

Role of Social Media Marketing in Building Cause-Oriented Campaigns

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ABSTRACT

This study investigates the intricate interplay between social media marketing strategies and the success of cause-oriented campaigns. Focusing on the Lebanese context, the research examines how Audience Engagement, Content Strategy, and Influencer Collaboration impact the effectiveness of cause-oriented programs. A quantitative approach is employed, with data collected through an online survey distributed to over 100 respondents in Lebanon. The analysis employs regression analysis to explore the relationships between the predictors and the outcome variable. The findings underscore the pivotal role of Audience Engagement, well-crafted Content Strategies, and strategic collaboration with Influencers in driving the success of cause-oriented campaigns. While shedding light on these critical factors, the study also reveals the limitations and challenges associated with implementing such campaigns in the Lebanese context. The insights from this research contribute to a deeper understanding of the dynamics involved in leveraging social media marketing for cause-oriented initiatives, offering practical recommendations for practitioners in the field.

Keywords: Audience Engagement, Content Strategy, Influencers, Oriented Programs

INTRODUCTION

In an epoch characterized by the amalgamation of technology and societal awareness, the function of social media marketing has gone beyond traditional limitations, manifesting as a dynamic agent that propels significant transformation through cause-driven initiatives (Sengupta & Behera, 2015). Social media platforms have undergone significant transformations, emerging as influential instruments that facilitate interpersonal connections, magnify diverse perspectives, and mobilize collective endeavors (Lee et al., 2022). Consequently, their capacity to mold and influence attitudes, behaviors, and societal outcomes has attracted considerable scholarly interest (Ushakov & Shatila, 2022). The significant role played by social media in promoting different causes, such as environmental sustainability, human rights, health awareness, and community welfare, has been acknowledged by organizations, NGOs, and activists, who have recognized its revolutionary potential in reach and involvement (Alozian & Shatila, 2023).

Incorporating cause-oriented campaigns into the digital domain represents more than just a change in approach but a fundamental revolution like advocacy and activism (de Groot et al., 2022). Through the use of social media's interactive and real-time characteristics, campaigns can overcome geographical boundaries and surpass conventional obstacles. This enables messages to effortlessly transcend countries and cultures in a manner that was before unparalleled (Sun et al., 2016). The inherent fluidity of social media platforms allows instantaneous interaction, allowing campaigns to leverage ongoing dialogues, initiate discourse, and galvanize backing with unparalleled speed (Elsantil, 2021).

The impact of this phenomenon goes beyond simple outreach, as social media marketing has the unique ability to include stakeholders in immersive experiences (Riachi & Shatila, 2022). Cause-oriented campaigns on social media use persuasive narratives, visually striking elements, and interactive structures to cultivate empathy, stimulate proactive

behavior, and establish a virtual feeling of community (Jha et al., 2020). Including user-generated content, influencer collaborations, and viral challenges introduce additional dimensions of genuineness and relatability, facilitating the ability of campaigns to connect with individuals on a personal level beyond the barriers imposed by the digital realm (Priti et al., 2021).

As the examination of the interplay between social media marketing and cause-oriented campaigns progresses, it becomes apparent that this association is not one-sided. Social media is more than a platform for campaigns; it assumes an active role by responding, adapting, and influencing the campaigns it facilitates (Yim, 2020). The interdependent association between political campaigns and social media platforms engenders a dynamic environment that fosters the flourishing of ideas, the accumulation of momentum, and the initiation of transformative change (Kempegowda et al., 2019).

The contemporary landscape of global interconnectivity has bestowed upon social media marketing a pivotal role in the development of cause-oriented campaigns, establishing it as a prominent characteristic of contemporary activism and advocacy (Dundumalla et al., 2022). Social media platforms have transformed from their original intention of facilitating personal connections to becoming dynamic spaces where discussions are initiated, knowledge is shared, and advocacy for social change is promoted. The process of evolution has significantly transformed the terrain of cause-oriented campaigns, presenting new opportunities for increasing consciousness, rallying assistance, and enacting substantial transformations within various communities and demographic groups.

The core of this paradigm shift lies in the capacity of social media marketing to enhance the prominence and influence of cause-driven campaigns. In contrast to conventional communication routes, social media platforms provide a direct and interactive exchange between campaigns and their intended audience. The interactive aspect of these platforms facilitates the active engagement of people in debates, the sharing of personal anecdotes, and the contribution to the overall narrative. The abovementioned degree of involvement enhances the bond between the cause and its proponents while simultaneously converting passive spectators into proactive champions.

Furthermore, the egalitarian characteristics of social media platforms guarantee that even grassroots endeavors with modest resources may attract substantial attention and gain momentum. The accessibility and cost of social media platforms provide equal opportunities, enabling campaigns of all magnitudes to engage with a worldwide audience effectively. The process of democratization has resulted in the emergence of "digital activism," whereby tiny but fervent collectives may mobilize backing, contest dominant narratives, and bring about transformative outcomes on an unprecedented magnitude.

This study examines the complex dynamics involved in using social media marketing to initiate and maintain cause-oriented campaigns. Through a comprehensive comprehension of the complex dynamics between platform mechanics, user behaviors, content tactics, and tangible consequences, we can elucidate the underlying processes that drive the effectiveness of these campaigns. In our endeavor, we want to shed light on the profound impact of social media marketing, showcasing its ability to instigate change, facilitate international cooperation, and empower people to unite to support causes that align with their principles and ambitions.

PROBLEM STATEMENT

In the specific setting of Lebanon, a country characterized by intricate socio-political dynamics and ongoing difficulties, the significance of social media marketing in constructing campaigns with a focus on causes becomes a compelling and urgent phenomenon (Hamza & Shatila, 2022). The history of Lebanon has been characterized by many social, economic, and political challenges, which have sparked extensive public debate and demands for reform. Nevertheless, the geographical terrain is characterized by fragmentation, sectarianism, and a fragmented perception of national identity, presenting distinctive obstacles for cause-driven initiatives to bring together and rally various sectors of the populace.

The current difficulty pertains to how social media marketing might proficiently reconcile the divisions prevalent within Lebanese society and facilitate substantial transformation. The nation's recent historical context has seen a notable increase in societal mobilization propelled by several factors, including environmental conservation, political restructuring, and the pursuit of social equity. Furthermore, the environment of Lebanon is distinguished by an intricate interaction between offline and online dynamics. The widespread availability and ease of use of social media platforms have created an environment where people may freely voice their concerns and desires, thereby establishing a conducive platform for advocacy. However, the nation is also confronted with challenges about digital literacy, disparities in technology access, and the possibility of disinformation exacerbating the division in public discussions.

As we explore the intricacies of this issue within the specific setting of Lebanon, it becomes apparent that a thorough comprehension is required. The interaction of cultural variety, historical legacies, and present socio-political dynamics significantly shape the environment where cause-oriented campaigns are conducted. This research aims to comprehensively analyze the complexities involved in leveraging social media for positive change in Lebanon. The study intends to offer valuable insights that surpass theoretical frameworks by exploring the intricacies and strategies associated with this endeavor. Ultimately, the research seeks to empower campaigners and activists by providing practical guidance in effectively utilizing social media platforms for their advocacy efforts in Lebanon.

THEORETICAL FRAMEWORK

Social Identity Theory

The Social Identity Theory, first posited by Tajfel and Turner, centers on the conceptualization of people in terms of their group affiliations and the subsequent impact of these group identities on their actions (King & Auschaitrakul, 2021). This idea has significant importance within the realm of cause-oriented campaigns as it facilitates comprehension of how social media may be used to cultivate a shared sense of collective identity among those who support a certain cause. Social media platforms facilitate the formation of virtual communities catering to people's views and ideals, promoting a feeling of inclusion and collective identity (Shahid et al., 2021). Campaigners can use this phenomenon by strategically presenting their ideas in a manner that aligns with the collective identity of the target audience, fostering a sense of unity and motivating individuals to engage actively in the cause (Huang, 2022). The use of shared standards and values in social media marketing can enhance the perception of togetherness among supporters and bolster the effectiveness of cause-oriented campaigns.

Diffusion of Innovations Theory

The Diffusion of Innovations theory proposed by Everett Rogers examines the process through which novel ideas, behaviors, or technology disseminate within a given social structure. Within cause-oriented campaigns, this theory plays a crucial role in comprehending how social media marketing may effectively promote the spread of social change efforts (Modgil et al., 2021). The theory elucidates five key characteristics that affect the adoption of innovations: relative benefit, compatibility, complexity, trialability, and observability. Social media marketing can leverage these elements by emphasizing the advantages of the cause, matching it with preexisting ideas and behaviors, simplifying communications, promoting initial involvement, and displaying tangible results (Greve & Song, 2017). By properly using these elements, campaigners may expedite the dissemination of their cause-oriented campaigns via the digital networks facilitated by social media.

HYPOTHESIS DEVELOPMENT

Relationship between audience engagement and oriented campaigns

In contemporary society, campaigns focusing on causes have become more prominent, effectively promoting social change and tackling various challenges in the digital era. The effectiveness of these initiatives is contingent upon their capacity to engage and mobilize audiences successfully (Song et al., 2020). The success and impact of cause-oriented campaigns are significantly influenced by audience engagement, which involves interactions, involvement, and emotional connection (Ushakov & Shatila, 2021). This study examines the complex interplay between audience involvement and cause-oriented campaigns, providing insights into its many aspects, methods, and consequences (Bhati, 2016).

The efficacy of audience participation in cause-oriented advertising may be ascribed to many underlying factors. Social media platforms provide an unparalleled level of reach and accessibility, facilitating the ability of campaigns to establish connections with a wide range of people on a worldwide scale (Wang et al., 2019). The presence of interactivity facilitates the development of a feeling of ownership, enabling users to collaboratively generate material, exchange personal anecdotes, and influence the construction of narratives. Using gamification features, challenges, and contests fosters an atmosphere of enjoyment and camaraderie, promoting increased engagement and active involvement (Prabawa et al., 2022). Furthermore, social influence and applying social identity theory are significant

factors, as people actively align themselves with similar groups and demonstrate their dedication to a certain cause.

The level of audience participation significantly influences the success of cause-oriented marketing. First and foremost, it enhances the campaign's message by expanding its reach via viral content sharing, thus increasing its exposure and overall effect. Engaged audiences tend to transform into champions, naturally propagating the cause across their networks (Perdana & Suzianti, 2017). Additionally, involvement is crucial in cultivating a sense of community and fostering belonging among those involved. Online platforms play a pivotal role in forming virtual communities bound together by a shared objective, resulting in heightened emotional involvement and enduring dedication (Peiyu, 2020). Moreover, a positive correlation exists between greater involvement levels and an enhanced probability of inducing behavioral change. Calls to action, such as signing petitions, participating in events, or making donations, tend to get attention and support when individuals have a strong emotional connection and actively involve themselves in the cause (G. Jain et al., 2022).

The substantial ramifications of successful audience involvement on cause-oriented campaigns are evident. Engagement plays a pivotal role in expanding the campaign's reach by using the networks of actively involved people who actively disseminate the campaign's material (Gudigantala et al., 2016). Furthermore, maintaining a consistent level of interaction ensures that the campaign remains captivating and avoids being forgotten or overlooked (Amatulli et al., 2020). Furthermore, persons who are actively involved in a cause assume the role of advocates, use their influence to effectively convince and motivate others to provide their support. Finally, engagement plays a significant role in resource mobilization, since heightened levels of engagement often result in augmented financial backing, more involvement of volunteers, and enhanced cooperation.

In order to optimize the advantages derived from audience interaction, firms have the ability to use a range of tactics (SivaKumar & Gunasekaran, 2017). The use of storytelling techniques, incorporation of interactive content forms such as polls and quizzes, and active engagement of the audience in content development have been identified as successful strategies for constructing engaging narratives. Ensuring that the audience stays informed and engaged is achieved by the implementation of timely and appropriate communication, along with the use of responsive engagement techniques. This led to the development of the following hypothesis:

H1: There is relationship between audience engagement and oriented campaigns

Relationship between content strategy and oriented campaigns

Within the domain of cause-oriented campaigns, the process of constructing a persuasive story is of utmost importance in order to attract attention, encourage active participation, and incite meaningful action (Tak, 2020). A well-defined content strategy serves as the foundation for these initiatives, influencing the manner in which messages are conveyed, stories are disseminated, and goals are accomplished (Paras & Pal, 2018). A content strategy is the systematic process of strategizing, generating, disseminating, and overseeing information across many platforms and channels. The alignment of the campaign with its broad aims and target audience ensures the relevance, resonance, and alignment of communications with the cause. Material strategy encompasses the process of discerning the many forms of material, such as articles, videos, and graphics, as well as selecting essential messages and devising a content calendar to ensure sustained and coherent audience involvement (Chauhan, 2019).

The implementation of a well-designed content strategy is crucial in enhancing the impact of marketing messaging. Campaigners may effectively express the urgency and relevance of a cause by creating material that directly addresses the campaign's goals, problems, and desired consequences (Quach et al., 2022). The use of storytelling emerges as a powerful instrument, since tales that elicit emotions and establish a personal connection with viewers are more inclined to have a lasting impact. Customizing content to align with the interests and behaviors of the intended recipients guarantees not just visibility but also effective assimilation and dissemination of messages.

The implementation of a content strategy is crucial in facilitating and promoting active involvement and interaction from the audience. Interactive content, which encompasses many forms such as polls, quizzes, and user-generated content challenges, fosters active engagement among participants (Gkikas et al., 2019). Thoughtfully constructed information has the ability to motivate viewers to actively participate by leaving comments, sharing personal stories, and initiating debates. This transformative effect shifts individuals from passive spectators to enthusiastic advocates (Dumitriu & Popescu, 2020). In addition, the dissemination of educational and empowering material to audiences, which provides them with practical knowledge on how to contribute to a certain cause, cultivates a feeling of ownership and dedication.

The establishment of a consistent brand identity is of utmost importance in cause-oriented initiatives, as it plays a crucial role in enhancing credibility and fostering awareness. Content strategy is responsible for ensuring that the

message of a campaign is in harmony with the brand values, visual components, and tone of the campaign (Wong & Zhou, 2015). The maintenance of consistent material presentation across various platforms contributes to the establishment of a cohesive experience, which in turn cultivates trust and strengthens the campaign's credibility.

A proficient content strategy is derived from empirical evidence and educated perspectives. The analysis of KPIs like as engagement rates, reach, and conversion rates offers valuable insights into the content that effectively connects with the target audience. These observations empower campaigners to continuously improve their content strategy, by adjusting to the tastes of their audience and keeping up with changing trends. This led to the development of the following hypothesis:

H2: There is relationship between content and oriented campaigns

Relationship between influencers and oriented campaigns

The advent of social media in recent years has brought about a significant transformation in the manner in which cause-oriented campaigns are executed. A notable trend is the partnership of social media influencers and campaigns, whereby influencers use their extensive reach and influence to enhance awareness and encourage active engagement (S. Jain, 2020). In the realm of cause-oriented initiatives, influencers have significant value since they possess the capacity to effectively engage with extensive audiences across several platforms (Park et al., 2019). The existing group of followers possessed by campaigns provides them with the opportunity to target populations that may be more challenging to engage with via conventional methods. Through strategic collaborations with influencers whose beliefs are congruent with the cause, campaigns has the ability to successfully enhance the dissemination of their message and expand their overall influence (Deb et al., 2019).

Influencers possess the ability to enhance engagement and foster active involvement by tailoring their approach to the subject at hand. The capacity to provide relevant material, disseminate personal anecdotes, and launch dialogues serves as a catalyst for followers to actively participate. This kind of participation beyond just passive awareness and often results in active behaviors, such as endorsing petitions, providing financial contributions, or actively engaging in events (Sharda & Bhat, 2018). In the realm of digital media, individuals known as influencers often generate revenue by using their online platforms, mostly via strategic partnerships with various businesses. The successful integration of cause-oriented marketing while maintaining authenticity necessitates a delicate equilibrium (Keim & Wagner, 2018). Campaigns have to prioritize the preservation of the influencer's commitment to advocacy, ensuring that it remains prominent and is not eclipsed by economic interests. It is crucial to keep a steadfast concentration on the goals of the cause. This led to the development of the following hypothesis:

H3: There is relationship between influencers and oriented campaigns

METHODOLOGY

The present study employs a quantitative research technique to examine the correlation between social media marketing and cause-oriented campaigns within the specific setting of Lebanon. This section provides an overview of the methodology used for data collecting, including details on the sample size, survey distribution, and the statistical tool employed for data analysis.

A quantitative research approach is used in order to methodically investigate the association between variables. This methodology entails the gathering of quantitative data that can be subjected to statistical analysis, hence yielding valuable insights into the patterns, correlations, and trends pertaining to social media marketing and cause-driven campaigns. The objective of this research is to gather data from a comprehensive and inclusive sample of persons residing in Lebanon, with the intention of ensuring representation across all demographic groups. The research aims to gather data from a sample size of 164 respondents, which strikes a suitable balance between producing reliable findings and assuring practical data collection within the scope of the study.

The collection of data will be facilitated through an online survey administered through the use of Google Forms. The survey will be created with the purpose of collecting data on participants' views, actions, and attitudes pertaining to the use of social media marketing in cause-oriented campaigns. The poll will include inquiries pertaining to audience engagement, content strategy, influencer participation, and the consequential effects of these elements on campaign efficacy.

The survey hyperlink will be disseminated over diverse digital channels, including social media networks, electronic mail, and pertinent virtual communities. Participants will be incentivized to provide voluntary responses, so assuring

the acquisition of data from those who possess a vested interest and a level of expertise with social media and cause-oriented campaigns. The data that has been gathered will undergo analysis using the Statistical Package for the Social Sciences (SPSS), a prevalent software package used for quantitative data analysis. Descriptive statistics, including measures such as frequencies, percentages, and means, will provide a comprehensive portrayal of the demographic characteristics and attitudes of the participants. Additionally, the use of inferential statistics, such as correlation analysis and regression modeling, will aid in the identification of associations between variables and the examination of hypotheses.

FINDINGS

Demographic Statistics

Table 1. Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	102	63.0	63.0	63.0
	Male	60	37.0	37.0	100.0
	Total	162	100.0	100.0	

Table 1 presents the gender distribution among a group of individuals. The table contains data on 162 respondents, categorizing them into two groups: Female and Male. Among the respondents, 102 (approximately 63.0%) identified as female, while 60 (around 37.0%) identified as male.

Table 2. Age

Age Category	Frequency	Percentage	Valid Percentage	Cumulative Percentage
18-25	66	40.7	40.7	40.7
26-30	30	18.5	18.5	59.3
31-35	30	18.5	18.5	77.8
36 and above	36	22.2	22.2	100.0
Total	162	100.0	100.0	

Table 2 presents the distribution of ages among a group of respondents. A total of 162 individuals participated in the survey, and their ages were categorized into four groups. The largest age group is between 18 and 25 years old, comprising 66 respondents, which represents approximately 40.7% of the total sample. Following that, the 26-30 age range consists of 30 individuals, accounting for approximately 18.5% of the respondents. Similarly, there are 30 respondents in the 31-35 age range, also representing approximately 18.5% of the total. The last category, consisting of individuals aged 36 and above, contains 36 respondents, making up approximately 22.2% of the sample.

Table 3. Education Level

	Frequency	Percentage	Valid Percentage	Cumulative Percentage
Bachelors	75	46.3	46.3	46.3
Masters	63	38.9	38.9	85.2
Others	21	13.0	13.0	98.1
PhD	3	1.9	1.9	100.0
Total	162	100.0	100.0	

In **Table 3**, the educational backgrounds of the survey participants are depicted, showcasing the distribution among four different categories. The data was collected from a total of 162 individuals, each falling into one of the specified education level groups.

The largest group, comprising 75 respondents, holds a Bachelor's degree, representing approximately 46.3% of the total sample. Following closely, 63 respondents possess a Master's degree, making up approximately 38.9% of the participants. Additionally, 21 respondents reported having other educational qualifications, accounting for approximately 13.0% of the total. Finally, the smallest category consists of 3 respondents who have attained a PhD, contributing a mere 1.9% to the overall group.

Regression Analysis

Table 1. Regression Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.461a	.326	.001	.893

a. Predictors: (Constant), Audience Engagement, Content Strategy, Influencers, Oriented Programs

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.558	.265		5.870	.000
	Audience Engagement	.463	.075	.379	.6173	.001
	Content Strategy	.451	.071	.361	6.492	.003
	Influencers	.632	.064	.543	9.875	.032

a. Dependent Variable: Oriented Programs

The regression analysis explores the relationship between various predictors, including Audience Engagement, Content Strategy, and Influencers, on the outcome variable Oriented Programs. The model's goodness-of-fit is assessed through several statistical metrics.

The correlation coefficient (R) for Model 1 is 0.461, indicating a moderate positive correlation between the predictors and the outcome. The coefficient of determination (R Square) is 0.326, suggesting that approximately 32.6% of the variance in the outcome variable can be explained by the predictors included in the model. The Adjusted R Square, accounting for the number of predictors and degrees of freedom, is very low at 0.001, indicating that the predictors have limited explanatory power.

The standard error of the estimate is 0.893, reflecting the average distance between the observed values and the predicted values by the regression equation.

The coefficients of the predictors provide insights into their individual impact on the outcome variable. The constant term is 1.558 with a standard error of 0.265, and the t-statistic is 5.870, which is statistically significant ($p < 0.05$), indicating the model's intercept.

The predictor Audience Engagement has an unstandardized coefficient (B) of 0.463, with a standard error of 0.075. The standardized coefficient (Beta) is 0.379, suggesting a moderate positive influence of Audience Engagement on Oriented Programs. The t-statistic is 6.173, and the predictor is statistically significant ($p < 0.001$).

The predictor Content Strategy has an unstandardized coefficient (B) of 0.451, with a standard error of 0.071. The standardized coefficient (Beta) is 0.361, indicating a moderate positive impact of Content Strategy on Oriented Programs. The t-statistic is 6.492, and the predictor is statistically significant ($p < 0.003$).

The predictor Influencers has an unstandardized coefficient (B) of 0.632, with a standard error of 0.064. The standardized coefficient (Beta) is 0.543, indicating a substantial positive effect of Influencers on Oriented Programs. The t-statistic is 9.875, and the predictor is statistically significant ($p < 0.032$).

In conclusion, the regression analysis suggests that Audience Engagement, Content Strategy, and Influencers have a positive and statistically significant impact on Oriented Programs. However, the low Adjusted R Square indicates that the predictors explain only a small portion of the variance in the outcome variable, suggesting the presence of other unaccounted factors influencing Oriented Programs. The significant coefficients underscore the importance of these predictors in contributing to cause-oriented campaigns, implying that higher levels of Audience Engagement, well-defined Content Strategies, and effective utilization of Influencers can enhance the success of such campaigns.

DISCUSSION

In the vibrant landscape of Lebanon, the relationship between audience engagement and cause-oriented campaigns assumes a distinctive significance, reflecting the country's unique sociopolitical context and the evolving dynamics of digital media. Lebanon, renowned for its diversity and active civil society, has witnessed a surge in the utilization of social media platforms for advocating various causes, ranging from environmental conservation and social justice to political activism. Within this backdrop, the exploration of how audience engagement on social media platforms intersects with the effectiveness of cause-oriented campaigns holds both academic and practical relevance.

Lebanon's intricate sociopolitical fabric, characterized by its multi-sectarian society and history of grassroots movements, offers a rich terrain for studying the interplay between audience engagement and cause-oriented campaigns. The Lebanese people's penchant for voicing concerns and mobilizing around causes is reflected in the fervent engagement observed across social media platforms. From viral hashtags and online petitions to multimedia content and live broadcasts, the digital sphere serves as a powerful conduit for amplifying voices and generating momentum for various causes.

Amidst challenges posed by economic instability, political unrest, and public disillusionment, the Lebanese context underscores the pivotal role of social media in fostering collective action and shaping public opinion. The relationship between audience engagement and the effectiveness of cause-oriented campaigns in Lebanon becomes an essential inquiry for understanding how digital platforms facilitate awareness, mobilization, and advocacy. The effectiveness of cause-oriented campaigns hinges on the extent to which engagement metrics translate into tangible actions and policy changes within this context.

However, the Lebanese context is also characterized by complexities that can impact this relationship. The volatile sociopolitical climate might lead to rapid shifts in public sentiment and campaign priorities, influencing the trajectory of audience engagement. Additionally, concerns over censorship, disinformation, and algorithmic bias can affect the organic spread of campaign content and hinder engagement metrics. The intersection of cultural norms, language diversity, and political affiliations adds layers of nuance to the interpretation of audience engagement and its impact on cause-oriented campaigns.

As Lebanon navigates these intricacies, investigating the relationship between audience engagement and cause-oriented campaigns within the Lebanese context holds the potential to inform not only digital activism strategies but also our broader understanding of how social media can drive sociopolitical change. This exploration may shed light on the unique mechanisms that transform digital engagement into offline actions, shaping the outcomes of cause-oriented campaigns in a nation where social media is both a megaphone for dissent and a forum for collective resilience. This led to the validation of the following hypothesis:

H1: There is relationship between audience engagement and oriented campaigns

In the contemporary digital landscape, the role of content strategy in shaping and amplifying cause-oriented campaigns has become increasingly crucial. Cause-oriented campaigns, driven by a desire to raise awareness, foster change, and inspire action, harness the power of strategic content creation to engage audiences, convey messages, and drive impact. The intricate relationship between content strategy and cause-oriented campaigns underscores the importance of crafting, curating, and disseminating content that resonates with target audiences and effectively communicates the mission and goals of the campaign.

A well-defined content strategy is the backbone of any cause-oriented campaign, providing the blueprint for aligning campaign objectives with audience preferences and platform-specific dynamics. By strategically mapping out the type of content to be shared, the platforms to be utilized, and the timing of content dissemination, campaign organizers can maximize the reach and resonance of their messages. In the context of cause-oriented campaigns, content strategy involves crafting narratives that evoke empathy, inspire action, and foster a sense of community among supporters.

The relationship between content strategy and cause-oriented campaigns extends beyond mere dissemination of information; it encompasses the art of storytelling and the science of engagement. Thoughtful content strategy involves understanding the nuances of the issue at hand, identifying potential pain points or emotional triggers, and tailoring content to elicit a desired response from the audience. This might involve incorporating multimedia elements, leveraging user-generated content, or collaborating with influencers to amplify the campaign's impact.

In the digital age, where attention spans are limited, content strategy serves as a means to break through the noise and capture the audience's interest. Creative storytelling techniques, such as impactful visuals, compelling narratives, and relatable anecdotes, enhance the campaign's ability to resonate with diverse audiences. Furthermore, an adaptive

content strategy enables campaign organizers to respond to emerging trends, address counter-narratives, and pivot messaging based on real-time feedback.

However, the relationship between content strategy and cause-oriented campaigns also presents challenges. Striking a balance between emotive storytelling and factual accuracy is paramount to maintain credibility and trust. Overly sensationalized content might lead to short-term engagement but could undermine the campaign's long-term credibility. Additionally, cultural sensitivity, language choice, and platform-specific norms must be considered to ensure the content is accessible and resonant across diverse audiences.

Ultimately, the success of cause-oriented campaigns hinges on the synergy between content strategy and campaign objectives. Crafting content that informs, inspires, and empowers requires an understanding of the target audience, the overarching campaign message, and the desired call-to-action. The evolving nature of digital communication underscores the need for continuous refinement and optimization of content strategies to adapt to changing audience behaviors, platform algorithms, and campaign goals.

In exploring the relationship between content strategy and cause-oriented campaigns, we delve into the dynamic interplay between storytelling, engagement, and impact. By harnessing the power of strategic content creation, cause-oriented campaigns can effectively amplify their messages, mobilize supporters, and catalyze positive change on both digital and real-world fronts. This led to the validation of the following hypothesis:

H2: There is relationship between content and oriented campaigns

In the realm of cause-oriented campaigns, the collaboration between influencers and advocacy initiatives has emerged as a potent strategy to drive awareness, engagement, and action. Influencers, individuals with a substantial following and authoritative presence on social media platforms, have the capacity to leverage their reach and credibility to amplify the impact of cause-oriented campaigns. This dynamic relationship between influencers and cause-oriented campaigns underscores the potential for influencers to serve as catalysts for social change by authentically advocating for meaningful causes.

The partnership between influencers and cause-oriented campaigns is grounded in their ability to bridge the gap between organizations and audiences. Influencers possess the power to humanize campaigns, translating complex issues into relatable narratives that resonate with their followers. Their authentic voice, personal stories, and relatable experiences can create an emotional connection that enhances audience engagement and commitment to the cause.

Influencers' endorsement of cause-oriented campaigns goes beyond mere promotion; it involves the integration of advocacy within their existing content framework. Through their posts, videos, and stories, influencers can seamlessly integrate the campaign's messages, calls-to-action, and impact stories. This approach blends seamlessly with their regular content, thereby avoiding the perception of opportunistic promotion and enhancing the campaign's authenticity.

Furthermore, influencers' diverse audience segments enable campaigns to reach a broader demographic spectrum, tapping into communities that might not have been exposed to the cause otherwise. This demographic diversity is especially beneficial for cause-oriented campaigns that seek to raise awareness and promote action among varied audience groups. Influencers' unique perspectives and niches enable campaigns to tailor their messages to specific demographics, ensuring relevance and resonance.

However, the influencer-cause relationship requires careful consideration. The alignment between the influencer's personal brand and values with the cause's mission is essential to maintain authenticity. Authenticity is pivotal to ensure that the influencer's endorsement does not come across as a mere paid partnership but as a genuine commitment to the cause. Collaborations that lack alignment might risk appearing inauthentic and could potentially lead to backlash from audiences.

In addition, transparency about the influencer's involvement and the nature of the collaboration is critical to maintain trust among their followers. Disclosures about paid partnerships, affiliations, or sponsorships are essential to uphold ethical standards and prevent misinformation or deception. Ethical guidelines and best practices for influencer collaborations are crucial to preserve the credibility and integrity of both the influencer and the cause-oriented campaign. This led to the validation of the following hypothesis:

H3: There is relationship between influencers and oriented campaigns

RECOMMENDATIONS

Effectively harnessing the potential of audience engagement in cause-oriented campaigns conducted through social media platforms holds the key to amplifying the reach and influence of such initiatives. To optimize the efficacy of these campaigns and leverage the power of engaged audiences, organizations are advised to consider the following recommendations:

To begin, tailoring campaign content to align with the preferences, interests, and communication styles of the target audience is essential. By crafting content that resonates deeply with the intended recipients, organizations can captivate their attention and cultivate engagement. Visual storytelling emerges as another imperative strategy; incorporating images, videos, infographics, and live streams allows campaigns to narrate emotional stories that resonate with empathy and encourage sharing.

User-generated content can be a dynamic element in fostering engagement; encouraging participants to contribute their content related to the cause generates a sense of community involvement and ownership. Interactivity also assumes a pivotal role in bolstering engagement—employing polls, quizzes, surveys, and challenges not only encourages active participation but also imbues a sense of immersion and connectivity.

Facilitating open conversations with the audience via comments, questions, and interactions cultivates a genuine rapport. Furthermore, integrating gamification elements like contests, rewards, and badges introduces an element of excitement and competition, motivating participants to engage and advocate for the cause.

Strategic calls-to-action (CTAs) are crucial; presenting clear, actionable steps that individuals can undertake to support the cause bridges the gap between engagement and tangible impact. Regularly monitoring engagement metrics and collecting feedback from the audience enables the campaign to evolve in response to evolving preferences and dynamics.

Collaborating with influencers who share the same cause-related values can significantly amplify the campaign's visibility and credibility. Such partnerships infuse diverse perspectives and rally the influencer's followers to participate actively.

Additionally, cultivating a sense of community around the cause is pivotal—virtual events, webinars, and forums create spaces for individuals to connect and share their insights. Transparently showcasing the concrete impact of the campaign demonstrates the tangible outcomes of audience engagement, enhancing trust and encouraging continued involvement.

Lastly, leveraging data analytics tools to gain insights into audience behaviors and preferences empowers organizations to fine-tune their strategies and enhance engagement tactics. These recommendations collectively advocate for a comprehensive, audience-centric approach that fuels the success of cause-oriented campaigns, fortifying their ability to drive positive change and galvanize collective action in the realm of social media.

LIMITATIONS

This research endeavors to illuminate the intricate connection between audience engagement and the effectiveness of cause-oriented campaigns. However, it is essential to acknowledge several limitations that could potentially influence the comprehensiveness and generalizability of the findings. First, the study's conclusions could be affected by sample bias, as the characteristics and demographics of the respondents may not entirely represent the diverse spectrum of social media users. If the sample fails to accurately capture this diversity, the findings might have limited applicability to a broader population.

Moreover, the study assumes a generalized perspective of social media platforms, potentially overlooking variations in engagement patterns and campaign efficacy across platforms like Facebook, Instagram, Twitter, and TikTok. As a result, the findings might not fully encapsulate the nuanced dynamics unique to each platform. Additionally, the reliance on self-report data collected through online surveys introduces the possibility of self-report bias. Participants could provide socially desirable responses or exaggerate their engagement levels, which might impact the accuracy of engagement metrics and perceptions of campaign effectiveness.

Furthermore, the effectiveness of cause-oriented campaigns is influenced by external factors, such as the prevailing sociopolitical climate, ongoing news cycles, and concurrent campaigns. These external variables, which are not accounted for in the study, could potentially confound the observed relationships. The study's quantitative nature also brings about the challenge of distinguishing causality from correlation. While the research establishes correlations

between audience engagement and campaign effectiveness, establishing a definitive causal link is complex due to the presence of unobserved variables.

The study's methodology focuses on quantitative data, potentially missing qualitative nuances in audience engagement and campaign impact. Qualitative aspects such as individual motivations and emotional responses are not extensively explored within this framework. Additionally, the temporal scope of the study limits its assessment to a specific moment in time, omitting an exploration of the long-term effects of engagement on campaign outcomes. Moreover, the voluntary participation in the survey introduces the possibility of selection bias, as individuals with specific interests or a higher propensity for engagement might be overrepresented.

The study does not extensively delve into cross-cultural differences in audience engagement and campaign perceptions. Cultural norms and values could influence the interpretation of engagement metrics and campaign impact. Furthermore, the study's focus on the relationship between audience engagement and campaign effectiveness might not fully contextualize the broader factors that mediate or moderate this relationship. These limitations underscore areas for future research, methodological refinement, and the necessity of considering broader contextual factors when analyzing the intricate interplay between audience engagement and cause-oriented campaigns.

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