

Social Marketing Through Communication Campaigns: The APAV Case

Keywords: attitudes, communication campaigns, domestic violence; emotions, social advertising, social marketing

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Senior Research

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Work-in-Progress

Abstract

Social responsibility is gaining its momentum in the formulation of the strategy of the organizations, at the organizational, behavioral and communicational level, and for many organizations it is even considered a key differentiator and a proximity element to customers, whom are increasingly sensitive to individual and collective well-being (Carrol & Shabanna, 2010). Yet, welfare is not the prerogative only of companies, but also of non-profit organizations, which include it on their activity as a goal in itself. And for many of these, social causes are the main reason for their existence. This research focuses on one of these non-profit organizations - APAV - whose mission is the prevention, the combat and the protection of victims of domestic violence. Our object of study is one its recent mass media campaigns, that aim to alert and modify the behavior of the various actors involved in the process (victims, witnesses, society in general). A quantitative research has been conducted, operated by the application of questionnaire surveys to a sample of 134 subjects that seeks to assess to extent to which the emotions elicited by watching an APAV campaign influence behavior towards domestic violence, considering the mediating role of attitudes and subjective norms. The results measured by means of Structural Equation Modeling (SEM), show the validation of only two working hypotheses under study, indicating that the attitude towards advertising has a positive effect on attitudes towards domestic violence influencing in turn, behavioral intention of subjects. The main social and academic contributions of this research are discussed.

1. Introduction

Social marketing reflects “the use of marketing principles and techniques to influence a target audience to voluntarily accept, reject, modify, or abandon a behavior for the benefit of individuals, groups or society as a whole” (Kotler, Roberto, & Lee, 2002, p. 5).

Social marketing rises in visibility and acceptability, as societies are increasingly facing diverse social problems and consequently funders and policy-makers are asking for hard evidence of its effectiveness. (Gordon, McDermott, & Hastings, 2008). Social marketing effectiveness is indeed the most important aspect of social marketing, in order to influence behaviour and to derive managerial implications for improving the attempts to solve social issues.

Established in 1990, the Portuguese Association for Victim Support (APAV) is a no profit organization and volunteer, who supports in an individualized, qualified and humanized way, victims of crime, including victims of domestic violence by providing free and confidential services.

According to the APAV (2014), domestic violence against women is the more frequent and has been growing reaching in 2014 a total of 6,774 victims (18 per day). These numbers suggest domestic violence as a serious public health problem.

Public service ads (PSAs) are an increasingly visible part of efforts of APAV to decrease the occurrence and consequences of domestic violence. Like other advertising, domestic violence PSAs are designed to grab attention, enhance memory for ad content, influence attitudes and behaviour (e.g., encouraging acting against domestic violence through different ways). Over the years, images in domestic violence PSAs have changed substantially; agencies have started using pictures that generate emotions – either vivid negative images (hurt faces or body parts), or positive images (smiling faces) that contrast with the negative text (Alfonso, Shaylor, & Brady, 2009).

As social marketing deals with diverse campaigns (e.g., on social change in diverse fields, such as health prevention or environment protection), a multitude of scholarly literature can be found in health research, psychology, sociology, and marketing. This multidisciplinary approach leads to a fragmented research with diverse findings (Lefebvre, 2001).

Moreover, the literature in psychology, mass media and communications, and advertising, however, show remarkably little outcome research of public service campaigns. As a result, what constitutes an appropriate domestic violence PSA campaign is unclear, with campaign tactics changing seemingly arbitrarily throughout the years.

This study tries to address this gap in existing research and attempted to answer the following questions:

- 1) do emotional responses contribute to domestic violence PSA outcomes?
- 2) do attitudes and subjective norms influence intention behaviour?

Accordingly, the aim of this research is two-fold:

(1) to analyse the role of emotions as antecedents of attitudes towards a specific campaign against domestic violence and of attitude towards domestic violence;

(2) to evaluate the effects of both attitudes and subjective norms on the intention to behave against domestic violence

The work is divided into four parts. The first part includes a literature review of the social marketing and social advertising and the proposed working hypotheses and research model. Then, the methodology and the empirical analyses are explained, followed by our findings and discussion. In the final section, conclusions and implications are provided outlining some limitations and opportunities for further research.

2. Literature review and Research Model

Along with the advertising of products and services addressed to the "I-consumer" we speak of Advertising centered on "other". This notion is based on the fact: advertising broadened its field of work, particularly after the 90s to Mattelart (1990) advertising is requested by the various institutions, from the church the State going through charitable associations, as a way to renew their relationship with society. Lipovetsky (1989) also detects this trend, noting that advertising is increasingly used to raise the awareness of citizens to the major problems of the moment and modify various behaviors and attitudes: alcoholism, drugs, road speed, domestic violence (...). But, unlike what the author refers, not always the speech is guided by the soft advice. Through a disturbing speech, calls for the complaint, dramatizes, using persuasive and dissonant language.

Who appeals more to this type of advertising are the institutions that deal with the tragedies of humanity: International Organizations (UNO - United Nations Organisation, UNICEF, Red Cross, Greenpeace, Amnesty International, AMI - International Medical Assistance); the State (ministries, foundations); and non-governmental organizations (Food Bank Against Hunger, Animal Association, APAV - Association for Victim Support, among many others).

All the techniques such as metonymy, metaphors, testimonies, games of words, clichés, irony, humor (sometimes sarcastic) like used to promote products and brands are now applied to promote ideas, defend causes and influence social behavior. The objectives differ: it is intended to raise awareness, thrill, shock and finally mobilize.

If we consider the pyramid of Maslow (1943), we understand that the idea of embracing causes can also be part of the desires of individuals. Once met the basic needs not only the physiological level but also in terms of comfort and security, the individual focuses on his relationships with others, solving their social and emotional needs. The feeling of self-fulfillment is a search that Maslow identified as a target to be achieved after all the others, standing at the top of the pyramid. This desire encourages the active participation in solidarity movements and the need to raise awareness of the whole society for certain causes.

Reached the levels of comfort and well-being, and not denying consumerism, we are more sensitive to issues such as equal opportunities, children's rights, protection of minorities, civic information about AIDS and other problems, ecological awareness, denunciation of atrocities, mistreatment of animals, among other topics on the agenda. In this field, advertising has had a pedagogical role in inducing new behaviors in order to make people understand.

The publication of the article entitled "Social Marketing: An Approach to Planned Social Change," Journal of Marketing, is a milestone in defining the concept of social marketing which is conceptualized as a process of "creation,

implementation and monitoring of programs to influence acceptance of social ideas and involving considerations of product planning, price, communication, distribution and marketing research" (Kotler & Zaltman, 1971: 3).

After nearly 20 years of fragmented and dispersed interest in marketing applied to social problems, and Andreasem and Kotler (1991) witness in the 90s to a dramatic increase in 'social marketing', in a vast international social problems.

There remains, however, some imprecision in the concepts of social marketing and related marketing with causes.

The marketing related with causes implies the association of a company or a brand with a question or relevant social cause, with benefit to both and to society. It is an established relationship or partnership with a social institution to promote a brand, product or service, apart from the cause.

When the brand is associated with a social issue, the result is a partnership in which all parties win: the company increases sales and visibility brand, by media exposure; entities disclose their causes, attracting more supporters, volunteers and amount of resources.

According to Andreasem (1995), social marketing is the application of marketing techniques in social problem solving, whose issue is behavioral change . Its objectives include the encouragement of social awareness of every individual and creating new habits. Promote change in attitudes and behavior and, in some situations, seek to serve the market's needs without personal gain, at least immediately. This implies a way of being of the institutions, that is expressed in various actions over time, continuously.

It is necessary to separate situations where the advertising campaign for a social cause favors a brand commercial terms and where the campaign has as the ultimate social intervention. In the first case, we are dealing with advertising related causes, such as the case of Swatch Bears and the connection to the Gil Foundation, the Delta cafes and support to Timor, or the continent's campaign, with its Leopoldina to help the Mission Smile.

When we are dealing with awareness campaigns for causes in which there is no mention of a brand, product or service, we are facing a form of communication that is often called social advertising and social advertising.

The advertising framework for action in this area can be supported by the categorization proposed by Kotler & Andreasem (1991: 547) and integrated, broadly, on the concept of social marketing: Charitable advertising, as exemplified by the campaigns against hunger in Mozambique, Food Bank; Political advertising, applied to political campaigns; Government advertising related to the promotion of attitudes as preservation energy, water savings, military recruitment, road safety or encourage reading; Associative advertising such as encouraging the consumption of milk or the use of generics.

Understand as distinct advertising in favor of social causes, one of which focuses this proposal for reflection. It does not seek to promote a sector or brand. It focuses on the audience and asks certain behavior. The object is the cause itself and not the brand or product through the cause, such as domestic violence.

Whether advertising related causes, whether corporate philanthropy - featured by the participation of an institution in a cause for humanitarian reasons and without expectation of return - or other expressions of social marketing, come within the framework of social responsibility, in a broad sense.

For social responsibility means the adoption by the political institutions and practices of engagement with its stakeholders - stakeholders - and with society. The Social Responsibility, above all, is an exercise of corporate citizenship. The business and institutional real context is in favor to the emergence of social campaigns. The time to act on behalf of society seems to have arrived definitely to the advertising field of work.

Specifically considering the context of advertising campaigns that address the issue of domestic violence, there seems to be a frequent use of powerful images in combination with strong emotional messages. Emotions play a relevant role on the response to advertising, or other forms of brand communication (e.g., Batra & Ray, 1986; Mai & Schoeler, 2009) and the use of emotions in advertising can produce different effects, depending on the positive or negative valence of the emotion, or the specific emotion in cause (Gutnik, Hakimzada, Yoskowitz, & Patel, 2006).

Positive emotions, such as joy, contentment and happiness, have been related with positive outcomes (e.g., Fredrickson, 2003). For instance, individuals in a positive emotional state have been shown to experience higher levels of satisfaction (Westbrook & Oliver, 1991), evaluate products more favourably (Smith & Bolton, 2002) and are more accurate and careful in decision making tasks (Staw & Barsade, 1993). On the contrary, negative emotions are associated with negative outcomes, like dissatisfaction (e.g., Mano & Oliver, 1993).

Advertising that address the issue of domestic violence frequently combine images with fearful messages to evoke strong emotional responses, because it has been demonstrated that strong fear appeals have the capacity to be more persuasive and produce a greatest behavioral intentions change than low or weak fear appeals (Mongeau, 1998; Witte & Allen, 2000). Yet, its influence on attitudes towards domestic violence remains unclear (Welton-Mitchell, 2012). Departing from the notion that attitudes are multidimensional in nature (e.g., Breckler, 1984; Rosenberg & Hovland, 1960), formed by three components, cognitive, affective and conative, emotional reactions to ad violence exposure may contribute for the development of the affective component of the attitude towards domestic violence, thus influencing that attitude. Given the statements above, we hypothesize that:

H1: There is a positive relationship between emotional reactions to the ad and the attitude toward domestic violence, that is, individuals who experience more negative emotions when viewing the ad will present more negative attitudes towards domestic violence.

It has been suggested that when an ad originates positive affects in the viewers, this leads the consumers to like the ad and develop a positive attitude towards that specific ad, whereas when negative affects are elicited, the consumers experience an uncomfortable state that they want to alter, being more receptive to the "solution" offered by the advertiser (Aaker, Stayman & Hagerty, 1986). Ads that use negative emotional appeals, as in public service advertisements that aim to expose domestic violence and decrease its occurrence, intend to a) capture their audience's attention, b) induce an intended set of positive and negative emotions and c) motivate the consumers to act (e.g., Cohen & Areni, 1991; Cotte & Ritchie, 2005). These emotional responses are regarded as fundamental to the development of

consumers' perceptions of and reactions to advertisements (Aaker & Bruzzone, 1981), including attitudes. It has been theoretically suggested, in Holbrook and Batra's (1987) model, that the emotions elicited when exposed to an ad may influence the attitude towards the ad. There is empirical evidence on the relationship between emotional reactions to an ad and attitudes towards that specific ad (e.g., Olney, Holbrook, & Batra, 1991; Kemp, Bui, & Chapa, 2012). Therefore, the following hypothesis is presented:

H2: There is a positive relationship between emotional reactions to the ad and attitude toward the ad.

The goal of social marketing is to change behaviors. But to change behaviors first one must change intentions to act, since these intentions are, according to the Theory of Reasoned Action (Fishbein & Ajzen, 1975), the fundamental determinant of behavior. The Theory of Reasoned Action (TRA) also posits that intentions to perform a given behavior are directly influenced by two determinants, a) a favorable or unfavorable evaluation of the behavior (Attitude toward the behavior) and b) the perceived social pressure to perform or not perform the behavior (Subjective norm). These two factors combined, attitude toward the behavior and subjective norm, lead to the formation of a behavioral intention (Fishbein & Ajzen, 1975). As a general rule, the more favorable the attitude and the subjective norm, the stronger should be the person's intention to perform the behavior (Ajzen, 2008). The results of several meta-analyses provide evidence that behavioral intentions can be predicted from measures of attitudes toward the behavior and subjective norms (e.g., Albarracin, Johnson, Fishbein, & Muellerleile, 2001; Godin & Kok, 1996; Hagger, Chatzisarantis, & Biddle, 2002). For a wide range of behaviors, the mean correlations between attitudes and behavioral intentions, across different meta-analyses, range from .45 to .60. For the prediction of intentions from subjective norms, these correlations range from .34 to .42 (Ajzen, 2008; Montano & Kasprzyk, 2008). Specifically considering domestic violence, a meta-analytic review developed by Sugarman and Frankel (1996) revealed that the man's attitude toward violence is the only predictor that consistently predicts the wife's assault. Considering that a positive attitude toward violence by the perpetrator of violence is a predictor of violent behavior, then the complementary view can be taken as an hypothesis, that is, a negative attitude is associated with the intention to stop violence, or acting against it. Thus:

H3: There is a negative relationship between attitude toward domestic violence and intentions to act against domestic violence, in the sense that negative attitudes are associated with more positive intentions to act against violence.

H4: There is a positive relationship between the subjective norm and intentions to act against domestic violence, in the sense that the higher compliance to social pressure is associated with more positive intentions to act against violence.

Since its inception in a seminal article from Mitchell and Olson (1981), attitude toward the ad (Aad) has received some attention from the scholars for its role as a mediator of advertising effectiveness (e.g., Lutz, MacKenzie & Belch, 1983). Research also shows that sometimes the individuals present such strong attitudes toward an ad that they transfer this to the brand. Several studies reveal that attitude toward the ad is a relevant antecedent of brand attitudes and purchase intentions (e.g., MacKenzie, Lutz, & Belch 1986; Shimp, 1981). Yet, there is a lack of research on the effects of Aad in the context of social marketing and, specifically, on the reaction to advertising campaigns against

domestic violence. But if Aad has proven its relevance on advertising effectiveness, it is worth examine its effects on attitudes toward domestic violence and intentions to act against this type of violence, in special because advertising anti-domestic violence presently relies either on vivid negative images (bruised faces or body parts), or positive images (smiling faces) that contrast with the negative text (Welton-Mitchell, 2012) but the use of such pictures remains controversial on whether such ads actually achieve the intended results (e.g., Bagozzi & Moore, 1994). In accordance with its positive effects on attitudes toward the brand and behavioral intentions, it may be hypothesized that a more positive Aad motivates the audience to align their attitudes toward violence and behavioral intentions with those recommended in these public service messages. Thus:

H5: There is a positive relationship between the attitude toward the ad and the attitude toward domestic violence, that is, a more positive Aad is associated with more positive attitudes toward domestic violence.

H6: There is a positive relationship between the attitude toward the ad and intentions to act against domestic violence, that is, a more positive Aad is associated with is more positive intentions to act against violence.

Attending to the number of hypotheses, the relationships under study are presented in the model in Figure 1.

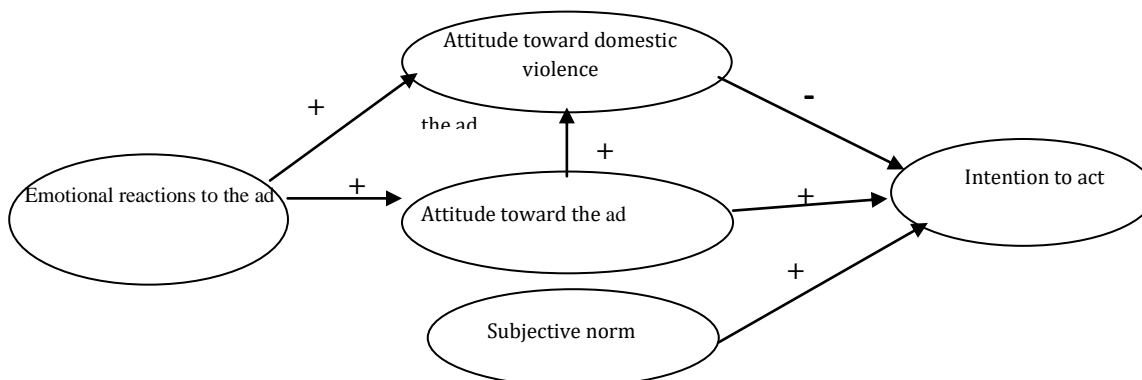


Figure 1 - Theoretical Model

3. Method

3.1 Measures

To carry out the research we call upon a quantitative method operated by the application of questionnaire survey. Emotions were measured from the scale Positive and Negative Affect Schedule (Galinha, Pais-Ribeiro, 2005) consisted of 20 items ($\alpha = .82$). It was asked respondents to indicate to what extent they felt a set of emotions (eg, disgust, excitement) before viewing an ad that alluded to domestic violence as part of a campaign carried out by APAV. There were made ratings on a 1 to 5 scale, with 1 representing "anything" and 5 representing "extremely".

The attitude towards advertising was measured by Lee scale (2000) comprising five items ($\alpha = .87$). A sample item is: "The ad is appealing to me." There were made ratings on a 1 to 5 scale, with 1 representing "strongly disagree" and 5 representing "strongly agree".

The attitude towards domestic violence was measured from an adaptation of Perceived Lack of Alternative (Yoshioka & DiNoia 2000) with 13 items ($\alpha = .66$). A sample item is: "Domestic violence is a private matter that should be handled by the family." There were made ratings on a 1 to 5 scale, with 1 representing "strongly disagree" and 5 representing "strongly agree".

The subjective norm was based on the scale Normative Beliefs Scale Tolman, Edleson & Fendrich (1996) with 14 items ($\alpha = .81$). It was asked respondents to address a list of persons / entities (eg, father, mother, host institutions) indicating the extent to which they considered that they would receive their support in a situation of domestic violence. There were made ratings on a 1 to 5 scale, with 1 representing "strongly disagree" and 5 representing "strongly agree".

Finally, as we haven't found on literature a behavioral intention scale to serve the purposes of the research in question, there was built a scale for this purpose based on the indications of the literature. The initial version of the scale was applied to a pilot sample of 50 people and the calculation of Cronbach's alpha culminated in the elimination of two items. The final scale consists of 13 items ($\alpha = .73$). A sample item is: "If you have a friend who is being victim of domestic violence'll talk to him." There were made ratings on a 1 to 5 scale, with 1 representing "strongly disagree" and 5 representing "strongly agree". A final section of the questionnaire was concerned with demographic data. Items asked individuals to indicate their gender, age and qualifications.

2. Participants and procedure

Stratified sampling requires knowing the universe under study, which in this case is the audience of APAV advertising or in particular the audience of the advertising campaign in question, which would imply obtaining audience studies of this campaign that does not exist and, therefore, it is not possible to obtain a representative sample of this universe.

On the other hand, the technique used in this study for data collection, on-line survey, may condition getting the required number of answers by strata producing bias in the final results due to the effects associated with time and respective influence on potential and later respondents.

Given the well-known limitations associated to convenience sampling but taking into account the above mentioned on the stratified sampling, it seems that the chosen option was the most viable in the conditions in which this study was conducted.

The convenience sample used in this study comprises 134 respondents, 32,6% males and 67,4% female. Participants' age ranged from 18 and 57 years, with an average of 35,06 years (SD= 12.56) and held different educational qualifications: 5,32% complete the secondary school, 68,2% complete their graduation and 26,5% had a master or PhD.

Participation was voluntary and respondents were assured of the anonymity and confidentiality of their responses. The subjects were informed that they were participating in a study examining domestic violence. After explaining the purpose of the survey the investigators distributed the questionnaire by their online contacts network.

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4. Results

4.1 Exploratory Analysis

According to Churchill's (1979) recommendation instruments' purification was conducted based on two independent criteria, item-to-total correlation and internal consistency reliability . Observable variables that show item-to-total correlation less than 0.5 (Hair *et al.*, 1998) and/or Cronbach α coefficient (Cronbach, 1951) less than 0,7 (Nunnally and Bernstein, 1994) were dropped out.

Afterwards an exploratory factor analysis was conducted. The KMO measure of 0,9 indicated that the correlation matrix was appropriate for factoring and excellent data quality. The maximum likelihood method was used for factors extraction method and the final solution was obtained using an oblique (Oblimin) rotation rather than the more commonly used orthogonal method. There seemed to be enough theoretical grounding specifying that these model constructs are substantially dependent of each other and, therefore, appropriate for oblique rotation.

A threshold of 0,45 recommended by Hair *et al.* (1998) was used to determine which variables loaded on particular factor. Some items were dropped out as they loaded less than 0,45 and only five constructs were identified. Next table presents the final factorial solution.

Table 1 -Pattern matrix of the final factorial

	Factor				
	Intenção	Atitude Anuncio	Emoções	Atitude	Norma
IntComp7	,989				
IntComp8	,971				
Intcomp11	,548				
IntComp9	,499				
Atitudeanuncio2		,928			
Atitudeanuncio3		,908			
Atitudeanuncio1		,666			
Atitudeanuncio4		,615			
Atitudeanuncio5		,532			
Emoções16			,781		
Emoções20			,748		
Emoções8			,742		
Emoções18			,730		
Emoções13			,707		
Emoções14			,528		
Emoções10			,524		
Emoções2			,501		
Atitude3				,833	
Atitude13				,829	
Atitude8				,755	
Atitude9				,711	
Normasubjetiva8					,710
Normasubjetiva11					,699
Normasubjetiva10					,670
Normasubjetiva9					,669
Normasubjetiva13					,563
Normasubjetiva12					,560
Normasubjetiva15					,455

Extraction Method: Maximum Likelihood.

a. Rotation converged in 6 iterations.

solution

The five factors with eigen values greater than 1.0 accounted for 50% of the total variance extracted. Next table presents the identified factors and the respective accounted of the total explained variance.

Table 2 - Explained Variance

Factor	Initial Eigenvalues		
	Total	% of Variance	Cumulative %
Intenção	4,782	17,713	17,713
Atitude Anuncio	3,540	13,110	30,823
Emoções	3,013	11,158	41,981
Norma 1	2,671	9,894	51,875
Atitude	2,210	8,187	60,062
Norma 2	1,445	5,352	65,413

Extraction Method: Maximum Likelihood.

a. When factors are correlated, sums of squared loadings cannot

4.2 Confirmatory Analysis

Although the measurement and structural analysis can be performed simultaneously we conducted the two analyses separately. First we conducted a confirmatory analysis for validating psychometrics properties of the instruments and then we proceeded with structural path analysis for testing the hypothesis formulated in our research model.

During the validity test the items that exhibited a squared correlation below the recommended value (0,50) and /or the respective regression coefficients were not statically significant (Bagozzi and Yi, 1988) were dropped out. Next table presents the fit indices of the final measurement model.

Table 3 - Fit Indices for the Measurement Model

Statistic	Recommended Value	Measurement Model
χ^2	$p \geq 0,05$	$\chi^2=91,650$ $df=94;$ $p=0,549$
χ^2 / df	$\leq 3,0$	0,975
GFI	$> 0,9$	0,919
AGFI	$> 0,8$	0,883
NFI	$> 0,9$	0,914
CFI	$> 0,9$	1,000
IFI	$> 0,9$	1,002
RFI	$> 0,9$	0,891
RMSEA	$\leq 0,08$	0,000 ^a

a) p-value $> 0,05$

The results showed no problems of convergent validity. In terms of reliability, all Cronbach's α (Cronbach, 1951) had to be above the recommended value of 0.70 (Nunnally and Bernstein, 1994). The composite reliability index was also calculated and for all constructs it was over the recommended value of 0.70 (Fornell and Larcker, 1981). Average variance extracted (AVE) values were over 0.50 (Fornell and Larcker, 1981). Furthermore all items presented standardized loadings above 0,6 and square multiple correlations (r^2) above 0,5 (Bagozzi and Yi, 1988). Next table presents the the results of the validity analysis.

Table 4 – Reability and validity indices

	$\geq 0,5$ R2	$p \geq 0,05$ Stantardized Loadings *	$0 \leq t \leq 1$ Variance Error	$\geq 0,5$ AVE	$\rho \geq 0,7$ Composita	$\alpha \geq 0,7$ Alpha
Intenção						
IntComp11	0,501	0,561	0,087	0,842	0,965	0,852
IntComp8	0,822	0,907	0,065			
IntComp7	0,988	0,994	0,065			
Atitude Anuncio						
AtitudeAn_4	0,498	0,608	0,11	0,843	0,954	0,865
AtitudeAn_3	0,869	0,932	0,093			
AtitudeAn_2	0,895	0,946	0,093			
Atitude						
Atitude3	0,581	0,762	0,013	0,772	0,993	0,852
Atitude8	0,652	0,808	0,021			
Atitude9	0,526	0,725	0,015			
Atitude13	0,624	0,79	0,018			
Norma Subjetiva						
Norma8	0,569	0,755	0,14	0,695	0,921	0,729
Norma10	0,557	0,746	0,136			
Norma11	0,324	0,569	0,09			
Emoções						
Emoções16	0,708	0,841	0,084	0,790	0,957	0,844
Emoçãoe18	0,636	0,798	0,073			
Emoções20	0,604	0,777	0,103			

Discriminant validity was evaluated following the AVE criterion It was found that the variance shared between each pair of constructs was below the corresponding square root of the variance extracted indexes (Fornell and Larcker, 1981). Results are presents in the next table.

Table 5 – Discriminant validity

Dimensions	Intenção	AtitudeAnuncio	Atitude	Norma Subjetiva	Emoções	CR
Intenção	0,842					0,965
titudeAnuncio	0,068	0,843				0,954
Atitude	-0,217	-0,255	0,772			0,993
Norma Subjetiva	-0,18	-0,43	0,028	0,695		0,921
Emoções	,064	0,164	-0,65	0,196	0,790	0,957

Notes: Values on the diagonal are the square root of the average variance extracted (AVE) of each factor; values below the diagonal are correlations between the factors; CR – composite reliability.

Having assured the reliability and validity of the measurement instrument we tested the proposed conceptual model using structural equation modelling. The results indicate that the data fit our conceptual model acceptably as shown in the next table.

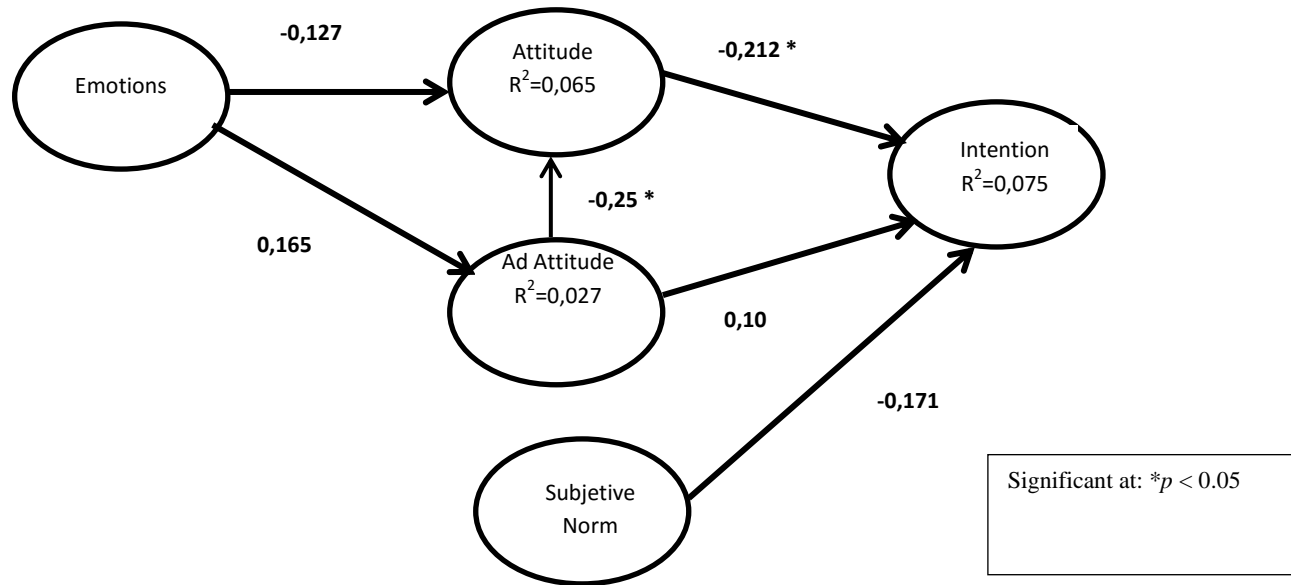
Table 6 - Fit Indices for the SEM

Statistic	Recommended Value	Measurement Model
χ^2	$p \geq 0,05$	$\chi^2=95,843$ df=98; p=0,543
χ^2 / df	$\leq 3,0$	0,969
GFI	$> 0,9$	0,916
AGFI	$> 0,8$	0,883
NFI	$> 0,9$	0,910
CFI	$> 0,9$	1,000
IFI	$> 0,9$	1,002
RFI	$> 0,9$	0,890
RMSEA	$\leq 0,08$	0,000 ^a

a) p-value > 0,05

The empirical estimates for the main-effects model are shown in Figure 2.

Figura 2 - Structural Equation Model



The structural model results revealed emotions are neither a predictor of the attitude towards Ad ($\beta = 0.165$; $p > 0.05$; H2 not supported) neither of the attitude towards domestic violence ($\beta = -0.127$; $p > 0.05$; H1 not supported). Similarly subjective norms and ($\beta = -0.171$; $p > 0.05$; H4 not supported). Ad's attitude ($\beta = -0.10$; $p > 0.05$; H5 not supported). did not show a significant relationship with behaviour intention.

On the contrary our results confirm that attitude towards domestic violence is a mediating variable ($\beta = -0.212$; $p > 0.05$; H6 supported). between attitude towards Ad and behaviour intention ($\beta = -0.25$; $p > 0.05$; H3 supported).

The negative sign of the standardized coefficients is due to the Attitude instrument in which statements are positive believes regarding domestic violence. Thus positive impact of Ad campaign should decrease Attitude, as negative impacts on Attitude should increase Intention Behavior.

Overall the structural model only explained 8,5% of the behaviour intention variance a very low value. Attitude towards domestic violence exhibited the highest value (6,5 %) follow by the Attitude towards Ad (2,7%). This result meant that the two attitude variable are not robust predictors of behaviour intention towards domestic violence that might be appropriately explained by other variables.

5. Discussions and Conclusions

Domestic violence is a significant social and public health concern as well as a human rights abuse with a high prevalence worldwide. More than 10 million people around the world suffer from domestic violence each year (NCADV, 2012) and this has a profound negative economic and social impact, as well as physical and mental on the victims.

This paper contributes to examine the responses to advertising messages advocating against domestic violence, in terms of attitudes and intentions to act, thus contributing to understand the effects of advertising campaigns related to social marketing. Today, more than ever before, an increasing number of non-profit organizations are directed to address social marketing themes and rely upon mass media public service announcements to be effective and change attitudes and behaviors in the Portuguese population. Therefore, it is fundamental to understand if this advertising produces the desired effects and has a persuasive impact that leads to a change for the target of this communication. Given the limited knowledge in this area and the mixed and equivocal findings of the research so far (Welton-Mitchell, 2012), this research makes a meaningful contribution for the literature.

The findings suggest that the viewers' attitude toward the ad has a negative effect on their attitudes towards domestic violence. This result reveals that besides influencing the ad effectiveness, as acknowledged in previous literature (e.g., Lutz, MacKenzie & Belch, 1983), the attitude toward the ad can predict the attitude toward domestic violence. This is an important finding, since there remains a controversy in the literature if the use of strong

emotional negative ad appeals was worthwhile and achieved the intended results (e.g., Bagozzi & Moore, 1994) and our results show that the attitude created when viewing this type of ads may influence the attitude toward domestic violence, a relevant antecedent of the behavior towards domestic violence (e.g., Sugarman & Frankel, 1996). This suggests that, when viewing this ad, the audience aligns their attitudes toward violence and behavioral intentions with those recommended in this public service, communication campaign of APAV.

Our results also reveal that the viewers' attitude toward the ad also has a negative effect on the attitude toward domestic violence (when the attitude toward Ad is more positive, the attitude toward domestic violence is more negative), which in turn leads to more intentions to act on or report cases of domestic violence.

A plausible explanation is that (a) from being exposed to the ad, individuals increase their awareness and form more beliefs about violence, (b) these beliefs help develop the attitude toward this subject, which may (c) promote the intention to act when the individual is confronted with a situation where this violence prevails.

The negative impact of attitude toward domestic violence on intention to behavior means that while negative attitude toward domestic violence improves so does the intention to act against it. This very consolidated result that arises from classical TPB and TRA theories (Fishbein & Ajzen, 1975) and supports the findings of Sugarman and Frankel (1996) in the case of domestic violence, although, to our knowledge, it was not examined in the context of social marketing.

The hypotheses that establish links between emotions and attitudes, as well as between the subjective norm and intention to act regarding domestic violence have not been supported.

Our results suggest that emotions do not act as predictors of attitudes (toward the ad and toward domestic violence). Three different types of reasons can be advanced to make sense of these results.

Firstly, fear arousal provoked by an ad has been found to enhance interest and promote an attitude toward the ad (LaTour, Snypes, & Bliss, 1996). However, in our model the impact of fear has been examined together with other emotions (positive and negative), and this may lead to non-significant results. Future research may examine, with a wider sample, the separated effects of positive and negative emotions on attitudes, and with greater detail, the specific effect of fear, guilt or shame (the most studied negative emotions on advertising) on attitudes toward the ad.

Secondly, previous research has found mixed results concerning the effects of strong negative emotions provoked by ads. For instance, anti-drinking ads that strongly induce shame or guilt may lead to the rejection of the ad's message, not producing the desired effect neither on attitudes nor behavioral intentions (Agrawal & Duhachek, 2010). Since the chosen ad, according to our pilot study, induced strong negative emotions, these may backfire and do not produce the hypothesized impact on both types of attitudes. Research has shown that this kind of mismatch between advertiser intentions and consumer response occurs all too often (e.g., Cotte, Coulter & Moore, 2005) and it is of relevance to understand the conditions in which it may occur. Future studies must examine the emotional

impact of several public service ads (related to domestic violence) and its effects on other attitudinal and behavioral variables.

Lastly, attitudes toward domestic violence may already preexist in the participants of this study. Therefore, the emotional responses to an anti-domestic violence ad may not predict the attitudes toward this subject but may moderate the relation attitudes-behavioral intention to act or report domestic violence. Future studies may examine this moderator role of emotions, as well as other potential moderators, including the involvement with this issue, individual differences or the cultural context.

The findings also reveal a non-significant relationship between the social dimension (subjective norm) and behavioral intentions, suggesting that the subjective norm does not shape the intention to act when someone from the viewer's network is a target to domestic violence. The Theory of Reasoned Action (TRA) may help explain this result. Attending to this theory, attitudes toward behavior and subjective norm act as predictors of intention. In our model, and with this theory in mind, both attitude toward domestic violence and subjective norm regarding violence should predict intention to act when in the presence and/or knowledge of violence. The subjective norm refers to the person's belief about the acceptability of the behavior and the motivation to act accordingly to this belief: but if the person is not the target of this behavior, nor the perpetrator, and has not had yet contact with domestic violence, he/she may not be aware of the beliefs of those significant around them nor be motivated to act in accordance with these, simply because never needed to think or to act on the basis of their perceptions of others' on this subject.

Conclusions

In conclusion, this research had the main objective to understand to what extent the emotions provoked by viewing an advertisement alluding to domestic violence - promoted by APAV, interfere in attitudes and behavioral intention. This is an important issue in academics and in social terms. In academics because despite the investment made to date, it is an issue that still holds numerous gaps and a high progress margin. In social terms because, being domestic violence a social scourge, it seems relevant realize the extent to which advertising campaigns directed to do so effectively have a persuasive effect and contribute to the intention of behavior change targets. In fact, before the urgency to change mentalities and so that there more victims of domestic violence could start to report it and accordingly there are fewer and fewer offenders, advertising presents itself as an important vehicle to sensitize the masses.

The quantitative research and the theoretical model test from structural equation revealed that only was possible to validate two working hypotheses indicating that the attitude towards advertising has a positive effect on attitudes towards domestic violence influencing in turn, behavioral intention of subjects. Thus, it was clear this investigation indicates a possible persuasive effect of advertising concerning domestic violence in the predisposition of individuals to condemn domestic violence and act in accordance, namely in particular with the intention of being alert to situations of domestic violence, assist the victims and denounce the perpetrators.

We think there are some main limitations and implications of the study. On the one hand, the small sample size. We believe that a larger and stratified sample (particularly) by gender and age would give us a more representative and discriminatory perspective on the phenomenon under study. On the other hand, and despite the quantitative method positively adjust to the needs of our investigation, we believe that the triangulation with a qualitative approach, including the completion of semi-structured interviews or focus group would be extremely useful in particular to better understand the possible reasons that are behind the no validation of the formulated hypotheses.

Moreover, the joint analysis of emotions (positive and negative ones) may have not revealed the effective discriminant effect of each. Thus, we suggest for further research, the need to analyze separately and in a discriminatory manner the positive and negative effects of emotions on attitudes (positive and negative emotions on attitudes), with particular relevance to fear, guilt or shame for being the most studied negative emotions in advertising.

We believe that the conclusions drawn here have valuable practical implications for professionals in the area – very similar to what happens with advertising anti-alcohol and anti-smoking, will help to better understand to what extent exaggerated bet on negative emotions in advertising will not have an adverse effect on the attitudes and behavior of the target audience.

Finally, the two attitude variables were not robust predictors of intention to act against domestic violence. It is recommended that future studies include other records, especially those relating to personal characteristics such as demographics, personality traits and situational factors, commonly used in such studies.

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