

Tong, S. C., & Chan, F. F. Y. (in press, accepted for publication on 8th January 2020). Exploring market-oriented relations in the digital era: A study of public relations and marketing practitioners in Hong Kong. *Journal of Communication Management*. doi: 10.1108/JCOM-10-2019-0133

Exploring market-oriented relations in the digital era: A study of public relations and marketing practitioners in Hong Kong

Abstract

Purpose

Market-oriented relations has been regarded as a kind of public relations practices widely performed by the practitioners of public relations and marketing. This study attempts to discuss market-oriented relations in the digital era in which public relations and marketing practitioners' involvement in managing market-oriented relations was simultaneously related to their perceptions of interactivity effects, value of public relations and benefits of digital media usage in public relations practices.

Design/methodology/approach

A self-administrated online survey targeting 241 practitioners engaged in coordinating public relations activities in Hong Kong was conducted in 2017.

Findings

Structural equation modeling analysis showed that practitioners' involvement in market-oriented relations practices had significant positive effects on their perceptions of interactivity effects, value of public relations, and benefits of digital media usage. Practitioners' perceptions of interactivity effects and benefits of digital media usage were positively affected by their perceptions of public relations value, particularly public relations effectiveness. Clients' profitability and business intelligence, as well as interactivity effects in terms of involvement and perceived customization were practitioners' key concerns in managing market-oriented relations.

Originality/value

This study explores how practitioners of public relations and marketing perceived and practiced public relations in the digital era. Specifically, the conception of market-oriented relations in regard to the use of digital media was discussed in the proposed structural model.

Keywords

market-oriented relations; interactivity; public relations value; benefits of digital media usage

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Acknowledgments

The work described in this paper was fully supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (Project No. UGC/FDS24(15)/H04/16). The first author would like to acknowledge her affiliation with the School of Professional Education and Executive Development, Hong Kong Polytechnic University during the submission of this research proposal.

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