

The purpose of the study is to investigate the association between religiosity and intentions to purchase brands within the Kingdom of Saudi Arabia, a society currently undergoing economic progress and societal transformation (Nurunnabi, 2017). While existing research has examined religiosity's role in shaping consumer preferences, the specific focus of Saudi Arabia's transition from religious conservatism to a more liberal ethos remains uncharted territory. As a result of Vision 2030, the strategic plan presented by the Saudi government and supported by Crown Prince Mohammed bin Salman is to achieve economic diversification through the exploration of alternative income sources (Thompson, 2017, p. 205). However, societal changes do not consistently align with government initiatives, leading to the following professional question: To what extent do Saudi individuals perceive Western brands differently, and does religiosity contribute to elucidating these variations? Yet, despite government efforts, societal transformation lags, raising the query of how Saudis perceive Western brands amid religiosity variations (Tlaiss et al., 2022). Saudi Arabia's profound societal transformation is marked by a shift away from its historical identity as a conservative religious society towards a more liberal and open-minded outlook (Abbas, 2019; Tlaiss et al., 2022). This divergence between institutional endeavours and the broader societal response raises questions regarding the perceptions and attitudes of Saudi consumers .(towards Western brands (Islam & Chandrasekaran, 2019