



## The Influence of Advertisements on Adoption of Family Planning Methods in Pakistan

### Headings

- [Abstract](#)
- [Introduction](#)
- [Research Questions](#)
- [Literature Review](#)
- [Hypotheses](#)
- [Methodology](#)
- [Findings](#)
- [Discussion](#)
- [References](#)

**Abstract:** *Despite government measures to control the birth rate in Pakistan and spreading awareness about family planning through advertisements, the Pakistani population growth rate is still high. Pakistan Electronic Media Regulatory Authority (PEMRA) banned advertisements of contraceptives because of the complaints and pressure of a religious section of society. The main objective of this study is to investigate the influence of positive and negative feelings of viewers toward advertisements of family planning on behavioral intentions to adopt family planning methods. Data were collected from the 525 Pakistanis using a cross-sectional study design. The study adopted snowball sampling through the personally-administered method. Partial Least Squares-Structural Equation Modeling (PLS-SEM) was used to test the study hypotheses. Findings of the study show that PF is an important factor in influencing intention to adopt family planning methods; while NF has no significant influence on intention. Conclusively, this research has added valuable contributions, both practically and theoretically in the advertising field.*

**Key Words:** Advertisements, Family Planning, Behavioral Intention.

### Introduction

Population growth is the cause of the earth's problem; it is only one real problem in the world. Environmental pressure on the earth and on resources signal strongly that the world is already overpopulated (McDougall, 2009). According to the United Nations, the world population will reach eight billion in 2024. In 2020 Pakistan was standing at the 5th position in world population

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after China, India, U.S.A and Indonesia ([worldometers, 2020](#)). In Pakistan estimated 13,000 maternal deaths reported every year, a maternal mortality rate estimated at 276 per 100,000 live births, the infant mortality rate is 72 deaths per 1,000 live births, and the under-five mortality rate is 102.7 deaths per 1,000 live births ([Khattak, 2011](#)). Women in Pakistan would like to have about three children ([NIPS, 2008](#)). One out of every three pregnancies in Pakistan is unplanned, only 22 percent of married people in Pakistan use a modern method of family planning ([Sathar, Singh, & Fikree, 2007](#)).

Along with other factors affecting human behavior, mass media advertising is a very useful tool to influence family planning, on a large scale ([Bakht, Arif, Zafar, & Nawaz, 2013](#)). But in Pakistan advertisements of family planning are considered controversial because Pakistan Electronic Media Regulatory Authority (PEMRA) has banned many family planning advertisements in past years because of the pressure of religious section of the society, and they label such advertisements as indecent, immoral and anti-religion. Such advertisements hurt the feelings of people that lead to negative actions of consumers, such as reductions in purchasing and consumptions levels of the products ([Akhter et al., 2011](#); [An, 2013](#)).

In this regard, it is a matter of great interest to investigate the role of controversial advertisements in influencing consumer behavior. The literature of advertising and consumer behavior explains that advertisements have potential to formulate, shape or reshape the positive feelings toward advertisements (PF) and negative feelings toward advertisements (NF) of consumers ([Alabdali, 2010](#)). It is also important to conduct empirical research on controversial advertisements because [Edell and Burke \(1987\)](#) stated that the structure of feelings has some interesting implications, and it specifies that positive and negative feelings can coexist. But [Huang \(2001\)](#) described that positive and negative feelings do not coexist. Because one 60-second period advertisement's one part may elicit happy feelings, and another part of the advertisement may elicit sad feelings. Thus, it may be unseemly to use a single feeling as an advertisement descriptor ([Edell & Burke, 1987](#)).

## Research Questions

1. What is the influence of positive feelings of Pakistani Muslims toward advertisements of family planning on their intention to adopt family planning methods?
2. What is the influence of negative feelings of Pakistani Muslims toward advertisements of family planning on their intention to adopt family planning methods?

## Literature Review

For more than three decades, marketing programs have used mass media advertising to promote contraceptive use as a family planning method ([Agha & Beaudoin, 2012](#); [Greenstar, 2014](#)). Mass media is the need of every individual. Effect of mass media may be positive or negative; it depends on the mentality of the audience ([Khan, Razi, Mirza, Mazhar, & Amjad, 2013](#)). Critics argue that mass media advertising play with emotions and feeling of people to persuade them towards a

specific product, services or idea ([Arens, 2014](#)). Many efforts to define feelings have been made over time. According to [Ortony, Clore, and Collins \(1988\)](#) “feeling is an affective reaction to perceptions of situations”. [Baumeister and Bushman \(2014\)](#) defined “feeling is a full-blown, conscious state that includes an evaluative reaction to the event”.

Positive feeling also has been defined as “a pleasant emotional state or good mood” ([Estrada, Isen, & Young, 1994](#)), or “the extent to which a person feels enthusiastic, active, and alert” ([Watson, Clark, & Tellegen, 1988](#)) with a multitude of beneficial effects on thinking and behavior. “High positive feeling is a state of high energy, full concentration, and pleasurable engagement, whereas low positive feeling, is characterized by sadness and lethargy” ([Watson et al., 1988](#)).

The literature of consumer behavior presents that positive feelings have significant relationships with consumer behavior. Positive feelings may also differentially increase or decrease consumers’ perceived sense of control and change their consumption decisions, and behavior and differences depend on which specific feeling is active ([Cavanaugh, 2009](#)). In addition, positive emotions are very important, and they also have a significant influence on consumers’ decision-making and their ability to evaluate products or brands ([Hakkyun, Kiwan, & Norbert, 2010](#)). Furthermore, [Winterich and Haws \(2011\)](#) analyzed the relation between “future-focused positive feelings” and “future-focused negative feelings” and “self-control” of consumers. Findings present that “future-focused positive feelings” influence “self-control” and decision making of consumers ([Cavanaugh, 2009](#)).

Negative feelings refer to “the general dimension of subjective distress and un-pleasurable engagement that subsumes a variety of aversive mood states, including anger, contempt, disgust, guilt, fear, and nervousness, with the low negative feeling being a state of calmness and serenity” ([Watson et al., 1988](#)).

[Edell and Burke \(1987\)](#) stated “the structure of feelings has some interesting implications for advertisers. It indicates that positive and negative feelings can co-occur. For instance, an advertisement can make one feel happy and sad during one 60-second period; parts of the advertisement elicit happy feelings, and parts of it elicit sad feelings. Therefore, it may be inappropriate to use a single feeling as an advertisement descriptor because there may be little agreement among individuals regarding the level of the feeling or whether it is elicited at all. Feelings (such as happy or affectionate) may not be appropriate descriptors of advertisements. Rather, they are descriptors of how an advertisement makes people feel, and there is considerable variance in feelings across people for anyone advertisement”.

In the advertising context, negative and positive feelings are important in determining the influence of advertising as are semantic judgments of the advertisements and that they contribute to predictions of attitude toward advertisements by explaining of a different portion of the variance. Feelings appear to be properties of the person based on the nature of the advertisement itself ([Drozdova, 2014](#)). This proposes that it is very important for scholars to give significant consideration to the source of feelings.

In reference to controversial advertisements, most of the researches were conducted to determine the ethical issues, religious concerns/reactions, and offensiveness. A quantitative study was conducted by [Akhter et al., \(2011\)](#) in Pakistan to investigate the level of offensiveness towards TV controversial advertising. Findings show that respondents believe that male and female underwear, cigarettes, condoms and female hygiene products are the highest respectively ranked offensive advertisements. Besides, 70% of the respondents presented offensiveness towards male or female underwear, cigarette, and condoms.

Another study was conducted by [Ammar, Khan, Ahmad, and Zafar \(2014\)](#) on 573 respondents from four provincial subcultures of Pakistan to examine the difference of subcultures about socially sensitive advertising. The findings revealed that a significant portion of respondents showed a negative perception of socially sensitive advertising. Additionally, analysis of the study shows that the likelihood of the rejection of the brand increased with an increase in negative perceptions. Similar results of the study [\(Waller & Fam, 2002\)](#) were also found in China which reveal that exposure to controversial advertisements may cause of disinterest for products.

Literature also presents two contradictory views [\(Edell & Burke, 1987; Huang, 2001\)](#) about the co-occurrence of positive and negative feelings. In literature, no significant study was explored which focus on the occurrence of positive and negative feelings about controversial advertisements and their influence on the behavioral intention of the consumer. So, in this regard, it is very important and objective of the current research to analyze the existence of both positive and negative feelings about controversial advertisements and their influence on behavioral intention.

## **Hypotheses**

- H<sub>1</sub>: Positive feelings toward advertisements of family planning is positively related to the intention to adopt family planning methods.
- H<sub>2</sub>: Negative feelings toward advertisements of family planning is negatively related to intention to adopt family planning methods.

## **Methodology**

This study follows a quantitative method and cross-sectional study was conducted by using the questionnaire as the instrument for data collection. Snowball sampling technique was used to approach 550 respondents and get data from married Pakistanis. This study operationally defines behavioral intentions as the willingness of married Pakistanis to adopt family planning methods in future for avoiding unintended and unwanted pregnancies. Additionally, the study operationalizes behavioral intention as a one-dimensional construct using an index of three behavioral intention measures adopted from [Ajzen \(2006; 2013\)](#). This study also operationally defines positive feelings toward advertisements as the extent of feelings of married Pakistanis in terms of high energy, full concentration, pleasurable engagement, sadness and lethargy toward advertisements of family planning. Additionally, this study operationally measures positive

feelings toward advertisements as an independent variable and as a one-dimensional construct measured with ten items adapted from [Watson et al. \(1988\)](#). This research also operationally defines negative feelings toward advertisements as the extent of feelings of Pakistanis in terms of distress, unpleasurable engagement, anger, contempt, disgust, guilt, fear nervousness, calmness and serenity toward advertisements of family planning. Negative feelings toward advertisements also measured as an independent variable, and it is operationally measured as a one-dimensional construct with ten items. The measurement scale for measuring negative feelings of Pakistanis toward advertisements of family planning was adapted from [Watson et al. \(1988\)](#).

According to rules of thumb based on [Hair et al \(2012\)](#), if the research is exploratory or an extension of an existing structural theory and/or if the objective of the study is to determine key target constructs or identify key “drives” constructs, then PLS-SEM is recommended. In this light of thumb rules, PLS-SEM is most appropriate for this present study because all this study’s objectives are related to predicting key target constructs.

In addition, the goal of this research is to identify the factors that drive Pakistanis intention to adopt family planning methods. So, this research will also extend the existing theory of planned behavior by testing the new variables. In this respect and rules of thumb based on [Hair et al \(2012\)](#) indicate that PLS-SEM is most suitable for the current study. Therefore, this study used SmartPLS v2.0 ([Ringle, Wande, & Becker, 2016](#)) to determine the outer model (“reliability”, “convergent validity”, and “discriminant validity”) and inner model (significance of the “path coefficients”, “coefficient determination”, the “effect size” and “predictive relevance”).

## **Findings**

The data used for this research was collected from married Pakistanis. A total of 550 respondents were approached to collect data personally by using the snowball sampling technique. 535 questionnaires were filled out of 550 questionnaires, 15 respondents refused to fill the questionnaire because of a sensitive issue. Consequently, this makes the response rate of 97.27%; however, out of the 535 responses obtained, 10 questionnaires were found incomplete and were excluded from this study, only 525 questionnaires were used for further analysis making a valid response rate of 95.45%.

In this study, missing value analysis indicated none of the indicators had 5% of missing values; it ranged from 0.2% to 1.5%. Hence, missing values were replaced through SPSS 17 using mean replacement ([Hair Jr., Hult, Ringle, & Sarstedt, 2013](#)). After ensuring that data is free from missing values and, the results of means and standard deviations were used to assess the accuracy of the data input. It was found that there were no out-of-range values based on the close checking of the responses. All responses were within the plausible 5-point Likert scale.

After the checking and screening of the data as described in the previous discussion, the next step was to assess the outer model and inner model ([Hair Jr. et al., 2013; Vinzi, Trinchera, & Amato, 2010](#)). PLS-SEM was used in the present research to evaluate the outer model (measurement model) and the inner model (structural model). Outer factor loading as important

criteria in assessing an indicator’s contribution to the assigned construct was examined. Outer loadings were examined based on the threshold value of 0.50 and above (Hair et al., 2010). However, Hair et al. (2013) stressed that outer loading greater than 0.40 but less than 0.70 should be carefully analyzed and should be deleted only if it increases the value of CR and AVE. Based on these recommendations regarding item deletion, no item was deleted out of 23 items.

In this study, “Composite Reliability” (CR) and “Cronbach’s Alpha” (CA) values for all the constructs were examined, and the results in Table 1 show that all CR and CA values exceed the recommended threshold value of 0.70 (Hair et al., 2013; Henseler et al., 2009). The CR values in this study ranged from 0.88 to 0.95, indicating the reliability of the measurement model. Lastly, results in Table 1 show that the AVE value of all the constructs exceeds the threshold value of 0.50 (Hair et al., 2012; Henseler et al., 2009). The result reveals AVE values range from 0.53 to 0.87; so it can be concluded that convergent validity is established.

**Table 1.** Loadings, Reliability and Convergent Validity Values

Variables	Items	Loadings	IR	CA	CR	AVE
Intention	BI1	0.93	.891	0.92	0.95	0.87
	BI2	0.96	.837			
	BI3	0.90	.933			
	NF1	0.61	.907			
	NF10	0.70	.909			
	NF2	0.54	.903			
Negative Feelings	NF3	0.48	.904	0.91	0.88	0.53
	NF4	0.61	.902			
	NF5	0.54	.903			
	NF6	0.89	.901			
	NF7	0.65	.902			
	NF8	0.83	.898			
	NF9	0.70	.905			
	PF1	0.70	.878			
Positive Feelings	PF10	0.82	.872	0.89	0.91	0.50
	PF2	0.69	.880			
	PF3	0.77	.879			
	PF4	0.62	.875			
	PF5	0.71	.878			
	PF6	0.76	.892			

Variables	Items	Loadings	IR	CA	CR	AVE
	PF7	0.66	.876			
	PF8	0.55	.871			
	PF9	0.75	.875			

Note: CR=Composite Reliability, AVE=Average Variance Extracted, IR= Indicator Reliability, CA= Cronbach's Alpha.

In this study, “discriminant validity” was assessed by comparing the square root of the “AVE” for each construct with the correlations presented in the correlation matrix. Table 2 presents the findings of Fornell-Larcker Criterion assessment with the square root of the constructs. The square root of “AVE” in bold is greater than its highest construct’s correlation with any other constructs. Thus, it is concluded that “discriminant validity” of the construct has been established (Hair et al., 2013; Henseler et al., 2009).

**Table 2.** Discriminant Validity

Variables	NF	PF	BI
Negative Feelings	0.73		
Positive Feelings	.42	0.71	
Intention	.09	.27	0.93

The “discriminant validity” can be established when the indicator’s outer loading on a construct is higher than all its cross-loading with other constructs. Hence, Table 3 indicates the absence of a “discriminant validity” problem since the loadings are greater than 0.5, and no other indicator has loading more than the one it intends to measure.

**Table 3.** Cross Loading

Items	BI	NF	PF
BI1	0.93	0.05	0.26
BI2	0.96	0.13	0.29
BI3	0.90	0.13	0.24
NF1	0.02	0.61	0.26
NF10	0.02	0.70	0.45
NF2	0.00	0.54	0.37
NF3	-0.05	0.48	0.25
NF4	0.01	0.61	0.38
NF5	0.01	0.54	0.30
NF6	0.11	0.89	0.29
NF7	-0.01	0.65	0.25

Items	BI	NF	PF
NF8	0.07	0.83	0.42
NF9	0.02	0.70	0.44
PF1	0.24	0.16	0.70
PF10	0.28	0.34	0.82
PF2	0.07	0.19	0.69
PF3	0.21	0.23	0.77
PF4	0.10	0.19	0.62
PF5	0.22	0.17	0.71
PF6	0.24	0.48	0.76
PF7	0.10	0.33	0.66
PF8	0.16	0.35	0.55
PF9	0.21	0.34	0.75

Note: PF= Positive Feelings, NF= Negative Feelings, BI= Behavioral Intention

After obtaining a good result of the evaluation of the “outer model” (“measurement model”), precisely the latent variables indicate satisfactory evidence of reliability and validity; the next step was an evaluation of “inner model” (“structural model”). This involved assessing the outer model’s predictive abilities and the associations between the constructs. As suggested by [Hair et al. \(2013\)](#), before assessing the structural model, collinearity should be examined.

The results in Table 4 shows the values of VIF are clearly below the threshold of 5. Therefore, it is concluded there is no collinearity problem among the predictor constructs in the structural model, and further analysis should be carried out.

**Table 4.** Collinearity

	Tolerance	VIF
Positive Feelings	.795	1.257
Negative Feelings	.795	1.257

After checking and reconfirming absence for collinearity problem, the next step was to assess the structural model. According to [Hair et al. \(2013\)](#), the key criteria for evaluating the “structural model” in PLS-SEM are the significance of the “path coefficients”, “coefficient determination” ( $R^2$ ), the “effect size” ( $f^2$ ) and “predictive relevance” ( $Q^2$ ).

In this study, systematic model analysis of the “structural model” was carried out to provide a detailed picture of the results and to test Hypotheses comprehensibly. The size of the “path coefficients” was examined through PLS-SEM Algorithm, and the significance of the relationship was examined through PLS-SEM bootstrapping procedure in the SmartPLS 2.0. The original number of respondents was used as the number of cases, and 5,000 was used as bootstrapping samples ([Hair et al., 2011](#); [Hair et al., 2012](#); [Hair et al., 2013](#); [Henseler et al., 2009](#)).



Based on the PLS-SEM algorithm and bootstrapping procedure as mentioned above, Table 5 shows the “path coefficient” of the independent variables and the dependent variable. The result reveals that one exogenous variable has a positive coefficient and other exogenous variables have a negative coefficient with the endogenous variable. The bootstrapping finding in Table 5 reveals that the association between positive feelings and intention is significant at  $p < .01$ ; while the association between negative feelings and intention is found insignificant.

**Table 5.** Results of Direct Relationships

	<b>Paths</b>	<b><math>\beta</math></b>	<b>SE</b>	<b>T</b>	<b>P</b>	<b>Decision</b>
H <sub>1</sub>	Positive Feelings -> Intention	0.72	0.09	3.35	0.00***	Supported
H <sub>2</sub>	Negative Feelings -> Intention	-0.01	0.20	0.03	0.49	Not-Supported

\*:  $p < 0.1$ ; \*\*:  $p < 0.05$ ; \*\*\*:  $p < 0.01$

One of the most commonly used criteria for assessing structural model is the coefficient of determination ( $R^2$ ) of endogenous latent variables (Hair et al., 2013). According to Cohen (1988),  $R^2$  values of .27, .13 and .02 indicate substantial, moderate and weak  $R^2$  values, respectively. Results show that the  $R^2$  value of intention to adopt family planning methods is .083.

In this study, the effect size for the exogenous construct found to be statistically significant to affect the endogenous variables is assessed and reported. The result shows the effect size of the particular exogenous construct on the respective endogenous construct. The result indicates that exogenous constructs have small effect size on their endogenous construct.

Results of cross-validated redundancy for intention to adopt family planning methods (BI) show that intention's  $Q^2$  value (.07) is greater than zero; this suggests a substantial predictive relevance of the model. This is in line with the suggestion by Hair et al. (2013) and Henseler et al. (2009) that  $Q^2$  values greater than zero indicate the model has predictive relevance, while  $Q^2$  values less than zero, indicate the model lacks predictive relevance.

## Discussion

This section presents the recapitulation of the research findings based on the objectives of the research. The primary objective of the study is to analyze the influence of advertisements of family planning on the intention of Pakistanis to adopt family planning methods. Based on the main objective of the study, two objectives are stated and formulated according to the research questions developed from the problem statement. Consequently, two hypotheses are formulated and tested statistically based on PLS-SEM using SmartPLS 2.0.

The first objective of the study is to measure the influence of positive feelings toward advertisements of family planning on the intention to adopt family planning methods. H1 hypothesized that positive feelings toward advertisements of family planning positively related to

intention to adopt family planning methods and as postulated, the relationship was found to be positively significant.

This empirical result coincides with the findings of previous studies that argue positive feelings have significant relationships with consumer behavior. Positive feelings may also differentially increase or decrease consumers' perceived sense of control, and change their consumption decisions, and behavior and differences depend on which specific feeling is active ([Abdulai, 2012](#); [Cavanaugh, 2009](#); [Chang & Pham, 2013](#); [Hakkyun et al., 2010](#); [Isen, 2001, 2008](#); [Kozinets, 2001](#); [Oliver & Westbrook, 1993](#); [Shiv & Fedorikhin, 1999](#); [Sunde, 2014](#); [Winterich & Haws, 2011](#); [Yu & Dean, 2001](#); [Zhang et al., 2014](#)).

As the finding validates the hypothesis, it also provides an answer to the respective research question. In general, the result provides further support for the assertion of the Theory of planned behavior as a theory by confirming the positive influence of this PF on behavioral intention.

As mentioned in the literature review, positive feelings also serve an important social function in regulating relationships and maintaining social bonds ([Shiota, Campos, Keltner, & Hertenstein, 2004](#)); consumers engagements ([Kozinets, 2001](#)), brand relationships ([Fournier, 1998](#)), brand communities ([Muñiz & Schau, 2005](#)) and consumer behavior ([Cavanaugh, 2009](#)).

The literature demonstrates that PF is an important construct. Advertisers spend millions of dollars to persuade people toward their products or brands by creating positive feelings through advertisements. In the case of controversial advertisements, PF is also an essential factor to attract consumers toward products or brands ([Chaidaroon & Polyorat, 2008](#)). Results of this current study also revealed that PF either generated by controversial advertisements or non-controversial advertisements, has a positive influence on behavioral intentions of consumers. As past literature indicates that PF is very important in the context of consumer behavior ([Hakkyun et al., 2010](#); [Kozinets, 2001](#); [Winterich & Haws, 2011](#)) and PF has a positive influence on consumer behavior ([Abdulai, 2012](#); [Sunde, 2014](#)).

Secondly, H2 hypothesized that to achieve the stated objective of this study, H2 was tested, which states that NF is negatively related to BI. In this study, NF refers to negative feelings toward advertisements for family planning. The result presents that there is an insignificant negative relationship between NF and BI. Therefore, this result does not substantiate the empirical linkage between NF and behavioral intention. Hence, H2 is not supported.

Findings of this study are different from the past studies ([Akhter et al., 2011](#); [Ammar et al., 2014](#); [An, 2013](#); [Waller & Fam, 2002](#)) although results of this present study are different analysis of the data also has proved that PF and NF can co-occur. [Edell and Burke \(1987\)](#) stated that both positive and negative feelings are important for advertisers, and both feelings can coexist. For instance, an advertisement can make one feel happy and sad during one 60-second period; parts of the advertisement elicit happy feelings, and parts of it elicit sad feelings.

The outcome of the current study also validates this point that both PF and NF can coexist simultaneously and it negates approach used in the psychological literature that positive and

negative feelings do not co-occur ([Huang, 2001](#)). So, one can see quite significant differences in the approaches to feelings in advertising and psychology and results also validate this point.

The analysis shows the indirect relationship that there is a negative relationship between NF and BI. The negative relationship between NF and BI also has support from the past studies ([Akhter et al., 2011](#); [Ammar et al., 2014](#); [An, 2013](#); [Waller & Fam, 2002](#)) but this relationship is insignificant it's a contrary result from past studies. The insignificant relationship between NF and behavioral intention may be the cause of different reasons as findings of the study of [Fredrickson \(2001\)](#) indicate that negative feelings narrow while positive feelings broaden thought and action tendencies. Feelings appear to be properties of the individual based on the nature of the ad itself ([Drozdova, 2014](#)) and there is considerable variance in feelings across people for anyone ad ([Edell & Burke, 1987](#)).

The inevitable need for family planning methods may also be another reason of insignificant relationship between NF and behavioral intention because overpopulation and sexually transmitted diseases are really big problems and they both can badly impact the whole life of a person and his associate members in terms of economic and social condition. In this scenario, people may ignore the negative side of advertisements, and they resist negative feelings to influence their behavioral intention because Pakistani people express a desire to avoid pregnancy by using a condom or other contraceptives ([Patterson, 2013](#)).

Sarmad A. Ali, "Managing Director", marketing and advertising sales of the "Jung Media Group", who is also the President of the International Advertising Association of Pakistan (IAAP) said things are changing and private channels have shown openness to progress ([Pande & Bhushan, 2011](#)) because acceptance of such things has been increased in society.

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