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The “Made in Saudi Arabia” Logo as a Country-of-Origin Cue and its Effect on Perceived Brand Image and Purchase Intentions (*)

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Abstract

In the light of intensifying global economic competition, the Kingdom of Saudi Arabia seeks to build a national brand, “Made in Saudi,” and employ it as a strategic tool to enhance the image of its local products and strengthen their competitiveness in consumers’ minds. This study aimed to measure and understand the impact of the “Made in Saudi” logo, as a country-of-origin cue, on the perceived image of Saudi brands, and to examine the extent to which this impact is reflected in the purchase intentions of Saudi consumers. The study was grounded in Country-of-Origin Theory and adopted a descriptive-analytical approach based on a survey method. To achieve the research objectives, a questionnaire was distributed to a sample of 400 Saudi consumers, and the data were analyzed using SPSS.

The findings revealed a strong positive administered attitude toward the country of origin and the “Made in Saudi” logo, considering them supportive factors for brand credibility and perceived quality, with national pride emerging as a key driver of trust and preference for local products. The results also indicated a significant positive effect of the logo on brand image across its functional, symbolic, and social dimensions. Quality, development, and efficiency were central in shaping the functional image, while the symbolic dimension was reflected in enhanced national pride and sense of belonging, supported by the role of social media platforms and increased social acceptance of local products. This positive perception was reflected in higher purchase intentions and brand loyalty, particularly in their affective and attitudinal components. Furthermore, consumers were found to rely on their personal

(*)The Paper was received on February 21, 2026, and accepted for publication on April 26, 2026.

The Paper is extracted from a master’s thesis submitted to the Faculty of Communication and Media at King Abdulaziz University, under the supervision of Professor Dr. Khulood Miliani, Professor of Public Relations and Advertising at the Faculty.

experiences and social influence in forming awareness and evaluations of national products.

Key words: Made in Saudi Arabia - Perceived Brand Image-
Purchase Intentions.