

CORRELATION OF FAMILY PLANNING ADVERTISEMENTS WITH SOCIO-ECONOMIC CONDITIONS

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ABSTRACT

It is generally believed that Television (TV) has a deep influence on society, therefore in order to test the correlation between health Communication advertisements and socio-economic aspects of daily life; TV was the obvious choice for researchers. This paper focuses the family planning advertisement as they are believed of shaping attitudes towards specific behavior to ensure better socio-economic conditions-the prime variable of this social inquiry. The paper evaluates the respondents' exposure to particular media and assumes that it will have positive relation with the phenomenon discussed. To cover the widespread responses survey design is selected and sample is primarily drawn of 210 respondents to measure the level of exposure and test the perceptions in relation to family planning advertisements, of these 90 married male and female are later selected to provide data in determining this relation of exposure with socio-economic status. The exposure is analyzed using the univariate frequency technique and cross tabs are employed for the latent data to deduce conclusion.

INTRODUCTION

T.V is considered one of the most effective intermediaries among viewers for the justification of having both distinctiveness of audio and visual. With the foremost duty of providing entertainment, it is also considered for disseminating information for various purposes including surveillance. One of major focal area is health, its likelihood that those who watch T.V family planning advertisements more frequently while spending time in watching T.V, and pay close attention to their socio-economic status get more influenced.

Family planning usually means to restrict the family member to certain a numbers to make sure good and enhanced lifestyle in the society. It also means to decide that how many children an individual will prefer to have and how much period he would want

to have dividing his two issues (Atkin 2001). Another purpose of family planning is to enable the spouses to put into effect control over their own reproduction for their general well being. Hence, the quality of life is believed of as receiving top priority in this process (Faridi *et.al.* 2010). This necessitates investigating its impact on the socio-economic life because quality life means correlation between the socio-economic variables of public life (Pelkowski & Berger 2004).

In this study the efforts have been made to chalk out the correlation of media campaigns impact as regard to family planning as government and different agencies launch campaigns in the form of non-commercial advertisements to keep audiences aware of the burden of population on national and individual resources (Do & Kincaid 2006).

REVIEWED LITERATURE

The use of mass media in health promotion efforts has become very important and effective; T.V, radio, newspapers, magazines, billboards, posters and pamphlets have been used to encourage people in order to use, among others, contraceptives (Grob 1975).

The field of mass communication is constantly becoming rich through the use of modern technology (Roger & Storey 1987). New technical methods, changes in the public desires, economic competition and growing understanding of how the audiences are constituted bring about fresh, exciting ways of delivering and receiving information and entertainment (Fishbein *et.al.* 2001 & Noar 2006).

“The mass media have been used in health promotion efforts for many years. It is effective in stimulating attitude and behavior change, especially when media messages are supplemented with interpersonal and community structure that supports such change” (Valente 2001 and Synder *et.al.* 2004).

According to Atkin & Freimuth (1989) it was assumed that whether an audience understands and response to campaign material largely depends on five aspect of message presentation:

content appeal, style, frequency, timing, and accessibility. According to McQuail (2005), main thing is gratification unless and until the message can not gratify the audience it is useless. Uses and gratification research shows that it is difficult for receivers to justify the time and effort required to process a message unless the message somehow gratifies their need for knowledge or assist them in solving a problem that affects their lives (Fishbein *et.al.* 2001).

OBJECTIVES

The core objectives of this inquiry are:

- To examine the espousing habits of the viewer's media use.
- To explore the frequency of watching family planning advertisements on T.V.
- To explore the effect of media use on the viewers socio-economic status.

METHODOLOGY

As study demanded the responses of largely spread T.V. viewers, therefore survey research was most suitable for the design. The researchers personally met the respondents and recorded their responses through questionnaire.

Though it was decided to adopt random sampling procedure but the time limitation and large sampling frame restricted the researchers to practice Accidental Sampling technique and married male and female T.V. viewers were interviewed from the Hyderabad city (urban area).

The selected sample size consisted of 210 married males and females to determine the level of exposure. Further more 90 of them were also selected to investigate the impact of T.V. family planning advertisements on socio-economic aspects of life.

DATA ANALYSIS

Following are the univariate frequency distribution of major variables of the study:

SEX OF RESPONDENTS

Male	Female
42.4%	57.6%

FREQUENCY OF TV EXPOSURE

Never	Rarely	Some Time	Frequently	V. Frequently
6.7	15.2	37.1	28.1	11.9

This table indicates that 7% of the respondents never watch television, 15% rarely 37% are sometime exposed to T.V, 28% are frequently and 12% are very frequently exposed to the television. It is evident from the above figures that 40% frequently watch television.

FREQUENCY OF TIME SPENT ON T.V. WATCHING

2 to 3 hours	3 to 4 hours	More than 4 hours
60.0	13.8	11.9

The above frequencies reveal that 70% of the total respondents watch T.V. more than two hours.

FREQUENCY OF ATTENTION PAID TO T.V.

No Attention	Little Attention	Some Attention	Close Attention
10.5	31.4	29.5	23.8

Above frequencies claim that 54% of the total respondents pay close attention when they watch T.V. programs.

FREQUENCY OF INFORMATION FROM T.V. ADVERTISEMENTS

No Information	Little Information	Some Information	Ample Information
3.3	9.5	44.8	34.3

The above table explains that 79% of the respondents embrace much information from televised commercials.

FREQUENCY OF EXPOSURE TO T.V. FAMILY PLANNING ADVERTISEMENTS

Very Rarely	Some Time	Frequently	Very Frequently
27.1	3.8	1.4	1.9

The above table illustrate that 31% of the respondents are not exposed to the family planning advertisements and 15.7% are sometime exposed to the family planning advertisements.

FREQUENCY OF ATTENTION TO T.V. FAMILY PLANNING ADVERTISEMENTS

No Attention	Little Attention	Some Attention	Close Attention
6.7	20.5	30.5	33.8

The above table provides evidence that 65% of the respondents pay close attention to the televised Family Planning advertisements.

FREQUENCY OF MESSAGE UNDERSTANDING OF T.V.FP.ADS

Do not understand	Little	Some Extent	Enough	Completely
1.9	1.4	12.4	10.5	63.8

The above table illustrates that 75% of the respondents completely understand the message of televised family planning advertisements.

FREQUENCY OF T.V USE FOR INFORMATION ABOUT F.P

Never	Rarely	Some Time	Frequently	V. Frequently
13.8	9.0	21.9	32.9	21.0

This table indicates the frequency that 51% of the respondents very frequently use the T.V. for information about family planning.

TO KEEP THE CHILDREN MINIMUM

False	True
3.3	89.0

The above frequencies stand for 89% of the respondents with true claim of the above statement.

FAMILY PLANNING DECREASE PRESSURES ON RESOURCES

False	True
4.3	87.6

As it is evident from the above frequencies that 88% of the respondents believe that above statement is true.

FAMILY PLANNING REDUCES POPULATION PRESSURE

Disagree	Somewhat Agree	Agree
8.6	31.4	54.8

This table illustrates that 55% of the respondents agree with the above statements.

MINIMUM CHILDREN IMPROVE LIFE STANDARD

Disagree	Somewhat Agree	Agree
12.9	31.4	54.8

It is evident from the above frequencies that 54% significantly agree with the above statement.

TRY TO KEEP THE CHILDREN MINIMUM

Yes	No
67.6	29.0

This table shows that 68% of the respondents have tried to keep the children minimum.

DON'TKNOW FAMILY PLANNING PRACTICE

Disagree	Agree
28.0	1.0

The above table shows that 29% of the respondents are in disagreement to the statement that they don not know about the family planning practice.

MAXIMUM CHILDREN IS WISH

Disagree	Agree
13.3	16.7

This table illustrates that 17% of the respondents have agreed with the above statement, while 70 % of the total respondents have given no response.

MAXIMUM CHILDREN IS NEED

Disagree	Agree
14.8	15.2

The above table claims that 15% of the respondents have agreed that maximum children are their need while 70% respondents remain silent.

FREQUENCY OF MONTHLY INCOME IN THOUSANDS (Rs.)

Less than 3	3 – 6	6 – 8	8 – 10	10 – 12	12 – 14	More than 14
12.4	22.4	10.6	13.0	0.4	6.7	0.1

CROSSTABS

Table-1

EXPOSURE TO TV FAMILY PLANNING ADS WITH 'POPULATION IS GREATER THAN NATIONAL RESOURCES'

Population is greater than national resources (DV)	Sometime	Frequently
Disagree	45.1%	24.1%
Agree	54.7%	75.7%

$X^2 = 3.465$: X^2 , $p < .05$ at $df\ 1$

$n = 72$

This table shows that there is no significant relationship between T.V. family planning advertisements and 'population is greater than national resources'.

Table-2

EXPOSURE TO TV FP ADS WITH 'FAMILY PLANNING PRACTICE REDUCES POPULATION PRESSURE'

Family planning reduce population pressure (Dv)	Sometime	Frequently
Disagree	43.1%	34.5%
Agree	56.7%	65.7%

$X^2 = 57697$: X^2 , $p < .05$ at $df\ 1$

$n = 72$

This table describes that there is no significant relationship between T.V. family planning advertisements and family practice reduces population pressure.

Table-3

**EXPOSURE TO TV FAMILY PLANNING ADVERTISEMENTS
WITH 'MINIMUM CHILD IMPROVES LIFE STYLE'**

Minimum child improve life style (DV))	Sometime	Frequently
Disagree	47.1%	36.7%
Agree	50.7%	63.3%

$X^2=1.90$: X^2 , $p < .05$ at $df\ 1$

$n=72$

This table indicates that there is no significant relationship between T.V. family planning advertisements and minimum child improve life style.

Table-4

**EXPOSURE TO TV FAMILY PLANNING ADVERTISEMENTS
WITH 'TRY TO KEEP THE CHILDREN MINIMUM'**

To keep the children minimum (Dv)	Sometime	Frequently
No	50.7%	41.4%
Yes	47.1.7% $n=72$	50.6%

$X^2=.691$: X^2 , $p < .05$ at $df\ 1$

$n=72$

This table illustrates that there is no significant relationship between T.V. family planning advertisements and keep the children minimum.

Table-5

**EXPOSURE TO TV FAMILY PLANNING ADVERTISEMENTS
WITH 'MAXIMUM CHILDREN IS WISH'**

Maximum children is wish (DV)	Sometime	Frequently
Disagree	27.0%	50.0%
Agree	71.0.%	50.6%

$X^2=1.674$: X^2 , $p < .05$ at $df\ 1$

$n=72$

This table shows that there is no significant relationship between T.V. family planning advertisements and 'maximum children is wish'.

Table-6
EXPOSURE TO TV FAMILY PLANNING ADVERTISEMENTS
WITH 'MAXIMUM CHILDREN IS NEED'

Maximum children is need(DV)	Sometime	Frequently
Disagree	32.3.%	41.7.%
Agree	67.7..%	50.6%

$X^2 = .337$: X^2 , $p < .05$ at $df\ 1$

$n = 72$

This table describes that there is no significant relationship between TV family planning advertisements and 'maximum children is need'.

CONCLUSION

The study was comprised of two portions. In first portion the efforts were made to examine the exposure of the 210 (sample size) respondents while the second most important portion of the study was to explore the impact of T.V. family planning advertisements on the socio-economic variables of 90 viewers. The analysis revealed that 40% of the respondents are frequently exposed to the T.V. It was also explored by the finding that 60% of the respondents spent 2 to 3 hours watching T.V everyday, and 24% of them also paid close attention while watching these programmes. The findings further illustrated that 45% of the respondents were those who obtained some information about family planning from T.V. and 34% were those who obtained much information from T.V.

The impact of such ads on the statement that 'Maximum Children is the wish of parents' was checked and found not significant. The relationship of exposure to T.V. family planning advertisements was also explored with the statement that 'Maximum Children is the need of Parents' which was also found not significant. It means that the male viewers who were likely exposed to the T.V. family planning advertisements did not agree that 'a maximum child is their wish or need'. The findings further described that relationship between exposures to T.V. family planning advertisements with the statements: 'family planning practice will reduce population pressure' and 'Maximum Children improve life standard.'

This paper concludes that after exposure to health related commercials on television majority of our respondents believe that family planning practice have no impact on life style standard and can not reduce population pressure.

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