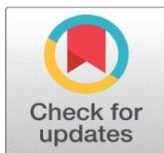
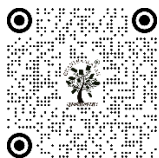


THE USE OF THE AUTHENTIC TRIBAL DIALECT AS A BRANDING TOOL IN SOCIAL MEDIA MARKETING: TABUK REGION AS A CASE STUDY

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ABSTRACT

With the rapid expansion of the use of social media as a primary marketing platform, some influencers are adopting communication methods that are closer to the audience and more expressive of their cultural identity. One such method is the use of authentic tribal dialects in the content provided by influencers, which reflects the linguistic and social particularities of local communities, especially in regions like Tabuk, which is characterized by its tribal depth and rich cultural heritage. This study aims to identify the attitudes of the study sample towards the using of Authentic Tribal Dialect as a Branding Tool Marketing by influencers in Social Media in Tabuk region and its role in Increased purchases of Saudi followers. In order to achieve this objective, a Descriptive-Analytical methodology was used, and conducted systematic random sampling to select (150) followers of a number of influencers content in the Tabuk region of Saudi Arabia. To achieve the study's objective, an electronic questionnaire was used as a tool to collect data from the study sample. Results showed a high level, with a mean of (4.278) for the perceptions of the study sample regarding the Use of the Authentic Tribal Dialect as a Branding Tool in Social Media Marketing in Tabuk region, also influencers in Tabuk employing the local dialect contributes to building a closer and more authentic connection with their audience, particularly those who value cultural identity and heritage, such as followers of social/cultural content and those who consistently follow influencers. Also, the results showed that there is a statistically significant differences between the answers of the study sample members regarding the Use of the Authentic Tribal Dialect as a Branding Tool in Social Media Marketing in Tabuk region according to the personal variable (type of favorite Content) for the Category (Social/Cultural), and variable (Number of times influencers are followed) for the Category (Daily/continuously). The study recommends the thoughtful use of authentic local dialects, tailored to the nature of the target audience and the type of content presented, while maintaining a balance between authenticity and professionalism in the marketing discourse. Furthermore, the study highlights the need for further research in different regions and across other variables to gain a deeper understanding of the impact of cultural and linguistic factors on digital marketing.

Keywords: Authentic Tribal Dialect, influencers, Social Media Marketing, Tabuk, KSA

1. INTRODUCTION

Social media has revolutionized the fields of media, communication, and marketing. It has become a primary source of news and information exchange, an attractive tool for staying informed about current events and sharing files, photos, and videos, and an effective means of disseminating information and expressing opinions on various issues (Hang, 2024). These platforms have effectively brought the world together in a small space, eliminating temporal and spatial boundaries, thus becoming an arena where people share their knowledge, ideas, opinions, and diverse skills (Zhu, 2025).

Social media has also enabled some individuals to express their opinions and ideas in their own unique ways and engage with their audiences. This has led to the emergence of a new category of users: content creators or influencers. These individuals, who were once ordinary people with little social standing or notoriety, began posting videos on various topics, including their personal lives. This attracted the attention of a large number of users, and these influencers now have millions of followers worldwide, exerting a significant influence on the lives of many. Therefore, influencers are considered the new celebrities, enjoying significant trust from their followers and wielding considerable influence over people (Chopra et al., 2020).

Recent years have witnessed the widespread emergence of influencers on social media platforms, where they have become crucial in marketing goods and services, shaping public opinion, and influencing consumer behavior. Influencer marketing is considered an effective approach for brands to increase customer engagement on social media. It has become a major trend this year, contributing to greater customer trust and encouraging a more positive perception of brand products and services (Salhab, 2024).

When a trusted influencer recommends a product or service, consumers are more likely to purchase it. This is linked to the influencer's fame and the quality of their content, which can significantly impact their followers. Consequently, many brands invest in influencer marketing on social media, as it allows influencers to bridge the gap between celebrities and the general public. Furthermore, influencer marketing is highly effective, enabling social media influencers to develop credible content and thus build trust (Ramadan et al., 2024).

In addition to the nature of the content they create and share with their followers, influencers employ various methods to attract attention. Among the tactics some influencers use is mimicking local dialects to gain traction and build a relatable identity. Hendriks and van Meurs (2022) indicate that influencers' use of regional dialects in their content has positively contributed to increasing the number of followers who speak that dialect. Regional dialects serve as a persuasive tool, enhancing the persuasive power of influencer content, which can even be used as advertising. This approach, adopted by influencers in presenting advertising content on social media, is evident among a number of Saudi influencers. In the Tabuk region, for example, this phenomenon is clearly exemplified by figures like "Abu Suwailim," "أبو سوويليم" who has managed to attract attention with his distinctive linguistic style (you can view the influencer's content via the following link: <https://vt.tiktok.com/ZSHyh5cRX/>). The Saudi influencer "Abu Suwailim" is a prominent example of using the local dialect as a tool to build a distinctive digital identity. His content relies on imitating the Tabuk dialect in a sometimes exaggerated manner, which quickly attracts followers' attention and creates a humorous and easily spreadable style. This approach aims not only to elicit laughter but also to establish a clear personality that the audience can recognize and distinguish among thousands of content creators. This prompted the researcher to study such models of influencers, and to highlight their content and method of presentation using the local (tribal) dialect, and whether this played a role in increasing viewership, and thus the ability to market products widely.

2. RESEARCH PROBLEM

Social media influencers have emerged as individuals with the ability to market and promote brands. This use of social media influencers to promote brands is also known as influencer marketing, given their large following on social media platforms, which helps spread information about products or services in the shortest possible time (Kim and Kim, 2021). The persona adopted by some influencers attracts a specific segment of the audience seeking particular content, which companies exploit to promote their products indirectly.

However, the style adopted by some influencers is not without its challenges. Exaggerating the imitation of a local dialect can lead to the creation of a simplistic or distorted stereotype of that community, and some may perceive it as unintentional mockery. Furthermore, over-reliance on dialect can limit content diversity in the long run, requiring influencers to develop their methods to maintain their influence. Conversely, the approachable style of some influencers can enhance trust, a crucial marketing factor. When followers feel that the influencer is similar to them, speaks their language, or uses their local dialect, they become more willing to accept their recommendations or try the products they promote. This leads to the central question of this study: Is the use of authentic tribal dialects by social media influencers an effective marketing tool?

3. STUDY QUESTIONS

This study seeks to answer the following questions:

- 1) What is the perceptions level of the study sample members regarding the Use of the Authentic Tribal Dialect as a Branding Tool in Social Media Marketing in Tabuk region?
- 2) Does the Use of the Authentic Tribal Dialect as a Branding Tool Marketing by influencers in Social Media in Tabuk region play a role in Increased purchases of Saudi followers?
- 3) To what extent does excessive imitation of a tribal dialect by influencers affect the perception of the region's cultural identity among followers in Tabuk region?
- 4) Is there a difference in perceptions level of the study sample regarding the Use of the Authentic Tribal Dialect as a Branding Tool in Social Media Marketing in Tabuk region according to their demographic characteristics?

4. SIGNIFICANCE 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, from its contribution to expanding the body of knowledge that highlights the role of authentic tribal dialects within the marketing communication strategies of social media influencers. The research also enriches the literature on the role of dialects in influencing social perception and consumer behavior, given the scarcity of previous studies in this area within the Saudi context, to the best of the researcher's knowledge. Furthermore, it opens the door for future studies exploring other dimensions, such as cultural differences between regions, thus enhancing the integration of knowledge in this field.
- **The practical aspect:** The importance of the practical study lies in providing applied insights that influencers and content creators can utilize when designing social media marketing campaigns. Understanding the role of authentic tribal dialect in boosting engagement helps in developing more relatable strategies. Brands can also leverage the findings of this research to select the right influencers and craft advertising messages that increase credibility and acceptance, positively impacting campaign effectiveness and the achievement of marketing objectives

5. STUDY OBJECTIVES

This study seeks to achieve the following objectives:

- 1) To determine the perceptions level of the study sample members regarding the Use of the Authentic Tribal Dialect as a Branding Tool in Social Media Marketing in Tabuk region.
- 2) To examine if the Use of the Authentic Tribal Dialect as a Branding Tool Marketing by influencers in Social Media in Tabuk region play a role in Increased purchases of Saudi followers.
- 3) To determine if excessive imitation of a tribal dialect by influencers affect the perception of the region's cultural identity among followers in Tabuk region.
- 4) To highlight if there a difference in perceptions level of the study sample regarding the Use of the Authentic Tribal Dialect as a Branding Tool in Social Media Marketing in Tabuk region according to their demographic characteristics.

6. INFLUENCER MARKETING IN SOCIAL MEDIA

With the widespread use of the internet and smartphone applications, many companies have sought to leverage social media to effectively reach their target audience and promote their products and services (Antczak, 2024). This has led to the emergence of digital marketing, or social media marketing, which is defined as the strategic use of digital channels to promote products and services to consumers. It allows companies to interact with consumers in real time and provide personalized experiences that foster brand loyalty and sales growth (Zhu, 2025). Digital marketing in general seeks to influence consumers' purchasing decisions, which are decisions made by consumers to buy products or obtain certain services based on various personal, social, cultural and economic factors, and in accordance with their desires and needs (Alaodini, 2026).

Some individuals have capitalized on this widespread use of the internet, smartphone applications, and social media by creating promotional content that typically receives significant acceptance and engagement from a broad audience, this has given rise to the phenomenon of influencers, who have become a target for many companies (Gambhir and Ashfaq, 2023). These companies contract with influencers and leverage their extensive following to promote their products and services, thereby reaching the largest possible number of customers and consumers (Nabirasool et al., 2024).

According to De Veirman et al. (2017) Social media influencers are individuals who create unique content and amass a large following on these platforms. These influencers are ideal for promoting products and services because they often enjoy acceptance and trust with their followers, and they continuously strive to maintain this relationship and interact positively with the largest possible audience (Farivar and Wang, 2022).

Influencer marketing offers the opportunity to interact directly and extensively with customers, ultimately attracting the largest possible customer base (Shwetha and Vinutha, 2024). Thus, social media influencers play a very important role in marketing by building strong and genuine relationships with their followers, who trust their recommendations and opinions. Their influence stems from their ability to communicate with the public, their experience, and their ability to create attractive content that attracts the attention and admiration of their followers, which positively affects purchasing decisions and enhances brand loyalty that influencers present in their content on social media (Nabirasool et al., 2024).

7. INFLUENCERS USING AUTHENTIC TRIBAL DIALECT AS A DIGITAL MARKETING TECHNIQUE

Influencers employ various methods to attract attention (Xu, 2023). Among the tactics some influencers use is mimicking local Terminology and dialects to gain traction and build a relatable identity. Regional dialects and terminology serve as a persuasive tool, enhancing the persuasive power of influencer content, which can even be used as advertising (Hashem et al., 2024). This what Hendriks and van Meurs (2022) indicated that influencers' use of regional dialects in their content has positively contributed to increasing the number of followers who speak that dialect.

In the same context, Alotaibi (2025) showed that using Arabic in marketing content creates a stronger emotional connection with consumers in the Gulf Arab states, making advertising more relevant and trustworthy, which positively impacts brand loyalty, as consumers view brands that respect their cultural identity more positively.

In Saudi Arabia Dialects tend to form what call geographical dialect continua, this means that the linguistic differences between two geographical locations will become larger as one moves further from the starting point. Dialects in Saudi Arabia are characterized by a variety that includes many main and sub-dialects. They are generally divided into Najdi, Hejazi, Southern, Eastern, and Northern dialects (Alhazmi and Alfaifi, 2022).

In the north of Saudi Arabia lies the Tabuk region, which is the focus of our study. It is bordered to the west by the Gulf of Aqaba and to the north by Jordan. Its area is 116,400 km². The social structure in the region consists of tribal diversity, where the local dialect is influenced by the Bedouin dialect of the Bani Atiyah and Huwaitat tribes, and is characterized by its closeness to the Jordanian, Palestinian, and Sinai dialects (Alzaearir, 2014).

Using the local dialect is one of the methods used by merchants when marketing their products, as some deliberately address customers in the local dialect to get closer to them. A study of Alqahtani (2015) indicates that young people in the Tihama plains in the Asir region of Saudi Arabia usually leave school in search of work, especially in the trade of livestock and honey, hoping to improve their income. They try to promote their products in the markets of different regions, especially during the summer vacation, and one of the ways of doing this is to preserve the characteristics of the local dialect, with the aim of getting closer to customers and gaining their satisfaction, and thus selling the product.

Regarding digital marketing, Alotaibi (2024) points out that providing content in Arabic in the field of advertising is a prevailing trend in the Kingdom of Saudi Arabia. The presence of the Arabic language in the Saudi advertising field is not just a matter of choice, but an inevitable necessity, as integrating the Arabic language into brand advertisements greatly enhances their interaction with the local culture, thus ensuring authenticity and cultural sensitivity, and consequently building real relationships with the target audience.

Some Saudi social media influencers realize the importance of addressing their followers in their local dialect. In the Tabuk region, for example, this phenomenon is clearly exemplified by figures like "Abu Suwailim," "أبو سويلم" who has managed to attract attention with his distinctive linguistic style. The Saudi influencer "Abu Suwailim" is a prominent example of using the local dialect as a tool to build a distinctive digital identity. His content relies on imitating the Tabuk

dialect in a sometimes exaggerated manner, which quickly attracts followers' attention and creates a humorous and easily spreadable style. This approach aims not only to elicit laughter but also to establish a clear personality that the audience can recognize and distinguish among thousands of content creators.

Given the limited studies that have explored to identify the attitudes of the followers towards the using of Authentic Tribal Dialect as a Branding Tool Marketing by influencers in Social Media and its role in Increased purchases of Saudi followers., this study remains an attempt to discover this role in the Saudi context, specifically in the Tabuk region, by surveying the opinions of a number of followers of the content presented by some influencers in this context, and to identify the results that lay the foundation for future studies on this topic.

8. STUDY METHODOLOGY

Based on the presented study problem and in order to answer the study questions arising from it, descriptive-analytical methodology was used, through two sections. The theoretical section was used to address some basic concepts related to the research topic, and scientific materials will be gathered from various sources in the field. While the applied section conducted through a field study targeting a number of Saudi followers of several social media influencers in the Tabuk region. Data will be collected from them using a questionnaire as the data collection tool.

9. STUDY TOOL

For data collection purposes, the study relied on an E-questionnaire consisting of several items in the form of questions to identify the attitudes of the study sample towards the using of Authentic Tribal Dialect as a Branding Tool Marketing by influencers in Social Media in Tabuk region and its role in Increased purchases of Saudi followers. Each question was presented with five alternatives, using a five-point Likert scale.

10. STUDY POPULATION AND SAMPLE

In this study, systematic random sampling used to select some followers of a number of influencers content in the Tabuk region of Saudi Arabia. Using GPower (v3.1), researcher estimated the sample size needed to detect a moderate difference in the Use of Authentic Tribal Dialect as a Branding Tool in Social Media Marketing. With effect size $d = 0.50$, $\alpha = 0.05$, and power = 0.80 (allocation ratio 1:1), the minimum required sample size was ~128 participants. Allowing for ~15% incomplete data, we will target 150 participants, the description of the personal and Socio demographics variables of the study sample included (5) variables: Sex, Age, Number of times influencers are followed, type of favorite Content, Purchase due Following influencers, As bellow:

Table 1

Table 1 Frequencies and Percentages of Study Sample According to their Sex		
Category	N	Percentage %
Sex	150	100%
Male	67	44.70%
Female	83	55.30%

The result in Table (1) showed that the more than half of the study sample (55.3%) were female, while the male constituted (44.7%) of the study sample.

Table 2

Table 2 Frequencies and Percentages of Study Sample According to their Age		
Category	N	Percentage %
Age	150	100%
Less than 27 years	92	61.30%
27-less than 37 years	33	22%
37-less than 47 years	15	10%
47 years and more	10	6.70%

The results in Table (2) showed that the (Less than 27 years) age group was the largest representing (61.3%) of the sample, followed by the (27-less than 37 year) group at percentage of (22%), while the (47 years and more) age group was the smallest representing (6.7%) of the sample, this indicates that the majority of the study participants were young.

Table 3

Table 3 Frequencies and Percentages of Study Sample According to the Number of Times Influencers are Followed		
Category	N	Percentage %
Number of times influencers are followed	150	100%
Daily, continuously	55	36.70%
Sometimes	95	63.30%

The results in Table (3) showed that the (36.7%) of the sample follow influencers on a daily/ continuously time, while (63.3%) of the sample follow influencers Sometimes.

Table 4

Table 4 Frequencies and Percentages of Study Sample According to their Favorite Content Type		
Category	N	Percentage %
Social/Cultural	67	44.70%
Commercial/Marketing	19	12.70%
Nutritional	14	9.30%
Other	50	33.30%
Total	150	100%

The results in Table (4) showed that most of the sample (44.7%) favorite the Social/Cultural content, while (12.7%) of the sample favorite the Commercial/Marketing content, and (9.3%) of the sample favorite the Nutritional content, finally (33.3%) of the sample showed that they favorite other content.

Table 5

Table 5 Frequencies of Study Sample According to the Purchase Due Following Influencers		
Category	N	Percentage %
Yes	86	57.30%
No	64	42.70%
Total	150	100%

The results in Table (5) showed that more than half of the study sample (57.3%) Purchase due Following influencers, while (42.7%) of the sample showed that they don't Purchase due Following influencers. This result indicates that following social media influencers plays a significant role in influencing the purchasing decisions of more than half of the sample (57.3%), reflecting the powerful marketing influence exerted by these influencers through presenting their experiences and opinions about products and services in a way that attracts followers and enhances their confidence.

11. RESULTS OF ANSWERING THE STUDY QUESTIONS

Question (1): What is the perceptions level of the study sample members regarding the Use of the Authentic Tribal Dialect as a Branding Tool in Social Media Marketing in Tabuk region?

The main descriptive statistics (mean and standard deviation) were used to answer this question, the results show in Table (6) below:

Table 6

Table 6 Means and Standard Deviations of the Perceptions Level of the Study Sample Members					
No.	Items	Mean	Standard Deviation	Relative Importance	Rank

1	I believe that influencers using the local dialect of the Tabuk region in their content lends it greater credibility.	4.308	0.525	High	5
2	I admire influencers' content when they use the local dialect of the Tabuk region.	4.516	1.102	High	2
3	I feel closer to influencers who use my local dialect.	4.293	0.918	High	6
4	I prefer to follow influencers who use my regional dialect.	4.567	1.002	High	1
5	I prefer to follow influencers who use the local dialect even if they are not from the region.	3.962	0.897	High	11
6	I prefer to follow influencers who use the local dialect even if they speak inauthentically or exaggeratedly.	4.318	0.925	High	4
7	I believe that using the local dialect distinguishes an influencer from others and makes them more relatable to their followers.	4.116	0.938	High	9
8	An influencer's use of my regional dialect increases my trust in their content when it comes to promoting a product or service.	4.193	0.12	High	8
9	An influencer's use of my regional dialect makes me more inclined to purchase the product or service offered in their content.	4.051	1.221	High	10
10	I find that the marketing message delivered by an influencer is clearer when using my regional dialect.	4.28	1.012	High	7
11	An influencer's use of my regional dialect influences my purchasing decision compared to using formal Arabic when it comes to promoting a product or service.	4.452	0.909	High	3
Total		4.278	0.614	High	

The results in Table (6) show that the perceptions level of the study sample regarding the Use of the Authentic Tribal Dialect as a Branding Tool in Social Media Marketing in Tabuk region is at a high level, with a mean of (4.278) and standard deviation of (0.614). The results also shown in Table (6) indicate that paragraph (4), which states that “I prefer to follow influencers who use my regional dialect” came in the first rank with a mean of (4.567), followed by paragraph number (2) which states that “I admire influencers' content when they use the local dialect of the Tabuk region” came in the second rank with a mean of (4.516), followed in the third rank by paragraph (11) which states that “An influencer's use of my regional dialect influences my purchasing decision compared to using formal Arabic when it comes to promoting a product or service” with a mean of (4.452). On the other hand, the paragraph number (5) which states that “I prefer to follow influencers who use the local dialect even if they are not from the region” came in the last rank of importance with a mean of (3.962). From the researcher's point of view, this result reflects the sample group's awareness of the importance of employing local linguistic identity in enhancing the attractiveness of brands by social media influencers, as the tribal dialect contributes to creating a sense of authenticity and cultural belonging, which increases the audience's interaction and confidence in the marketing content.

Question (2): Does the Use of the Authentic Tribal Dialect as a Branding Tool Marketing by influencers in social media in Tabuk region play a role in Increased purchases of Saudi followers?

To answer this question, one-Sample t.test was applied, and the results were as shown in the following table:

Table 7

Table 7 Results of Applying One-Sample T. Test				
	Mean	Standard deviation	T	Sig.
Role of Using Authentic Tribal Dialect by influencers as a Branding Tool in Social Media Marketing on Increased purchases	4.287	0.614	59.442	0.000*

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

It is clear from the results presented in Table (7) that the value of (T) reached to (59.442) and it is statistically significant at the level of significance ($0.05 \geq \alpha$), and this indicates the presence of an a role of using Authentic Tribal Dialect as a Branding Tool Marketing by influencers in Social Media in Tabuk region in Increased purchases of Saudi followers.

This result can be explained by the fact that the use of tribal dialect by Saudi influencers in the Tabuk region effectively contributes to enhancing the response of Saudi followers, as it enhances the sense of familiarity and cultural belonging, and increases the credibility of influencers with the public, which is reflected positively on purchasing decisions and thus higher sales levels. Thus, this linguistic strategy is an effective marketing tool that can be relied upon to achieve tangible results in the local market. This result is consistent with the findings of the Hendriks and van Meurs (2022) study which indicated that influencers' use of regional dialects in their content has positively contributed to increasing the number of followers who speak that dialect.

Question (3): To what extent does excessive imitation of a tribal dialect by influencers affect the perception of the region's cultural identity among followers in Tabuk region?

When the study sample members were asked about to what extent does excessive imitation of a tribal dialect by influencers affect the perception of the region's cultural identity among followers in Tabuk region. Most of the study sample members (38.9%) answered that they the effect is somewhat positive, as the exaggeration in imitating the local dialect draws attention to this dialect and introduces a wider audience to elements of the region's culture, despite the potential for oversimplification. (17.6%) of the study sample showed that the effect is moderate, as some followers realize that this style is part of entertainment or marketing, so they do not directly link it to the real identity, while others may be affected by it to varying degrees.

While (22.1%) of the study sample indicated that in some cases, the effect is negative, especially among the people of the region, as this tradition may be seen as an exploitation or distortion of cultural identity, which provokes feelings of rejection or resentment. Also, (7.8%) of the study sample showed that excessive imitation greatly affects the perception of cultural identity, as it may cause a dialect to lose its authenticity and make it seem artificial, leading to a distorted or superficial image of the region's culture. In contrast, (13.6%) of the study sample did not provide an answer related to the question or did not provide any answer at all.

From the answers given to the previous question, it is clear that most members of the study sample view the imitation of the local dialect by social media influencers positively and see it as a kind of excitement and connection to the local culture.

Question (4): Is there a difference in perceptions level of the study sample regarding the Use of the Authentic Tribal Dialect as a Branding Tool in Social Media Marketing in Tabuk region according to their demographic characteristics?

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

Table 8

Table 8 One Way ANOVA Test						
Variable	Categories	Number	Mean	Std. Deviation	F	Sig.
Age	Less than 27 years	92	10.83	5.77	1.622	
	27-less than 37 years	33	11.39	5.29		
	37-less than 47 years	15	12.81	6.59		
	47 years and more	10	15.54	4.78		
Sex	Male	67	12.27	5.75	0.191	0.826
	Female	83	13	6.44		
Type of favorite content	Social/Cultural	67	14.86	3.09	4.01	
	Commercial/Marketing	19	11.79	7.12		
	Nutritional	14	12.2	5.94		
	Other	50	9.73	3.79		
Number of times influencers are followed	Daily, continuously	55	13.1	4.87	12.56	0.012
	Sometimes	95	11.59	6.39		
Purchase due following influencers	Yes	86	11.74	6.11	3.216	
	No	64	13.72	4.58		

It is clear from the results presented in Table (8) that there is a statistically significant differences at the level of significance ($0.05 \geq \alpha$) between the answers of the study sample members regarding the Use of the Authentic Tribal

Dialect as a Branding Tool in Social Media Marketing in Tabuk region according to the personal variable (type of favorite Content) for the Category (Social/Cultural), based on the calculated (F) values of (4.01), which is statistically significant at the significance level ($0.05 \geq \alpha$) and at the significance level (Sig=0.036), which is less than (0.05). This result reflects the actual influence of the "preferred content type" variable on followers' trends. Individuals who prefer different types of content may differ in their acceptance of or engagement with the use of tribal dialect in building a marketing identity, these preferences favored socio-cultural content, indicating that followers are more receptive to and engaged with the use of tribal dialect in marketing messages compared to others. This can be explained by the fact that this type of follower naturally tends to value elements associated with local identity and cultural heritage, making the use of tribal dialect more impactful and appealing to them within the context of digital marketing.

Also, the results presented in Table (8) showed that there is a statistically significant differences at the level of significance ($0.05 \geq \alpha$) between the answers of the study sample members regarding the Use of the Authentic Tribal Dialect as a Branding Tool in Social Media Marketing in Tabuk region according to the personal variable (Number of times influencers are followed) for the Category (Daily/ continuously), based on the calculated (F) values of (12.56), which is statistically significant at the significance level ($0.05 \geq \alpha$) and at the significance level (Sig=0.012), which is less than (0.05). This result can be explained by the fact that intensive and continuous exposure to content provided by influencers, which often includes authentic local accents, contributes to fostering familiarity with this style, and increases its effectiveness and impact in attracting attention and strengthening followers' connection to the brand.

On the other side, It is clear from the results presented in Table (8) that there is no statistically significant differences at the level of significance ($0.05 \geq \alpha$) between the answers of the study sample members regarding the Use of the Authentic Tribal Dialect as a Branding Tool in Social Media Marketing in Tabuk region according to the personal variables (Age, Sex, Purchase due Following influencer), based on the calculated (F) values of (1.622, 0.191, 3.216), respectively, which are not statistically significant at the significance level ($0.05 \geq \alpha$) and at the significance level (Sig=0.586, 0.826, 0.063) respectively, which are greater than (0.05).

12. CONCLUSION

In conclusion, this research demonstrates that influencers' use of authentic tribal dialects in social media marketing is an effective tool for enhancing brand identity and strengthening its connection to the local environment in the Tabuk region. The results show that influencers in Tabuk employing the local dialect contributes to building a closer and more authentic connection with their audience, particularly those who value cultural identity and heritage, such as followers of social/cultural content and those who consistently follow influencers. The study also reveals that this approach is not limited to the linguistic aspect alone, but extends to reflecting a value system and culture that enhances the credibility of marketing messages and increases audience engagement. Therefore, the study recommends the thoughtful use of authentic local dialects, tailored to the nature of the target audience and the type of content presented, while maintaining a balance between authenticity and professionalism in the marketing discourse. Furthermore, the study highlights the need for further research in different regions and across other variables to gain a deeper understanding of the impact of cultural and linguistic factors on digital marketing.

CONFLICT OF INTERESTS

None.

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