according to the following table 2 that indicated that alpha value for each variable was higher than 0.70 which was considered as acceptable from a statistical perspective (Sekaran & Bougie, 2016):

Table 2. Alpha Value

variable	Alpha
Slang	0.932
Traditional Phrases	0.929
Local Names	0.80
Culture	0.852
Festivals	0.87
Purchase Behavior	0.856

4. Analysis Calculations and Results

4.1. Demographics

Results of analyzing demographic results indicated that majority of respondents were (females) forming 50.2% of total sample. Also, most of respondents were within age range of (40-50 years) forming 34.5%. Table below also indicated that most of respondents were employees forming 65.7% of the total sample who held BA degree forming 37.3%. Results also indicated that most of respondents had a monthly income that was less than 1000/JOD forming 53.7% of the total sample.

Table 3. Demographics of Study

	f	%
Gender		
Female	233	50.2
Male	231	49.8
Age		

18-28	110	23.7
29-39	100	21.6
40-50	160	34.5
More than 50 years	94	20.3
Qualification		
BA	173	37.3
High School or less	48	10.3
Diploma	21	4.5
PhD	140	30.2
MA	82	17.7
Income/ JOD		
1000-2000	152	32.8
2001-3000	36	7.8
Less than 1000	249	53.7
More than 3000	27	5.8
Occupation		
Housewife	36	7.8
Business owner	38	8.2
Student	85	18.3
Employee	305	65.7
Total	464	100.0

4.2. Questionnaire Analysis

Analyzing statements of questionnaire was done depending on mean and standard deviation. Table below indicated that all statements were positively received by respondents as they all scored higher than mean of scale 3.00. The highest variable was (**Purchase Behavior**) scoring a mean of 3.73/5.00 compared to the lowest mean 3.35/5.00 scored by (**Festivals**) but still positive as it scored higher than mean of scale.

Table 4. Questionnaire Analysis

	Mean	Std. Deviation
I feel understood and emotionally involved when I see slang in marketing ads.	3.42	1.01
I feel brand loyalty or belonging when you use slang from my culture	3.36	1.10
I think using slang can create a sense of humor which makes me feel positive	3.63	1.07
The slang creates emotional associations within me with the brand reinforcing the purchase intent.	3.44	1.02
When I see slang from my community I can instantly tell the brand	3.71	.98
The use of slang is attractive to me	3.36	1.09
Slang in advertising creates a distinctive and memorable brand image in me	3.34	1.09
Slang	3.47	.89
I feel at home when I see a traditional phrase on a product	3.68	.96
I get a sense of authenticity when I see a traditional phrase on a product	3.64	.92
Seeing a traditional phrase on a product enhances brand credibility for me	3.42	.95
Incorporating traditional phrases is attractive to me because I am connected to my cultural heritage	3.68	.93
Conventional phrases in marketing stir my feelings and my values	3.46	1.02
Traditional phrases in marketing make me feel the high quality of the product	3.08	1.06
Conventional phrases in marketing create a memorable and lasting brand image in me	3.52	.94
Traditional Phrases	3.50	.81
The ratio of the products to a region I know prompts me to purchase the product	3.68	.84
Using local area names brings back the feeling of childhood and encourages me to buy the product	3.66	.88
I think the use of local names in the products enhances the sense of authenticity	3.66	.87

I often remember beautiful times when I see the names of local areas or heritage places in marketing campaigns	3.78	.87
I prefer to buy products with names I know and live with	3.95	.74
The presence of the name of the producing province in the advertisement increases my confidence in the product	3.74	.81
Local products are always of higher quality than imported products	2.82	1.02
Local Names	3.61	.58
I welcome products and ads with local names from my culture	3.86	.68
Using my culture makes me relate to a product or service on a personal level	3.59	.76
I am interested in marketing ads that are based on my local culture because I understand what it means	3.65	.75
I trust brands that use my culture for a product that interests me	3.69	.73
I feel my culture is more modern when brands use it in their marketing campaigns	3.64	.74
I can distinguish the brand using my culture related to where I lived and grew up	3.78	.71
I think the cultural reference in ads is funny and creates nostalgia	3.54	.81
Culture	3.68	.54
I feel that the products associated with the Jerash Festival, for example, are original and delicious	3.25	.95
I always try to buy products related to festivals such as the Olive Festival and the Spring Festival	3.28	.97
I enjoy the food and products served during festivals because I think they are locally made	3.65	.92
I travel from one province to another during festivals so that I can buy original local products	3.01	.96
At every festival I buy the products I used to see when I was a kid	3.56	.90
Festivals	3.35	.76
Whenever I see hints about my culture and origins on advertising campaigns, I feel like this product was made for me, and I immediately try to buy it.	3.45	.90
I try to buy products that truly understand my cultural needs and my desire to stay away from imitation	3.77	.75
Ads that use terms that I know as a layman make me feel like they understand my needs and wants	3.57	.86
Stylized ads and complex words don't catch my eye because I don't care to read them	3.52	.92
Enjoy laughing with my family and friends about an ad that makes cultural allusions that we understand and care about buying	3.63	.83
I buy products that advertise themselves in a simple, uncomplicated way that is understandable to me as a layman	4.02	.64
When the brand uses understandable terms that encourage me to buy and be loyal to the product	3.89	.71
I don't think using the terms of my local culture is a bad thing, in fact it drives me to recommend the product to my family and friends	3.72	.68
A brand that uses my language and terminology encourages me to be loyal to it	3.72	.76
I tend to buy products that present themselves in a light-hearted and fun way	3.97	.76
Purchase Behavior	3.73	.52

4.3. Multicollinearity test

In order to check for multicollinearity, the independent variables were subjected to VIF and Tolerance calculations. The following observations emerged from these computations:

Table 5. Multicolleniariry test

variable	Tolerance	VIF
Slang	.567	1.763
Traditional Phrases	.430	2.328
Local Names	.473	2.115
Culture	.480	2.085
Festivals	.609	1.641

All of the VIF values in the aforementioned table are less than 10, and all of the Tolerance values are more than 0.10, indicating that there is no multicollinearity in the data (Gujarati & Porter, 2009).

4.4. Hypotheses Testing

H: Employing linguistics in branding has a statistically significant influence on purchase behavior

Table 6. Main Hypothesis Testing

Model		Unstandardized Coefficients		Coefficients	t	Sig.	R	R Square
		B	Std. Error	Standardized Coefficients Beta				
1	(Constant)	.770	.100		7.697	.000	.830	.689
	Slang	.133	.020	.228	6.589	.000		
	Traditional Phrases	.014	.025	.022	.544	.586		
	Local Names	-.075	.034	-.084	-2.211	.028		
	Culture	.627	.036	.651	17.280	.000		
	Festivals	.122	.023	.179	5.368	.000		

Multiple regression was used in order to test the main hypothesis of study which argued that “Employing linguistics in branding has a statistically significant influence on purchase behavior”. The hypothesis was statistically supported at the 0.05 level, with an F value of 202.592 leading to the total acceptance of the hypothesis presented. The independent variables also explained 68.9% of the total variance in the dependent variable, and the correlation coefficient is rather strong at $r=0.83$.

As for the sub-hypotheses, linear regression was used to test each and every presented sub-hypothesis as follows:

Sub-Hypothesis 1. F value of 141.33. This data revealed that, “Employing slang words has a statistically significant influence on purchase behavior”. The independent variable also explained **23.4%** of the total variance in the dependent variable, and the correlation coefficient was rather medium at $r=0.484$.

Sub-Hypothesis 2. F value of 141.33. This data revealed that, “Employing traditional phrases has a statistically significant influence on purchase behavior”. The independent variable also explained **31.8%** of the total variance in the dependent variable, and the correlation coefficient was rather medium at $r=0.564$.

Sub-Hypothesis 3. F value of 194.453. This data revealed that, “Employing local names has a statistically significant influence on purchase behavior”. The independent variable also explained **29.6%** of the total variance in the dependent variable, and the correlation coefficient was rather medium at $r=0.544$.

Sub-Hypothesis 4. F value of 791.929. This data revealed that, “Employing culture semantics has a statistically significant influence on purchase behavior”. The independent variable also explained **63.2%** of the total variance in the dependent variable, and the correlation coefficient was rather strong at $r=0.795$.

Sub-Hypothesis 5. F value of 178.563. This data revealed that, “Employing festival clues has a statistically significant influence on purchase behavior”. The independent variable also explained **27.9%** of the total variance in the dependent variable, and the correlation coefficient was rather medium at $r=0.528$.

Table 7. Sub-Hypotheses Testing

		Coefficients					
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	R
1	(Constant)	2.746	.085		32.258	.000	.484 ^a
	a	.283	.024	.484	11.888	.000	
H1: Employing slang words has a statistically significant influence on purchase behavior							
		Coefficients					
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	R
1	(Constant)	2.466	.088		27.961	.000	.564 ^a
	b	.361	.025	.564	14.667	.000	
H2: Employing traditional phrases has a statistically significant influence on purchase behavior							
		Coefficients					
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	R
1	(Constant)	1.972	.127		15.478	.000	.544 ^a
	c	.486	.035	.544	13.945	.000	
H3: Employing local names has a statistically significant influence on purchase behavior							
		Coefficients					
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	R
1	(Constant)	.909	.101		8.981	.000	.795 ^a
	d	.766	.027	.795	28.141	.000	
H4: Employing culture semantics has a statistically significant influence on purchase behavior							
		Coefficients					
		Unstandardized Coefficients		Standardized Coefficients			
Model		B	Std. Error	Beta	t	Sig.	R
1	(Constant)	2.520	.093		27.226	.000	
	e	.360	.027	.528	13.363	.000	
H5: Employing festival clues has a statistically significant influence on purchase behavior							

5. Discussion

Through the above analysis, and based on the statistical acceptance of the hypotheses, it can be said that reliance on the vernacular and colloquial words in marketing various local products has a very significant impact on the level of individuals' acceptance of these products, which would positively affect their purchasing behavior. Results accepted the main hypothesis and indicated that local words and expressions can be a successful way to pull in individuals to purchase an item by setting up a sense of association, making an interesting character, advancing local culture and legacy, engaging to local tastes and inclinations, and making a sense of restrictiveness. By joining local words and expressions into their marketing methodologies, businesses can make a solid enthusiastic association with potential clients and increment deals of their local items. This agreed on previously by Barreda et al (2020).

In this regard, the study confirmed through statistical results that the use of colloquial and colloquial language in marketing is considered a type of emotional marketing aimed at positively affecting the

attitude of consumers and pushing them towards adopting the brand through either purchase or loyalty. On the other hand, the study found that colloquial language as one of the types of marketing has the effect of being a persuasive marketing based on evoking feelings of nostalgia, memories and childhood among consumers, and increasing their desire to live these feelings again or even to evoke them.

Results of study proved that employing local words, terms and references in marketing can be a capable apparatus for drawing in individuals to purchase a local item. According to results, employing local linguistics in marketing can set up a sense of association as local words and references can build up a sense of association between the item and the community individuals. When individuals see words and expressions that they are commonplace with, it makes a sense of nature and believe, which can lead to expanded brand devotion and deals.

In addition to that, results indicated that depending on local references in marketing give the brand a personality as local words and expressions can offer assistance to form a one of a kind brand character for the item. By utilizing local terms and expressions, businesses can separate their item from competitors and make a solid passionate association with potential clients.

Such results agreed with Lewis, (2019) and Gou et al, (2020) who argued that giving the marketing campaign a local personality has the ability to offer assistance to advance and preserve local culture and legacy. This may make a sense of pride among the nearby community and pull in clients who are inquisitive about supporting nearby businesses that are committed to protecting nearby culture.

Local words and expressions can be utilized to depict the one of a kind highlights and qualities of the item that offer to local tastes and inclinations. For case, a nearby nourishment item that uses the term "bona fide" or "conventional" in its marketing campaign can request to clients who are seeking out for locally sourced and true nourishments. In addition, it can make a sense of restrictiveness around the item, making it more alluring to potential clients. This agreed with Kim and Sullivan (2019) who noted that utilizing nearby terms and expressions, businesses could make a sense of having a place that can make clients feel extraordinary and esteemed.

6. Conclusions

6.1. General Conclusion

This study found that use of local terminology in social media marketing can positively influence consumer purchase behavior by fostering feelings of cultural connection and pride. The results suggest that linguistic branding strategies that tap into familiar slang, phrases, names, cultural references, and festivals can help brands build emotional appeal and differentiation. The findings have important practical implications for marketing managers and brand strategists seeking to engage target audiences, especially in a social media context. The results highlight the need to carefully incorporate local language and customs when targeting specific cultural groups or regions.

6.2. Theoretical and Practical Implications

From a theoretical perspective, current research might be of help in leading marketers towards the suitable usage of local terms and references in order to increase their base of a certain audience. From a practical perspective, the current research proved that using local words and terms had the ability to influence consumer behavior and increased their trust in the brand; this may lead to a better brand loyalty.

Overall, this research makes a useful contribution to understanding how judicious use of cultural elements in brand linguistics can shape consumer decisions. Both academics and practitioners can apply these findings on the role of emotion and identity in social media marketing. This represents a growing priority as global brands seek to personalize messaging and connect authentically with diverse audiences.

6.3. Recommendations

Lunching from results, discussion and conclusion, researchers recommended the following:

- Organizations should consider the preferences and values of the target audience launching marketing campaigns for local products.
- Using language that resonates with audience help build emotional connections and increase the likelihood of purchase behavior.
- Focusing on local terms and references should preserve the personality and values of the brand

6.4. Limitations of Study

Study was limited to the time given for the survey to remain online. Results would be much deeper if the sample size was larger than reached in current study but given that the questionnaire was distributed online, there was no space for encouraging more people to take part in it. Some limitations should be acknowledged, including the cross-sectional design and use of a convenience sample. Further research could build on this study by examining effects across different cultural settings and employing longitudinal data. Surveying actual buying behavior rather than intentions could also add insight.

6.5. Future Studies

Current study may have touched some missing points in literature, but there is a need for more research on brand linguistics and how it can be employed to influence purchase behavior. Other future researches presented by authors included:

1. Examine language in branding within different cultural context and its role in changing purchase behavior
2. Examine the influence of language consistency in branding on brand loyalty
3. Search the different approaches of language branding among multilingual society

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