
To analyse the impact of PR Campaigns on consumer attitudes and purchasing decisions in Saudi Arabia

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Abstract

This study aims to analyse the impact of PR Campaigns on consumer attitudes and purchasing decisions in Saudi Arabia, along with assessing the significance of PR campaigns in businesses, evaluating various ways PR campaigns affect buying decisions and analysing the impact of PR Campaigns on consumer attitudes and purchasing decisions in Saudi Arabia. To attain the objectives of this study, the study employs a primary quantitative method. The data was collected through a closed-ended survey questionnaire and was analysed through SPSS. The results of the study show that PR campaigns have a huge influence on Saudi consumers' perceptions and buying behaviour. The majority of the participants said they were more likely to buy products after interacting with a PR campaign. This suggests that PR is very useful in influencing the consumer's actions. To optimise this influence, it is advised that companies improve the message clarity of their campaigns so that these connect with target consumers. Moreover, the integration of the campaign narratives into the commonly held consumer values and the use of more interactive methods of

engagement would also go a long way in enhancing the overall brand trust, thus leading to the formation of more long-term consumers' commitment in such a competitive market.

Keywords: Public Relations, Campaigns, Consumer Attitudes, Purchasing Decisions.

Chapter 1: Introduction

1.1 Background

In relation to the dynamic society and economy setting of nations such as Saudi Arabia, the impact of Public Relations (PR) on consumer perception and consumer behaviours is a vital research area. As Saudi Arabia is expanding its economy by exploring diverse industries, such as entertainment and fashion; according to Vision 2030, PR has turned into a vital medium for the businesses to comprehend the insight of their consumers better (Al Hadeed et al., 2024). The variations in Saudi businesses comprised change in consumer behaviour, amended acceptance of international brands, and enhanced population media access in recent years (Al-Fayad, 2022). PR campaigns form a component of business directions intended at new product/brand creation which is also acceptable by Saudi culture & norms (Dhanesh & Duthler, 2019).

With the help of digital platforms and social media, the area of impact of PR activities amplified as the businesses were able to influence the target audience directly. The shift in technologies allowed PR to accomplish a crucial role in determining the attitude of consumers by ensuring that the message of the brand depicts society's trends and the desired lifestyle that is common in the region. Most Saudi Arabian consumer decisions are highly influenced by their families, religion, and social classes, and these factors are becoming an integral part of the PR campaigns to create more appealing marketing influence (Al-Fayad, 2022). The examination of the PR

activities' impact on the consumers' behaviour in the Saudi market may prove helpful in offering reasonable information concerning the efficiency of particular forms of communication and the resultant changes in purchasing behaviours. Through this study, businesses can find out how PR campaigns affect consumers in terms of brand perception and purchasing behaviour in a specific market.

1.2 Problem Statement

Although the Kingdom of Saudi Arabia has transformed economically and culturally in recent years, knowledge regarding the effects and outcomes of PR campaigns on Saudi customers' purchasing behaviour is currently limited. Existing research demonstrates the impact of PR on consumers perceptions towards the brands in different regions like the UK (Gesualdi, 2019; Quesenberry, 2020). However, the cultural, religious, and social contexts of Saudi Arabia are quite different from other parts of the world due to higher level of religious inclination and strong-rooted customs. Therefore, the different cultural, religious, and social aspects create both a challenge and an opportunity for brands. According to research conducted by Ajina (2020) in Saudi Arabia, 70% of Saudi Arabian consumers rely on brand reputation and image while purchasing their products, which shows why PR is critical in managing brand images. However, more than six out of ten organisations in the Kingdom indicated that they faced difficulties in determining PR effectiveness and the impact they make on consumers (Ajina, 2020). Also, the message of PR campaigns may not be appropriately received by the consumers due to limited technological awareness and can therefore affect the efficacy of the marketing strategies (Quesenberry, 2020). As a result, there is a need to fill the identified literature gap by focusing on how PR campaigns affect Saudi Arabian consumers' attitudes and buying behaviour, and the factors that contribute to these effects.

1.3 Significance of the Study

The current research is important for several reasons. First of all, it is intended to extend the current body of knowledge related to marketing and PR, while emphasising on the regions where significant cultural and economic changes are emerging i.e. Saudi Arabia. The behaviour of Saudi Arabian consumers with regard to PR campaigns can be useful to understand the markets which are transitioning from traditional practices towards modernity. Second, the findings will be useful for organisations interested in enhancing their PR approaches in the region by providing information on how to communicate successfully with Saudi consumers. Lastly, the study will help policymakers and marketers to understand how they can utilise PR to shape consumer behaviours by using different strategies, including increased consumer support for local or sustainable brands and products. In this way, the current study will offer several theoretical and practical contributions to the improvement of PR campaigns and their role in strategic marketing in Saudi Arabia.

1.4 Study Objectives

The aim of this study was to analyse the impact of PR Campaigns on consumer attitudes and purchasing decisions in Saudi Arabia. The following were the objectives:

- To assess the significance of PR campaigns in businesses.
- To evaluate various ways PR campaigns affect buying decisions.
- To analyse the impact of PR Campaigns on consumer attitudes and purchasing decisions in Saudi Arabia.

1.5 Study Questions

The study questions were as follows:

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- What is the significance of existing PR campaigns used by Saudi Arabian businesses?
 - What are the ways in which PR campaigns affect consumer buying decisions in Saudi Arabia?
 - What is the impact of PR campaigns on customer attitudes and purchasing decisions in Saudi Arabia?

1.6 The Scientific Theory Followed to Prepare the Research

Consumers' attitude and perceived behavioural control were evaluated in this current research based on the theory of planned behaviour that was developed by Ajzen (1991). The planned behaviour theory posits that an individual's behavioural intentions are influenced by three key components: comprising attitude toward the behaviour, perceived social norms and perceived behavioural control (Ajzen, 1991). When used in PR campaigns, it provides comprehension of how people become persuaded in creating favourable attitudes towards numerous brands' marketing communications. Based on this theory, the present study examines how PR campaigns may in fact influence consumers' perceptions and reactions. The theory assisted in the understanding that, with the right techniques of communicating, people's perception and attitude towards the products or brands in the market would have to shift. Moreover, the studies included in the present work examined the degree of perceived control regarding consumer behaviour in Saudi Arabia as well as people's perceptions of PR campaigns (Quesenberry, 2020; Dhanesh & Duthler, 2019; Al Hadeed et al., 2024). The use of the Theory of Planned Behaviour offered a general guideline of the comprehensive factors that define consumer behaviour attitudes and intention hence assist in evaluating PR campaigns' effectiveness with regards to the Saudi Arabian cultural differences.

Chapter 2: Literature Review and Conceptual Framework

2.1 Introduction

PR campaigns play a key role in shaping consumer attitudes and purchasing decisions. These campaigns influence behaviour by creating positive brand perceptions (Eastman et al., 2019). The theory of Planned Behaviour explains how attitudes alongside social norms and perceived control shape intentions. It shows how campaigns influence consumer behaviour and decision making (Ajzen, 1991; Conner, 2020). These campaigns foster trust through consistent communication. Effective PR strategies align with cultural values and drive positive outcomes (Reddi, 2019). This review will explore various types of PR campaigns. It will also evaluate the impact of PR campaigns on customer attitudes and their influence on purchasing behaviour.

2.2 PR Campaigns

PR campaigns are structured efforts meant to shape consumer perceptions to influence behaviours (Suriyanto et al., 2020). In this regard, they are crucial in bringing about positive brand images and building a sense of trust among consumers. PR campaigns aligns messages with the values of consumers, leading to affect the attitudes and behaviour of consumers. They have a very important role in creating meaningful engagement in modern business (Quesenberry, 2020). The PR campaigns enhance visibility and influence purchasing decisions. There are different types of PR campaigns, such as traditional, digital, CSR-based, and influencer-based, each of which is implemented with its own way of connecting with audiences (Gesualdi, 2019). This section will look at those types and their role in influencing consumer behaviour.

2.2.1 Traditional PR Campaigns:

Traditional PR campaigns depend on methods that reach the consumer rather indirectly through things like press releases or events with the media. These campaigns involve traditional media channels, newspapers, radio, and TV, which help shape consumer opinion and create brand credibility (Reddi, 2019). As Gesualdi (2019) added, traditional PR helps shape attitudes through sources they can trust. One famous example is the media campaigns of Coca-Cola, which successfully built a positive brand image and customer loyalty (Huse et al., 2022). Traditional PR campaigns are particularly effective among older demographics who rely on these channels for information. To date, they continue shaping purchasing decisions with credible messaging.

2.2.2 Digital PR Campaigns:

Digital PR campaigns leverage websites, blogs, and social media to engage consumers and enhance brand visibility. These campaigns enable brands to interact instantly with consumers through social media. These campaigns also allow brands to respond quickly to consumer feedback and build stronger connections (Kim, 2020). According to Quesenberry (2020), personalised communication through social media platforms significantly influences consumer decisions. For example, Nike's targeted campaigns on Instagram increased customer engagement and online sales (Jones & Lee, 2022). Digital PR also enables companies to tailor messages to specific audiences. These campaigns are critical in today's fast-paced market where real-time interaction plays a vital role in purchasing behaviour (Quesenberry, 2020).

2.2.3 CSR-Based PR Campaigns:

CSR-based PR campaigns focus on promoting corporate social responsibility to build trust and loyalty. These campaigns align business practices with societal values, enhancing the brand's image among ethically conscious consumers (Chen & Huang, 2018). Mercadé-Melé et al. (2018) explained that consumers are more likely to support brands involved in social causes. For instance, Starbucks' environmental campaigns improved its brand reputation and customer loyalty (Kang & Namkung, 2018). CSR-based campaigns drive purchasing decisions by creating emotional connections with consumers who value sustainability. As Ajzen (1991) noted, aligning campaigns with consumer values positively influences behaviour and intentions. It strengthens the brand-consumer relationship.

2.2.4 Influencer-Based PR Campaigns:

Influencer-based PR campaigns involve collaborations with individuals who have significant social followings to promote products. Influencers build trust by sharing personal recommendations, which shape consumer attitudes (Smith et al., 2021). These campaigns are effective because followers see influencers as relatable figures. Beauty brands, for instance, partnered with influencers which led to an increase in brand visibility and boosted sales (Fleming, 2020). Nike's partnerships with athletes enhanced its brand image and drove product sales (Jones & Lee, 2022). Influencer-based campaigns leverage personal trust to influence purchasing behaviour. This factor makes these campaigns essential in today's consumer-driven landscape.

2.3 Association of PR Campaigns with Consumer Attitudes

PR campaigns shape consumer attitudes by influencing how people perceive brands. Positive campaigns build trust, while poorly executed ones can damage a brand's reputation (Quesenberry, 2020). According to Gesualdi (2019), emotional appeal is

essential in creating favourable consumer attitudes. Kim (2020), however, argued that emotional campaigns only succeed when messages align with cultural values. This suggested that emotional connection alone may not guarantee a positive outcome without relevance to the audience's context. Emotional appeal thus must complement other factors like cultural relevance to impact attitudes effectively.

Credibility is another key factor influencing consumer attitudes. PR campaigns using credible sources gain consumer trust more effectively (Papasolomou et al., 2014). Conner (2020) explained that when brands employ experts or well-known figures, they build credibility. This credibility improves attitudes toward the brand. However, Reddi (2019) contended that excessive reliance on credibility can backfire if not paired with meaningful engagement. A campaign might appear authentic but fail to resonate emotionally. Campaigns need to balance credibility with emotional resonance to maintain positive perceptions (Papasolomou et al., 2014).

Conner (2020) revealed that while PR campaigns significantly affect consumer attitudes but their success varies. Consistent campaigns result in sustained positive attitudes over time (Saktiana & Prakosa, 2023). Gesualdi (2019) found that campaigns lacking consistency weaken consumer trust. Emotional and credible campaigns produce the most lasting attitude shifts. The findings of these studies suggested that a combination of emotional appeal, credibility and relevance yield the strongest outcomes. Overall, PR campaigns influence attitudes, but their impact depends on the careful execution of multiple factors.

2.4. Association of PR Campaigns with Purchasing Decisions

PR campaigns occupy an important position in consumers' decision-making concerning their buying decisions and behaviours. Existing literature regarding the effects of PR on consumer behaviour is still debated based on their effects and particularly how these campaigns interfere with social norms, behaviour control and

consumer preferences (Neupane, 2022; Maresh-Fuehrer, 2021; Li et al., 2022). One strong and important argument, as noted by Neupane (2022), is that through PR campaigns perceptions are shaped in customers' minds concerning brands and such perceptions shape buying behaviour. They argued that consumers from nations with cultural inclinations like the United States, India, Saudi Arabia, etc were most likely to follow perceived cultural and social norms when making consumption choices. PR campaigns that reflect societal values and norms effectively resonate with consumers, shaping their intentions to purchase products. This was in line with the work of Ogieriakhi (2023), who found that in the Nigerian market, PR campaigns which employed local tradition/religious content tend to generate the needed purchases rather than global appeal.

The understanding of the association of PR campaigns with purchasing decisions can be improved by studying case studies (like Coca-Cola and PepsiCo) on successful PR campaigns as they provide further evidence of their impacts. Shahid and Ashfaq (2021) explained an advertising campaign of Coca-Cola and PepsiCo that was promoting national pride and family-oriented motives. This particular PR strategy was well received by local consumers and resulted in a great increase in sales of these products. Similarly, Liu (2023) established that Nike employed a PR campaign, Dream Crazier to appeal to the shifting social norm that visualised empowered women participating in sports since it led to escalated Nike's sales. Despite these successes, Kim (2020) warned that PR campaigns must continuously evolve to stay relevant to consumer expectations. They have asserted that package policy and static campaigns are less effective in capturing the sustained attention of the consumer, especially in the contemporary era where change is slightly more frequent. Hence, there is a positive relationship between PR campaigns and purchasing decisions, the success depends on numerous aspects like culture, norms and perceived behavioural control.

2.5 Literature Gap

Despite extensive research on the role and impact of PR campaigns, there are concerns concerning PR advertising procedures and systems, especially in the cultural and social context of Saudi Arabia. The majority of previous research, for example, Reddi (2019) and Quesenberry (2020), focused on Western countries, excluding the Saudi market, as well as this market's audience, which is characterised by different characteristics than in Western countries. The Saudi Arabian consumers are conservative in their religious and communal practices in most of their operations and this may create a deviation from the traditional PR strategies. Furthermore, despite the existence of extensive literature on the outcome of different sorts of PR campaigns on consumers worldwide, there is a scarcity of research studying the effect of individual components of PR such as affective appeal, perceived credibility and relevance to change consumer perceptions and mediate purchase intentions in Saudi Arabia (Gesualdi, 2019; Kim 2020).

2.6 Conceptual Framework

The conceptual framework for this study pinpointed the PR campaign as the independent variable and the level of consumer purchase intention as the dependent variable (Figure 1). PR campaigns are business strategies that an organisation employs in an attempt to convey the intended brand message and market a product or a service. Such campaigns can also involve traditional PR tools, like press releases and media events and innovative PR tools (involving social media marketing, along with the use of influencers).

The dependent variable of consumer purchasing decisions was the consequences or the effects of PR campaigns. This includes the consumer's purchase intention and their consumption behaviour as well. This means that proper and effective PR campaigns have the capability of impacting purchase decisions by developing

positive opinions, trust and attitudes towards the brand or product. On the other hand, weak or irrelevant campaigns have the potential of giving the intended brand a wrong perception and, thus, will not be supported by consumers.

This framework showed that PR campaigns immediately translate into consumers' decisions to purchase a product (Figure 1). This explains why the work focussing on the PR measures as an essential element of the Saudi Arabian enterprises' management emphasises the need for qualified and culturally appropriate PR strategies and tactics to provide behaviour modification and sales growth and develop long-term consumer loyalty.

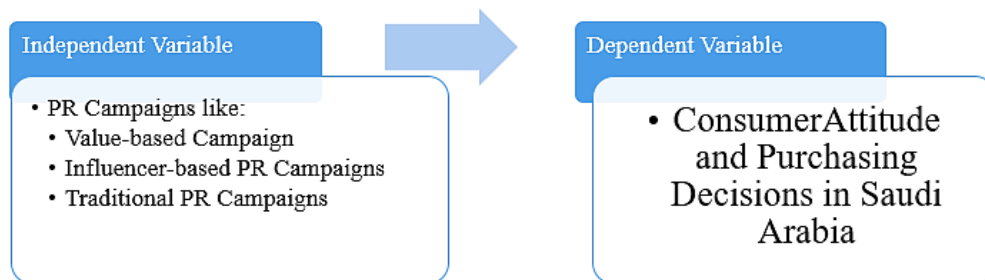


Figure (1): Flowchart for Conceptual Framework

2.7 Hypothesis

For this research hypothesis regarding the impact of PR campaigns on consumer attitudes and purchasing decisions in Saudi Arabia, this study can structure the null and alternative hypotheses as follows:

H1: There is a relationship between PR campaigns and consumer attitudes in Saudi Arabia.

H0: There is no relationship between PR campaigns and consumer attitudes in Saudi Arabia.

H2: PR campaigns can predict purchasing decisions in Saudi Arabia.

H0: PR campaigns cannot predict purchasing decisions in Saudi Arabia.

These hypotheses can guide this analysis to determine whether PR campaigns significantly influence consumer behaviour in the current study context.

Chapter 3: Research Methodology

3.1 Introduction

This study focuses on analysing how PR campaigns impact consumer attitudes and purchasing decisions. The purpose of this chapter is to outline the research methods used for the study. It will explain the research philosophy, approach, design, and data collection techniques. This chapter will also cover sample size, data analysis methods, validity, reliability, and ethical considerations.

3.2 Research Philosophy

This study employed positivism to investigate the impact of PR campaigns on consumer attitudes and purchasing decisions. Positivism follows an objective, scientific approach by focusing on measurable phenomena (Alharahsheh & Pius, 2020). It was appropriate for this study because PR campaigns affect behaviours in observable ways. Positivism allows the collection of quantifiable data through surveys and supports reliable findings (Ryan, 2018). This approach helped generalise results about PR influence across consumers in Saudi Arabia. It ensured objective analysis by minimising researcher bias. The focus on measurable outcomes provided clear insights into the relationship between PR efforts and consumer behaviour. Interpretivism was not suitable for this study because it would have emphasised subjective meanings. Critical realism focuses on both observable and hidden factors (Lawani, 2021). It was thus not applied as it would add unnecessary complexity. Positivism fit best in this study as it offered clear and data-driven insights (See Figure 2).

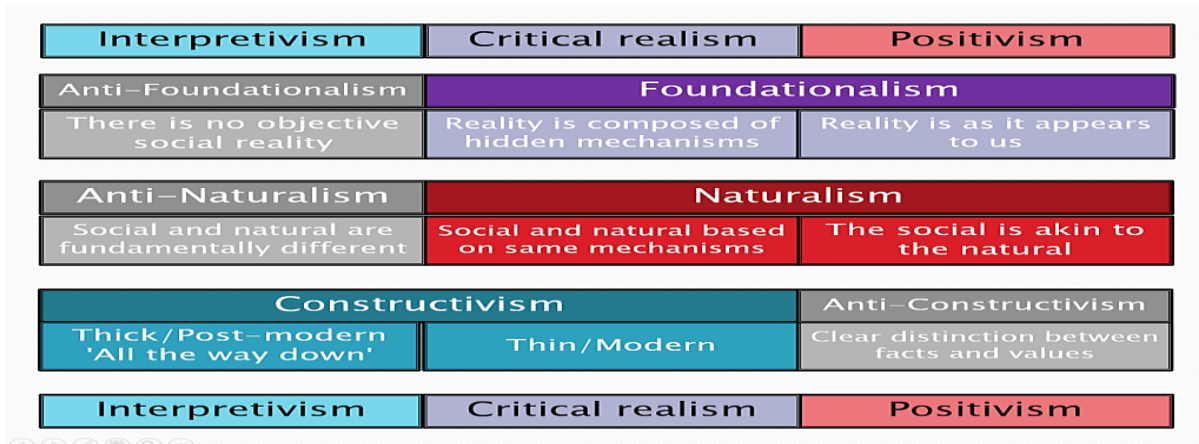


Figure (2): Research Philosophies

3.3 Research Approach

This study followed a deductive approach to test hypotheses related to impact of PR campaigns on consumer attitudes and purchasing decisions. The deductive approach begins with theories or frameworks from which hypotheses are generated and then tested through empirical data (Saunders, 2009). (See Figure 3)

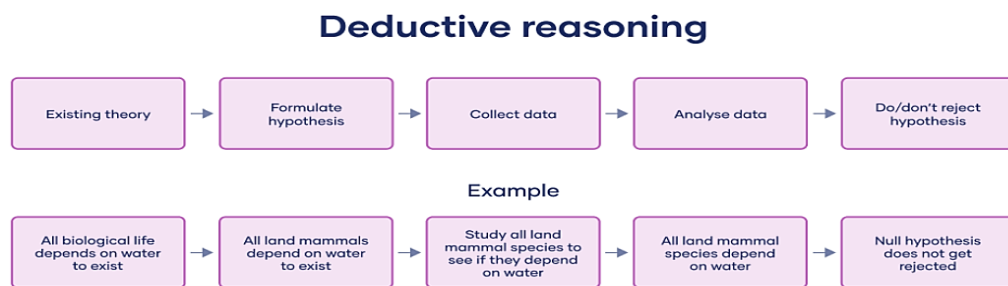


Figure (3): Deductive Approach in Research

This approach was thus appropriate for the study because it allowed the researcher to validate or refute assumptions in terms of the impact of PR campaigns using structured data. The theory of planned behaviour provided a basis on which to formulate hypotheses. By using deductive reasoning, it kept the study objective and

measurable in nature. It made the study relevant for the businesses also because it established quantifiable relationships between PR campaigns and consumer behaviour.

3.4 Research Design

The study employed a quantitative research design to determine the effect PR campaigns have on consumers' attitudes and purchasing choices. Quantitative studies entail collecting numerical data in order to identify patterns and establish relationships (Creswell & Creswell, 2017). (See Figure 4)

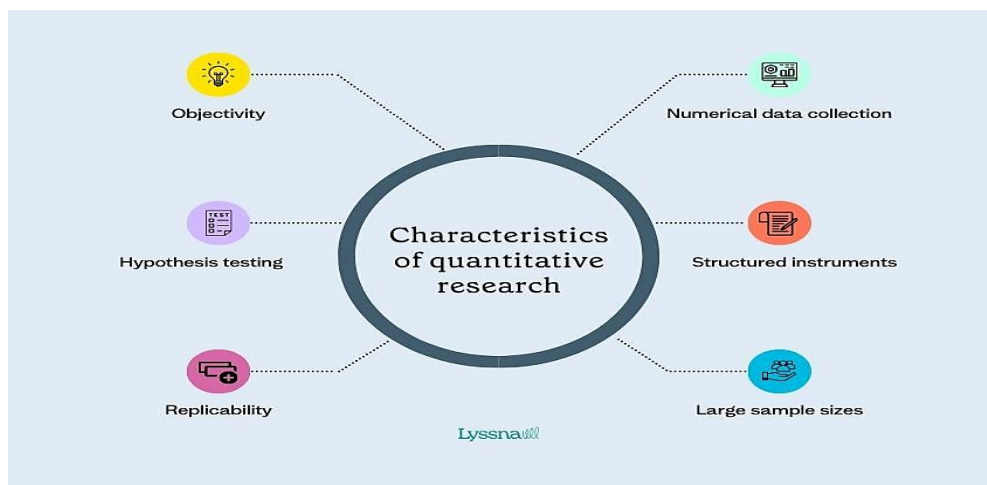


Figure (4): Quantitative Research Design

This was an appropriate design since the measurement of attitude and behaviour required structured data collection. Quantitative methods analyse trends using standardised tools such as surveys (Bryman, 2016). Structured questionnaires therefore fit into this design in the collection of responses from measurable participants. This design allows for statistical analysis that supports objective conclusions (Saunders, 2009). It ensured that the results were reliable and made them useful in generalising findings of the impacts PR campaigns have on Saudi Arabia.

3.5 Data Collection

This study focused on primary data collection through survey questionnaires. Primary data provides first-hand information believed to be direct from the respondents (Driscoll, 2011). (See Figure 5)

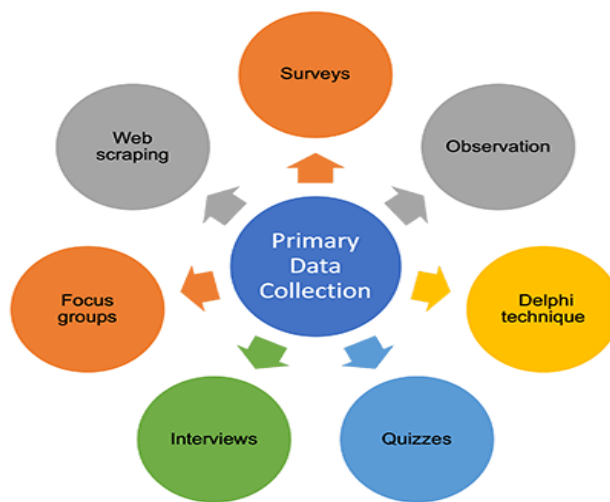


Figure (5): Primary Data Collection Methods

Surveys were appropriate since they entail structured data collection, as would be required by this study on PR campaigns and consumer behaviour. Surveys are especially good at measuring opinion, attitude, and intention with a high degree of accuracy (Nardi, 2018). This ensured that the study obtained relevant information from its survey participants in Saudi Arabia. Structured questionnaires also captured information regarding the attitudes of consumers coupled with purchasing intentions and brand perceptions. This was in line with the quantitative design of the study, as it provided measurable data for statistical analysis.

3.6 Sample Size

This study used a sample size of 100 participants to analyse the impact of PR campaigns. Participants represented a cross section of consumers from Saudi Arabia. The study used convenience sampling to select participants which ensured accessibility and relevance. A sample size of 100 met research standards for reliable statistical analysis. It was appropriate because it provided sufficient data to identify patterns and relationships. This sample size allowed meaningful insights into consumer attitudes and purchasing decisions.

3.7 Data Analysis

This present study analysed the quantitative data acquired through questionnaires using SPSS. SPSS is a statistical tool that is designed to handle a large volume of datasets and produces reliable results (Pallant, 2020). It was appropriate because it made the analysing of consumer attitude and purchasing decisions effectively. Descriptive statistics were used in the summary of responses used by participants that could identify trends. The correlation analysis was used in testing the relationship of PR campaigns to consumer attitude. Regression analysis tested whether PR campaigns predict purchasing decisions (See Figure 6).

Data Analysis Techniques in Quantitative Research



Figure (6): Data Analysis Techniques

SPSS indeed provides accurate insight into supporting data-driven conclusions (Saunders, 2009). These techniques correspond with the study's objectives of pattern identification, relationship testing, and hypothesis validation. SPSS ensured that the results were objective and statistically sound.

3.8 Relationship between Chosen Method and Research Topic

This study used quantitative methods to measure the impact of PR campaigns on consumer behaviour. Quantitative analysis aligned with the topic by capturing data on attitudes and purchasing decisions. Structured surveys provided measurable data and enabled the examination of hypotheses based on statistical data. Quantitative research allow the researcher to identify patterns and relations (Creswell & Creswell, 2017). This helped in testing the effectiveness of PR objectively. Reliability was guaranteed through SPSS analysis and the construct validity given as to how PR impacts the purchase behaviour of Saudi consumers.

3.9 Validity and Reliability

Validity and reliability were considered in this study to ensure accurate and consistent results. Validity is an assurance on the measure of a tool to what is to be measured, or more precisely, what needs to be measured (Creswell & Creswell, 2017). Reliability ensures that consistent outcomes present similar conditions for the study (Bryman, 2016). In this study, questionnaires were utilised in a standardised manner in order to reliably collect data. Structured surveys ensure reliability by minimising any form of bias (Saunders, 2009). Validity in the design of the survey was ensured by ensuring questions were aligned with the objectives of the research. Reliability was further enhanced by clear instructions and uniform data collection.

3.10 Ethical Considerations

This study followed ethical standards to guarantee the rights and privacy of participants. Ethical considerations are essential in protecting participants and maintaining research integrity (Saunders, 2009). (See Figure 7)

Ethical Considerations in Conducting Consumer Surveys



Figure (7): Ethical Considerations in Survey

The participants were informed of their rights to withdraw from the study and confidentiality was ensured throughout. Informed consent was obtained to ensure voluntary participation, in line with ethical research practices. Data anonymisation was performed to ensure the protection of participant identities and prevent data misuse. These ethical measures built trust and credibility, per international research standards, and reinforced the validity of the findings.

Chapter 4 - Analysis and Results

4.1. Introduction

The results revealed from the current research and analysis of PR campaigns on consumer perception and buying behaviour in Saudi Arabia will be discussed in this chapter. The findings of the study are derived from structured surveys conducted on

100 participants. In this chapter, major patterns of consumer perceptions, attitudes and behaviours will be discussed, with regard to PR activities. Correlation and regression tests were carried out to evaluate the impact of PR campaigns on consumer purchase behaviour. These results will provide insight into the efficiency of PR activities as a tool to influence consumers' behaviour.

4.2. Findings

4.2.1. Demographics:

The demographic information provided offers a detailed breakdown of the age, gender, education level, and income distribution of 100 respondents. This data is critical for understanding the characteristics of the sample population and can yield several insights that benefit decision-making and strategic planning. Consider the age group, the largest age group is 26-35 (40%), indicating most respondents are in their prime working years, likely established in their careers (Figure 8). The 36-45 group (26%) further added to a mature demographic; while, younger individuals (18-25) represented 13%. Smaller groups included those aged 46-55 (15%) and 56+ (6%). This suggested a predominantly younger sample, ideal for targeting younger, active consumers.

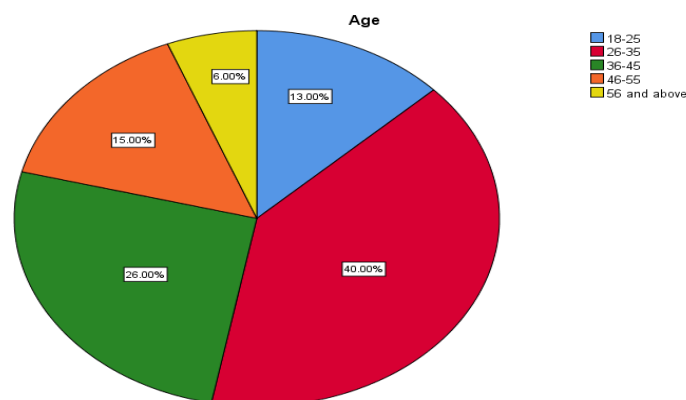


Figure (8): Age

The gender distribution showed that 65% of respondents were male; while, 35% were female. This division reflected the nature of the industry or context, such as male-prevalent sectors, which is crucial for understanding potential gender-specific perspectives or biases in the findings (Figure 9). Recognising this imbalance helped in tailoring recommendations and strategies to better address the needs of the dominant group while considering female representation.

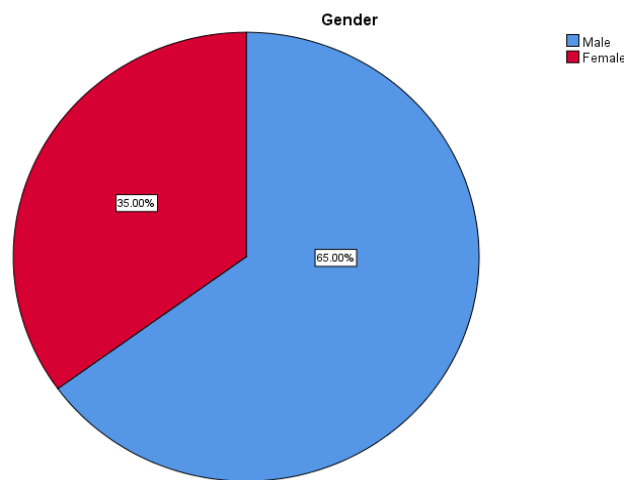


Figure (9): Gender

The majority of respondents (65%) hold a Bachelor's degree, indicating a well-educated population. This is followed by those with a Master's degree (18%) and a smaller proportion with a Ph.D. (5%) (Figure 10). Only 12% of respondents have a Diploma or High School education. This high level of education suggests that the respondents are likely to be professionals or individuals in skilled occupations, which can influence their preferences, behaviours, and income levels. Businesses or organisations targeting this group can focus on offering products or services that align with their educational background and expectations for quality and professionalism.

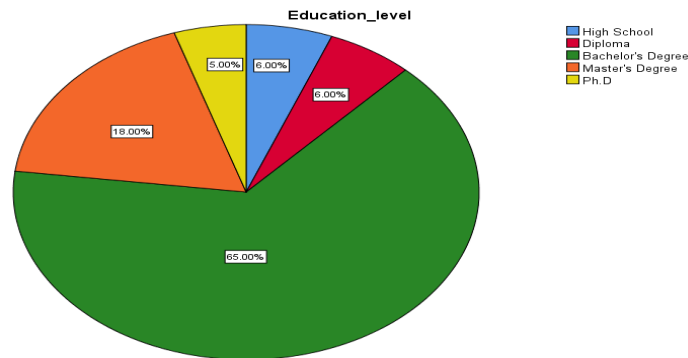


Figure (10): Education Level

The income distribution reveals that the largest group of respondents (28%) earns above SAR 20,000, with a significant proportion (23%) earning between SAR 5,001 and 10,000 (Figure 11). This indicates a varied income spectrum, with the majority earning middle to upper incomes. Knowing the income levels is beneficial for pricing strategies and understanding purchasing power, allowing for more accurate market segmentation.

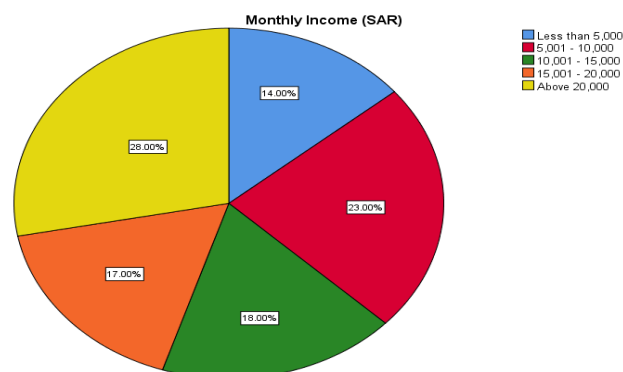


Figure (11): Monthly Income

The majority of respondents make online purchases often (51%) or always (30%), indicating a high frequency of online shopping behaviour. A smaller portion makes purchases rarely (18%), while just 1% reports never purchasing online (Figure 12).

This distribution suggested that most individuals in the sample are regular online shoppers, which could provide useful insights for businesses focusing on e-commerce and digital marketing strategies.

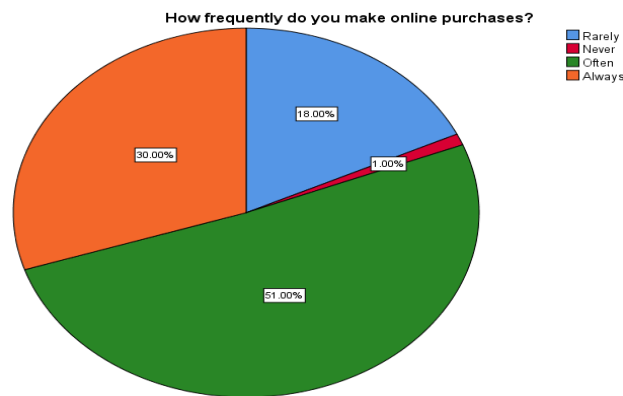


Figure (12): Online Purchase Frequency

Overall, the demographic data provided a clear picture of a predominantly young, male, well-educated, and moderately affluent population, which can be leveraged for targeted marketing, product development, and customer engagement strategies.

4.2.2. Descriptive Analysis:

The data gathered from the survey responses highlighted several key insights into the perception and influence of PR campaigns in Saudi Arabia. The descriptive analysis will explore the responses to various interview questions, providing a comprehensive overview of participants' views on PR campaigns and their effects on brand perception and consumer behaviour. Initially, participants were asked if the PR campaigns in Saudi Arabia were informative, 50% of respondents showed agreement (38% agree, 12% strongly agree) (Figure 13). However, a notable 41% remained neutral. This suggested that while many participants acknowledged the informational value of PR campaigns, a significant portion was unsure of their

clarity and usefulness. The presence of 9% who disagreed indicated that some campaigns cannot effectively communicate key messages.

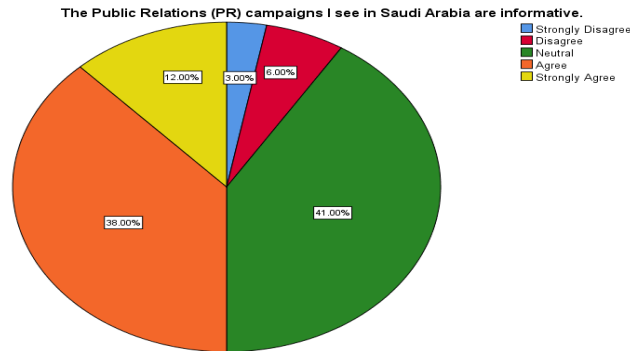


Figure (13): Informativeness of PR Campaigns

The survey further explored that the majority of respondents (46%) agreed that PR campaigns help them become more aware of new products or services. Additionally, 19% strongly agree; while, 26% remain neutral. A smaller percentage of participants either disagree (5%) or strongly disagree (4%). This suggested that PR campaigns were generally effective in raising awareness but left room for improvement.

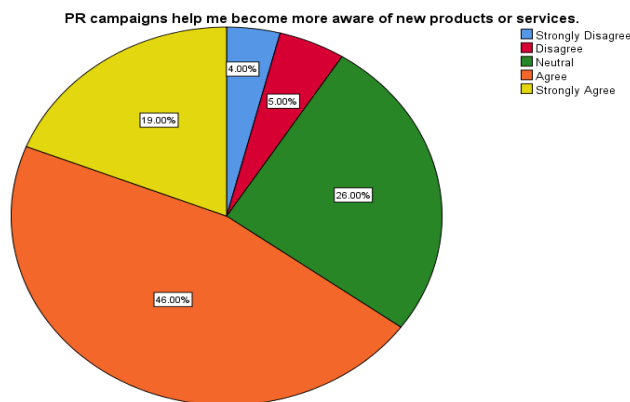


Figure (14): Effectiveness of PR Campaigns in Raising Awareness of New Products or Services

The survey explored whether respondents found PR campaigns to be reliable sources of information. Here, 65% expressed trust (53% agree, 12% strongly agree); while, 26% remained neutral (Figure 15). This positive perception underscored the potential for PR campaigns to serve as credible information sources, though the neutral responses highlighted a need for ongoing verification of information to enhance trustworthiness.

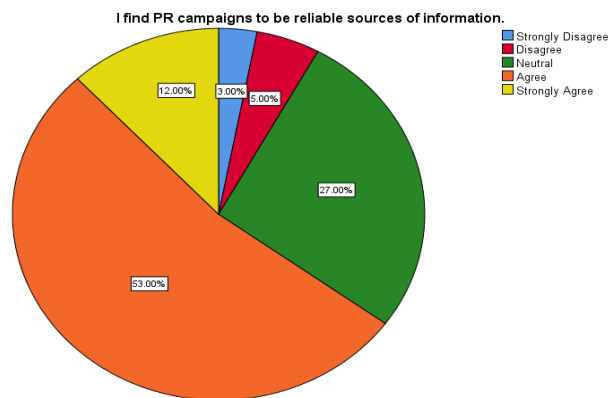


Figure (15): Reliability of PR Campaigns

Regarding the statement, that PR campaigns influence the perception of brands, 62% of respondents agreed or strongly agreed, indicating a strong link between PR campaigns and favourable brand attitudes (Figure 16). Nonetheless, 13% disagreed, suggesting that not all PR efforts resonated equally with consumers. Tailoring messages to specific target audiences can enhance this aspect.

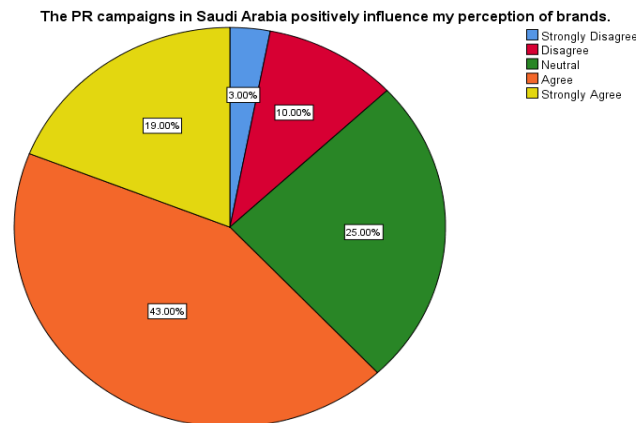


Figure (16): Influence on Brand Perception

When participants were asked if PR campaigns align with their values and preferences, 52% agreed (42% agree, 10% strongly agree) (Figure 17). However, 37% were neutral, which indicated that a portion of the audience did not see a direct connection. This gap presented an opportunity for brands to better understand and integrate consumer values into their PR strategies.

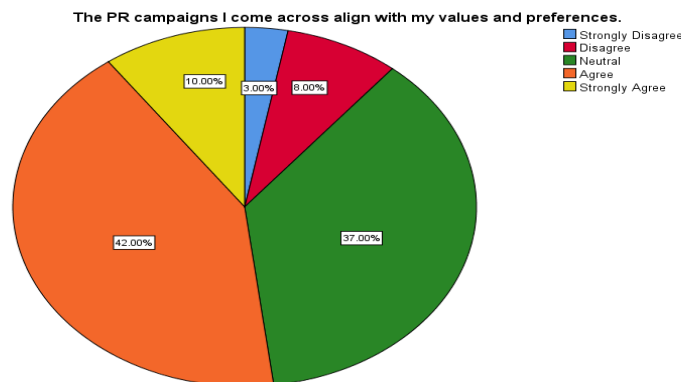


Figure (17): Alignment with Personal Values

The question of whether respondents were more likely to trust a brand after seeing its PR campaign revealed that 55% agreed (43% agree, 12% strongly agree) (Figure

18). This was a crucial finding, suggesting that effective PR strategies can significantly enhance brand trust, a vital component of consumer loyalty.

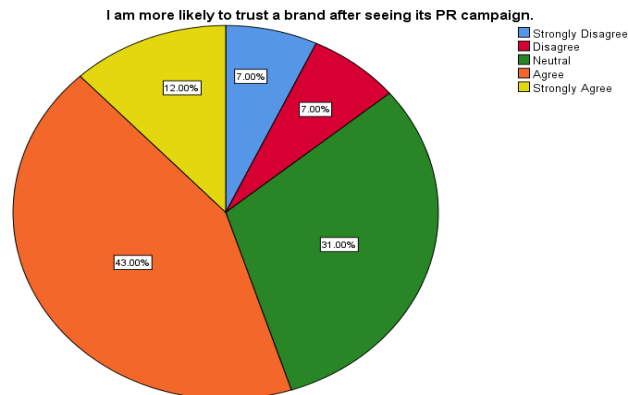


Figure (18): Trust in Brands after PR Campaigns

Respondents further indicated that PR campaigns often foster positive feelings toward brands, with 61% agreeing (Figure 19). This emotional connection was essential, as positive sentiments can lead to increased brand loyalty and advocacy among consumers.

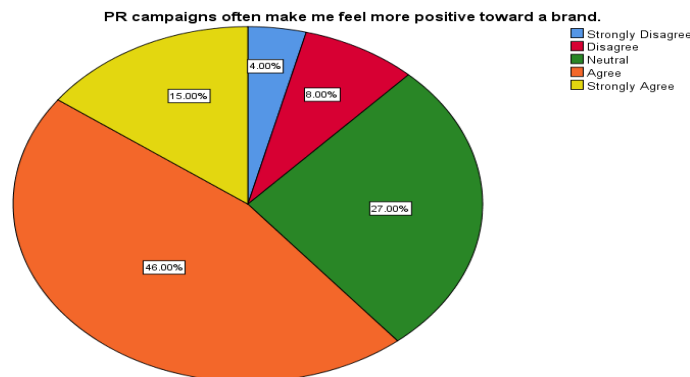


Figure (19): Positive Feelings toward Brands

Regarding feelings of connection to brands that employ impactful PR campaigns, 69% of respondents agreed or strongly agreed (Figure 20). This statistic highlighted

the capacity of PR efforts to create a sense of community and belonging among consumers, which can strengthen brand loyalty.

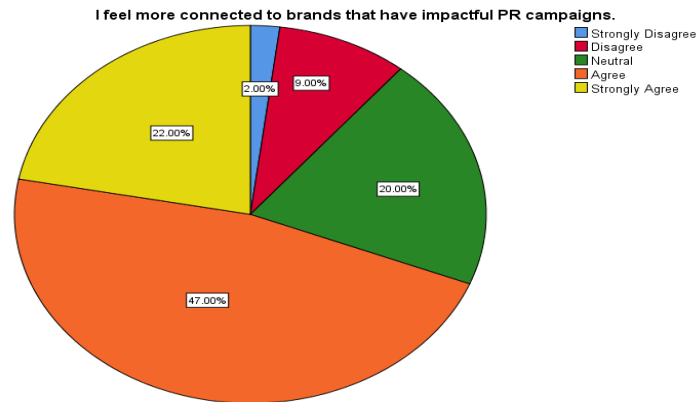


Figure (20): Connection to Brands through PR Campaigns

The influence of PR campaigns in forming favourable impressions of brands was significant, with 72% of respondents agreeing (Figure 21). This indicated that successful PR campaigns can shape initial consumer perceptions positively, which is crucial in competitive markets.

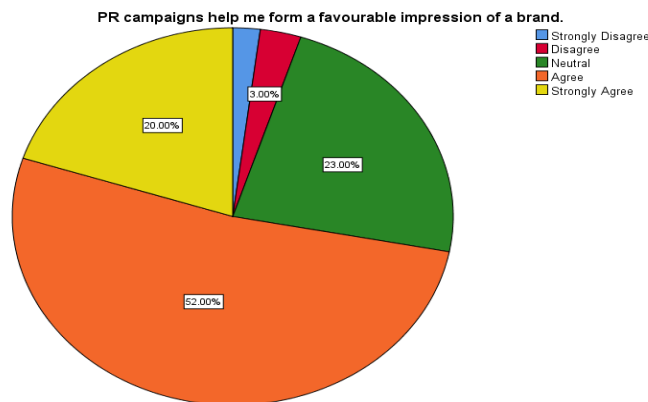


Figure (21): Formation of Favorable Impressions

A substantial 63% of participants noted that they are more likely to purchase a product after observing a PR campaign (Figure 22). This finding emphasised the role of PR in driving consumer behaviour and highlighted the importance of well-executed campaigns in influencing purchasing decisions.

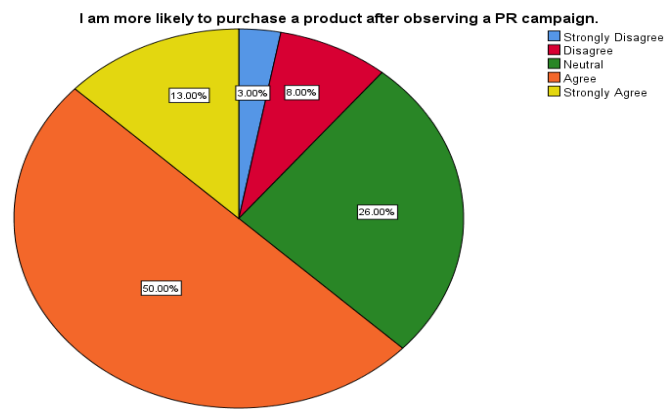


Figure (22): Likelihood of Purchase after PR Campaigns

When considering the influence of PR campaigns on decision-making while comparing products, 60% of respondents agreed (Figure 23). This suggested that PR initiatives can effectively guide consumers in making informed choices in a crowded marketplace.

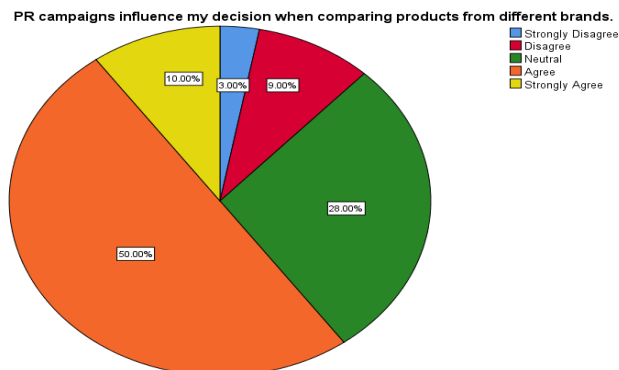


Figure (23): Influence on Decision-Making between Brands

Participants were asked if they had purchased a product or service based on a PR campaign’s influence. In this context, 61% agreed (46% agree, 15% strongly agree), indicating that PR campaigns can lead to tangible consumer actions and highlighted the effectiveness of these campaigns in driving sales (Figure 24).

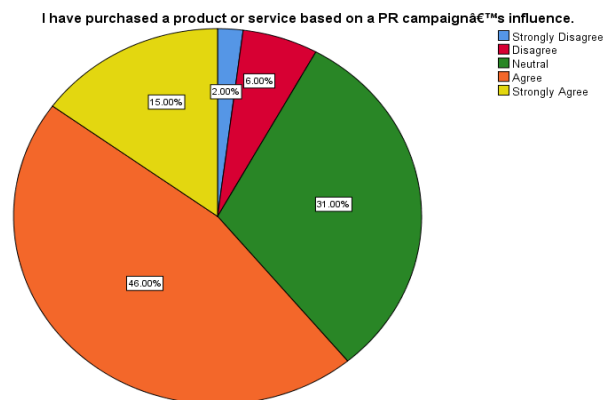


Figure (24): Direct Purchases Based on PR Campaign Influence

Regarding the motivation for immediate purchases spurred by PR campaigns, 49% agreed, indicating that they were influenced to make quick decisions after exposure to these campaigns (Figure 25). This demonstrated the potential for PR to create urgency and prompt action among consumers.

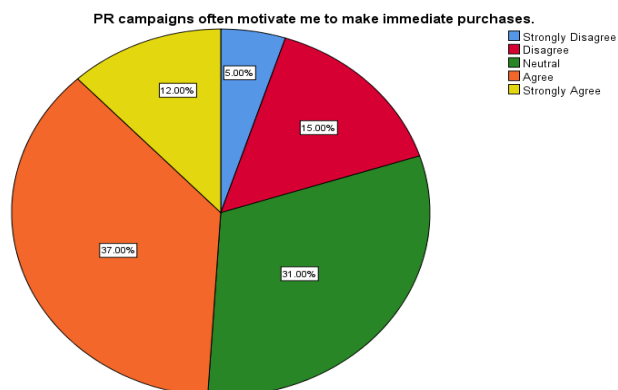


Figure (25): Motivation for Immediate Purchases

The survey revealed that 59% of respondents tend to follow up on products they learn about through PR campaigns (Figure 26). This indicates that effective PR strategies can maintain consumer interest and lead to further exploration of a brand's offerings.

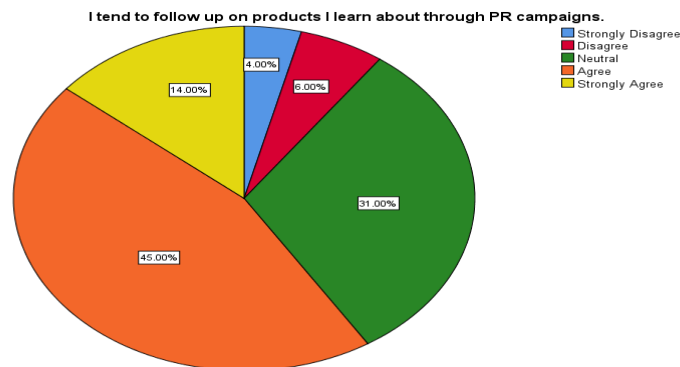


Figure (26): Following Up on Products from PR Campaigns

4.2.3. Hypothesis Testing

This study was guided by two key hypotheses, the first investigated whether there is any relationship between PR campaigns and consumer attitudes in Saudi Arabia or not. The second hypothesis explored whether PR campaigns can predict purchasing decisions in Saudi Arabia or not. These hypotheses form the basis for analysing the effectiveness of PR campaigns in shaping consumer behaviour and attitudes.

4.2.3.1. Correlation Analysis:

To identify the relationship between PR campaigns and consumer attitude in Saudi Arabia, the Pearson Product Moment (r) correlation was used. The results revealed a significant and positive correlation between PR campaigns (IV) and consumer attitude (DV), with a Pearson correlation coefficient of $r = 0.767$ and a p-value of $p = 0.000$ (Table 1). Since the p-value is less than 0.01, the correlation is statistically significant at the 0.01 level (2-tailed). This suggested that PR campaigns are strongly

associated with consumer attitudes, supporting the alternative hypothesis (H1) that there is a relationship between PR campaigns and consumer attitudes in Saudi Arabia. Consequently, the null hypothesis (H0) is rejected, indicating that PR campaigns likely play a significant role in shaping consumer perceptions.

Table (1): Pearson Correlation

		Correlations	
		Independent_Variable_PR_Campaigns	Dependent_VariableI_Consumer_Attitudes
Independent_Variable_PR_Campaigns	Pearson Correlation	1	.767**
	Sig. (2-tailed)		.000
	N	100	100
Dependent_VariableI_Consumer_Attitudes	Pearson Correlation	.767**	1
	Sig. (2-tailed)	.000	
	N	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

4.2.3.2. Regression Analysis:

The regression analysis for the second hypothesis i.e. PR campaigns can predict purchasing decisions in Saudi Arabia showed that the independent variable, PR campaigns, is a significant predictor of purchasing decisions. The R-square value indicated that PR campaigns explained a significant portion of the variability in purchasing decisions ($R^2 = 0.761$, meaning 76.1% of the variation is explained) (Table 2).

Table (2): Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.761 ^a	.580	.575	2.47262

a. Predictors: (Constant), Independent_Variable_PR_Campaigns

The regression model can be represented as:

$$\text{Purchasing Decisions} = 3.793 + 0.777 (\text{PR campaigns})$$

The unstandardised B coefficient for PR campaigns is 0.777, indicating a positive relationship (Table 3). For each additional unit increase in PR campaigns, purchasing decisions increase by 0.777 units, suggesting that higher engagement in PR campaigns is associated with higher purchasing decisions. The t-value of 11.623 and the p-value of 0.000 demonstrated strong statistical significance. The confidence interval for B (0.644 to 0.910) further supported this relationship.

Table (3): Regression Table

	Model	Coefficients ^a		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	
		Unstandardized Coefficients	Std. Error				Lower Bound	Upper Bound
1	(Constant)	3.793	1.228		3.088	.003	1.355	6.231
	Independent_Variable_PR_Campaigns	.777	.067	.761	11.623	.000	.644	.910

a. Dependent Variable: Dependent_Variable_II_Purchasing_Decisions

Based on the regression analysis results, H2 is supported, indicating that PR campaigns can predict purchasing decisions in Saudi Arabia. The significant positive relationship between PR campaigns and purchasing decisions, along with the high R-square value (76.1%), demonstrated that PR campaigns are a strong predictor of purchasing behaviour. Therefore, the null hypothesis (H0) was rejected.

4.3. Discussion

4.3.1. Significance of PR Campaigns in Businesses of Saudi Arabia:

Current PR campaigns remain crucial to Saudi Arabian firms mainly because they shape consumer perceptions and behaviours. These campaigns link the brand's communications with the culture, which is important because it serves a conservative society where people bring into practice certain norms (Surianto et al., 2020; Neupane, 2022). The Theory of Planned Behaviour also showed how proper PR influences attitudes towards purchase intention (Ajzen, 1991; Conner, 2020). Saudi companies use different PR methods fundamental to demographic targeting

including traditional, digital, values-based and influencer advertising. Traditional PR based on television and newspapers would be more effective for reaching older audiences, who rely on media outlets (Reddi, 2019). On the other hand, digital PR strategies utilise social media as a tool for real-time communication and individualised outreach to the younger consumer category (Kim, 2020; Quesenberry, 2020).

Chen and Huang (2018) argued that CSR activities like the ones conducted by Starbucks Corporation in evaluating the sustainability of its coffee products support brand loyalty. Influencer campaigns also enhance visibility and credibility, utilising relationship capital to achieve engagement (Smith et al., 2021). Together, these strategies portrayed the importance of culture-sensitive PR in influencing consumers' behaviour in Saudi Arabia. Moreover, the findings of the current study supported existing research that showed a positive link between PR campaigns and consumer behaviours in Saudi Arabia. The result of this study revealed that 62% of respondents agreed that PR campaigns impact brand perception similar to prior research which showed a positive relation between PR campaigns and consumer trust. Therefore, there was a need to develop the message so that it is evident to inform the audience because 41% of the respondents had neutral opinions regarding the campaigns. In conclusion, both research findings supported the assertion that public relations has an important impact on consumers' perception and their decisions to make purchases pointing to the need for effective and appealing communication intervention.

4.3.2. Various Ways PR Campaigns Affect Buying Decisions in Saudi Arabia:

PR campaigns in Saudi Arabia affect consumer behaviour in a way that they are in alignment with the culture and establish credibility and relationships with consumers. In a conservative society, i.e. one which appeals to religion and community are some of the most effective in determining the consumer's attitude (Neupane, 2022). Media

outlets form one of the traditional PR techniques that significantly contribute to establishing emotional engagement among those belonging to the older generations. For instance, in coca cola campaigns enhance family togetherness, resulting in increased sales of the brand in coherence with social norms (Shahid & Ashfaq, 2021). According to Smith et al. (2021), digital PR campaigns especially the ones based on influencer marketing extensively appeal to young consumers because they tend to rely on personal impressions when making a purchase.

Values and preferences-based campaigns also produce emotionally appealing consumers with ethical concerns that affect attitudes towards the brand and purchase behaviour (Chen & Huang, 2018). However, PR campaigns are not always responsible for sales, as Dute et al. (2021) identified other factors such as perceived risks, economic factors and prices set by competitors. The PR strategies that work best are those which appeal to culture, emotion and credibility to change consumer behaviour in Saudi Arabia, all at once. The current study was in alignment with the existing literature and it also confirmed the existence of a direct relationship between PR campaigns and consumer attitudes in Saudi Arabia. However, contrary to some of the previous study findings, this research showed that PR campaigns are a strong index of purchase behaviour accounting for 76.1% of total variation. Therefore, PR campaign affects consumers buying behaviour as shown by the current results of correlation along with regression analysis.

4.3.3. Impact of PR Campaigns on Consumer Attitudes and Purchasing Decisions in Saudi Arabia:

The PR campaigns have a very strong impact on customers' attitudes and their buying behaviours in Saudi Arabia as PR messages are compatible with the culture and norms of the society. According to Neupane (2022), the campaigns that depict the traditions of a particular region play a role in changing perceptions and buying behaviour. Values-based campaigns, especially, are appealing to the ethical buyer

and help to create brand credibility (Chen & Huang, 2018). There are traditional campaigns still viable such as press releases and media events for older consumers (Reddi, 2019), on the other hand, innovation-seeking social media for its interactive features and real-time engagement is ideal for the younger consumers (Kim, 2020). The campaigns based on the influencers are also effective since people tend to believe recommendations from other people similar to them and it increases sales and engagement (Smith et al., 2021).

However, Li et al. (2022) suggested, that even though favourable changes in purchase intentions result from PR campaigns, poor economic conditions as well as perceived risks influence the sales changes originating from PR campaigns directly. In general, the factors that showed the effectiveness of PR campaigns in Saudi Arabia include cultural suitability, credibility and appeal to emotions, which determine consumers' perceptions and subsequent behavioural intentions. Similar to existing literature, the present research also revealed PR campaigns' impact on Saudi Arabian consumers' perceptions and buying behaviour, as evidenced by the Pearson correlation and regression analysis. These results were consistent with prior studies showing that PR enhanced the consumers' perception. However, some prior works indicated a less significant relationship, especially when the campaigns were not relevant to the consumers' values (Kim, 2020; Reddi, 2019; Sukhyanga & Choompolsathien, 2021; Li, Hui, Gu, & Zhang, 2022). This study offered better statistical support, thus enhancing the argument that PR plays an important role in influencing buying behaviour.

Chapter 5: Conclusion and Recommendations

5.1 Summarised Findings

The study aimed to analyse the impact of PR campaigns on consumer attitudes and purchasing decisions in Saudi Arabia. It focused on three objectives to achieve this

aim. These objectives included assessing the significance of PR campaigns in businesses, evaluating the ways campaigns affect buying decisions, and analysing the impact of PR campaigns on consumer attitudes and purchasing behaviour. The first objective was to assess the significance of PR campaigns in businesses. The study found that PR campaigns are important for building brand visibility and trust in Saudi Arabia. This is essential in a culturally sensitive market where consumers value trust and alignment with cultural norms. The study identified different types of campaigns, including traditional, digital, CSR-based, and influencer-driven PR efforts. Each type impacts brand positioning in a unique way. Traditional campaigns through television and newspapers were found to appeal to older consumers. Digital PR strategies, including social media, provided real-time engagement for younger consumers. CSR campaigns created brand credibility by showing social responsibility. Influencer-driven campaigns enhanced brand visibility by leveraging personal recommendations. These findings highlight that PR campaigns are essential tools for businesses to build trust and align with consumer expectations.

The second objective was to evaluate the ways PR campaigns affect buying decisions. The study found that PR campaigns influence purchasing decisions through emotional appeal, credibility, and relevance. Digital campaigns played a significant role by engaging consumers through interactive platforms. CSR initiatives further influenced behaviour by appealing to socially responsible consumers. Influencer endorsements were also effective because consumers tend to trust recommendations from familiar figures. The study revealed that these factors work together to drive consumer interest and encourage purchase behaviour. Emotional engagement was found to foster loyalty, while credibility ensured trust in the brand. Relevance helped align campaigns with consumer expectations, leading to higher purchase intentions. These findings show that well-executed PR campaigns can influence consumer behaviour positively.

The third objective was to analyse the impact of PR campaigns on consumer attitudes and purchasing decisions in Saudi Arabia. The study found that PR campaigns positively impact consumer attitudes by fostering trust and emotional connection. Correlation analysis confirmed a significant relationship between PR efforts and consumer attitudes. Regression analysis revealed that PR campaigns explained 76.1% of the variance in purchasing decisions. This means campaigns are strong predictors of buying behaviour. The findings emphasise the importance of PR strategies in building favourable attitudes and motivating purchases. These results highlight the critical role of PR campaigns in shaping consumer behaviour in Saudi Arabia.

5.2 Recommendations

5.2.1 Improve Message Clarity:

It is recommended that PR messages align with cultural norms and remain clear to avoid confusion. According to 41% of participants, the reaction of the campaigns is neutral. Clearer messaging allows consumers to comprehend the goals of campaigns and builds better engagement. Messages that are culturally congruent build trust which is a valuable factor in the Saudi market. Businesses should ensure that messages are simple and relevant to target audiences.

5.2.2 Focus on Interactive Digital Strategies:

It is recommended that businesses use interactive content and real-time communication to engage younger consumers. It was found that through digital PR drives, companies are very effective in appealing to the younger audience who loves instantaneous interaction. Real-time engagement builds stronger bonds between consumers and helps in brand loyalty. Different types of interactive content, such as live Q&A sessions and polls on social media, create engagement. Businesses

incorporating these techniques will have so much better relationships with young consumers.

5.2.3 Strengthen CSR Campaigns:

It is recommended that businesses increase CSR campaigns to build trust with ethically conscious consumers. The study showed that CSR initiatives increase brand credibility and make brand loyalty easier. Social responsibility is emphasised by consumers, and socially active brand scores in terms of customer trust. Emotional connections with a firm's customers for a long period of time are developed through long-term CSR activities. This is also helpful for the companies to retain loyalty and achieve positive brand awareness.

5.2.4 Tailor PR Campaigns to Target Segments:

It is recommended that businesses customise PR campaigns for different consumer segments based on demographic insights. The study revealed that consumer behaviour varies by age, income, and education. Tailored campaigns ensure that messages align with the specific interests of each segment. Customisation improves engagement by meeting the unique needs of various groups. This strategy ensures better campaign effectiveness and consumer response.

5.3 Future Implications

There are implications for businesses, researchers, policymakers, and future studies based on the findings. For businesses, integrated PR strategies combining traditional and digital approaches will strengthen brand visibility. According to this study, digital PR engages younger consumers, while traditional methods appeal to older audiences. So, businesses should use both to maximise impact. For researchers, future studies should explore the long-term effects of specific campaigns. This study highlighted that CSR campaigns foster loyalty, so future research should assess their

lasting impact. For policymakers, guidelines for PR strategies in conservative markets will ensure campaigns align with cultural norms. This study found that culturally relevant messages enhance trust, so policies should reflect these norms. Future studies should address the limitation of sample size. According to this study, the sample provided useful insights but expanding it would increase generalisability. Larger samples will offer broader perspectives across various sectors in Saudi Arabia. These future implications will enhance understanding and application of PR strategies effectively.

5.4 Conclusion

This research explored the impact of PR campaigns on consumer attitudes and purchasing decisions in Saudi Arabia. The study focused on understanding how campaigns shape consumer perceptions and influence buying behaviour. A quantitative approach was used with survey data analysed using SPSS. Correlation analysis revealed a strong link between PR campaigns and consumer attitudes. Regression analysis confirmed that campaigns predict purchasing decisions and explained 76.1% of the variability. The study validated the hypothesis that PR campaigns influence both attitudes and purchasing behaviour. Businesses are advised to focus on clear and targeted messaging to engage consumers effectively. CSR campaigns are also recommended to build trust and foster loyalty. These strategies align with the study findings which emphasise the importance of meaningful communication. PR campaigns remain essential tools for shaping consumer behaviour and driving purchase decisions. The research highlights the value of effective PR efforts in influencing attitudes and motivating purchases in competitive markets.

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