

Marketing Social através de Campanhas de Comunicação: o caso da Associação Portuguesa de Apoio à Vitima (APAV)

Palavras-chave: atitudes, campanhas de comunicação, marketing social, publicidade social, violência doméstica

Social Marketing through Communication Campaigns: The Portuguese Association for Victim Support Case (APAV)

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

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Resumo

A responsabilidade social tem vindo a crescer de importância na formulação estratégica das empresas ao nível organizacional, individual e comunicacional, sendo para muitas delas um elemento diferenciador e de proximidade ao cliente cada vez mais sensível ao bem-estar individual e coletivo (Carrol & Shabanna, 2010). Mas o bem-estar social não é apanágio apenas das empresas mas também das Organizações Não Lucrativas (ONG) que o integram na sua actividade como um objetivo em si mesmo. Para muitas destas é a causa social a razão da sua existência. Este estudo incide sobre uma destas organizações - a APAV - que tem como missão a prevenção, o combate e a protecção das vítimas. O objecto deste estudo é uma das mais recentes campanhas publicitárias da APAV que tem como principal objectivo alertar e modificar os comportamentos dos vários agentes (vítimas, testemunhas, sociedade no geral) para o drama social da violência doméstica. Para o efeito optou-se pela investigação quantitativa com base em inquéritos por questionário administrados a uma amostra de 134 participantes. Procurou-se avaliar o efeito das emoções desencadeadas ao assistir à campanha pré seleccionada da APAV na intenção de comportamento face à violência doméstica considerando o papel mediador de atitudes e normas subjetivas. Os resultados obtidos com base no modelo de equações estruturais (MEE) indicam que a atitude relativamente à publicidade tem um efeito positivo sobre as atitudes em relação à violência doméstica que influenciam por sua vez, a intenção

Abstract

Social responsibility is gaining its momentum in the formulation of the strategy of the organizations, at the organizational, individual 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 (NPO), 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. 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), reveal 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.



comportamental face a esta. As principais contribuições
sociais e académicas desta pesquisa são discutidas.

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. According this, this study tries to address this gap in existing research and attempted to answer the following questions: Do emotional responses contribute to domestic violence Public Service Ads (PSAs) outcomes?; Do attitudes and subjective norms influence intention behaviour regarding domestic violence? Accordingly, the aim of this research is 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.

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 investigation 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, limitations and opportunities for further research are provided ending by presenting main conclusions.

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.

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).

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. Techniques such as metonymy, metaphors, testimonies, games of words, clichés, irony, humor (sometimes sarcastic) used to promote products and brands are now applied to promote ideas, defend causes and influence social behavior. However, according to the same author, as the objective is to raise awareness, thrill, and shock and, finally, mobilize, not always the speech is guided by the soft advice, but instead, through a disturbing speech, calls for the complaint, dramatizes, using persuasive and dissonant language.

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.

As Rojas (1994) pointed out, 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, Andreasen and Kotler (1991) witness in the 90s a dramatic increase in 'social marketing', covering vast international social

problems. This rise came along within the framework of social responsibility where companies and institutions seek to convey an ethical and moral image expecting taking advantage in the future, by being socially responsible adding value to its products and services and developing social strategies for communities (Melo & Froes, 2001).

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. 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 (Demetriou et al., 2009; Varadarajan & Menon, 1988). In this context, advertising campaigns for a social cause favors a commercial brand 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.

Differently, 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 promote change in attitudes and behavior and, in some situations, seek to serve the market's needs without personal gain, at least immediately (Andreasen, 1995).

The advertising framework for action in this area can be supported by the categorization proposed by Kotler & Andreasen (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.

Understood as distinct advertising in favor of social causes, the social advertising is not intended to promote a sector or brand. It focuses on the audience and asks for certain behavior on behalf of the society welfare.

Specifically considering social 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). The use of emotions in advertising can even produce different responses from the individual, 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 favorably (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 addresses the issue of domestic violence frequently combines 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 changes in behavior intentions 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, the emotional reactions to ad violence exposure may contribute for the development of the attitude towards domestic violence, since the affective component of

attitudes refers to the feelings or emotions linked to an attitude object and this implies that emotions can help create or change the individual's attitudes (e.g. Rosenberg & Hovland, 1960). Being at the core of attitudes' structure, emotions evoked by public service advertisements (PSA) against domestic violence can thus influence the viewer's attitude on this social issue. Given the statements above, we hypothesize that:

H1: There is a positive relationship between emotional reactions to the PSA against domestic violence and the attitude toward domestic violence.

It has been suggested that when an ad originates positive affects in the viewers, this increases ad likeability and leads to the development of 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, such as PSA's 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 PSA against domestic violence 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 regarding domestic violence is associated with the intention to stop this type of violence, or acting against it. Thus:

H3: There is a negative relationship between attitude toward domestic violence and intentions to act against domestic violence.

H4: There is a positive relationship between the subjective norm and intentions to act against domestic 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 particular because anti-domestic violence PSA's presently rely 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.

H6: There is a positive relationship between the attitude toward the ad and intentions to act against domestic violence.

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

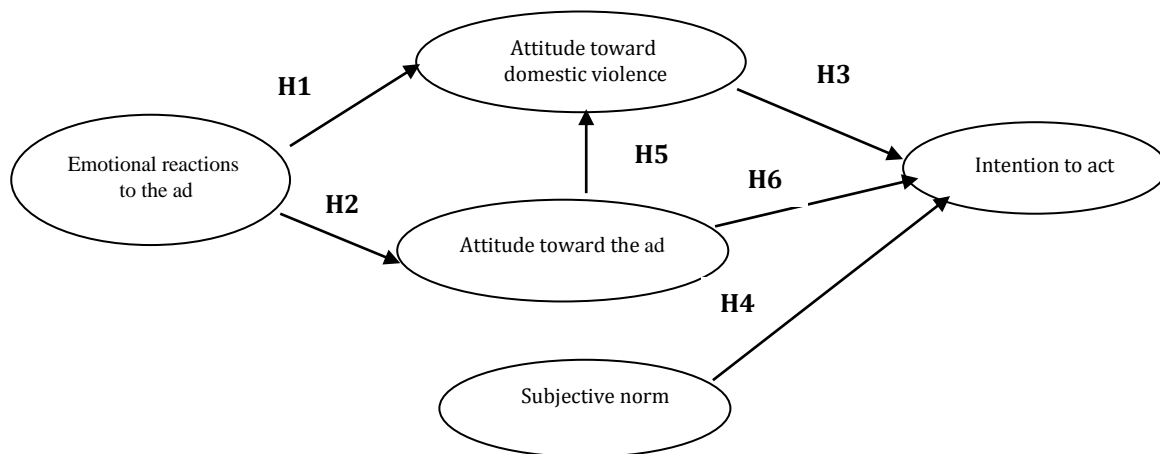


Figure 1 – Theoretical Model

3. Method

To carry out the research we call upon a quantitative method operated by the application of questionnaire survey. Emotions were measured with the Positive and Negative Affect Schedule (Watson, Clark & Tellegen, 1988) consisting in 20 items ($\alpha = .82$). It was asked respondents to indicate to what extent they felt a set of emotions (e.g., disgust, excitement) before viewing a PSA 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 an ad was measured by Lee's 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 the Revised attitudes toward wife abuse scale (Yoshioka & DiNoia 2000), and of the young people attitudes towards domestic violence developed by NCP (2001) 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 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, 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, a scale was built for this purpose, based on the relevant 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

I'll talk to him/her." 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.

Although a stratified sampling procedure might be a suitable one it was taking into account that 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 do not exist and, therefore, it is not possible to obtain a representative sample of this universe. Additionally data was collected through on-line survey, which 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. In this context using a convenience sample was the most viable in the conditions in which this study was conducted. Data was collected from the personal data contact of the Facebook social network of researchers, during the second half of July 2015.

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 age of 35,06 years (SD= 12.56) and held different educational qualifications: 5,32% complete the secondary school, 68,2% completed 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.

Two main statistical analyses were employed in this study: exploratory factor analysis aimed at empirically identifying the constructs under study and to assess their validity and reliability, followed by a confirmatory analysis employing Structural Equation Model (SEM) to validate the model measurement and test the hypothesis.

For this study, SPSS22.0 and SPSS AMOS were used to conduct the statistical analysis mentioned above.

4. Results

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.

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 . Five constructs were identified and accounted for 50% of the total variance extracted. Table 1 presents the final factorial solution.

Table 1 - Pattern Matrix of the Factorial Solution

	Factor				
	Intention to act	Attitude Ad	Emotion Ad	Attitude Domestic Violence	Subjective Norm
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.
Rotation Method: Oblimin with Kaiser Normalization.

Although the measurement and structural analysis can be performed simultaneously we conducted the two analyses separately. First we conducted a confirmatory analysis for validating the 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. Table 2 presents the fit indices of the final measurement model.

Table 2 - Fit Indices for the Measurement Model

Statistic	Recommended Value (Hu and Bentler, 1999)	Measurement Model
χ^2	$p \geq 0,05$	$\chi^2=91,650$ df=94; p=0,549
χ^2	$\leq 3,0$	0,975
/df		
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
RMSE	$\leq 0,08$	0,000 ^a

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). Table 3 presents the results of the validity analysis.

Table 3 – Reability and validity indices

		≥ 0,5	p ≥ 0,05	0 ≤ t ≤ 1	≥ 0,5	p ≥ 0,7	α ≥ 0,7
		R2	Stantardized	Variance	AVE	Composita	Alpha
			Loadings *	Error			
Intention							
	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			
Attitude Ad							
	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			
Attitude Domestic Violence							
	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			
Subjetive Norm							
	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			
Emotion Ad							
	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 table 4.

Table 4 – Discriminant validity

Dimensions	Intenção	AtitudeAnuncio	Atitude	Norma Subjetiva	Emoções	CR
Intention	0,842					0,965
Attitude Ad	0,068	0,843				0,954
Attitude Domestic Violence	-0,217	-0,255	0,772			0,993
Subjetiv Norm	-0,18	-0,43	0,028	0,695		0,921
Emotion Ad	,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 table 5.

Table 5 - Fit Indices for the SEM

Statistic	Recommended Value (Hu and Bentler, 1999)	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.

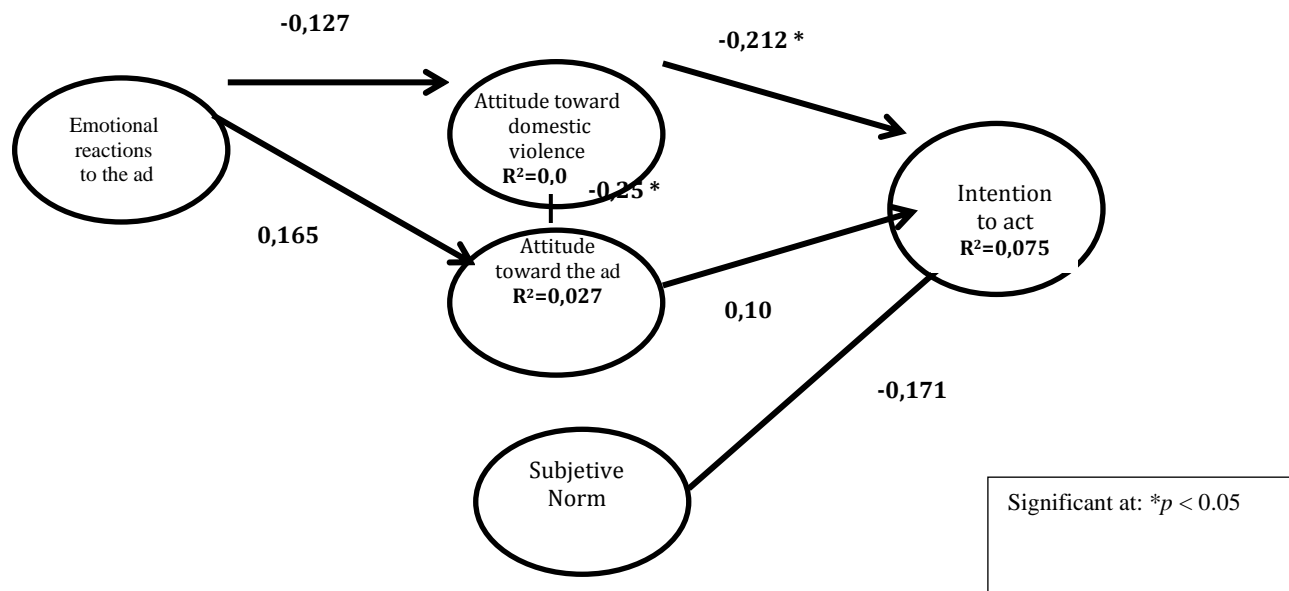


Figure 2 - Structural Equation Model

The structural model results revealed emotions are neither a predictor of the attitude towards an 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 ($\beta = -0.171$; $p > 0.05$; H4 not supported) and attitude towards an ad ($\beta = -0.10$; $p > 0.05$; H5 not supported) did not show a significant relationship with behaviour intention when encountering domestic violence.

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 an ad and behaviour intentions ($\beta = -0.25$; $p > 0.05$; H3 supported).

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

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 an ad (2,7%). This result meant that these two types of attitudes are not robust predictors of behaviour intention towards domestic violence that might be appropriately explained by other variables.

5. Discussion

Domestic violence is a significant social and public health concern as well as a human rights abuse with a high prevalence worldwide. Besides leading to homicide in extreme cases, physical, sexual and psychological abuse inherent to domestic violence are widespread and have a profound negative economic and social impact, as well as undermine the health and well-being of millions of women, children and older adults worldwide (WHO/UNODC, 2014).

To prevent and act against domestic violence, many countries and institutions are developing policies and strategies which involve, amongst other measures and actions, advertising campaigns. Yet, their effectiveness and the mechanisms that underlie the potential efficacy of these campaigns on behavior changes are understudied.

The goal of the present study has been to expand our current knowledge of the effects of PSA advocating against domestic violence. In particular, this paper intended to promote a deeper understanding of the responses to PSA advocating against domestic violence and its potential antecedents, by examining to what extent the emotions, the attitudes provoked when viewing a PSA alluding to domestic violence (promoted by APAV) and subjective norms are predictors of the intentions to act against domestic violence.

The findings suggest that the viewers' Aad 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 is worthwhile and achieves the intended results (e.g., Bagozzi & Moore, 1994) and our results show that the attitude created when viewing this type of ads may positively 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 the mediation role of attitude towards domestic violence on the relationship Ad-behavioral intention. Specifically, the viewers' attitude toward the ad has a negative effect on the attitude toward domestic violence, that is, 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 against 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 domestic 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 type of violence prevails.

The negative impact of attitude toward domestic violence on behavioral intentions means that while negative attitude toward domestic violence improves so does the intention to act against it. This very consolidated result arises from classical TRA theory (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. In fact, 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 influence of 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, but with different weights in each situation. 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. Therefore, future studies should examine these relationships with participants who suffered domestic violence or are familiar with this phenomenon in their social context.

Taken together, with this study we thus seek to make the following contributions. *First*, we focus on the responses to PSA advocating against domestic violence and its potential antecedents, a critical, yet scarcely investigated, social marketing issue. Indeed, the comprehension on the factors that may lead to the desired effects of PSA campaigns has been as understudied issue, that still holds numerous gaps and presents a high progress margin. Given the limited knowledge in this area and the mixed and equivocal findings of the research so far (Welton-Mitchell, 2012), it is pivotal for research, such as the one presented in this paper, that examines if public service advertisements against domestic violence can produce the desired effects and have a persuasive impact that leads to a change for the target of this communication. *Second*, we identify and examine the role of emotions, attitudes and the subjective norm, as potential mechanisms through which domestic violence PSA's may influence the behavioral intention regarding this type of violence. Our results suggest that the attitudes are the main predictor of intentions to stop domestic violence, or acting against it.

Apart from theoretical implications, the study's findings also have substantial practical implications. We believe that these findings provide valuable implications for the design of domestic violence public service campaigns. The usual intent of these public service campaigns is a behavioral change, in this case that the Portuguese do not remain indifferent or passive when aware of or confronted with domestic violence situations and instead speak out or act against this social problem. According to our results, to be successful, to persuade the target and have a major impact in society, these campaigns must first create in the target a positive attitude towards the ads included in the campaign. This brings 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 an exaggerated bet on negative emotions in advertising will not have an adverse effect on the attitudes and behavior of the target audience.

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.

Future Research Directions and Limitations

There are some limitations of the study, particularly concerning the study design. Because our study has a cross-sectional nature, no inferences about causality can be drawn. Therefore, future directions of research should include an experimental or longitudinal component to address the causality issues. The study also uses a convenience sample, with a small 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 use of semi-structured interviews or focus group, would be useful in particular to better understand the possible reasons that are behind the no validation of the formulated working 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, their separate analysis 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.

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

6. Conclusion

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 advertisements 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 in the behavior of the target of this communication. The results of this study, considering the antecedents of behavioral responses to public service announcements on domestic violence, may give insights on what are some of the main factors that these campaigns must attend in order to lead to the desired outcomes on the target. 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.

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